



e-hoi group: Full integration of Un Mundo de Cruceros into the e-hoi group completed in less than six months - New markets in Spain, Portugal and France

Frankfurt am Main, 24 September 2024. e-hoi GmbH, Europe's leading online cruise booking platform, has successfully completed the full integration of the newly acquired Spanish platform Un Mundo de Cruceros. The company was fully technically integrated into the e-hoi group in less than six months. The new websites for the Spanish, Portuguese and French markets are now online and offer a seamless booking experience for B2B customers and from Q2 2025 also for B2C customers.

New websites for Spain, Portugal and France

On 24th September 2024, the new web platforms www.unmundodecruceros.com for Spain, www.ummundodecruzeiros.pt for Portugal and www.wondercruises.fr for France launched. The online booking platforms have been fully integrated into the e-hoi booking system within 6 months and offer B2B customers in Spain and Portugal as well as B2B and B2C customers in France the opportunity to book cruises quickly and conveniently online. Thanks to the powerful e-hoi technology, users are offered a consistent and flexible booking experience. "Our experienced team of cruise experts is very much looking forward to the launch of the new technology. It will provide us and all travel agency partners with significantly improved access to cruise offers and further extend Un Mundo's lead in Spain and Portugal," explains Juan Rodero, CEO of Un Mundo de Cruceros.

Opportunities in the B2C market

While the integration initially addresses the B2B market in Spain and Portugal, the e-hoi group plans to enter the B2C market in these countries in the near future. "The step into the B2C market in Spain and Portugal is an important milestone for us, allowing us to further expand our leading position in the European cruise market," explains Detlev Schäferjohann, CEO of e-hoi GmbH. The new B2C platforms will be promoted under a separate brand, while the Un Mundo de Cruceros brand will continue to concentrate fully on B2B sales.

Superior e-hoi technology is key to international success

The online tech ecosystem developed by e-hoi is characterised by its high performance and flexibility including the ability to dynamically add daily updated flights to a cruise booking. "Our proprietary booking engine is developed in such a way that it is perfectly tailored to the needs of our customers. This gives us a clear advantage in the expansion and further development of our offers," says Schäferjohann.



Synergies boost growth course

The merger between e-hoi and Un Mundo de Cruceros offers considerable synergies: "We have achieved a high level of efficiency in the areas of IT and marketing. This enables us to concentrate on the further development of our technology and at the same time realise considerable cost savings," emphasises Schäferjohann. The integration of the Un Mundo de Cruceros team and the transfer of their expertise into e-hoi's market-leading online ecosystem will strengthen the company's growth ambitions.

"Our expertise in the IT sector and the advanced infrastructure will enable us to increase the efficiency of our processes and simultaneously expand our presence in other markets," explains Schäferjohann.

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For further information or interview requests with Detlev Schäferjohann or other representatives of e-hoi GmbH, please use the contact details provided.

About e-hoi GmbH:

Following the successful establishment of an online booking platform for cruises for the German market, e-hoi.de, in 2003, e-hoi decided to transfer this experience to other markets. With a large number of routes and ships, the company offers a comprehensive overview of the cruise market daily price comparisons across all shipping companies as well as dynamically packaged flights. The company has also been operating successfully in the tour operator and charter business for many years. The e-hoi group now comprises 7 brands in 7 countries across Europe.