



HolidayPirates

Part of
The HolidayPirates Group

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

HolidayPirates, the UK arm of HolidayPirates Group, is a travel deals platform with a mission to make travel accessible and affordable for everyone.

Our team of travel experts find and curate the best value-for-money deals from packages, flights and hotel, through to car hire, holiday homes, luxury stays and weekend breaks.

We also work with leading travel brands to source exclusive offers that simply cannot be found anywhere else.

HolidayPirates takes the time and hassle out of finding genuine travel bargains by sharing deals directly across our website, WhatsApp, newsletters, mobile app, and on social media.

2 million travel enthusiasts visit our website every month, plus we have over 2.2 million followers on social media – the largest of any travel brand in the UK.

Founded in 2011 and headquartered in Berlin, the HolidayPirates Group operates in 10 countries – the UK, Germany, Austria, France, Italy, The Netherlands, Poland, Spain, Switzerland and the United States. Our expert editorial teams around the world inspire over 20 million consumers every month to travel, explore and holiday more for less.

HolidayPirates by numbers

+187.000

Instagram followers

+2 Million

Visitors per month

+75.000

Newsletter
subscribers

+63.000

TikTok followers

+2 Million

Facebook fans

+216.000

App Push recipients



David Armstrong

CEO of the HolidayPirates Group

David became CEO in 2016. Prior to this, David has considerable international experience in management positions across several verticals within the travel sector. This included roles in Switzerland and Germany. During his 9 year tenure at the FTI Group, one of Europe's leading tour operators, he managed a number of subsidiary companies. As CEO at HolidayPirates Group, David is in charge of facilitating international strategy and business development as well as playing an indispensable role in leading the management team.



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.



Raphael Giacardi

Chief Editor UK

Raphael Giacardi is a travel flash sales expert with nearly 15 years' experience in the field. Before joining HolidayPirates as Chief Editor UK, Raphael was Head of Publishing UK at Travelzoo. He also spent several years with Secret Escapes where he held various positions, including Head of Group Commercial Performance. Prior to moving into the world of online travel, Raphael worked as a journalist, writing for and editing a variety of trade publications. His interests include sailing (another reason for him to join the HolidayPirates ship), skiing and hiking.

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

Travelers' rights

The digital nomad lifestyle

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