



*Part of the HolidayPirates Group*

## **THE TRAVEL PORTAL THAT UNLOCKS PEOPLE'S DESIRE TO EXPLORE THE WORLD**

HolidayPirates ([www.holidaypirates.com](http://www.holidaypirates.com)) is one of Europe's fastest-growing, free-to-use, travel search platforms and apps, providing users with the best value for money travel deals. Since its inception in 2012, the company has grown into an entity that can boast 30 million monthly visits (sessions), 10 million app downloads, over 10 million Facebook fans and has launched services across 10 countries (Germany, Austria, Switzerland, France, Italy, Netherlands, Poland, Spain, the UK and the United States) and 7 different languages.

Headquartered in Berlin, HolidayPirates has quickly grown a dedicated social audience in recent years. 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

**10 online portals**

Available in 7 languages

**10 million+**

Facebook fans

**1 million+**

Instagram followers

**900,000**

Newsletter subscribers

**10 million**

App downloads

**30 million**

Monthly visits (sessions)

## HOLIDAYPIRATES – KEY PERSONNEL



**David Armstrong, CEO of  
HolidayPirates Group**

David originally joined HolidayPirates as the COO, in November 2014. Prior to HolidayPirates, David spent several years in high-level management roles within the travel industry, most notably at tour operator FTI Group, where he played an integral role in the creation of the platform fly.de.

*“Our differentiating value is that we select only the offers that our team considers to be the best value for money. We use technology, but at the discretion of our specialists. Once the best deals have been selected, we communicate them to our users in real time through different channels: the web, social networks and mobile platforms. Our users appreciate this service and are particularly loyal: they comment on our offers, give us feedback and recommend us. This strategy has made us one of the world’s largest online travel portals with over ten million Facebook fans. Our user base is key to us and we are proud to be so active.”*



**Phil Salcedo, Head of Market,  
UK and North America**

Spending his early career in BBC journalism, Phil has since amassed over 15 years’ experience in the online travel sector across Europe, North America, and APAC joining HolidayPirates in September 2017.

*“We specialise in using social networks to share travel deals that are of such good value, they inspire you to book a trip - even if you had no previous plans to travel. We spend our days curating the best deals, advice, recommendations, and tips, so our tech-savvy audience knows they should come to us to be entertained and inspired. It’s a mix that makes us a hugely valuable resource for any company selling high-quality travel experiences.”*

## **HOLIDAYPIRATES – TOPICS AND AREAS OF EXPERTISE**

### **CEO David Armstrong:**

- Future outlook for the HolidayPirates Group
- 10 years of a success story, a social media-driven travel brand
- Tourism industry development
- Remote work organisation, challenges and opportunities
- Company & Digital strategy

### **HolidayPirates' travel experts:**

- Travel tips
- Travel trends
- Destinations expertise
- Factors to determine a top travel deal
- Development of prices
- Development of domestic travel
- Travelers' rights
- Digital nomad lifestyle

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