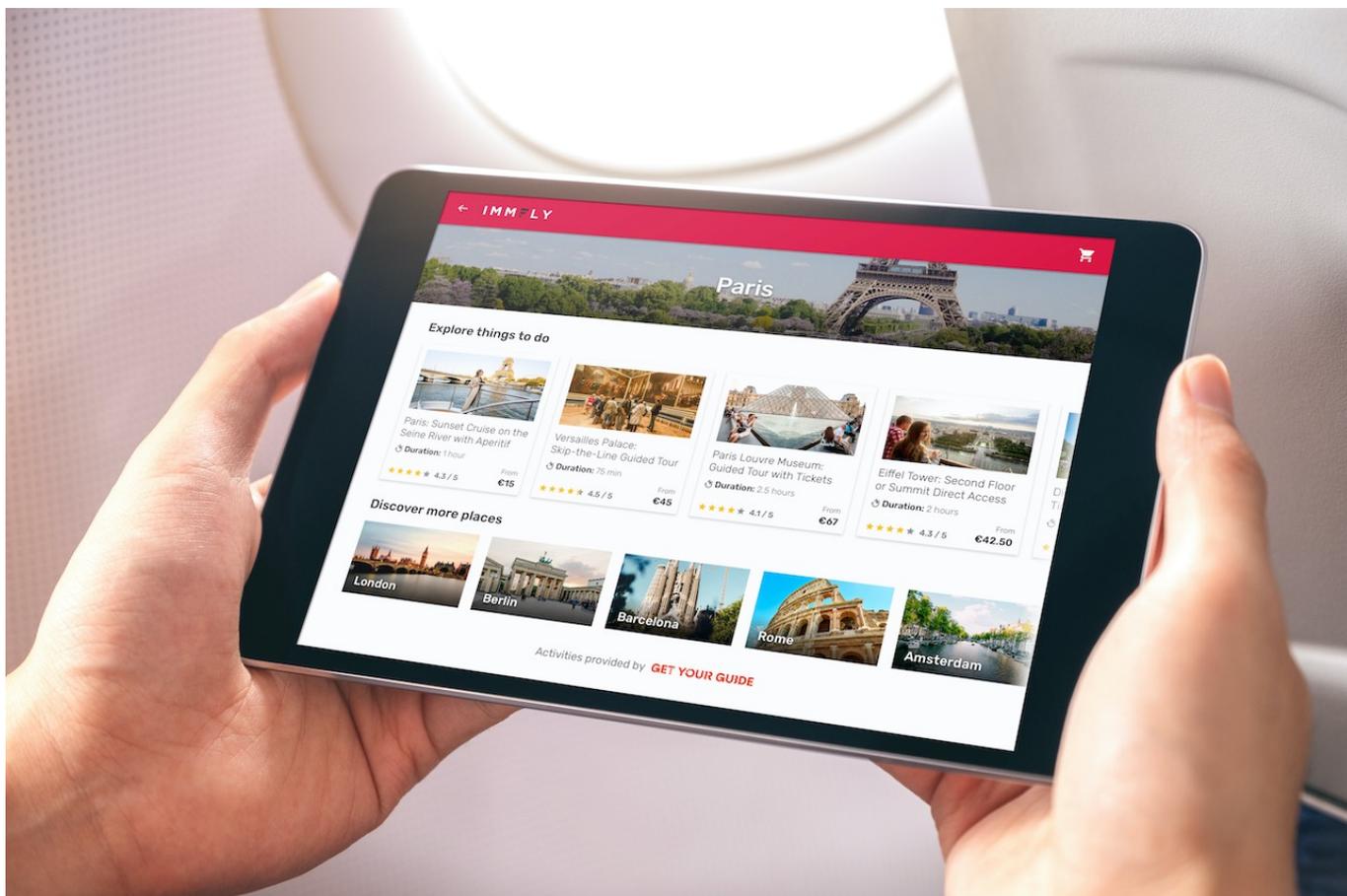# Immfly and GetYourGuide launch solution to drive ancillary revenue

More than 60,000 bookable experiences are available on GetYourGuide

Immfly announced this week the launch of an onboard digital service developed in partnership with GetYourGuide, the booking platform.

The new service makes it possible for airline passengers to book experiences with GetYourGuide through Immfly's inflight digital platform — even while aircraft are out of range of Internet connectivity. The new service gives travelers a new way to plan their visit to their chosen destination, while providing airlines with a new channel to increase ancillary revenues and enhance the onboard experience.

While flying, passengers can browse and choose from GetYourGuide's catalog of more than 60,000 bookable travel experiences, comprising of walking tours by top local experts, immersive food and beverage tours, cooking and craft classes, bucket-list experiences, and niche offerings not found anywhere else, as well as special incentives with skip-the-line tickets to some of the most iconic attractions around the world.

"Since launching its pioneering onboard platform in 2014, Immfly has consistently focused on facilitating new ways for airlines to digitally enhance the experience and boost revenues on board," said Aras Yildiz, Vice President Commercial at Immfly. "Immfly's latest integration with GetYourGuide helps airlines yield additional benefits from our relentless innovation in cabin digital services."

"We're on a mission to give the whole world access to incredible experiences," said Emil Martinsek, Chief Marketing Officer at GetYourGuide. "To do so, it's critical we effectively leverage every stage of our customers' journeys to engage and inspire them. Our partnership with Immfly represents a big step forward toward that goal, and we're excited to work together to help even more travelers love where they're going."

The new service is available immediately to all airlines, regardless of their existing provision of onboard internet services.