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INVESTMENT YEAR: 2018

SECTOR: Consumer

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.

Find top talent →

Customer acquisition & retention



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

Improve customer acquisition & retention →

loveholidays 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

