



## PRESS RELEASE

### **HolidayPirates.com wins Website of the Year / the award crowns a successful 2016 business year**

London, 6th December 2016 – The travel portal HolidayPirates.com has received the award for best and most popular website in the Leisure & Travel category – clinching the prize for the second time. Over 7000 people voted for HolidayPirates this year, accounting for 75 percent of the ratings in the category.

David Armstrong, CEO of the HolidayPirates group: “We are really proud to take home the public choice award again this year, reinforcing our clear status as the best inspiration source and travel search provider. For us, this award is the pinnacle of a very exciting business year. By voting for us, our community of over 7.5 million Facebook followers have recognised our efforts to publish the best travel deals daily.”

#### **Successful business year: expansion in the USA and growth to 170 employees**

2016 was a very successful year for the HolidayPirates group, which the HolidayPirates.com website belongs to. Recently, the British website just got announced as “Rising brand of the Year” at the Travolution Awards and won silver at the British Travel Awards as “Best Travel Deal Provider”. The company is growing quickly, with the number of employees rising from 90 to over 170, sales have increased by over 100 percent, leaving the company in good shape to hit the 2016 target of an eight figure turnover. Total number of visits to the website are expected to hit 265 million in 2016, up from the 170 million in 2015. The HolidayPirates group websites have seen around 80 million unique visitors this year, with daily visitors reaching six digits in several countries; such as Germany, France, the UK and Italy.

After successfully launching in all the key European markets, the website [www.travelpirates.com](http://www.travelpirates.com) has been capturing the American market since March 2016. In addition to this international focus, the company has been investing in new technologies and developing new products for the travel technology market. In order to help realise our product vision using our own technical innovations, in early 2016 we founded a technology centre in Belgrade.

Further information and data on the HolidayPirates group can be found at the new corporate website <http://www.holidaypirates.group>

#### **About the HolidayPirates group**

The HolidayPirates group is one of the fastest growing travel companies in Europe. The business has websites in Great Britain, Germany, France, Italy, the Netherlands, Austria, Poland, Spain, Switzerland and the USA. Here prospective customers will find the best travel deals collated from numerous third party sites, updated on a daily basis and covering flights, package holidays and the hotel sector. In addition, there is information on special promotional campaigns as well as train and bus travel. Each of the travel portals belonging to the HolidayPirates group works completely independently of the relevant operators and partners. The HolidayPirates group, operated in partnership with the ecommerce startup 6Minutes Media, currently employs around 170 staff.

**Media contact**

Pauline Bénéat

Senior Communications Manager

[p.beneat@holidaypirates.com](mailto:p.beneat@holidaypirates.com)

Phone: +49 (0)30 34 65 50 087