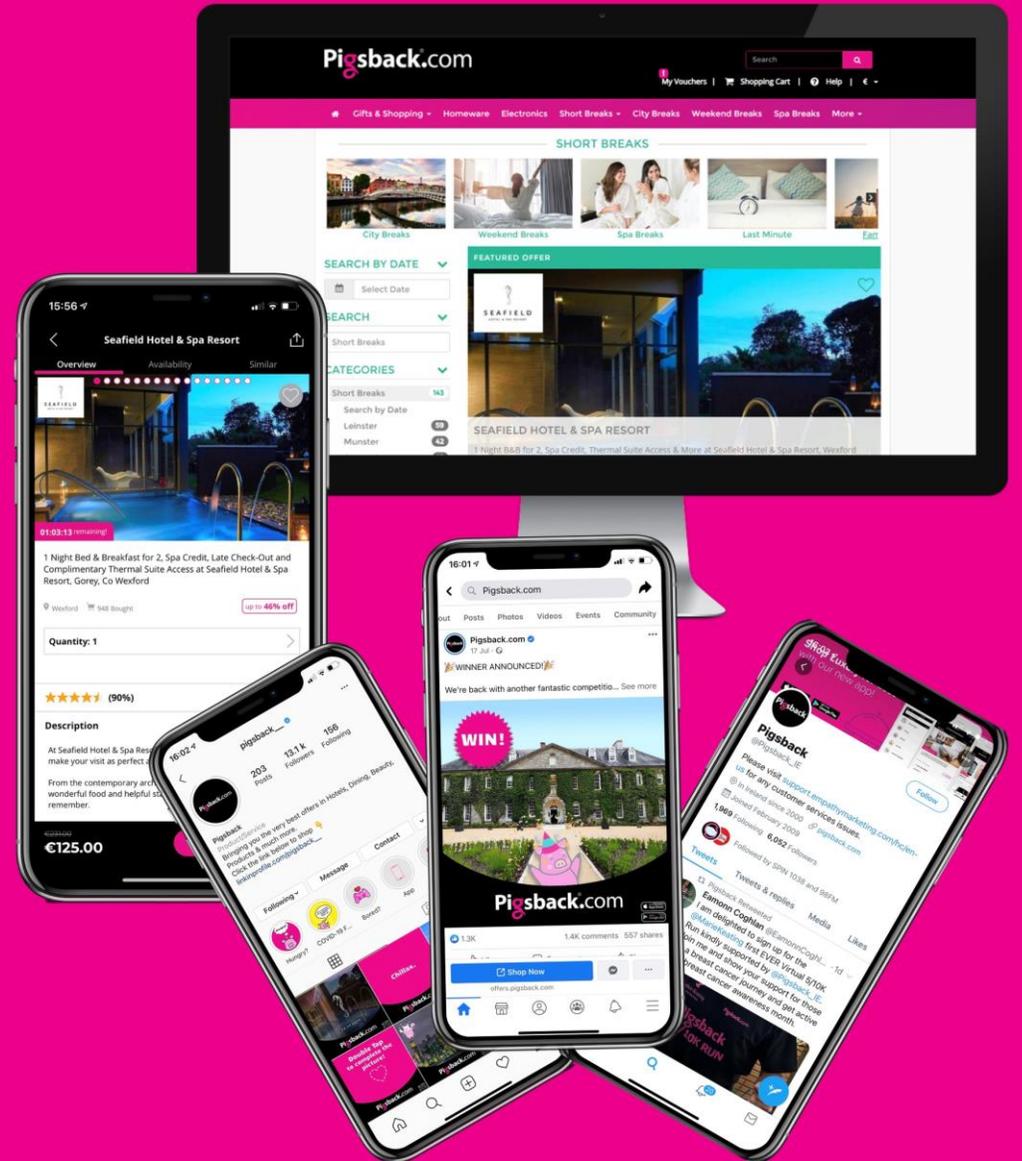


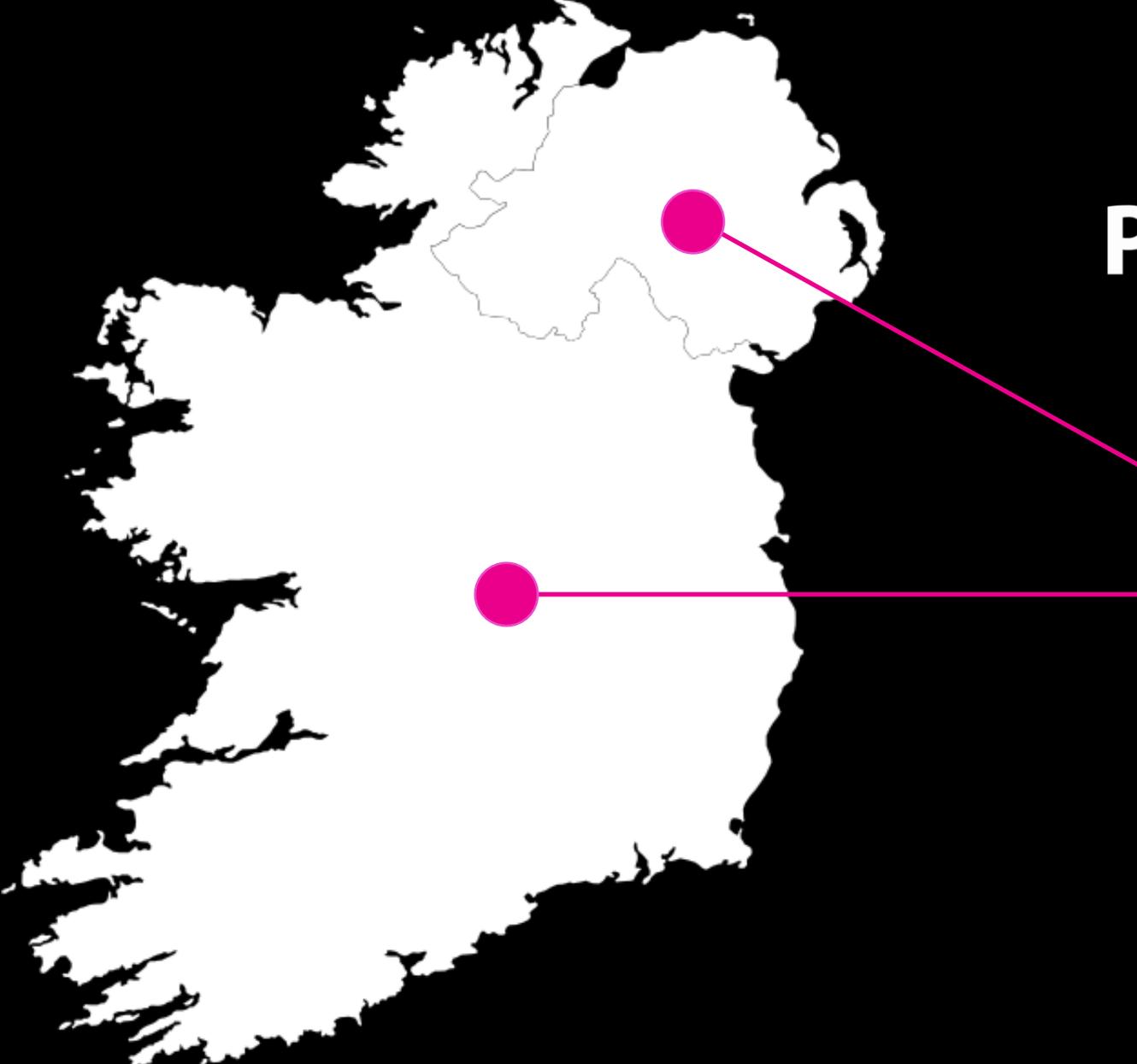
Pigsback[®]

Part of the **secret escapes** Group

Proud Partner of



Pigsback[®] Members



40,000 active members in Northern Ireland

1.5 million registered members in Ireland

Our Brands

Our **1.5m** members
read **600m** emails from
us every year

Our members don't just sign up. They engage with our brand, our