

## HolidayPirates Becomes the World's Largest Online Travel Community

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HolidayPirates has reached the milestone figure of six million Facebook likes on its holiday booking platform, which makes it the world's largest holiday and travel booking community in the world, knocking Expedia from its position as global leader.

Inspiring consumers with tailor-made trips, HolidayPirates launched almost five years ago with the innovative concept of a platform solely for travel deals. Since 2011, founders Igor Simonow and Sebastian Kaatz have added to the online travel portal with the creation of a blog and expanded into mobile communications. Today they are proud owners of a wide-ranging multi-channel online business.

These developments help the company to match holiday-related products to the correct target group and facilitate interaction within the online community. Figures indicate that the web portal has **14.9 million unique visits per month**, and the app has been downloaded over three million times.

The editorial team research offers available from a wide range of sources on the internet and pull them all together for publication on their website. What sets HolidayPirates apart is the way they provide tailored best value holidays incorporating the whole travel route.

"We delight our customers with exciting holiday offers and inspire them to explore countries that had previously never been on their radar and this is proving to be incredibly viral." says David Armstrong, Chief Operating Officer, HolidayPirates GmbH

Using strong online marketing channels, the company is able to push its offers quickly and effectively reaching a huge audience. This makes the platform a very attractive collaboration partner for other organisations that provide services for travellers.

**-ENDS-**

## Company Contact:

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E. [support\[ \]@pressat.co.uk](mailto:support[ ]@pressat.co.uk)

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