

ABOUT TRAVELZOO

Established in Silicon Valley in 1998, Travelzoo is one of the most established and trusted travel deals companies in the world.

Its teams of deal experts across 25 international cities are skilled in working with travel and hospitality clients to craft the perfect deal that will resonate with its audience of more than 28 million members.

Travelzoo has won multiple awards for its work in the UK and prides itself on its 98% average positive Feefo feedback from members.

Travelzoo works across all sectors within travel; cruise, airlines, travel providers and hotels as well as restaurants, theatres and spas. Travelzoo says it offers more cost-effective and measurable advertising options than traditional media and online channels which increasingly favour big brands.

Because our members are sent to the advertiser's website to book, Travelzoo says it enables them to build long-term direct relationships with customers.

For more information, visit
<http://solutions.travelzoo.com/uk>

KEY PEOPLE AT TRAVELZOO



RICHARD SINGER,
president of Europe

Richard joined Travelzoo in January, 2012 and he has full responsibility for Travelzoo's business direction and growth across Europe. Richard

is a regular speaker at international events and conferences presenting on global travel trends and insights based on his extensive knowledge of both the travel and media sectors.



JOEL BRANDON-BRAVO,
UK managing director

Joel has been running the UK business, the largest market for Travelzoo in Europe, for seven years. In this time, he has grown the UK market to exceed

four million members and has overseen the launch of Travelzoo's Local Deals business, UK Getaways and also runs Fly.com's UK operations.



LOUISE HODGES
Head of Communications,
Travelzoo Europe

Louise is responsible for Travelzoo's external communications and trade marketing for Travelzoo in Europe, increasing the company's member and client base through driving brand awareness in the region.

Travelzoo's timeline

1998 OCTOBER

Travelzoo.com launches in the US

1999 OCTOBER

Launch of the Top 20 weekly deals email

2000 SEPTEMBER

Top 20 reaches one million subscribers

2003 DECEMBER

Debut on the Nasdaq SmallCap Market

2005 JUNE

Launch in the UK

2009 FEBRUARY

Launch of Fly.com

2010 DECEMBER

Launch of Local Deals and Getaways in the UK

2011 MARCH

One millionth deal published

2011 JULY

Mobile app launches

2012 APRIL

Exceeds 25 million members worldwide

2013 OCTOBER

Travelzoo mobile app reaches 2.5 million downloads

2014 OCTOBER

Surpasses four million UK members

2015 APRIL

Two millionth deal published

2015 NOVEMBER

Surpasses 28 million members worldwide

2016 JANUARY

Launch of Hotel Search

2016 JULY

Travelzoo mobile app celebrates five years

Client testimonial

James Clarke, Managing Director, Fleetway Travel

Over four years ago we decided we wanted to change the direction of our business and move away from a fulfilment model to a one that would allow us to rapidly build our own customer base and accelerate the growth of our business.

Travelzoo was the perfect partner for this, and over time they have become an established and trusted partner. Travelzoo promotes our outstanding deals at desirable properties to their audience week in week out.

Fleetway's reputation of delivering deals with first class customer service and full financial protection has only endorsed the relationship and has now allowed us to take that success internationally and develop Fleetway in the US, Canada and Germany in partnership with Travelzoo.



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TRAVELZOO®





RICHARD SINGER

President
Europe

Q. What or who has been the most disruptive influence in travel over the past decade?

The predictable answer would be mobile, but it is only the enabler to perform a function. Mobiles have been around for decades and every year was always the 'year of mobile'. The real disruption has come from connectivity and social. Connectivity and social have given rise to some of the most successful and fastest-growing businesses in history, many of which reside in the travel and leisure space. This sort of growth has created a mindset that anything is possible, and customers expect a lot more, with far more immediacy.

Q. What or who do you think will be the most disruptive influence in travel in the coming decade?

Further disruption in travel comes from the new generations. Obviously technology will continue to evolve, but the way in which it is being used and connectivity will increase. Today, you can check in to a rental accommodation and order transport, food and entertainment direct from your mobile. You can do the same from a hotel. This has made hotels think about how they service their customers and what a hotel experience should be. Smart cities

will be a further extension of this. Again, technology is the enabler, but some of the biggest developments and changes will be in the travel product people want to go on. We will see new generations travelling more, to new destinations and in the way they want to.