products, and our desire to deliver them hand-picked curated hotels and staycations that won't be beaten on price or quality.

Pigsback®

escapes.ie

Escape the ordinary...

LUXURYBREAKS.ie

by Pigsback.com

**Access to 62m
members worldwide
with our sister
brands**



secret Escapes

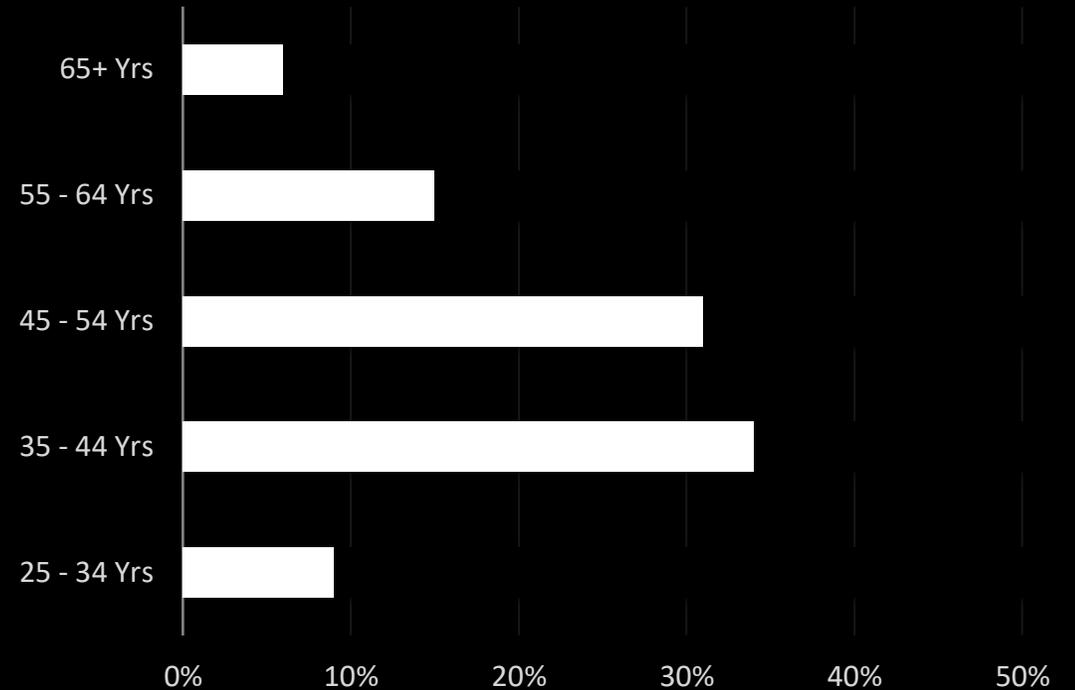
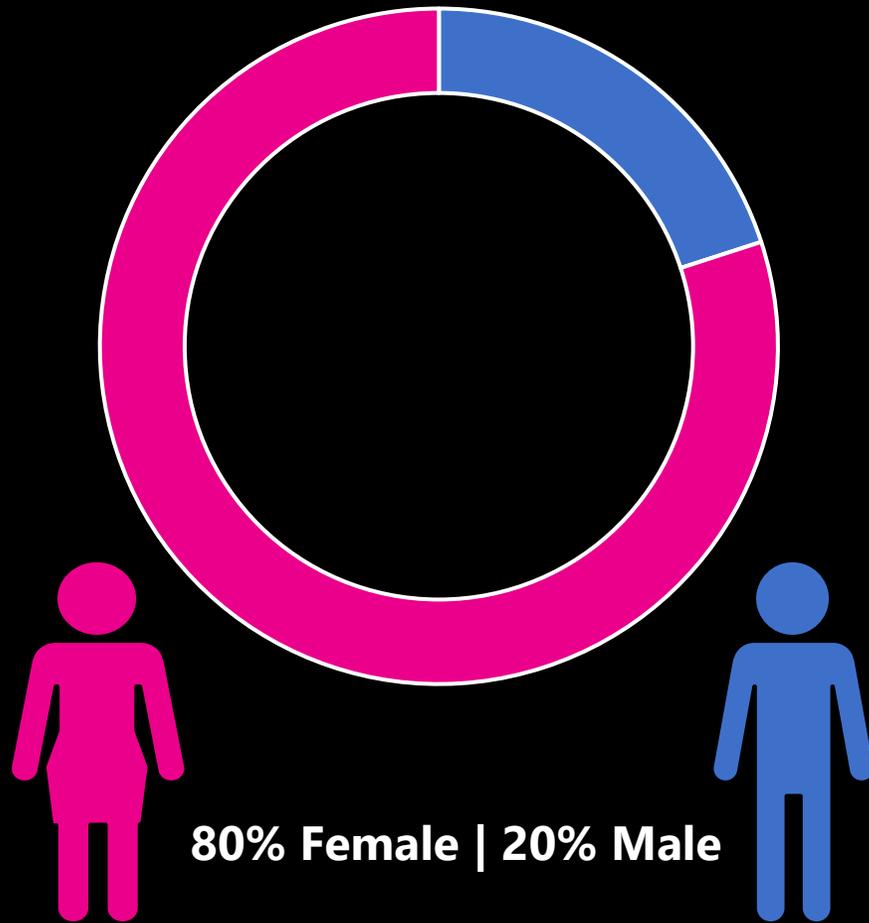
TRAVELIST
by **secret Escapes**

