EASYJET LAUNCHES PARTNERSHIP WITH MUSEMENT OFFERING THOUSANDS OF FANTASTIC EXPERIENCES ACROSS EUROPE AND BEYOND

News / Airlines

easyJet launched a new partnership with global Tours & Activities business Musement to enable customers to access fantastic excursions, activities and attractions in hundreds of destinations across Europe and beyond, alongside its great value fares. As part of the partnership, Musement has developed a new Tours & Activities digital platform, which is integrated with the easyJet website and offers customers the opportunity to book a huge variety of local experiences in all easyJet destinations on the easyJet app, after flight confirmation, or via the dedicated site - activities.easyjet.com at any time.

easyJet holidays, launched its partnership with Musement in 2022. Since then, package holiday customers have been able to select from thousands of excursions and activities, across easyJet holidays' beach and city destinations. The new partnership now offers deals for all easyJet customers, whether they are booking flights or a package holiday.

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Russell Braterman, Proposition & Innovation Director at easyJet said: "We are always looking for ways to make great value travel even easier for our customers with our unrivalled short-haul European network offering over 1000 routes across 35 countries, and by partnering with Musement our customers are able to explore all the best local experiences these fantastic destinations have to offer."

Nishank Gopalkrishnan, Chief Commercial Officer at Musement said: "Our collaboration with easyJet holidays has been excellent and I am now delighted we will expand this partnership to support the wider easyJet organisation and offer our incredible portfolio of excursions, activities and attraction tickets to all easyJet customers. This partnership cements Musement's position as the travel industry's preferred partner for tours and activities."

Musement's custom selection of excursions, activities and attraction tickets for easyJet guarantees a high level of standards related to quality, health and safety, and sustainability, providing peace of mind and enabling customers to discover the best experiences before and after booking a flight. Tickets for most experiences are paperless, allowing customers to conveniently scan a QR code either at the beginning of the activity or at the venue entrance. Additionally, push notifications serve as valuable reminders for location and timing in the lead-up to the experience.

Whether customers are looking to explore the museums of the Vatican or the Pyramids of Egypt, or whether they're interested in enjoying a catamaran cruise in Santorini, a 4x4 adventure in Madeira, or the thermal baths of a Polish mountain village, the new partnership with Musement will offer something for everyone, all covered by a best price guarantee.

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