

UNISTER TRAVEL

UNISTER Travel operates some of the leading online travel websites both in Germany and abroad. From its headquarters in Leipzig the company controls well-known online travel agencies including: Ab-In-Den-Urlaub Betriebsgesellschaft mbH, operator of the popular online travel website Ab-In-Den-Urlaub.de, Fluege.de, Hotelreservierung.de and Reisen.de, as well as the dynamic tour operator Urlaubstours.

In 2014 Travel Viva GmbH and Indigo Reisen GmbH were integrated into UNISTER Travel. All parties benefit

from direct cooperation and shared competence. In addition UNISTER Travel works closely with the publicly listed company Travel24.com AG, the majority of which is owned by the parent company UNISTER Holding.

UNISTER Travel employs more than 800 people and sells holidaytrips and flights worth around two billion euros per year. Therefore UNISTER Travel is one of the largest online tourism companies of Germany.

BRANDS OF UNISTER TRAVEL



Ab-In-Den-Urlaub.de was founded in 2003 and is now one of the market leaders in the German travel industry. Since 2015 the portal gets headed by its own Ab-In-Den-Urlaub operating company. The website provides more than 100 million deals updated on a daily basis from more than 100 tour operators – ranging from package holidays to last minute offers and cruises.

TRAFFIC

- Unique User: 3 million
- Visits: 8.81 million
- Page Impressions: 26.53 million

Source of visitor statistics: AGOF digital facts 10/2015 (Unique User, Page Impressions), ivw usage data 01/2016 (Visits)



The young brand Ab-In-Den-Kurzurlaub.de brings exclusive travel deals and short breaks on the travel market. Whether weekend city trips or thematic holidays for couples, families and other groups – tour operators and hoteliers are providing such arrangements at an attractive price on Ab-In-Den-Kurzurlaub.de. Consequently customers are happy about those bargains and suppliers about their increased sales, even outside of the high season.

TRAFFIC

- Unique User: 170.000
- Visits: 220.000
- Page Impressions: 730.000

Source of visitor statistics: Google Analytics 01/2016



Since becoming an independent brand in 2011 Ab-In-Den-Urlaub-Deals.de has taken off and become a market leader in the online travel deals sector. Every day customers can receive a variable range of attractive deals with large discounts. Partners of Ab-In-Den-Urlaub-Deals.de see increased sales within a short time.

TRAFFIC

- Unique User: 1.5 million
- Visits: 3 million
- Page Impressions: 8.5 million

Source of visitor statistics:
Google Analytics 01/2016



Finde den billigsten Flug!

The flight booking website has been online since 2008 and offers a quick comparison of thousands of airfares from more than 750 airlines. With Fluege.de users will always find the cheapest flights available. In addition to airfares users are also offered travel packages, car rentals and special travel deals.

TRAFFIC

- Unique User: 2.24 million
- Visits: 6.69 million
- Page Impressions: 11.02 million

Source of visitor statistics: AGOF digital facts 10/2015 (Unique User, Page Impressions), iww usage data 01/2016 (Visits)



Hotelreservierung.de specialises in the provision of hotel rooms, holiday homes and overnight lodgings. The website features more than 300,000 hotels. Here travellers can always find the right hotel at the best price.

TRAFFIC

- Unique User: 860.000
- Visits: 1.19 million
- Page Impressions: 3.27 million

Source of visitor statistics:
Google Analytics 01/2016



Reisen.de offers an extensive range of package holidays, last minute trips, cruises, flights, car rentals and many more special travel deals.

TRAFFIC

- Unique User: 740.000
- Visits: 2.41 million
- Page Impressions: 3.89 million

Source of visitor statistics: AGOF digital facts 10/2015 (Unique User, Page Impressions), iww usage data 01/2016 (Visits)



Kurz Mal Weg is one of the most successful providers of short breaks in Germany. Offering spa days, last minute deals, city trips, romantic weekends, activity holidays, and short getaways for the whole family – with more than 9,000 short breaks updated daily there is something for every taste on offer.

TRAFFIC

- Unique User: 570.000
- Visits: 860.000
- Page Impressions: 3.05 million

Source of visitor statistics:
Google Analytics 01/2016



Reisegeier.de is an established Leipzig brand within the online travel industry. The website provides a diverse range of package holidays & last minute deals, hotels, flights, holiday homes, cruises as well as a low price guarantee. Since 2014, the online travel agency has been part of the UNISTER Travel portfolio and has benefited from the large cooperative network of the market leader in the German online travel industry.

TRAFFIC

- Unique User: 390.000
- Visits: 427.000
- Page Impressions: 1.12 million

Source of visitor statistics:
Google Analytics 01/2016



Travel24.com offers an extensive travel product mix. Travel24.com was founded in 1996 in Munich. Since 2000, the company is listed as a public company at the Frankfurt Stock Exchange. UNISTER Travel works closely with the Travel24.com AG, the majority of which is owned by the parent company UNISTER Holding. Today Travel24.com operates portals in various European countries.

TRAFFIC

- Unique User: 670.000
- Visits: 1.91 million
- Page Impressions: 3.01 million

Source of visitor statistics: AGOF digital facts
10/2015 (Unique User, Page Impressions), ivw
usage data 01/2016 (Visits)

Release date: February 2016



The tour operator Urlaubstours has grown rapidly since it was founded in 2006. Today, offering dynamic travel packages it is one of the market leaders in the industry. Urlaubstours markets its products on the website, via external partners like classical travel agencies or on the portals of UNISTER Travel as well as on other online travel agencies.

HOLIDAYTEST

Holidaytest knows what tourists want. Thousands of real customer reviews are compiled, together with the expertise of Germany's leading online travel agents and tour operators. Based on the opinion of our customers, we also award the top hotels with a Holidaytest Award.



Travel Viva GmbH includes well-known brands such as Travelchannel.de – one of the oldest online travel agencies – and Traveltopia.de, as well as flight booking websites including Airline-Direct.de, Billigflug.de, E-flights.de and Tbooker.de. In 2014, Travel Viva was integrated into UNISTER Travel and has since been supported by the expertise and associated services of a leader in the online travel industry of Germany.



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