



# HolidayPirates

GROUP

2011

Urlaubspiraten is founded

2012

HolidayPirates Group and the platform in the UK is launched

2013

PiratinViaggio launches in Italy and Urlaubspiraten in Austria

2014

VakantiePiraten launches in the Netherlands, WakacyjniPiraci launches in Poland and VoyagesPirates launches in France

David Armstrong also becomes COO the same year

2015

ViajerosPiratas launches in Spain and Ferienpiraten in Switzerland

KAYAK-Whitelabel is implemented on all websites of the HolidayPirates Group the same year

2016

TravelPirates launches in the US

David Armstrong, former COO, becomes CEO of HolidayPirates Group



## History

Founded by Igor Simonow and Sebastian Kaatz in 2011, the Berlin-based travel blog becomes HolidayPirates GmbH in 2012 and represents one of the most followed, free-to-use travel search platforms and apps, providing users with the best value for money travel deals. Headquartered in Berlin, HolidayPirates Group has quickly grown a dedicated social audience in recent years and has launched services across 10 countries: Germany, Austria, Switzerland, France, Italy, Netherlands, Poland, Spain, the UK and the United States.

The multi-award-winning platform's editorial team manually searches third-party websites, aided by advanced algorithm systems, to find the best, and often completely unique, travel deals. From flights and hotels, through to car hire, holiday homes, luxury stays and weekend breaks.

## HolidayPirates in numbers



1.7 million+  
Instagram followers



10 online portals available  
in 7 languages



10 million app  
downloads



10 million+  
Facebook fans



900,000 newsletter  
subscribers



30 million monthly  
visits (sessions)