 **SLEVOMAT**

 **TravelBird**

Pigsback.com

Member Demographics



- 65% aged between 35-54
- 31% aged 55+

We know **who** our members are and **what** they love

TRIPS PER YEAR

2.5

AVERAGE HOUSEHOLD INCOME

€65k

IMPULSE BOOKINGS

9/10

MAIN AGE RANGE

35-54



Pigsback®

Trustpilot Member Reviews

 **niamh matthews**
5 reviews · IE

★★★★★ Invited 10 Feb 2021

Excellent service

Excellent service. Prompt replies. Would 1 million percent recommend to a friend. Great discounts quality products

 **Paul O'Rourke**
1 review · IE

★★★★★ Invited 6 days ago

I had a problem with expired vouchers.

I had a problem with expired vouchers and contacted Pigsback. They reacted within a day. The problem was solved the following day. They were really helpful and it was a pleasure dealing with them.

 **customer**
3 reviews · IE

★★★★★ Invited 3 days ago

Voucher extension

I emailed to enquire about the possibility of getting my voucher extended and got an instant reply from Courtney sorting it out for me. I am both impressed and delighted .

 **shelly fitzpatrick**
2 reviews · IE

★★★★★ Invited 5 days ago

My issue of mislaying my request email...

My issue of mislaying my request email to stay in a recent hotel in Carlow was sorted promptly and efficiently by the Pigsback support team. Thank you

 **Pigsback**
Reviews 2,546 • Excellent

★★★★★ 4.8

 **sinead o leary**
1 review · IE

★★★★★ Invited 3 days ago

The customer service was second to...

The customer service was second to none!!! So impressive and very helpful!!

 **Julie T**
2 reviews · IE

★★★★★ Invited 11 Feb 2021

Great service

I've used Pigsback for hotel vouchers. Always such nice hotels on offer for such good value and always easy to use! We also had a voucher which we didn't realise had expired during lockdown but Pigsback extended the voucher for us as soon as requested. Great service, will definitely continue to use!

 **Ms CATHY DODD**
8 reviews · IE

★★★★★ Invited 2 days ago

Excellent prompt service

Excellent prompt service. Was given a refund for hotel voucher we bought and could not use because of covid. We use pigsback all the time and never had a bad experience.

 **Anne**
1 review · IE

★★★★★ Invited 2 days ago

So helpful in re-extending a previously...

So helpful in re-extending a previously extended hotel voucher which was due to expire in March. They responded to my email inside a half hour and validated voucher till Dec 31st. Delighted.

 **Maria Leonard**
1 review · IE

★★★★★ Invited 5 days ago

Pigsback are always so quick to reply...

Pigsback are always so quick to reply to any queries and so quick to resolve them.

 **Sean McCarthy**
2 reviews · GB

★★★★★ Invited 3 days ago

Excellent service

We've had a bit of trouble with cancellations due to COVID. Their customer service is genuinely impressive, Rebecca came back to us immediately and sorted everything out right away.

