

May 2026

eu travel tech

**eu travel tech welcomes Headout as newest member,  
strengthening expertise in the experiences sector**

Brussels, (date) – eu travel tech is pleased to welcome Headout as its newest member. Based in New York, USA, with extensive operations across Europe and Asia, Headout is a travel experiences platform that helps travellers discover and book attractions, tours and activities across destinations worldwide.

Headout's addition further strengthens eu travel tech's expertise in the fast-growing experiences segment, which is playing an increasingly important role in the evolution of the travel and tourism sector. As travellers seek seamless access to activities and attractions alongside transport and accommodation, experiences are becoming a pivotal component of the broader travel ecosystem.

As the market continues to evolve and attract greater policy attention, Headout's perspective and expertise will contribute to eu travel tech's ongoing work on distribution, competition, innovation and consumer-focused digital travel services across Europe.

Commenting on the announcement, Emmanuel Mounier, Secretary General of eu travel tech, said:

*"The experience market is rapidly expanding and becoming an essential pillar of the wider travel and tourism ecosystem. We are therefore delighted to welcome Headout to eu travel tech at a time when the importance of this segment is growing significantly. Headout's membership further strengthens both our expertise and the representativeness of our association in this increasingly strategic area of travel"*

Suren Sultania, Co-founder & COO of Headout added: *Experiences are becoming an increasingly important part of how travellers discover and engage with destinations around the world. As a company operating at the intersection of technology, tourism and real-world experiences, we're excited to join eu travel tech and contribute to the ongoing conversations shaping the future of digital travel in Europe. We look forward to collaborating with industry peers and policymakers to help build a more innovative and traveller-centric ecosystem.*

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The eu travel tech Secretariat is pleased to welcome Headout as the latest member of the association and looks forward to continuing its constructive engagement with policymakers, industry partners and all relevant stakeholders with an even broader and deeper expertise across the travel technology ecosystem.