

Axon Partners Group leads investment round in tours and activities platform Turismo i

Turismo i secured an Investment round from Axon Partners Group and Top Seeds Lab.

Axon Partners Group through its Amerigo Ventures Pacifico I Fund and Top Seeds Lab through its vehicle Travel Tech 1 SCR invested in Turismo i to consolidate the company's position as the most relevant provider and the player with the largest catalog in the Ibero american region.

The travel and tourism industry contributes with almost 9% of the GDP and generates around 8% of the employees in the region. Turismo i leverage its proprietary technology to offer the possibility to independent and local providers to list their tours and activities and have access to more than 10 million of travelers through proprietary and third party digital channels.

The company, headquartered in Peru, has more than 5,000 tours and activities from Spain, Colombia, Ecuador and Peru. During the next years, the objective is to more than threefold the catalog and expand the solution to travelers and tour operators in Mexico, Chile, Argentina and other countries within the region.

Alfonso de León, Axon Partners Group CEO mentioned *"The tours segment has remained untapped within the digitalization of the travel and tourism sector in Latin America. However, it has a huge potential with a wide offer that is atomized, disorganized and, frequently, opaque and confusing for the traveler. Turismo i orders this market by providing tour operators with a technological tool to promote their inventory in channels that give them access to thousand of customers and to offer confidence and certainty to the traveler"*.

PhD Javier González-Soria, Top Seeds Lab CEO and Travel Tech 1 SCR GP, said *"Companies like Turismo i, which provide the foundations for the interaction across the different stakeholders in the tours and activities segment, are the ones that will disrupt the industry"*

Likewise, Diego Arbulú, co-founder and CEO of Turismo i pointed out *"Receiving this important investment from international and seasoned funds reinforces what the team has been developing and allows us to continue expanding our platform to several countries in the region with the goal of digitalizing the thousands of local tour and activities companies in the region and to distribute their services in an automated way through local, regional and global channels"*.

About Axon Partners Group (www.axonpartnersgroup.com)

Axon Partners Group is a Spanish advisory and Investment firm with a VC&PE division that manages Funds in Europe, Asia and Latin America. Through its Amerigo Ventures Pacifico I Fund, Axon actively participates in the digital ecosystem in the Latin American region.

About Top Seeds Lab (www.topseedslab.com)

Top Seeds Lab is a Spanish firm that belongs to the GAN Network, with a country agreement with the Secretary of State for Tourism of Spain and an Advisory Board comprised by some of the main companies in the world of Travel and Digital. Travel Tech 1 SCR, their investment vehicle, is a venture capital fund whose main shareholder is Fond-ICO Global FCR.

About Turismo i (www.turismo-i.com)

Management and distribution platform for local tours and activities suppliers in Ibero-America. We distribute their services in multi-languages/currencies through a SAAS with API connections to local/regional/global sales channels.

Contact

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