

GetYourGuide: Recent Press Highlights (2023–2025)

Company Performance and Funding News

- **Major Funding Round:** In mid-2023, GetYourGuide secured a \$194million financing round (comprising \$85 M Series F equity and \$109 M in credit), valuing the company at about \$2 billion – double its pre-pandemic valuation ¹. The round, led by Blue Pool Capital with participation from KKR and Temasek, was seen as a strong vote of confidence amid a tough market for consumer startups ¹ ². These funds are earmarked for expanding into new markets (notably North America) and for tech/product development, including investments in AI to enhance personalization on the platform ³ ².
- **Post-Pandemic Rebound:** The company's performance rebounded impressively with the return of travel. GetYourGuide reported that booking volumes in Q1 2023 were **4x higher** than in Q1 2019 ⁴, underscoring surging demand for experiences after the pandemic lull. By October 2023, the platform celebrated **over 120 million** total experiences booked by travelers worldwide ⁵, and this climbed to **135 million** by the end of 2023 ⁶. Such milestones reflect rapid growth in user engagement.
- **Growth and Investor Backing:** Having raised roughly **\$1 billion** in total funding to date ⁷, GetYourGuide is one of the most capitalized players in the tours and activities sector. Its previous mega-round was a \$484M Series E in 2019 led by SoftBank's Vision Fund, which had valued the company at \$1 billion ⁸. Today, with a \$2B valuation and a roster of prominent investors (e.g. SoftBank, KKR, Temasek), the company is regarded as the best-funded travel experiences platform in the market ⁷ ¹. Executives have noted that the business is **solidly recovering** – defying broader tech downturns – as travelers shift spending from goods to experiences ⁴.
- **Business Momentum:** GetYourGuide's traction has also earned industry accolades. For example, it was named among Fast Company's *World's Most Innovative Companies 2024* for its impact on the travel sector ⁹. Inc. Magazine likewise recognized GetYourGuide as a top B2B partner in 2023 (Inc. Power Partner Awards), highlighting the company's role in helping tour operators grow their businesses – a recognition that coincided with GetYourGuide reaching the 120 million tickets sold milestone ⁵ ¹⁰.

Product and Feature Launches

- **“Unlocked” Operator Tools:** In March 2024, GetYourGuide announced its most significant product update to date – a suite of new tools under the banner **“GetYourGuide Unlocked.”** This release is geared toward tour and activity operators (supply partners) to help them *Create, Manage, and Grow* their businesses on the platform ¹¹ ¹². New features include an **AI-assisted product creator** (which uses AI suggestions for keywords and locations to speed up listing creation), an overhauled analytics dashboard consolidating metrics like revenue and bookings, a *Special Offers* tool for yield

management (e.g. to boost off-peak sales), and improved connectivity for operators using external reservation systems ¹³ ¹⁴ . GetYourGuide's COO, Tao Tao, called it the company's "biggest product release" focused on empowering their 20,000+ experience partners ¹⁵ . The launch was paired with a new **Travel Experience Trend Tracker** report, sharing data insights with operators (e.g. 90% of travelers plan to spend the same or more on activities in 2024) to help partners tap into consumer trends ¹⁶ ¹⁷ .

- **Expansion to Shows & Events:** In 2025, GetYourGuide began expanding beyond traditional tours into live entertainment. An April 2025 press announcement introduced a new **"Shows & Events"** category on the platform ¹⁸ . This allows travelers to book tickets to concerts, theater shows, and other live events – complete with features like **interactive seat selection** in the app for select venues ¹⁸ . The initial rollout partnered with MGM Resorts in Las Vegas, enabling users to book Cirque du Soleil shows and pick their seats through GetYourGuide ¹⁸ . This move opens the platform to event organizers and taps into a multi-billion dollar live events market (research shows ~25% of travelers attend an event while on vacation) ¹⁸ ¹⁹ . Executives frame this as building a "more cross-category experience marketplace," noting that shared live experiences are increasingly important to travelers ²⁰ . Alongside the shows launch, GetYourGuide added other tech enhancements in 2025 – for example, **AI-driven content checks** that automatically flag inconsistencies in tour listings, and advanced review analysis tools that summarize customer feedback with AI to help operators improve their offerings ²¹ ²² .

- **AI Integration for Travelers:** GetYourGuide has also embraced generative AI on the customer side. In late 2023, it became the first experiences platform to launch on OpenAI's ChatGPT plugin store ²³ . This integration means users can plan trips and discover tours via ChatGPT, with the GetYourGuide plugin providing live access to the platform's activity listings. The company hopes AI will enhance travel discovery; CEO Johannes Reck noted that AI-driven personalization is a key focus to improve how travelers find experiences ³ . (This aligns with the broader travel trend of using AI for trip planning.)