Website Statistics

45K People Per Day

Average no. of visitors per day to Pigsback.com

750K People Per Month

Average no. of visitors per month to Pigsback.com

6.7M People Per Year

Average no. of visitors per year to Pigsback.com

265K Page Views Per Day

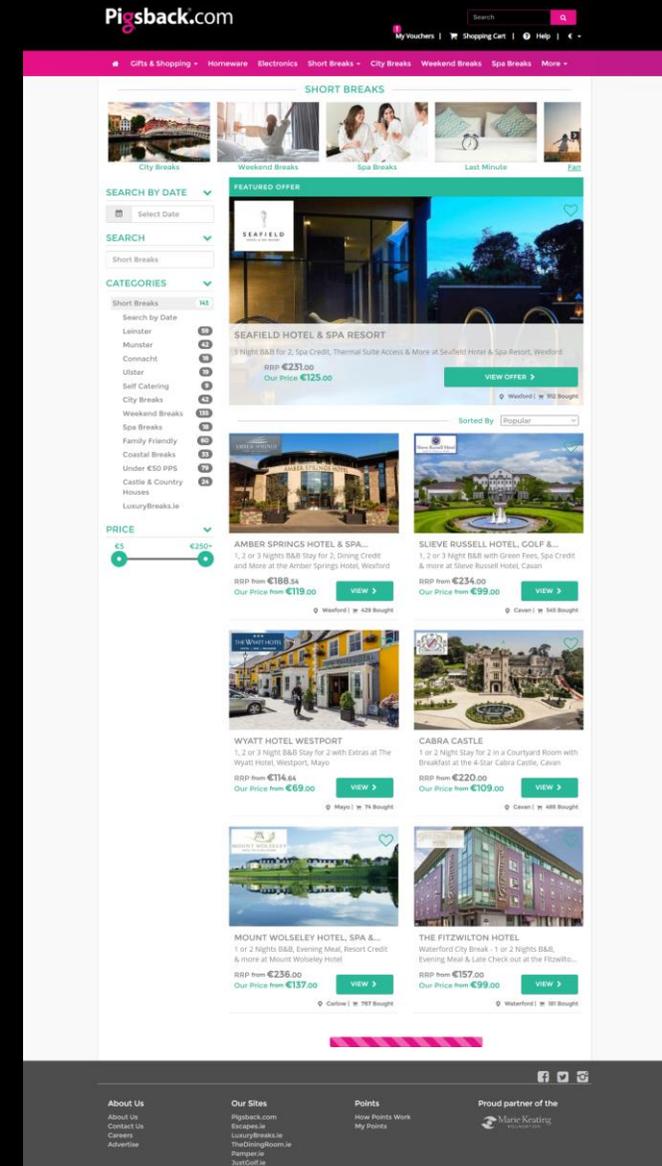
Average no. of page views per day on Pigsback.com

7.9M Page Views Per Month

Average no. of page views per month on Pigsback.com

94.8M Page Views Per Year

Average no. of page views per year on Pigsback.com



* Source: Pigsback.com management information and research

Pigsback® Email Stats

225,000 people reached daily



Stress Free
Summer Staycations
Book with confidence
Pigsback

Hi there,

The Wild Atlantic Way is a sensational journey of soaring cliffs and buzzing towns, hidden beaches and epic bays which stretches from Donegal to West Cork.

Here you can discover some unforgettable locations including the Ring of Kerry, The Cliffs of Moher and Skellig Michael just to name a few!

Stay in one of our fantastic hotels while discovering the Wild Atlantic Way and **save up to 59%!**

Don't miss out,
The Team at Pigsback

WILD ATLANTIC WAY STAYCATIONS



1, 2 or 3 Night B&B Stay for 2 including a Late Checkout, Chocolates & More at Sligo Park Hotel

200 Bought!
Save up to **43%**
Valid To: Oct 2020

View Offer →



escapes.ie Email Stats

110,000 people reached daily



Discover Ireland's
Hidden Gems
Book an Irish Staycation with confidence.

Hi there,

From only €99 enjoy 1 Night Luxury Stay for 2 People with Breakfast, Spa & Wine Credit and More at the **4-Star Johnstown Estate Hotel & Spa, Meath.**

In response to ongoing travel uncertainty, should your stay be cancelled or postponed by the hotel due to COVID-19 restrictions, we want to assure you that you can **book with confidence** knowing that we are offering a gift voucher to the full value of your purchase up to the day before your stay*.

