

VISCHER ADVISES E-HOI ON THE ACQUISITION OF CRUISE CENTER

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There is a merger in cruise brokerage. The two Swiss tourism companies e-hoi and Cruise Center also want to strengthen their bargaining power with the cruise lines. Business, down during the pandemic, is picking up again. **Cruise Center**, a Swiss company that has been selling cruises for over twenty years, has been acquired by the cruise agency **e-hoi** with retroactive effect from 1 January 2022. This acquisition enables the buyer, among other things, to establish itself in the French-speaking region of Switzerland.

e-hoi was founded in 2003 as an online cruise booking platform for the German market. After a successful start, the decision was made to transfer the concept to other markets. Based on these considerations, the subsidiary e-hoi was founded in Herisau in 2010 for the Swiss market. It is here that e-hoi starts to make a leap in growth. The company took over Cruise Center and both companies are gradually merging and want to make further progress in the online sale of cruises.

VISCHER has advised the buyer, e-hoy, on the Swiss legal aspects of this transaction. The team included **Robert Bernet** (partner, corporate/m&a, pictured left), **Peter Kühn** (counsel, corporate/m&a, pictured right), **Florian Schaub** (senior associate, employment), **Pauline Pfirter** (associate, corporate/m&a) and **Anna Salm** (junior associate, corporate/m&a).