

# Fact Sheet

## Mile Stones

- 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 1<sup>st</sup> 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 the 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 11.2 million written hotel reviews published; almost 12 million private user photos and videos.
- o Very active online travel forum containing over 3 million posts and 500.000 million visitors per month on average, as well as more than 3.3 million community members.
- o Realtime offer comparison of 75 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 **244** 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: 5 million (01/2022)
- o Page Impressions/month acc. to Google Analytics: 86.5 million (01/2022)
- o Visits/month acc. to Google Analytics: 8,5 million (01/2022)
- o About 680,500 Facebook Fans (01/2022) / more than 92,500 Instagram Followers (08/2022)

## Our Online Travel Agency

- o Established in **2004**
- o About **150** travel experts

## Latest Awards

- 2019** "Germany's best online portals" ("n-tv") – 1<sup>st</sup> place in the category "online travel portals"
- 2019** „Top service quality 2019/20" (TESTBild) – 1<sup>st</sup> place in the category "online travel agencies"
- 2020** Germany's favorites (BILD-Studie) – 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) – 1<sup>st</sup> 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 – 1<sup>st</sup> place in the category of travel portals