It's time to escape...
The Escapes.ie Team

*Terms & Conditions apply

FEATURED OFFER



1 Night B&B for 2, Spa & Wine Credit and More at The Johnstown Estate Hotel & Spa, Meath

€192 **€99**

HOTEL ESCAPES

Social Media Snapshot

2,590,850 ENGAGEMENTS

Engagements with our posts on social media in 2019

2,622,351 PEOPLE

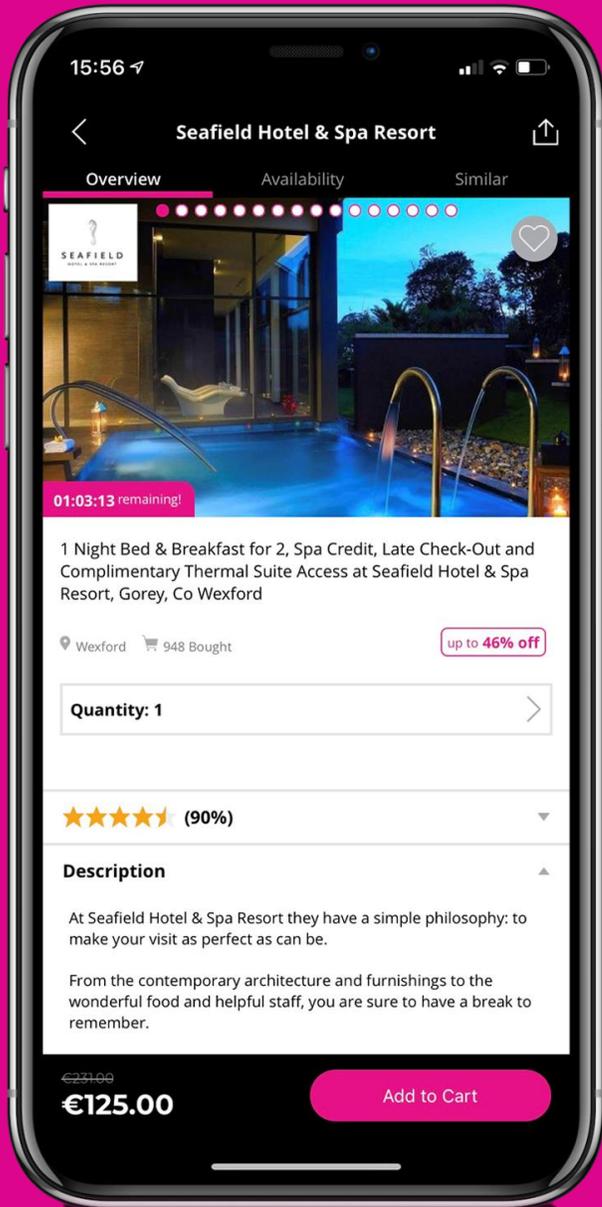
Reached on social media in 2019

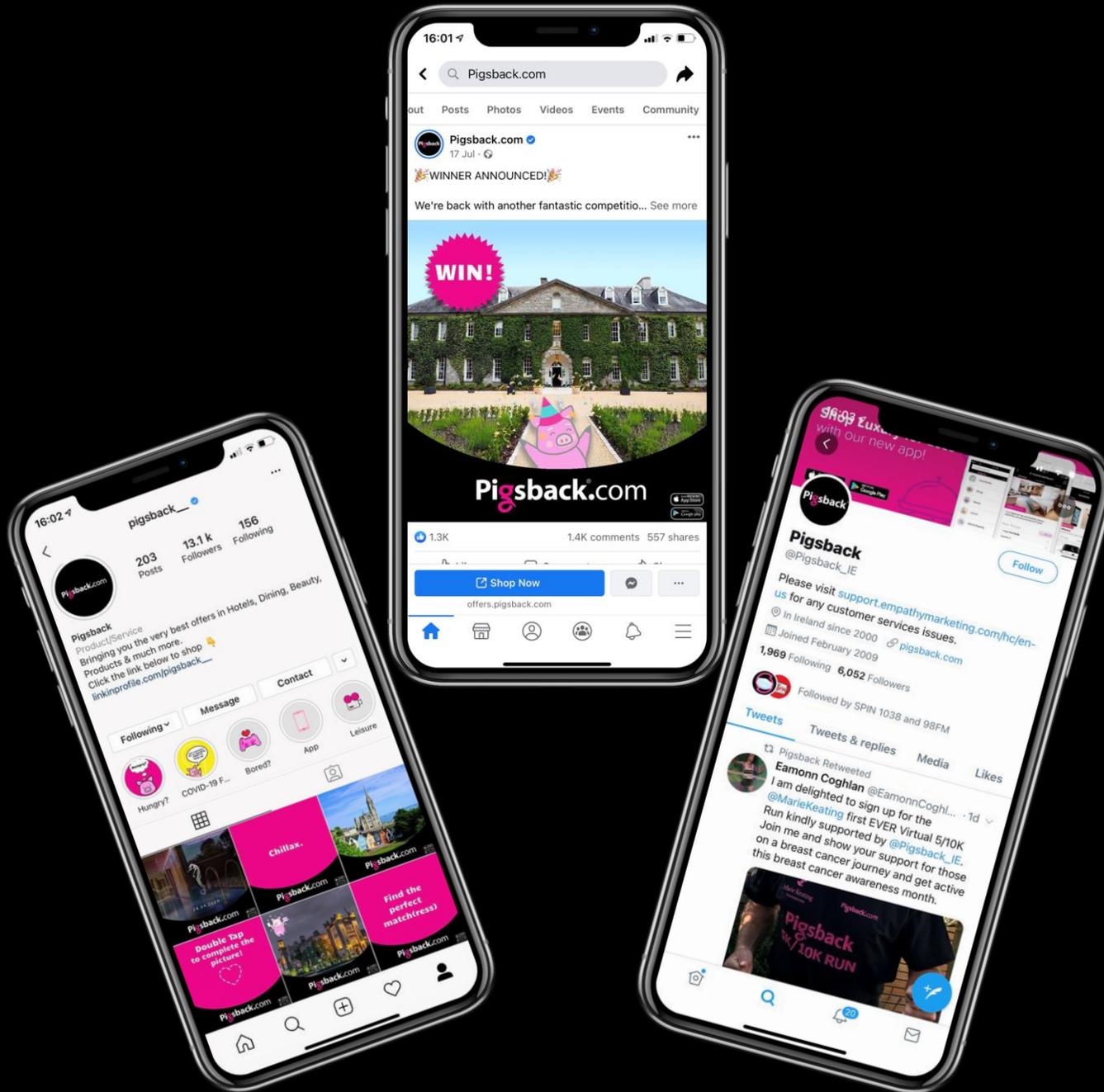
759,029 FOLLOWERS

on Social Media across our brands in 2019

142,613,329 IMPRESSIONS

Post Impressions on social media in 2019





Our Exposure

We are a new approach to traditional marketing. Create a revenue stream that has a higher engagement and conversion using Pigsback.com as a marketing channel.



