

Fact Sheet

Date: 30.06.2023

Milestones

- o Founded in a Kreuzlingen-based student apartment in **1999** as a private project of two University of Konstanz students (Markus Schott and Sasha Vasic).
- o The homepage was launched in **2000**.
- o The HolidayCheck AG was founded in **2003**.
- o The company headquarter is located in Bottighofen, Switzerland, close to the German border town of Konstanz.
- o Since June **2013**, HolidayCheck is a 100 % subsidiary of the HolidayCheck Group AG (former Tomorrow Focus AG).
- o Since July 1st **2017**, Christoph Ludmann is the CEO.
- o In December **2018** the own tour operator "HolidayCheck Reisen" was founded.

Services

- o Thanks to authentic reviews, the expertise of its own travel agency and the knowledge of the community, HolidayCheck offers every vacationer the possibility to find and book their individually most suitable vacation.
- o Core competence: More than 11 million written hotel reviews published; more than 13.7 million private user photos and videos.
- o Very active online travel forum containing nearly 3 million posts and 950.000 visitors per month on average, as well as more than 4 million community members.
- o Realtime offer comparison of 65 tour operators and other touristic offers.
- o HolidayCheck bestows the desired and highly regimented HolidayCheck Award (based on traveler reviews) since 2005, as well as the HolidayCheck Gold Award since 2017.

Employees

Around **269** employees in Bottighofen (Switzerland), Munich (Germany), Poznan and Warsaw (Poland) are working for the HolidayCheck AG and affiliated companies.

Traffic and Usage

- o Unique User/month acc. to Google Analytics: 7.35 million (06/2023)
- o Page Impressions/month acc. to Google Analytics: 144 million (06/2023)
- o Visits/month acc. to Google Analytics: 13 million (06/2023)
- o About 671.700 Facebook Fans (06/2022) / more than 109.800 Instagram Followers (06/2023)

Latest Awards

- 2020** Germany's favorites (BILD-study) – Highest consumer satisfaction in the category "online travel agencies"
- 2020** Germany's most popular products and services 2020 (F.A.Z.-Institut) – 100 points in the category "travel portals"
- 2020** "Germany's best online shops" (Handelsblatt) – 1st place in the category "travel agencies"
- 2020** Customer trust (WirtschaftsWoche) – Very high consumer trust
- 2021** Top marks for travel portals according to FOCUS MONEY for "Online portals – the most popular on the net"
- 2021** Very high customer satisfaction according to the WELT study "ONLINE-HANDEL 2021"
- 2021** CHIP analysis "Digital services" – awarded with "Very good"
- 2022** "Germany test: Company of the year" FOCUS – 1st place in the category of travel portals
- 2023** "Very high consumer trust" (BILD-study) in the category "online travel agencies"
- 2023** "Germany's customer favorites" (WirtschaftsWoche) – "highest recommendation" in the category "online travel agencies"