

### **Technological innovation: culture and tourism, together in one click**

## **The Museo Thyssen, the first museum in the world to launch an online sales channel for tourism professionals**

**Madrid, 29 October 2014.** The Museo Thyssen-Bornemisza shows its commitment to technological innovation by launching the first online sales channel for tourism professionals. This initiative places the Thyssen at the forefront of the sector, as it is the only museum in the world to provide a platform of this kind to tour operators, travel agencies, hotels and other tourism companies.

[www.museothyssen.org/thyssen/tipos\\_registro\\_turismo](http://www.museothyssen.org/thyssen/tipos_registro_turismo) is a tool in two languages (English and Spanish) that provides tourism professionals with fast and privileged access to all the Thyssen's offers, as well as special rates and promotions.

According to Evelio Acevedo, Managing Director of the Museo Thyssen- Bornemisza, *"This platform is the most important project we have launched this year, as it marks the Museum's firm commitment to new technologies, bringing together culture and tourism in one click in order to reach new markets. On the one hand, we want to offer national and international tourism companies a tool that is simple and attractive and facilitates their work and, on the other, we want these companies to be able to offer visitors the best experience, so that tourists can learn about Western history through art."* He adds that, *"This tool has been developed at the Museum. The Department of Promotion was aware of the need for this Online Sales Channel and developed the platform by creating different trial versions that have been tested by companies in the tourism sector, with excellent results. Therefore, I would like to thank everyone for their great work. We are now embarking on a new stage at the Museum, where there are no longer frontiers in the tourism markets."*

Visiting the Thyssen-Bornemisza collections and temporary exhibitions or taking part in activities such as *Family Thyssen* and different guided tours, as well as the possibility of skipping queues or enjoying offers of audio-guides and special menus, are now just one click away for tourism professionals all over the world.

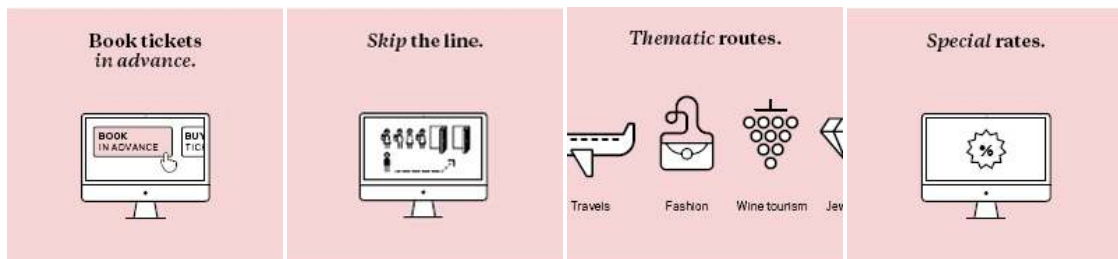
All that tour operators, travel agencies, hotels and other sector companies need to do is register with the **Thyssen Channel** for tourism professionals to start taking advantage of all these facilities and possibilities for enjoying a stroll through art history in the Museum's galleries, so that the phrase "My favourite museum" comes to mind every time the Thyssen is mentioned.

Videos:

Un Museo para vivirlo (A Museum to be experienced): <https://vimeo.com/109920154>

Tú también eres único (You too are unique): <https://vimeo.com/109920153>

Online Sales Channel for Tourism Professionals / Canal de venta on line para Profesionales de Turismo: <https://vimeo.com/109920155>



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