



cloopio – booking platform for team offsites

- Demand for in-person interactions grows among remote and hybrid employees
- cloopio offers curated team off-site packages to bring employees together
- Off-sites are bookable with just a few clicks

Berlin, April 3, 2023 // Remote and hybrid working have become an integral part of our everyday lives. But there is still a desire for social contact and personal exchange with team members. Employers also face the question of how to strengthen and maintain their corporate culture, team spirit, and sense of belonging among their employees, who work in different locations and use different models.

As a McKinsey study shows, 75% of employees prefer a hybrid work model. At the same time, the report concludes that this arrangement can lead to more isolation and organizational silos. Half of the participants in the study would therefore like to see dedicated opportunities for team building.

The startup cloopio, developed by the Lufthansa Innovation Hub, responds to this trend with a new offering. Using its platform, companies can book team off-sites for their employees, enabling them to gather for a few days at a selected location. Early customers who have booked off-sites include Evermood, ProductDock and Eurowings Digital.

The booking platform provides a one-stop solution for all the desired services. Transfer, accommodation, meeting rooms with appropriate facilities as well as catering, evening entertainment and team-building activities can all be selected and booked through cloopio. “The move toward hybrid working means that teams no longer have as much face-to-face interaction. This has a negative impact on a company’s culture. With the off-site packages, we equip companies with a tool to strengthen the sense of cohesion within their teams. We are addressing a gap in the market and helping to drive the performance and creativity of companies and teams,” says Christine Wang, Managing Director Lufthansa Innovation Hub.



“Our aim is to make team off-sites bookable with just a few clicks. Until now, the organizational task has been highly fragmented. An off-site has several different components, meaning that service providers need to be contacted one by one. In addition, we have observed that the majority of individuals responsible for off-site planning are doing so for the first time and thus have no prior experience in managing the process. Our off-site packages make it super easy to book a great offsite experience for the team, with a much smaller time investment,” says Jana Jacobs, lead project manager at cloopio.

To start with, cloopio’s offering will be focused on locations in the greater Berlin area. For more information, visit [↗cloopio.com](https://cloopio.com).

About the Lufthansa Innovation Hub

At the Lufthansa Innovation Hub, we’re pioneering the future of travel for the Lufthansa Group, the industry, but most importantly for everyone who travels. The landscape of the travel industry is changing. Our job is to identify these shifts and translate them into new business opportunities in the travel sector. We are guided by our ambition to take travel to new destinations. To achieve this, we push ourselves, the Lufthansa Group, and the industry to make travel easier, more convenient, and more enjoyable.

Links

[↗ McKinsey study – Hybrid work: Making it fit with your diversity, equity, and inclusion strategy](#)

[↗ cloopio press material](#)