



Press release

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Little Guest raises €1.2 million

Little Guest, the Brussels start-up specialised in high-end kids-friendly holidays just completed a fundraising to accelerate its growth and to support its international development.

Founded in 2017 by the young entrepreneur and dad, Jerome Stefanski, Little Guest is the first collection of high-end hotels dedicated to families with children.

The 175 Little Guest-labelled hotels are located around the world and can be booked via Little Guest's digital platform.

In 2018, Little Guest realised its first fundraising in the amount of € 500k to validate its business model and deploy its customer acquisition strategy. The results were quickly seen: the start-up rounded-off 2019 by realising five times its turnover, reaching € 3m in sales. A rapid growth, which was supported by a continuous digital marketing campaign and an ambitious commercial strategy aimed at affiliating the world's best hotels.

"Our business model is twofold," says the founder. "We charge an annual marketing fee to the hotels affiliated to our platform and these establishments pay us a commission on each reservation we generate for them".

As for the families who book their holidays through Little Guest, they benefit from the best prices on the market, personalised advice and exclusive advantages.

Nothing is left to chance, when it comes to impressing and rewarding customers. A far-reaching partnership signed with the famous luggage brand, Samsonite, has thus made it possible to offer children luggage filled with gifts and delivered to their home before they leave for their holidays.

New challenge

Little Guest is a pure digital player and generates all its sales via the Internet. Families submit their travel desires on the platform and are thereafter contacted by a Travel Designer who then finalizes their reservation.

“We process 2,000 reservation requests every month. This represents a colossal amount of work, carried out 7 days a week by our Travel Designers,” says Jerome Stefanski.

In order to meet the growing demand and the customers’ desire to be able to book their holidays independently, without the intervention of a Travel Designer, Little Guest has been working for several months on a technical solution to automate the booking process, while allowing for a scaling.

The fundraising will accelerate this technical development and customers will soon be able to book their flights and hotels themselves on the Little Guest website.

Internationalization

Since its origins, Little Guest has been internationally oriented. Today, 60% of families who travel with Little Guest are from France. The remaining 40% mainly come from Switzerland, Belgium and the United Kingdom.

The increase in capital will enable Little Guest to intensify its marketing efforts on the British market and to penetrate new and growing markets such as Germany and Russia.

Strategic Alliance

To complete its fundraising, Little Guest has surrounded itself with strategic partners operating in three markets dear to the start-up: high-end hotels, digital growth and children's fashion.

Among the new shareholders are the Leansquare investment fund by José Zurstrassen, which specialises in digital start-ups; as well as Bonpoint, a children's clothing house belonging to the French group EPI (which also owns Weston shoes and Piper Heidsieck champagne). An international player specialising in luxury hotels and two private investors selected for their expertise complete the round table.

Laurent Burton, President of LeanSquare, underlines that "while the traditional online travel agency market is dominated by a few players, we notice that some niche platforms can provide real differentiation. In this context, Little Guest has become in a very short period of time an emerging player in high-end family hotels. Their solution benefits all players in the value chain. We are also positively surprised by the quality of the team in place around Jerome. LeanSquare and Noshaq are therefore happy to support them in their growth. »

Little Guest in figures

- Number of employees: 15
- Turnover for 2018: 600k euros
- Turnover for 2019: 3m euros (+ 500%)
- Number of affiliated hotels: 175
- Number of holiday trips sold in 2019: 600
- Number of people who travelled with Little Guest in 2019: 2,500
- Average cart value per holiday trip: 5k euros

For any further information:

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