



## Youtravel sees growth as it undergoes restructure

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Growth across Youtravel.com's business model has led to a restructure of the company's business model.

The bed bank has reported a 57% increase in revenue in 2013 from 2012 and added revenue for 2014 is already 102% up year on year.

The growth in revenue has been driven by a 36% increase in the number of wholesalers and travel agents using Youtravel.com as an accommodation-only provider.

The increase in customers has been more than matched by growth in available product with a 69% increase in its destination portfolio in the last six months, with a focus on additional destinations including Italy, Slovenia, Croatia and Serbia as well as the Emirates, Oman and Thailand.

However, the bedbank added its strongest growth is still coming from new and exclusive hotel product in Egypt, the Canaries, Malta, the Balearics, mainland Spain, Portugal and Turkey.

The commercial growth has been backed by a number of management changes starting with the establishment of strong product management teams in 17 destinations.

Meanwhile at head office Jacky Bedlow has announced she will leave as chief executive in June 2014 while Andy Baker has been promoted to chief marketing officer assuming responsibility for UK and international sales and marketing.

Ranj Kundi has taken the role of chief operating officer overseeing the areas of product, operations and quality management.

Both Baker and Kundi will take on board Bedlow's responsibilities which will also be shared between CIO Marwan Mazraani, head of HR Laura Dryden, Nathalie Kouzi in sales and communications and Anna Emmerson in finance.

The management team will report to Roula Jouny who is chief executive of Meeting Point International (MPI) Group and who has been actively involved in the restructure of the Youtravel Group in the last 18 months following its acquisition by FTI which also owns MPI.

Jouny said: "The restructuring is aligned to three main priorities - to ensure speed and accuracy in decision-making, to enhance sales strategy and implementation and to strengthen existing business and develop new capabilities.

"We will continue to make changes and adjust our strategy as necessary in order to best meet today's and tomorrow's business challenges.

"We would like to thank Jacky for her contribution to the success of the business during her tenure as CEO and extend our very best wishes for the future."

Baker added "In the last 6 months we have built significant growth in all of Youtravel's divisions.

"We now have a tremendous opportunity to consolidate our excellent relationship with our worldwide distribution partners and our solid 2013 performance and drive further growth in 2014 both nationally and internationally.

"We remain committed to the trade and continuously seek out opportunities to build on Youtravel's momentum as one of the fastest developing accommodation-only providers."