



SECTOR  
**Consumer**

**Invested 2018**

## Timeline

- **2012** - loveholidays founded
- **2016** - Named the second fastest growing private company in the UK by the Sunday Times Virgin Fast Track 100
- **2018** - Livingbridge invests
- **2018** - Appoints new chairman
- **2019** - Ranks 1st in the Sunday Times Profit Track 100

## Short-haul beach holiday provider

loveholidays, the short-haul beach holiday provider headquartered in London, is the fastest growing OTA in the UK.

Founded by Alex Francis and Jonny Marsh in 2012 and now a team of 140, loveholidays allows customers to create bespoke holidays through 'discovery search'. Their 'build your own holiday' travel packages inspire customers to filter by the attributes that matter to them, rather than requiring them to start with where and when. loveholidays are the 6th largest ATOL holder.

With a focus on the Mediterranean and the Canary Islands, loveholidays plans to increase their market share and expand into other international source markets.

UK holiday spending is growing, with outbound travel maintaining a c.70% share of total spend, and online dynamic packaged holidays accounting for £3bn of holiday spend in 2017.

Livingbridge invested in loveholidays in 2018 to support further growth through customer acquisition and driving repeat booking rates. Alongside this, Livingbridge is working with the business to support further product innovation as well as category expansion.

*"When choosing a partner to help grow our business, Livingbridge was the obvious choice, given their clear entrepreneurial and cultural fit plus their longstanding track record of backing other high growth online travel companies. We look forward to working with them and growing the business over the coming years."*

**Alex Francis**  
CEO, loveholidays

# The right tools for growth



## Talent

We worked with loveholidays to develop a world class management team with a number of key new appointments. This has included: Richard Prosser, an experienced chair from our network, who brings with him extensive sector experience from previous roles including at TUI and Car Trawler; Michael Jones as Group CTO, who worked in similar roles at fast-growth businesses Zoopla Group and Uswitch; and Neil Stickells, an experienced marketer with previous roles at Expedia and ebay, joins as CMO.



## Customer acquisition & retention

Our growth acceleration team has supported loveholidays to build out their conversion rate optimization team and marketing function to facilitate growth.

## About Livingbridge

Livingbridge is a mid-market private equity firm with offices in the UK, the US and Australia, investing in fast growing companies valued up to £300m.

Our team have been backing growing businesses together for twenty years. We've done it over a hundred times, turning many into household names both at home and abroad. We get growth.

We understand the people behind growing companies in consumer markets; healthcare and education; technology, media and telecommunications; financial services and business services, and help them achieve what's right for them and their business.

London Birmingham Manchester Melbourne Boston



[livingbridge.com](https://www.livingbridge.com)

Copyright © 2020 Livingbridge EP LLP. All rights reserved. Information is correct as of December 2019.

FSI-LOVEH-MKT-ALL-CON-V1-9/20-PUB