



Press release

11 July 2022

3i invests in VakantieDiscounter to accelerate its strong organic growth

3i Group plc (“3i”) today announces that it has agreed to invest in VakantieDiscounter, a leading, technology-enabled online travel agency in the Benelux focused on affordable holidays, providing the best-value holiday deals. VakantieDiscounter is a strongly performing subsidiary of European travel company Otravo, which will continue with a focus on air ticket sales only.

Headquartered in Amsterdam, the Netherlands, VakantieDiscounter is the number one online holiday packages platform in the Benelux. Through its own pre-packaged holidays as well as those of third-party providers, VakantieDiscounter offers more than 1.3 billion holiday package combinations in over 50 countries with more than 17,000 accommodation options. Its broad package offering and value-for-money focus has created a winning proposition which has grown market share rapidly and attracted a large, diverse customer base since its foundation in 2000.

VakantieDiscounter is a highly scalable, technology-driven business with a strong position in the market and a highly capable management team. The investment by 3i helps ensure the company has the necessary resources to sustain its market leadership and navigate the current economic environment from a position of strength.

Boris Kawohl, Partner, 3i, said: “VakantieDiscounter offers the widest selection of affordable package holidays in the market through a focused, online-only offering. The scalable tech platform will allow VakantieDiscounter to continue its long term track record of growth and its recovery from the pandemic. We have the opportunity to partner with a high-quality, ambitious management team and we believe there is significant potential ahead to accelerate VakantieDiscounter’s success.”

Hans van Hoffen, CEO, VakantieDiscounter, said: “I am excited to be partnering with the team at 3i. Customers will benefit from continued investment in our travel platform. 3i’s experience in the value-for-money consumer segment and travel sector makes them an ideal partner to scale our business and take advantage of the opportunity to further grow our market share by delivering great value to travellers.”

-Ends-

For further information, contact:

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Notes to editors:

About 3i Group

3i is a leading international investment manager focused on mid-market Private Equity and Infrastructure. Its core investment markets are northern Europe and North America. For further information, please visit: www.3i.com

About VakantieDiscounter

Founded in 2000 and headquartered in Amsterdam, the Netherlands, VakantieDiscounter is the most popular online travel agency (OTA) in the Benelux. Focusing on the value-for-money segment, it offers more than 1.3 billion holiday package combinations in over 50 countries with more than 17,000 accommodation options.

Regulatory information

This transaction involved a recommendation of 3i Investments plc, advised by 3i Benelux.