HolidayPirates
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The travel portal that unlocks people's desire to explore the world

The HolidayPirates Group is one of the fastest-growing, free-to-use, travel search platforms and apps, providing users with the best value for money travel deals.

Since its inception in 2012, the company has grown into an entity that can boast over 30 million monthly visits (sessions), 10 million app downloads, over 10 million Facebook fans and has launched services across 10 countries (Germany, Austria, Switzerland, France, Italy, Netherlands, Poland, Spain, the UK and the United States) and 7 different languages.

The multi-award-winning platform's editorial team manually searches third party websites, aided by advanced algorithm systems, to find the best, and often completely unique, travel deals. From flights and hotels, through to car hire, holiday homes, luxury stays and weekend breaks.

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HolidayPirates by numbers

1.7 Million +
Instagram followers

30 Million +
Visitors per month

900,000 +
Newsletter subscribers

10 Million +
App downloads

10 Million +
Facebook fans

Active in 10 markets
And in 7 languages

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David Armstrong

CEO of The HolidayPirates Group

David is CEO of HolidayPirates Group and joined the company in 2014. Since then he has been leading the company's global strategy and international expansion.
Prior to HolidayPirates, David has a longstanding track record in CEO positions throughout the travel industry, including several subsidiaries of FTI Group. Notably, he also co-founded the flight booking portal fly.de and was on the launch team of ocean24.com.

Mara Zatti

Head of Brand & Communications

Mara Zatti has worked across several different fields within the publishing and editorial sector, working as a journalist and later video journalist for the Spotlight Verlag publishing house in Munich. In 2013, Mara joined the online language learning platform Babbel, based in Berlin, where she acted as Senior PR Manager and Team Lead for Southern Europe and Latin America. In 2020 she joined the HolidayPirates Group and resumed a teaching role at the Sole24Ore Business School, focusing on Digital PR.

Stefano Bergamaschi

Head of Market, Italy

Stefano has always been passionate about travel, graduating with a degree in tourism before gaining over 8 years of experience in the online travel industry, starting at Expedia. Stefano joined HolidayPirates in 2015 as a Content Manager for Italy and rapidly rose up the ranks to become Content Lead in 2018 before moving to his current role as Head of Market for Italy in January of 2020.

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Brigitte Kraus

Head of Market, DACH

Brigitte's DNA is tourism. Before she joined the HolidayPirates ship, Brigitte had worked for more than ten years at Inter-Connect Marketing GmbH in various roles representing international hotel chains and cruise companies. In 2017, Brigitte joined HolidayPIrates as the Head of Key Account Management DACH and has since developed the commercial partnerships within the Group at an international level. Since summer 2020, she took over full operational responsibility for HolidayPirates' largest market, heading up a team of 18 fellow pirates.

Stéphane Renard

Head of Market, France

With many years of experience in the travel industry, Stéphane initially studied at the prestigious Sorbonne University in Paris before entering the world of publishing in 2000, with Hachette Tourisme and the Guide du Routard. In 2008, Stéphane moved to Travelzoo, where he took the position of Head of Publishing for France and International Key Accounts. In January of 2022, Stéphane came aboard at HolidayPirates as Head of Market for France.

Pablo Santaella Robles

Head of Market, Spain

Pablo Santaella accumulated considerable experience across diverse fields such as logistics, with a Specialist role at Airbus, and Account Executive for events management at TUI Group. Pablo joined HolidayPirates as Head of Market for Spain, in 2015. Pablo acts in his capacity as head of market for Spain alongside Álvaro Yépez Muñoz.

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Phil Salcedo
Head of Market, UK & North America

After reading Law at London University, Phil spent his early career building the BBC's online presence in motoring, TV, and film. Following roles in oil exploration and yacht chartering in Canada and Australia, he has since amassed over 15 years' experience in the online travel sector, building and training award-winning teams across Europe, North America, and APAC, with a focus on travel, events and dining. Phil joined HolidayPirates in September 2017 and became the Head of Market for the UK & North America in 2020.

Vivien Schwarz-Elbelazi
Head of People & Culture

Viviens studied Business Administration before joining UnitedPrint as a Human Resources Specialist in 2007. After this, Vivien became Senior HR manager at Zalando in 2011, ultimately achieving the role of Lead Sourcing and Recruiting at the company by 2014. In 2016, Vivien joined HolidayPirates and is now the Head of People and Culture.

Oliver Feucht-Zwerger
Head of Finance & Business Intelligence

Oliver studied Accounting, Finance and Quantitative Marketing Management to achieve his Diplom in Berlin. After this, he began his career at EY in Berlin and ultimately became an Audit Senior before moving to Alcon in the role of an Analyst in 2013.
In 2014 Oliver Joined Zalando where he rose to the position of Senior Operations Controller and les the team in this capacity. Oliver came aboard at HolidayPirates in 2019, where he currently acts as the Head of Finance and BI.

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HolidayPirates areas of expertise

CEO David Armstrong

The latest industry developments and future outlook for the travel & tourism sectors.

10 years of success stories. How to build a social media driven travel brand.

The remote work paradigm - how its organised and the challenges and opportunities it creates.

Company & digital strategy.

Our travel experts

Travel tips

Travel trends

Destination insights

How to determine a top travel deal

Price development

Domestic travel insights

The digital nomad lifestyle

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