



# Case Study

HolidayExtras.com is the UK market leader in pre-booked UK airport hotels and parking. Knowing that their employees played a significant role in the growth of Holiday Extras and with further ambitious growth plans for the future, the management team were keen to provide everyone in the business with the opportunity to share more closely in any future success of the business. It was decided that any new employee benefit would include the following:

Allow colleagues to share in any future success and growth of the company

Be clear and simple for everyone to understand

Be low risk and tax efficient

Assist the business with its recruitment and retention objectives

Engage and motivate the whole team to “Be their best” and to move forward with the Company with a shared purpose

Have a degree of flexibility and accessibility to ensure it was attractive and suitable to all colleagues regardless of financial status and service.

Having consulted with YBS Share Plans on the above criteria and listened to supporting research it was decided that a Sharesave Scheme was the best vehicle to deliver their objectives. The launch was all important, Holiday Extras has a strong visual identity which wraps around their culture and the market segment they serve; this has the advantage of making their communications stand out. We worked closely with the Holiday Extras communications team to produce a communications plan that would engage colleagues and give the relevant information in an easy to understand format.

We were able to provide Holiday Extras with take up statistics during the invitation period which allowed us to help them target more communications at the lowest participation areas within the business.

As a result just over 63% of eligible colleagues applied to join the Sharesave launch in 2015, which is an outstanding achievement given they are a Limited Company with no prior history or knowledge of this type of plan.

A second invitation was made to colleagues in 2016, and as a result over 62% of colleagues now participate in one or both grants. Holiday Extras are keen for this to continue in the future with the aim of creating a shareholding culture throughout