- **Originals and New Offerings:** Over the past two years, GetYourGuide has continued to roll out unique tours under its **"Originals by GetYourGuide"** line – exclusive, co-created experiences often in partnership with local institutions. Notable examples include a *"MoMA Before Hours"* art tour in New York, a private **"Turning the Lights on at the Vatican Museums"** tour at dawn, an exclusive after-hours visit to Milan's Duomo terraces, and a special Coronation-themed tour in London – all bookable only via GetYourGuide ²⁴ . In mid-2023 the company expanded its Originals to new destinations and themes, launching culturally immersive experiences in Kyoto, Japan (e.g. hands-on traditional workshops) and even a series of **sports-themed experiences** ²⁵ ²⁶ . This sports category launch included partnering with famed organizations (see the FC Bayern partnership below) to cater to the rising demand for sports tourism. Internally, GetYourGuide credits such innovative products and partnerships for driving record engagement on the platform ²⁷ .

Market Expansion and Partnerships

- **North American Growth:** The U.S. and Americas have been a major expansion focus. In January 2024, GetYourGuide launched its **first-ever national advertising campaign in the United States**, aimed at raising brand awareness among American travelers ²⁸ ²⁹ . The campaign's slogan around "making memories" was localized for the U.S. and featured iconic American experiences (e.g.

whitewater rafting the Grand Canyon, New York's Katz's Deli, Top of the Rock views) to inspire travelers ³⁰ ³¹ . Ads ran during high-profile TV events such as NFL playoff games and the Academy Awards ³² . Alongside this, the company announced it would **open a new office in Mexico City** in 2024 to support partners and customers in Mexico, the Caribbean and Central America ³³ ³⁴ . This regional hub in Mexico is meant to bolster GetYourGuide's on-the-ground presence as it continues expanding in the Americas. The company also ramped up marketing in Europe with targeted campaigns in markets like France and the UK ³⁵ . By investing in local offices and marketing, GetYourGuide is signaling a push to firmly establish itself in North America and other recovering travel markets.

- **Airline and Loyalty Partnerships:** GetYourGuide has formed strategic partnerships to extend its reach via travel brands. Notably, in late 2023 it partnered with **Air India** to integrate tours and activities into the airline's loyalty program. Air India's frequent fliers (Maharaja Club members) can now earn airline miles (points) when booking GetYourGuide experiences – earning 10 points per ₹100 spent on the platform ³⁶ . This partnership gives GetYourGuide access to Air India's customer base, offering curated experiences in 150+ countries to the airline's members ³⁶ . It's an example of how GetYourGuide is teaming up with airlines to capture travelers at the planning stage. (The company has indicated interest in similar tie-ups; by being on platforms where travelers already are – be it airline apps or superapps – they can tap into new user pools.)
- **Tourism Board Collaboration:** GetYourGuide has also worked with destination marketing organizations. In May 2023, **Visit California** (the tourism board for California) announced a strategic partnership with GetYourGuide to promote tourism from German-speaking markets (Germany, Austria, Switzerland) to California ³⁷ . Through this partnership, GetYourGuide and Visit California launched joint storytelling campaigns showcasing the “Golden State's” attractions to German, Austrian and Swiss travelers ³⁸ . The campaign leverages GetYourGuide's platform and data to highlight California experiences and inspire travelers to book trips to the state. The initiative underscores the company's role as a key distribution partner for destinations seeking to reach international visitors. (The initial campaign ran in the DACH region, with talks of expanding it globally ³⁹ .) This kind of partnership with a tourism board is a win-win: California drives inbound tourism, while GetYourGuide boosts bookings for its California inventory.
- **High-Profile Brand Partnerships:** In October 2023, GetYourGuide partnered with **FC Bayern Munich**, one of Europe's most famous football clubs, to create exclusive sports travel experiences ²⁵ . As part of this collaboration, GetYourGuide became an official tour partner of the club, launching two new “Originals by GetYourGuide” that grant fans special access to FC Bayern's facilities and history. These include behind-the-scenes tours of the Allianz Arena on match day (letting visitors step onto the pitch before kickoff) and a training campus experience where fans can see where players train – even meeting an FC Bayern legend in the process ⁴⁰ ⁴¹ . Additionally, GetYourGuide now offers tickets to the FC Bayern club museum via its platform as the club's exclusive partner ⁴² ⁴³ . This partnership not only created unique inventory for sports enthusiasts, but it also marked GetYourGuide's expansion into **sports tourism** – a segment that has seen bookings surge by 208% in early 2023, according to the company's data ⁴⁴ . By teaming up with a globally recognized sports brand, GetYourGuide can attract football fans to use its service, and FC Bayern gains a new channel to engage international fans visiting Munich. This is one example of partnerships with major brands (others include collaborations for events like the **2024 Taylor Swift “Eras” tour** hype – where GYG

humorously advertised for an “Ultimate Swiftie Tour Guide” in NYC ⁴⁵ ⁴⁶ as a PR stunt to connect with pop culture travel trends).