759,029
FOLLOWERS



7,148
FOLLOWERS



15,404
FOLLOWERS

Social Media
Sneak Peek
Story
Highlights

Who wants to take a look
inside the fabulous
Farnham Estate?



YES
PLEASE 😊

I'VE ALREADY
BEEN 🧑

📍 FARNHAM ESTATE SPA AND GOLF RESORT



📍 FARNHAM ESTATE SPA AND GOLF RESORT



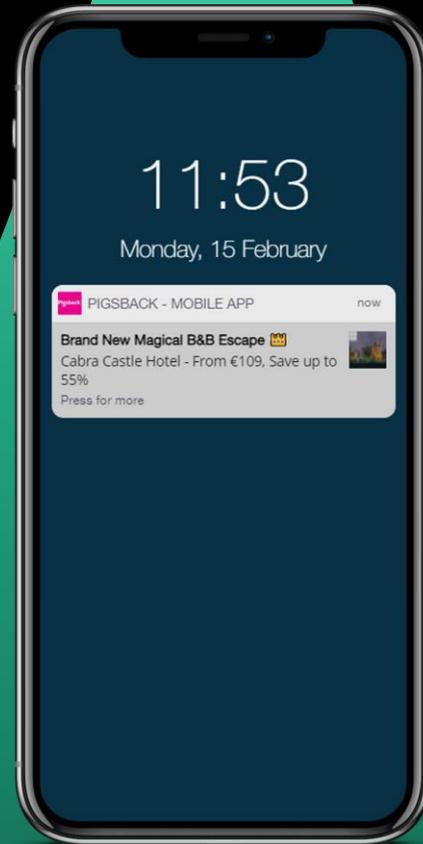
*The rooms are
Exquisite*

📍 FARNHAM ESTATE SPA AND GOLF RESORT

Push Notifications

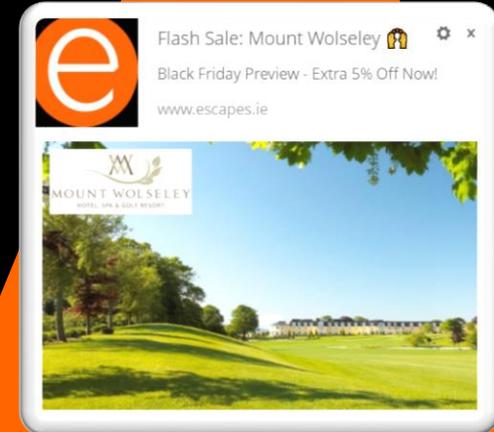
Pigsback®

357K Addressable users



escapes.ie

69K Addressable users



xtremepush

Pigsback®

Other benefits of working with Pigsback®

We are an Irish company set up in 2000 and proud to be **number one** in the marketplace

210K Irish adults took a break with Pigsback in 2019

€36.25M Revenue was generated for Irish Hotels with these breaks

360 Irish Hotels worked with Pigsback in 2019

From research we know the average **ancillary spend** from our customers in the hotel bars, restaurants, spas etc is up to €200 per room, per night

