

## Press Release

### Inside Labs AG Announces Strategic Partnership with Visit Group

**Flims, Switzerland, December 2, 2024** – Inside Labs AG is pleased to announce a new strategic partnership with Visit Group AB, a leading hospitality SaaS company in Northern Europe dedicated to empowering businesses across the travel industry.

With this new collaboration, Inside Labs is expanding its partnership network of leading commerce software providers. By uniting the strengths of Inside Labs in customer engagement and personalization with Visit Group's expertise in e-commerce the partnership offers a valuable solution for travel industry players in Northern Europe.

The new partnership between the two companies is built on the shared belief that smarter use of data can improve customer engagement and online sales. By connecting the two Software-as-a-Service (SaaS) platforms, shared customers can easily use both solutions together, unlocking valuable benefits for guests and all service providers.

The combined solution allows e-commerce transaction data from different Visit Group platforms to flow seamlessly into Inside Labs' Omni Suite. This activation of transaction data enables, engaging key guest segments with relevant messages across various channels, including email, push notifications, and direct messages. Inside Labs' white-label mobile app can also be leveraged as a further channel for customers to communicate with guests, guide them in the destination, create loyalty programmes, and improve the reach and effectiveness of their e-commerce solutions.

Both companies are committed to the belief that focused product development and open, scalable SaaS solutions will define the future of tourism technology. Their best-of-breed approach sets them apart from providers of closed or custom solutions, ensuring high-quality offerings, ongoing innovation, and attractive total cost of ownership for their customers.

“The partnership with Visit Group marks a significant step forward on our mission to offer advanced data-driven engagement solutions to the Northern European travel industry. Visit Group has an extensive client portfolio of hundreds of customers ranging from attractions to ski resorts, and ferry operators to hotels. As partners, we're delivering a powerful, integrated solution that will enable customers to deepen their connection with guests and drive meaningful business results.” says Kris Paasila, Founder and Chairman of Inside Labs AG. Ludvig Olsson, General Manager, Experiences & Resellers at Visit Group adds: “We are thrilled about this partnership, as we believe Inside Labs can genuinely help our customers engage their guests in a highly effective way. Over the years, they have delivered excellent results for their partners in the Alps, and we look forward to bringing that success to the Nordic region for our customers seeking to accelerate guest engagement!”

**For further information, please contact**

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**Download Partnership Key Visual:**

[https://drive.google.com/drive/folders/1N3H5nJdwkx9aw2syl4-cO\\_XRu1919F0q?usp=sharing](https://drive.google.com/drive/folders/1N3H5nJdwkx9aw2syl4-cO_XRu1919F0q?usp=sharing)

**About Inside Labs AG:**

Inside Labs AG is a leading software company specializing in customer journey marketing for the travel sector. The Omni Suite, their primary Software-as-a-Service (SaaS) product, offers comprehensive solutions across customer data platforms, marketing automation, segmentation and personalization, as well as, AI powered engagement and loyalty. Inside Labs offers their engagement and personalization solutions alongside established e-commerce providers such as SPOT Werbung, Pricenow, or Visit Group.

**About Visit Group International AB:**

Visit Group is a leading hospitality SaaS company in Northern Europe dedicated to empowering businesses across the industry. The future-proof platform seamlessly integrates both operational and collaborative commerce systems, supporting a wide range of businesses—from hotels and ski resorts to amusement parks and tour operators. Serving over 2,000 clients in more than 25 countries and connecting with a network of 10,000+ travel agents, Visit Group enhances operational efficiency while enabling in-destination experience vendors to sell both their own and third-party products effortlessly. Visit Group's mission is to build the leading digital ecosystem for the travel and hospitality industry.

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