

# Luxair presents three unprecedented concepts

*In response to a context filled with profound mutations, Luxair reacts to the current situation by innovating and presenting three new models.*

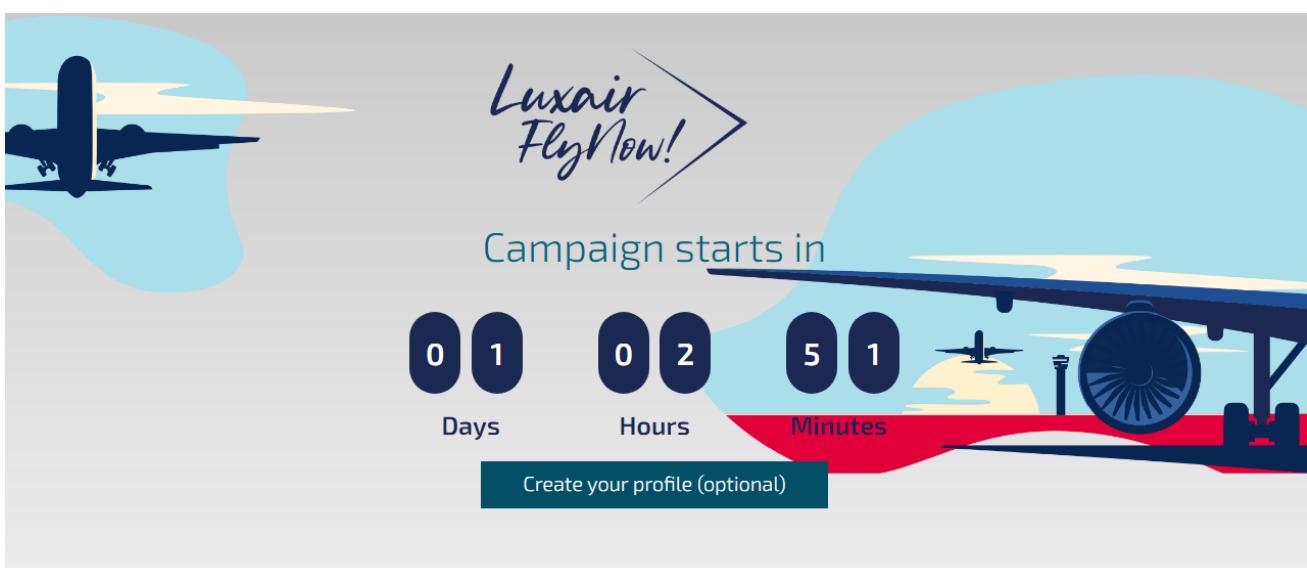
The tourism sector is still facing a crisis, the market is developing and the desires of customers are ever-changing. Luxair reacts to this by innovating and creating new solutions for their customers in order to respond to new requests and wishes. For this reason, Luxair has developed three new concepts for this summer.

## Luxair Fly Now!

Luxair is making available a “very last minute” option. The customers are invited to join Luxair.com every Thursday at 5pm to discover a selection of unbeatable offers for departure within the next 24 hours and with destinations that will only be revealed at that moment.

The destinations will change from week to week allowing customers to (re)discover many landscapes. In the context of this flash sale, the amount of seats available will be extremely limited and will be available on a first come first served basis.

A countdown to the campaign will serve as a reminder to not miss the date.



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## LuxairTours Active Holidays

A healthy lifestyle constitutes one of the biggest requests of our time. LuxairTours can now cater to the sporty travelers of Luxembourg and of the greater region, by coming up with brand new offer of holiday packages that will put physical activity at the center of this commercial proposition.

Active Holidays is the new born at LuxairTours; that they be fans of cycling, kite-surfing or hiking, customers will be able to combine their passion with the uncompromised quality of service of LuxairTours packages and will be able to experience sporty and thrilling adventures during their holidays.

Each Active Holidays package includes flights and a hotel, customers can then choose between two formulas; the “coach formula” that includes the guidance of a professional in the field of the chosen sport or the “freedom” formula, allowing a combination of sports and relaxation with total freedom.

Through a partnership with well-established sports distributors in Luxembourg such as S-Cape, Freelanders and Snooze, the aim is to become the reference in sporty holidays.

## Holidays à la Carte

Luxair is also launching Holidays à la Carte, an approach that will allow customers access to a very wide range of accommodations and will enable them to combine a flight with their chosen lodging. More than 200 options are available, including apartments, boutique hotels, villas and charming hotels. This new concept is in direct response to the current context and the wishes that customers have expressed during this past year.

While the situation remains strenuous in the tourism industry, Luxair has suffered a drop of 81% in passengers of the airline in 2021 and a 45% decrease in LuxairTours packages. Yet, the company will still make available 50.000 seats for this summer, in the hope that customers will be able to benefit from the complete catalogue of offerings in order to enjoy their summer holidays.