

## **LAST MINUTE TOUR TAKES OFF FROM NAPLES INTERNATIONAL AIRPORT**

Last Minute Tour, Italian market leader in last minutes trips, has opened a sales point on the first floor of the Naples International Airport thanks to a recent partnership agreement with Gesac BAA, the Naples airport operators.

Last Minute Tour, the first in Italy to import this method of low-cost travel, provides the public with unsold Tour Operator and Airline tickets through its network which includes an Internet site, with 2,000,000 visitors per day, a call centre to handle Customer Care and hundreds of Travel agencies adhering to the Last Minute Tour circuit.

Last Minute Tour, in a radical departure from more traditional approaches, reaches clients through innovative channels (visit [www.lastminutetour.com](http://www.lastminutetour.com), the travel industry's most visited site) based on a concrete marketing strategy and custom-developed, technologically-advanced instruments and solutions. Last Minute Tour is aimed primarily at those who are unable to plan their holidays in advance, who don't have enough time to dedicate to organising their own free time and who aren't able schedule the dates of their holidays far ahead of time.

The Naples International Airport sales point is connected via the Internet to a database which provides information in real time: a few clicks of the mouse allow the operator at the Last Minute Tour sales point to select and reserve a client's requested trip (factors influencing selection may be destination, period, price, duration, fares, cost of lodgings, etc.).

"We believe airports are the ideal location for these kinds of sales" declared Last Minute Tour Communications Director Salvatore Valente, "With suitcase in hand, our clients can decide where they are going just a few hours prior to departure."

"Thanks to this initiative, the airport is able to expand the range of services offered to passengers, and additionally, as has occurred in other cities, the "Last Minute" sales point becomes an attraction in itself, drawing the attention of our Neapolitan clients even if they are not actually departing" observed Natale Chieppa Gesac BAA Commercial Director. "The investment made by Last Minute Tour in Naples, strongly backed by Gesac BAA, is further proof of this airport's ability to attract nationally and internationally known operators to our city - all to the benefit of Neapolitan consumers".

*Established in 1995, Last Minute Tour became operative in August of 1996 and is the only company in the Italian Tourism market specialised in the sector of last minute travel. The organisation is truly innovative thanks a concrete marketing strategy and customised development of technologically advanced instruments and solutions. Last Minute Tour provides unsold Tour Operator and Airline tickets through a distribution network composed of 11 company-owned sales points, an Internet site with almost two million hits a day, a Call Centre with 16 lines which will soon be doubled, and hundreds of Last Minute Tour circuit Travel Agencies.*

*Last Minute Tour has given a new slant to the business which, over the past few years, has recorded a remarkable growth rate both in terms of numbers of travellers and in turnover, with an annual increase of over 200%.*