

# Apartment rental platform Wimdu on the attack - revenues up 34 percent in first quarter of 2015

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**B**erlin, 7. May 2015 (RCKT) – Wimdu, the Berlin-based portal for private apartment rentals, has gotten off to a strong start in 2015. The online platform has posted a 34 percent increase in first-quarter sales.

Europe's biggest portal for city apartments is on a promising growth course. Sales totaling €98.4 million (GMV) in the preceding business year have Wimdu scratching on the €100 million mark for the first time.

## **Reason for success: internal optimization, boom travel & sharing economy**

The reasons for this development are due to a variety of factors, according to Wimdu CEO Arne Kahlke. "We were obviously able to push on the right buttons. The offerings and the quality have improved considerably and we are in the process of strengthening our teams as well."

On top of that Kahlke identified a few further points: "In the travel industry there is a really strong trend towards holiday flats and the sharing economy. We're not only participating in this development, but we're helping to drive it as well. From TV ads to posters and online marketing and even to cooperation [with our partners] we've made it a point to be active in this space. And the fact is, people are increasingly looking for private accommodations with a little bit of flair from the country they're visiting."

## **Study: hotels losing up to 10% market share to holiday flats**

This fact is supported by an updated study from Boston University researchers, which concluded that during periods of steady growth hotels must account for a reduction in profits up to 10 percent in face of competitors like Wimdu and Airbnb.

## **Wimdu projects to be profitable in 2016**

The targets Wimdu has set for the future are similarly ambitious, as CEO Arne Kahlke explained: "We will once again perform well above the industry average, and we're growing faster than ever. Airbnb recently received an infusion of capital. We're moving towards the goal of being profitable starting in 2016."

## **Focus on Spain, Italy and Germany**

The main markets for Wimdu, which now employs more than 200 people in Berlin and Lisbon,

are Spain, Italy and France. Also on the rise are Great Britain, Austria, Switzerland, the Netherlands, Croatia, and Portugal.

Over the course of 2014, more than 5.1 million people stayed overnight in 230,000 bookings with Wimdu. The online portal is already on pace to shatter this mark over the course of 2015.



#### IMAGES



## SPOKESPERSON



**Bernhard Holzer**

SENIOR COMMUNICATIONS MANAGER

bernhard.holzer@rckt.com

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## ABOUT RCKT. ROCKET COMMUNICATIONS

**RCKT. is a full service communications agency from Berlin.**

We believe in the power of communication and strong brands.

Our home is the vibrant tech and startup scene. As communications professionals we are united in our core beliefs:

We create compelling and entertaining content to deliver traction

We always listen to our clients, their customers and markets

We love the Internet and embrace technology

We share our passion and go the extra mile

We always stay calm and humble

We love freedom and allow to be different and brave

We keep our word and deliver what we promise

**This is the ABC of communication.**

### Agenda

“PR is dead”. This statement makes our industry shiver. But not us. We have been watching closely as the global media landscapes develop and change. Rather than mourning traditional PR, we look forward to a vibrant future of living content that matches the pace of the digital age. It starts right now. We believe that there is and will be a dynamic range of public and media relations, consumer as well as business communications, digital content and offline activities, positioning of people and products, personally tailored stories and real-time interactions across a spectrum of channels and an increase of speed that shapes our agenda. We understand all these correlations and interdependencies. Better: We live, set and surf the agenda – anytime and anywhere.

### Branding

A brand is more than the appearance of a company. It's the company's heart and soul. Through insightful crafting, a brand has the power to tap into the deepest aspirations of customers' hearts. We build brands from scratch. Starting with the company's vision and customer insights, we develop engaging brand personalities and lay the groundwork for a company's product and internal culture. Branding isn't about broadcasting a set of messages to the public but about joining a conversation and community. We tune into them and dig out real and relevant stories of high content-value. We believe a brand is the product of a thousand small gestures, which is why we accompany brands

throughout their whole journey: from billboards to animations, from branded content to integrated digital campaigns; from young startups to market leaders – we shape brands that are there to stay. Together, we build long-term value for your company.

