

# Snaptrip Partners with Cottages4you to Become Largest UK Holiday Rentals Site

Submitted by: Snaptrip

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- Offers over 25,000 UK rental properties
- The world's largest collection of bookable UK properties, achieved in under 10 months
- Snaptrip offers exclusive membership model for self-catering rentals
- Brand aims to drastically reduce unsold inventory rates in self-catering sector
- Recent VC funding reaches \$1m

London (February 20th, 2015) Late deals website Snaptrip will this month become the largest website for self-catering holiday rentals in the UK and Ireland following its partnership with leading holiday homes brand Cottages4you.

The addition of over 11,000 properties from Cottages4you to the Snaptrip site, and with the introduction of the Hoseasons portfolio in the coming weeks, will see their total increase to over 35,000 listings. The London start-up plans to dominate the last minute holiday rental sector with a combination of the largest selection for consumers, compelling discounts and a unique membership model of exclusive deals and offers available only to Snaptrip users.

Snaptrip CEO Matt Fox commented

"Partnering with Cottages4you is a significant moment for Snaptrip. We now have unrivalled depth of coverage right across the UK and holidaymakers are reaping the benefit. They now enjoy even greater choice for when they feel inspired to take a spontaneous last minute break, without having to visit a dozen individual websites."

Nick Rudge, Managing Director of Cottages at Wyndham Vacation Rentals UK added

"Our partnership with Snaptrip represents an exciting opportunity to work with a distribution partner specialising in late breaks. We have seen a continuing trend towards later booking patterns by consumers who are choosing to book their cottage breaks later and later and we feel that Snaptrip fills an important niche in the UK self-catering sector to service these customers"

Snaptrip's recent funding round from a list of well respected investors including Forward Partners and Jonathon McKay, Chairman of Just Giving, is a clear reflection of the traction that the company has gained in the 10 months since it went live in May 2014.

With impressive plans to bring the late booking concept to the self-catering market on a major scale with live and accurate inventory and pricing, the Wyndham partnership serves to push forward their expansion plans even further.

The latest round of investment will be used to finance the aggressive growth strategy that Snaptrip intends to pursue in 2015. By representing such a large percentage of the available UK holiday rental inventory on snaptrip.com, the company will be in a commanding position as it seeks to expand into

mainland Europe.

One aspect which they expect will encourage consumers to book with them over other holiday rental sites is the fact that all bookings are confirmed by phone immediately after the reservation enquiry is made, removing any risk of fraud or phishing on the site or with rental partners. This, coupled with the fact that all properties are visited and approved prior to listing, gives the consumer total peace of mind.

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Notes to Editors:

Snaptrip was established in May 2014 following initial investment from early stage venture capital firm Forward Partners. Significant market research has been undertaken in 2014 with further insights available on request. Interviews with Matt Fox are also available.

Snaptrip CEO Matt Fox was the Head of Marketing and Operations at pureholidayhomes.com prior to its sale to the @Leisure Group in 2011. Having devised the concept for Snaptrip, he was joined on the management team by Co-Founder and CTO Dan Harrison. Harrison is a sector veteran having spent eight years at industry giant HomeAway, serving as manager of the UK Software Engineering Team before leaving to pursue a career as an entrepreneur in 2013.

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