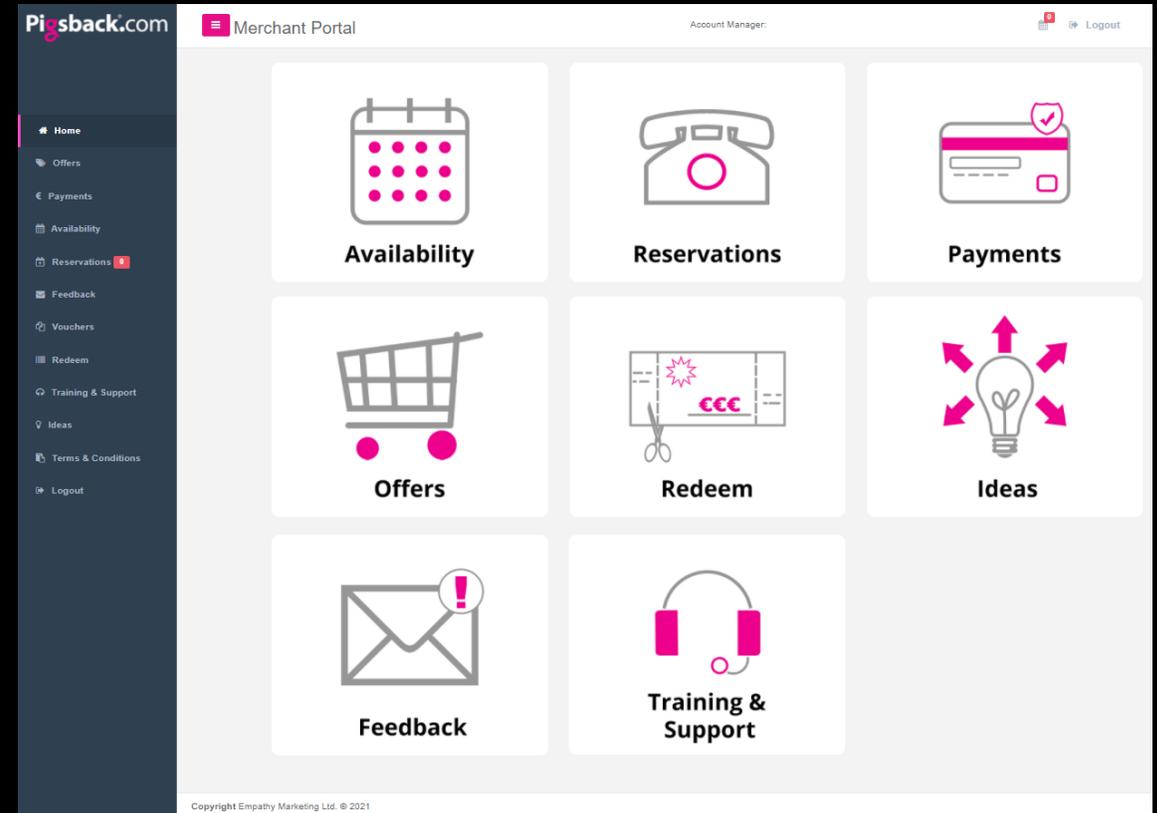


Pigsback[®] Software

When running a promotion with Pigsback.com you will have access to your own dedicated Client Portal. Here you will be able to control the availability on your promotion prior to its launch and you can adjust the daily allocation on your offer easily once its live.

Should you forget to close out a date you no longer have availability for, you can deny a reservation request and the customer is notified automatically and directed back to select a new date of stay.

In your portal you can also see reservations past and present, examples of promotions that work well for all areas of your business, a training section for your staff, feedback from your customers, along with payments and remittance details for your campaigns.



Client Testimonials



Valerie Steinbeck

Group Head of Marketing
The Gleneagle Group
February 2021

*"The Gleneagle Group have been working with Pigsback for over 6 years now. We find this partnership a great distribution channel for when we need to jump-start occupancy. **It's an acquisition strategy for us, a way to reach new customers that we can't necessarily get our hands on and the majority of bookings are made by people who had not planned to take a trip before being presented with the offer.** Pigsbacks are great to work with, and they have an advanced calendar system also allowing us to manage inventory which is very important. I would not hesitate to recommend Pigsback."*

THE
ADDRESS
CORK

Rhona Heggveit

Reservations Manager
The Address Hotel Cork
February 2021

*"For over 10 years The Address Cork has the great pleasure to work with Pigsback.com. Over the years we have had numerous packages from Afternoon Teas to City Breaks with them. From start to finish they have made the process so easy. **The team has been so professional and helpful in setting up the offers. They have had so many great ideas and suggestions for us and the after sales service has been exceptional.** The booking system is easy to use and the payments have always been prompt. I would have no hesitation to recommend businesses to work with them and I certainly look forward to continue our partnership with Pigsback"*



Amanda Leahy

General Manager
Killarney Court Hotel
March 2021

*"The Killarney Court Hotel have been working with Pigsback for years and we find them extremely easy to deal with. **We can manage the availability and allocations with their booking system which gives us full flexibility on any offers we run with them. It enables us to reach a new client base and has been a great way to get the occupancy levels up especially during the winter months.** Our account manager is always on call when we need them and assists us every step of the way in building the package, rates, availability and contracts. They provides excellent customer service and offers great advice to maximise revenue with our promotions. I would highly recommend Pigsback and look forward to working with them for many more years to come."*

Client Testimonials



Therese Donnelly

Revenue Manager
Quality Hotel Youghal
February 2021

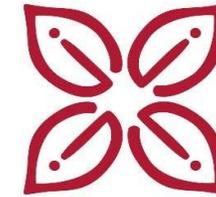
*“The Quality Hotel & self-catering complex have been working with Pigsback for a number of successful years. It opens up a new customer base for visitors to East Cork. We are in full control of the availability & allocations with their booking system, which is very user friendly. our Account Manager is with us all the way from the rate & deal setup, to times when we need to push our deal. They are always on hand to advise & assist if required. **Our accounts department are extremely happy with the prompt payment and payment tracking systems that are in place. We would have no hesitation in recommending Pigsback.**”*



Liam Minihan

Group Revenue Manager
The iNua Hotel Collection
February 2021

*“**We have partnered with Pigsback in all of the hotels across the iNua Collection and would have no hesitation in recommending them as a partner to other hoteliers. They maintain regular communication with the hotels, responds to any queries promptly and efficiently and always follows through on their promises.** Pigsback provides constant advice and guidance on what trends are producing results and is on hand to work with us to deliver efficient and effective sale campaigns on the empathy platforms. The empathy platform is easy to use for the hotel teams with support available if required. We have seen significant sales generated through Empathy marketing platforms over the past 24 months and they will continue to be an integral part of our revenue strategy into the future.”*



Carol Fenton

Sales and Marketing Manager
Hilton Garden Inn
February 2021

*“All of my dealings with Pigsback, from the initial set up to dealing with the ongoing changes in the hospitality industry, has been flawless. They have been able to adapt and react very quickly to new restrictions that effected existing and future bookings. **In general, they are always quick and efficient to respond to any queries, and are so helpful with ideas and offerings, when putting a promotion together for the site. The team has been an absolute pleasure to deal with and makes working with Pigsback both hassle free and enjoyable!**”*