## Content

We've learned a thing or two about proper content over the last few years: First, everyone wants content. Second, very few actually have good content. To produce great content, you have to be brave and be passionate about what you are doing. The days when we looked up to TV stations and editorial offices as the paragons of good content are long gone. The leaders in relevant content are no longer a select few media players, but rather the masses of customers, users, and members of the digital community. A new generation of content creators from all around the globe has taken the place of the old guard. This talented group is creating outstanding content on a daily basis, whether it be more extensive pieces on blogs and YouTube vlogs or shorter work on Twitter or Vine. They inspire us to tell stories that are worth being told and shared with others. We believe in content that is fun, immersive and informative, and at the very least will simply put a smile on your face.

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# RCKT.

RCKT. Rocket Communicationspressroom

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 Contact information

## **RCKT. Rocket Communications**

Rocket Communications GmbH & Co. KG.


Saarbrücker Straße 20/21  
10405 Berlin  
Deutschland

E-Mail: [hello@rckt.com](mailto:hello@rckt.com)

Website: [www.rckt.com](http://www.rckt.com)

Responsible for the content: Andreas Winiarski, Managing Director

Registration court: Amtsgericht Berlin-Charlottenburg, Reg. No.: HRA 45522 B USt-ID: DE282634560

 Main website

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 Spokesperson



Andreas Winiarski

FOUNDER & MANAGING PARTNER

[andreas.winiarski@rckt.com](mailto:andreas.winiarski@rckt.com)

 [andreas.winiarski](mailto:andreas.winiarski)

 [winiarski](https://twitter.com/winiarski)



Nils Seger

CO-FOUNDER

[nils.seger@rckt.com](mailto:nils.seger@rckt.com)

 [n.seger](mailto:n.seger)

 [nilsseger](https://twitter.com/nilsseger)



Lisa Teicher

BRANDING/CONTENT DIRECTOR

[lisa.teicher@rckt.com](mailto:lisa.teicher@rckt.com)

 [lisa.teicher-rocket](mailto:lisa.teicher-rocket)


 [lstchr](https://twitter.com/lstchr)



Karolin Hewelt

AGENDA/PR DIRECTOR

[karolin.hewelt@rckt.com](mailto:karolin.hewelt@rckt.com)

 [karolin\\_hewelt](mailto:karolin_hewelt)


 [K\\_Welten](https://twitter.com/K_Welten)



Markus Oettig

COMMUNICATIONS MANAGER

[markus.oettig@rckt.com](mailto:markus.oettig@rckt.com)

 [markus\\_oettig](mailto:markus_oettig)

 [MOettig](https://twitter.com/MOettig)



Simon Ueberheide

COMMUNICATIONS MANAGER

[simon.ueberheide@rckt.com](mailto:simon.ueberheide@rckt.com)

 [simon.ueberheide.rocket](mailto:simon.ueberheide.rocket)

 [SimonUee](https://twitter.com/SimonUee)



David Baumgarten

COMMUNICATIONS MANAGER

david.baumgarten@rckt.com

📧 david.p.baumgarten



Luisa Gerke

COMMUNICATIONS MANAGER

luisa.gerke@rckt.com

📧 luisa.gerke



Lena Kuhlmann

SENIOR COMMUNICATIONS MANAGER

lena.kuhlmann@rckt.com

📧 lena.l.kuhlmann



Melissa Erdagi

JUNIOR BRAND MANAGER

melissa.erdagi@rckt.com

📧 melissaerdagi-rocket



Konstantin Daniel Haensch

HEAD OF CONTENT

konstantin.haensch@rckt.com

📧 konstantin.haensch



Aline Vedder

COMMUNICATIONS MANAGER

aline.vedder@rckt.com

📧 aline\_vedder



Bernhard Holzer

SENIOR COMMUNICATIONS MANAGER

bernhard.holzer@rckt.com

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