Q. What about the travel industry today surprises you most, given the predictions made 10 years ago about what we should expect?

I can't recall what predictions were made 10 years ago. I am sure it would have been about 'bookings on mobile' or 'social is going to be the place to find young people who want to go on holiday' and 'reviews will become critical to the success of your business'. I don't think we could have predicted that the environment is far more nuanced than that. We see people using mobile and social in ways that provide huge opportunities for travel brands to connect in ways never possible before. No sooner has a social channel become popular and dominant, another one takes its place. Social was predicted to be the place for 'young people'. This is true but the demographic spread is incredible. There are some great learnings here for all brands. The fact is that on a mobile, simplicity is the winner – and that makes it accessible to all. I watch my mum on Pinterest, I see my father on WhatsApp and Facebook. It's as much a part of their life as anybody else's. They don't read newspapers any more and watch the BBC on iPlayer. These are things that continue to surprise me. At Travelzoo, we are fortunate

to have teams in Silicon Valley and Shanghai, and generally, they are living those predictions way before we do in Europe.

Q. Do you think the pace of change will quicken in the coming decade compared with the past 10 years. What will influence this?

Things are not going to slow down. The rise of connectivity and mobile was a huge milestone but the opportunities are now in abundance –and this is just the start. Generational demands will progress faster and further than before. Uber and Airbnb are two of the most successful brands ever that hold no stock, Deliveroo just raised a whopping amount of capital and Accor is now in the private rental space with OneFineStay. These changes are a wake-up call to anyone working in travel. Companies that understand the new generation of traveller and have connectivity at the heart of their strategy will succeed.

Q. How do you think travel compares with other areas of business and commerce in terms of how it has met the challenges of the digital era?

Travel is a huge industry and too broad to say how it rates against others. There are some obvious areas in which travel is leading and showing incredible innovation. But there will be many companies that won't exist in 10 years because they are too rooted in the wrong marketing channels or tied to a defensive strategy. Generally, best

practice can be seen elsewhere in fashion, fintech and social platforms.

Q. Do you think travel is well placed to meet the challenges of the coming decade? Why is that?

Yes, of course. People will always want to travel and I believe more so than ever, despite all of the uncertainty and instability in the world. That will never change. However, there will be winners and losers in terms of the providers of those trips.

Q. What has been the most disappointing aspect of the travel industry over the past 10 years?

The airport and airline experience is nearly always disappointing. Due to security, it will never be perfect. But the customer wants one thing and generally you get the opposite.

Q. What has excited you most about the industry over the past 10 years?

There has been much more of a level playing field created. Traditionally, the big two dominated, but many more companies are becoming significant. This is only a good thing for the customer and, ultimately, allows great businesses to succeed. The diversity of holidays and experiences on offer to the customer is also far greater now than ever before.

Q. Has the internet proved to be a broadly positive force for travel intermediaries or are the forces of disintermediation still at work?

The internet has been so positive. I can book a holiday at my fingertips right now and be there tonight. That's amazing.

Q. If you were given £1 million to invest in a travel start-up today, what would you look for?

A dynamic management team, integrity and something that interests me. I'd love to do something cool in cycling.



WITH RICHARD

Apple or PC? PC at work – we use too many Excel spreadsheets at Travelzoo. Apple for everything else.

Which of your gadgets do you most worry about losing? My Bose headphones, as they are the only gadget I have paid for myself.

How many Twitter followers do you have? About 700, but I'm done with Twitter now.

What was your first online travel purchase? A studio apartment in Chamonix for eight people via Expedia.

Who makes the best smartphones?

Tough one. Judging by the length of queues for repairs at the Genius bar at Apple Stores, probably not Apple.

Atari or Sinclair Spectrum? My sister had a Spectrum but my friends had an Atari –and Atari was the clear winner.

What's your favourite travel app? At the moment, it's Babbel, as I'm trying to be better at French.

How many travel apps do you have on your phone? Too many that I don't use. This is a problem we have in travel.

Who has made the biggest impact on travel in the past decade? Uber.

What was the last Instagram picture you posted? I'm not on Instagram or Facebook. I'd rather not be on any social channel.



Many companies won't exist in 10 years because they are too rooted in the wrong marketing channels or tied to a defensive strategy. Generally, best practice can be seen elsewhere