



For cruise & river cruise lines.

Ten hours ashore, and only two of them are yours

You brought them to the city and earn on two hours of it

Shore excursions are bought a year ahead, in fixed blocks, at fixed prices, with real risk if they do not fill. Everything outside those blocks is revenue nobody collects.

Two choices, and one of them is nothing

The contracted coach tour, or figuring it out yourself on a quay with unfamiliar signage and an hour of daylight burning. Plenty of passengers pick the second and end up doing nothing at all.

Inventory bought a year in advance

Excursion programmes are committed long before anyone knows who is sailing. Fill them and the margin is fine. Miss and you carry the cost of empty seats on a coach.

The independent passenger earns you nothing

The ones who want to explore alone are often the ones who would spend the most. They book on the quay, on a platform that did not sail them there.

You deliver thousands of people to a city. You earn on a fraction of what they do there.

No brand on it, no data from it, no revenue out of it.

Whoever welcomes the guest should earn from the guest.

A cruise brings thousands of people to a city for a day, and the line earns only on excursions contracted a year in advance. Everyone else chooses between a coach tour that does not appeal and nothing at all, and the ones who do find something book it on a platform that had nothing to do with getting them there.

TicketMatch lets cruise and river cruise lines earn on the free hours ashore without buying inventory in advance. A card in the cabin leads to a branded shop stocked per port and timed around all aboard; passengers book from the cabin on their own phones, tickets deliver themselves, and the line earns commission on every booking.

300,000+

Bookable experiences

Museums, tours, attractions and day trips with live availability

3,000+

Cities worldwide

From Amsterdam to Tokyo: one catalogue, one dashboard

6

Delivery channels

Email, WhatsApp, Telegram, Apple Wallet, Google Wallet and PDF

24/7

Emma, AI concierge

Answers guest questions in any language, included in the membership

"No branding, no data, no loyalty. Just a booking number in someone else's system. We built TicketMatch to flip that."

HOW IT WORKS

Your guests do everything themselves. You just earn.

- 1 Get a branded shop stocked per port, timed to fit between berthing and all aboard
- 2 Put one card in the cabin with tomorrow's port on it, and the same code in the onboard app
- 3 Passengers book from the cabin; the line earns commission without committing to any inventory

WHAT YOU GET

- **Your branded storefront**
Your name, logo and colours on your own web address, live within days.
- **Commission on every booking**
Tracked live in your own dashboard, per booking, per day.
- **Six-channel ticket delivery**
One booking delivers the ticket everywhere your guest lives, automatically.
- **Emma, your AI concierge**
Answers guest questions 24/7 in any language and books the ticket. Included in the membership.
- **Payments and cancellations handled**
Card, iDEAL, Apple and Google Pay, refunds and support, all on us.

"I built TicketMatch and I run my own travel agency on it: W69 Travel. Everything in this brief is my own live shop, taking real bookings."

Denis Wortelboer, founder, TicketMatch.ai



Scan for the founder's
live shop

THE TICKET

What actually lands on your guest's phone.

One booking, delivered through six channels, with your brand on every one of them. The guest chooses; nobody on your side touches it.



Ready for the new iOS 27 Wallet

DELIVERED UNDER YOUR BRAND VIA



Apple Wallet

The poster pass above



Google Wallet

For Android guests



WhatsApp

As a chat message



Telegram

For Telegram users



Email

Straight to the inbox



PDF

Print it or save it

Do not take our word for it. Scan this with your phone and a sample ticket opens straight in your own Apple or Google Wallet, in seconds, with no account and no booking. It is built by the same code that serves a paying guest.

The pass carries your name and your colour, not ours



Put a sample ticket on your own phone

Revenue ashore, with nothing bought in advance

This sits next to the excursion programme rather than against it. The difference is that nothing is committed, nothing can go empty, and it covers the passengers your programme was never going to reach.

- **No inventory risk**

Nothing contracted a year ahead, nothing to fill, no empty coach to pay for.

- **No shore staff**

The passenger books from the cabin on their own phone. Nothing for the excursion desk to handle.

- **It fits every port**

The same shop covers your whole itinerary, including the ports too small for a programme.

What you will not find on this page: a spend per passenger

We could take your berths, invent a conversion rate and produce a figure per sailing. Run one ship for one season, look at the dashboard, and argue about the real number instead.

One ship, one sailing area

Nothing to integrate with your reservation system and nothing that touches the contracted excursion programme.

- 1 Apply.** One form, reviewed by hand.
- 2 We build the shop.** Stocked per port on your itinerary, timed so everything ends before all aboard.
- 3 Cards in the cabins.** One card on the first evening, then one per port on the daily programme.
- 4 Sail a season.** Bookings and commission per port and per sailing, in your own dashboard.
- 5 Then the fleet.** More ships, more itineraries, same shop.

PICTURE IT

The evening before a port day

- 21:30** Turndown. Tomorrow's port is on the card on the bed, with a code on it.
- 21:34** They scan from the cabin, see what fits between berthing and all aboard, and book two tickets.
- 08:05** The ship berths. The tickets are already in their wallets, no queue on the quay.
- 17:40** Back on board on time. The line earned on hours it never used to touch.

WHAT IT COSTS

ONE MEMBERSHIP

€149 per month, plus commission on every booking

Everything included: the branded storefront, the dashboard, six-channel ticket delivery and Emma, your AI concierge. No setup fee and no other fees. Cancel monthly. Applications are reviewed by hand.

Guests always pay the normal retail price. Partner commission comes out of our margin, never on top of theirs. White-label or something bespoke? Get in touch.

**Tonight a guest will ask what to do tomorrow. You will be asleep.
Emma will not.**

Every day without your own shop, your guests book on someone else's platform. One membership, cancel monthly, and applications are reviewed by hand.

ticketmatch.ai/for/cruise-lines · hello@ticketmatch.ai