Client Testimonials



Clara Clarke

Director of Sales & Marketing
Knightsbrook Hotel
February 2021

*“On behalf of the Cusack Hotel Group, we are delighted to be working in partnership with the Team at Pigsback for the past twelve years. We use Pigsback’s platforms to promote our Accommodation Packages and Spa Packages. **The Team at Pigsback are extremely Professional, Reliable, Loyal, Friendly, Courteous and always offer excellent prompt service in my opinion. Also, their attention to detail when having our contracts signed and ready to promote is top class.** Payments are made on time and both Customer and Financial queries logged with our colleagues at Pigsback are also always answered straight away by their Team members. Finally, I believe the team at Pigsback are very passionate in every product they promote and are fantastic Ambassadors for our Hotel Group and a pleasure to deal with.”*



Averil Day

Revenue Manager
Shearwater Hotel & Spa
February 2021

*“I have worked with Pigsback for a number of years. From the booking system, Calendars and also revenue generating perspective you can trust that you and your property are in safe hands. **Everything is discussed and done in a timely manner and no question is big or small. The booking system is so easy to use and the best part of this is that the allocation is dictated by each property and what they feel is necessary for each property to fulfil their targets.** Pigsback platform is so well member driven and customer driven hence the success in room occupancy & revenue driven targets. Offers are well thought off as is the marketing of each unique property and what makes them so successful in driving your property on this platform. They listen, acknowledge, drive and succeed with each property they handle.”*



Sharon O’Donoghue

Group Marketing Manager
Romantic Castles of Ireland
February 2021

*“We have been working with Pigsback and Luxury Breaks for over 6 years now with Cabra Castle, Markree Castle and Ballyseede Castle and **the platform is user-friendly, easy to configure and the team provide excellent customer service. It allows us to manage availability in real time.** Pigsback and Luxury Breaks provide an excellent marketing support and much needed sales of rooms all year round. We are delighted to recommend Pigsback and Luxury Breaks.”*

Client Testimonials



Cora Dwyer

General Manager
Kinnitty Castle Hotel
February 2021

"I have been using Pigsback for the last 12 years and they are always my go to online campaign to help with sales as well as create more awareness of our Brand. I have dealt with the Team for many years and they are always on hand to answer any query and always reverts back very quickly and professionally with as much information and assistance as possible. They seem to understand the pressure and time constraints a company can be facing in this industry and will always offer assistance, regardless of whether it is up to them to complete or not. The design team is equally thorough and professional and they take instruction very well. The after Sales process is also very efficient and works very well for our Accounts and processing team to deal with. I would highly recommend this company and team to partner up with for similar Sales programs."



THE
WESTGROVE
HOTEL & CONFERENCE CENTRE

Amanda O'Sullivan

Revenue Manager
The Westgrove Hotel
February 2021

*"Having worked with Pigsback in various hotels since way back when they started first, I am delighted to recommend them to any hotel looking to partner with a promotions site. **They are Irish, they have been in the business for a long time now and they are constantly improving their product and systems to make things easier for both the end user and their partners.** The team are an absolute pleasure to work with, always gives good recommendations in terms of what offering we should go with and is always so responsive to any queries that we have. Working with Pigsback has been a really good way for us to reach a wide audience and to build up base business for times when we need it. We look forward to continuing to work with them long into the future."*



Aine McGuinness

Cluster Revenue Manager
MHL Hotels
February 2021

*"We have been working with Pigsback for many years in The Galmont Hotel & Spa, Glenlo Abbey Hotel and the Harbour Hotel and we would anticipate this to continue. **We have seen significant growth during quieter demand times, and this has assisted us in increasing our revenue throughout the entire Hotel.** The team provides us with honest advice and an expert opinion which has helped us create the right package for the target market."*

Client Testimonials



Nessa O'Brien

Rooms Division Manager Manager
Amber Springs Hotel
March 2021

*"I have worked with Pigsback for over 5 years now with various short break campaigns for Amber Springs Hotel. Every campaign has been a success for us, **the advice and expertise provided by Pigsback and their feedback on market trends has no doubt contributed to each successful campaign.** Our Account Manager has worked over and above on several occasions to meet our deadlines and targets. In looking at short breaks we have further developed other campaigns with Pigsback which have worked an absolute treat to fill gaps in our room occupancy when otherwise these rooms would have been empty, this has been done through Pigsback direct promotion. I have been very lucky to work exclusively with Pigsback and this provides a much better solution and revenue stream for our hotel compared to other agents. I have found them to be extremely progressive, dynamic and professional throughout our relationship and intend to keep working with them in the future."*



Mairead Delaney

Group Revenue Manager
McGettigan Hotels
February 2021

*"Pigsback is a valued partner of McGettigan Hotels working with all hotels in the group. **The support, insights and account management have delivered excellent results.** Working with the team has delivered on key strategies and increased business levels when required. Their understanding of the market place and strong customer focus is key to achieving these strong results."*



Jakub Srebrzynski

Group Revenue Manager
Byrne Hotel Group
March 2021

*"During the last 3 years working with Empathy Marketing we developed a great partnership for our hotels, The Salthill Hotel, The Eyre Square Hotel, The Victoria Hotel and Albany House Dublin. **Pigsback platform is ideal for increasing occupancy, RevPAR and food & beverage spend.** Contact with the Account Manager is instant and great support is provided when needed. **Extranet is extremely easy to use and Hotels have full control over the inventory. I would recommend working with Empathy Marketing to any hotelier.**"*

Contact

Annabelle & Philip – Commercial Managers

Email: sales@empathymarketing.com