

Press Kit

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Facts and figures



Name of company: Holidu GmbH

Name of brand: Holidu

URL: www.holidu.com

Active in 21 markets: [Australia](#), [Austria](#), [Belgium](#), [Brazil](#), [Canada](#), [Denmark](#), [France](#), [Germany](#), [Ireland](#), [Italy](#), [Mexico](#), [New Zealand](#), [the Netherlands](#), [Norway](#), [Poland](#), [Portugal](#), [Spain](#), [Sweden](#), [Switzerland](#), [United Kingdom](#), [USA](#)

Foundation: July 2014

Founders: Johannes Siebers
Michael Siebers

Team: 350+ employees

Head Office: Headquarters in Munich, 15+ offices worldwide

Funding: 100+ million USD (as of May 2021)

Traffic: 30+ million visits per month

About & Mission: As a search engine for vacation rentals, Holidu's mission is to finally make the search and booking of vacation rentals easy. We make millions of travelers happy by helping them to book the ideal accommodation for the lowest price. Holidu compares vacation rentals across more than 2,000 websites. Biggest selection, best price.

Holidu, based in Munich, is one of the fastest-growing travel technology companies in the world. Holidu was founded in 2014 by the brothers Johannes and Michael Siebers with the mission to finally make the finding and booking of vacation rentals easy. With a synergetic interaction of two business models, Holidu covers the complete value creation: The search engine of the same name enables travelers to find vacation rentals at the lowest price on more than one thousand portals worldwide. Under the Bookiply brand, the company provides a software and service offering to vacation rental owners. This enables owners to increase their bookings with less work by distributing properties to the largest travel websites, synchronizing calendars, and creating multilingual descriptions and professional photos.

Idea

Brothers Johannes and Michael Siebers came up with the idea for Holidu when searching for a beach house rentals in Portugal. After spending days trying to find suitable accommodation at the best possible price, they asked themselves: Why do the same vacation rentals appear on several booking sites but with different photos, and more importantly, at different prices? The inconsistency among rentals offers left them frustrated and confused. If price comparisons for flight and hotel bookings are so simple, why is this not the case in the fast-growing vacation home market? How can the search for vacation rentals be made more transparent? The brothers then began to develop a metasearch engine that allows users to find and book any vacation rental from leading partner sites in a single search.

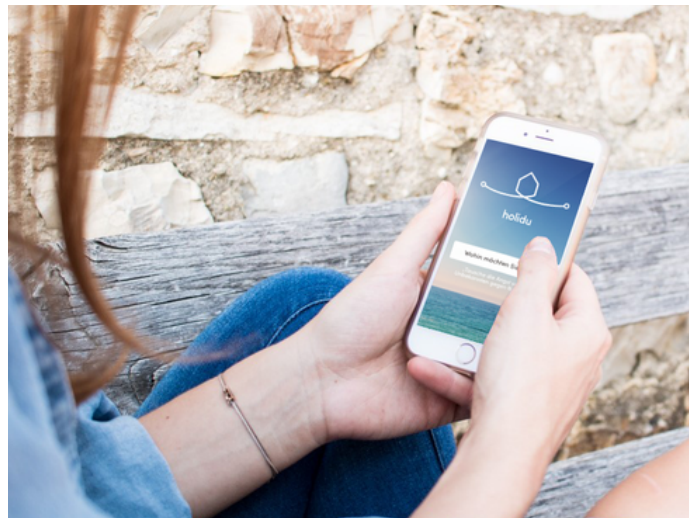


Founders Michael and Johannes Siebers
(from left to right) © Holidu

Holidu App



As vacations are often planned with friends or family members, the Holidu app allows users to share accommodations and vote on their favorite with fellow travelers, for easy planning. The app also includes hidden gems selected by the travel enthusiasts behind Holidu, including travel guides for a wide variety of destinations worldwide. Furthermore, the app also offers different themes, such as 'surfing' and 'family holiday', giving users instant recommendations of top destinations and homes which match the key theme of their trip.



Foundation/Financing

Holidu was founded in 2014 by brothers Johannes and Michael Siebers. Inspired by the concept, Rasmus Porsgaard joined Holidu as a co-founder. In spring 2021, Holidu closed a financing round of 45 million dollars. This latest capital increase was led by 83North, while existing investors such as Prime Ventures, EQT Ventures, Coparion, Senovo, Kees Koolen and Lios Ventures also increased their investments in Holidu. In total, Holidu has already raised more than \$100 million in funding. "We are very pleased to have found great partners who share our vision. The unique expertise and broad network of our investors such as EQT, 83North and industry greats like Kees Koolen, former CEO at Booking.com, will help to further accelerate our international growth" said Johannes Siebers.



BookiPLY part of Holidu Group

While the fragmentation of the market makes booking vacation rentals difficult for travelers, it also makes the management of rentals difficult for rental owners. They need to list their properties on multiple websites to maximize occupancy and then struggle to keep calendars synchronized across those sites. This difficulty explains the lack of bookability and high cancellation rates in the market. Staying true to its mission, Holidu developed an independent solution for vacation rental owners under the brand BookiPLY. BookiPLY serves vacation rental owners by distributing properties to the largest travel websites, synchronizing calendars, and creating multilingual descriptions as well as professional photos. A team of experts takes over traveler communication and help owners maximize revenues. BookiPLY already manages thousands of properties and is the market leader in several European leisure destinations.



User benefits at a glance



- ✓ Transparent comparison of millions of vacation rentals
- ✓ Up to 55% in savings when booking
- ✓ Filter options help users find dream vacation rentals fast
- ✓ Users can share their favourite accommodations with fellow travelers on the app

National and International Awards

- Award received "Wachstumschampion 2020 & 2021" from Focus Business and statista
- Wachstums-Award by Gründerszene, 2020
- Europe's Fastest Growing Companies by Financial Times, 2020
- Technology Fast 50 Award by Deloitte, 2020
- Holidu Co-founder Michael Siebers named in Forbes 30 Under 30, 2019



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