

## Barcolana Experience: live the excitement of this regatta like never before with Musement

**Musement is the strategic partner of the Barcolana 51**

**Milano, 13 June 2019** – For four years running **Musement**, a multiplatform booking service for travel experiences around the world, has been confirmed as the **Official Travel Partner of Barcolana**. In honor of the **51st edition** of the world's largest regatta, Musement has a range of all new experiences, designed to bring sailing enthusiasts closer than ever to the thrilling moments of this huge event.

Barcolana kicks off on **Sunday 13 October** in Trieste, following 9 days of celebrations that will transform the city into a vibrant festival. During this time Musement will be offering fans the **Barcolana Experience**, a series of activities designed to enhance their experience of the event. Created in partnership with Barcolana and with the technical collaboration of Cividin Viaggi, the activities include **walking tours, wine and food tasting events, excursions around the Gulf of Trieste, viewing the event by helicopter** and most importantly, the opportunity to follow the world's largest regatta from **inside the racecourse**, via motorboat or raft, right at the center of the action. The activities will be available on both [www.barcolana.it](http://www.barcolana.it) and Musement.

**Mitja Gialuz**, President of the Sailing Society of Barcolana and Grignano has made the following statement: "Thanks to Musement for their continued collaboration and for planning the Barcolana Experience tourist packages with us. Thanks to this partnership, Barcolana can offer all sailing enthusiasts the chance to experience the event in a new and unique way, characterized by quality and a love for sailing and the sea, as part of a high quality tourist experience."

**Lorenzo de Salvo**, Head of the Sport Area of Musement similarly states: "We're happy to find ourselves alongside Barcolana for the fourth consecutive year. This is a great opportunity for us to demonstrate Musement's value and commitment in the field of sports experiences. Barcolana 51 is not just synonymous with sport, it's an international event capable of attracting the attention of enthusiasts in the sector and those who choose sport as a means of discovering their national territory. It's also a great opportunity for companies to invest in their human capital. With the Barcolana Experience, in fact, we want to involve the corporate segment and show them how a sporting event, of the caliber of the 51st edition of the largest regatta in the world, can be transformed into an investment opportunity capable of uniting business and pleasure."

### About Musement

Musement is the digital platform that allows you to book travel activities in over 1,000 destinations and 70 countries around the world. The service was created to help travelers discover and book things to do – from museum visits to city tours, food and wine tastings, sports events and wellness activities – wherever they go, with the goal of enriching their travel experience. The service is available in 8 languages through various digital touchpoints: the B2C websites and apps with the Musement and Triposo brands; the platform for travel agencies; while platforms and integrations have been carried out with countless online distribution partners, from Google to [hotels.com](http://hotels.com).

Musement is headquartered in Milan and has offices in Hamburg, Amsterdam, Barcelona, Dubai, London, Monaco, New York, Orlando and Paris. The company has been certified as a Great Place To Work® and in 2018 was listed in the top 20 Best Workplaces® in Italy. In September of the same year, Musement became part of the German group TUI, the largest integrated tourism operator in the world. Following its acquisition, Musement has remained an independent company in the TUI Destination Experiences division (TUI DX). The collaboration and integration between the two companies has already brought significant benefits to both and a strong growth in combined turnover, which in the last year reached 600 million euros.

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