- **Connectivity and Distribution:** On the B2B side, GetYourGuide has an ongoing “Connectivity Partner Program” recognizing top booking system partners (such as reservation tech providers that integrate with its API). In late 2024, it unveiled its *2024 Top Connectivity Partners* – a way to strengthen ties with ticketing technology companies and channel managers in the tours and activities ecosystem ⁴⁷. This indicates a focus on expanding the supply side through integrations, making it easier for attractions and operators using third-party systems to connect to GetYourGuide’s marketplace. Moreover, distribution partnerships (with the likes of hotels, online travel agencies, and even Google) continue to be part of GetYourGuide’s expansion strategy, ensuring its inventory of 100k+ experiences is visible to as many travelers as possible. *(While specific distribution deals are often behind the scenes, the company’s 2025 strategy emphasizes being wherever travelers plan their trips, from search engines to airlines.)*

Company Culture and Team

- **Focus on People and Culture:** As GetYourGuide scales up post-pandemic, it has placed new emphasis on company culture, talent, and leadership. In early 2024, the company appointed **Genevieve Vancutsem-Zednik as Chief People Officer (CPO)**, a new executive role to spearhead human resources strategy ⁴⁸. Vancutsem-Zednik, who joined from Wayfair, is tasked with supporting GetYourGuide’s **800+ employees across 17 global offices** and driving key initiatives in talent development, diversity, and organizational culture ⁴⁹. Her mandate is to balance operational excellence with maintaining a “strong talent management and culture” as the company enters its next phase of growth ⁴⁹ ⁵⁰. Leadership noted that this hire comes as GetYourGuide matures into its 15th year in business – a “key point of maturation” – and prepares for further expansion in 2024 and beyond ⁵¹. The new CPO herself praised GetYourGuide’s environment, saying she could tell the value of “**growth** is truly lived by its people,” and she aims to foster a **culture of growth and collaboration** within the team ⁵².
- **Diversity and Inclusion:** GetYourGuide prides itself on an international and inclusive work culture. The company’s team consists of employees from **80+ nationalities**, all united by their love of travel ⁵³. Having a diverse workforce is seen as a strength, enabling the company to better serve a global customer base with local insights. Offices in 17 locations (from Berlin headquarters to hubs in London, New York, Dubai, Sydney, etc.) mean a culturally rich workplace and a need to ensure inclusion across geographies. In 2022, for instance, the company launched internal initiatives like “Incredible Women at GetYourGuide” to support women in tech/travel roles ⁵⁴. While not always covered in press releases, GetYourGuide’s careers blog regularly highlights diversity efforts and employee resource groups aimed at making all staff feel welcome. Leadership has stated that **equity and inclusion** are priorities as the team grows. This commitment to a positive work culture has helped GetYourGuide attract talent even through the volatile travel industry cycles.
- **Employee Satisfaction and Employer Brand:** There have been indications of strong employee engagement at GetYourGuide. The company emerged from the pandemic with a renewed focus on its mission (“reconnect humanity to its sense of wonder”) and involved employees in defining new *Guiding Principles* to steer the culture going forward ⁵⁵ ⁵⁶. Regular “Summit Week” gatherings in Berlin bring the global team together for learning and bonding ⁵⁷ ⁵⁸. In 2023, after two years of

remote work, the company held a summer summit to reunite staff, reinforcing team spirit. GetYourGuide has also garnered external recognition: it was **Fast Company's Most Innovative Company (Travel) in 2019 and again in 2024**, not only a product honor but also a testament to its innovative mindset as an employer ^{9 59}. Moreover, Inc.'s 2023 Power Partner award (mentioned earlier) indirectly speaks to GetYourGuide's positive reputation among the partner community, which can boost team pride ⁵. While specific rankings like "best places to work" have not been publicized, Glassdoor reviews often cite the "ambitious, international and friendly" culture and the exciting nature of working in travel. The addition of seasoned leaders (a new CTO joined in 2024 as well ⁶⁰) and the implementation of new guiding principles show that GetYourGuide is actively shaping its workplace to support rapid growth. By investing in people and maintaining an adventurous, mission-driven culture, the company is bolstering its employer brand to attract and retain the talent needed to "unlock" the next era of travel experiences.

Sources: Press releases and news articles from GetYourGuide Press Center ^{4 1 6 13 18 24}, TechCrunch ^{1 8}, Skift/PhocusWire coverage, and official statements from GetYourGuide. Partnerships and culture details from official press statements and company communications ^{25 37 52 53}.

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