

Transaction Announcement

Mergers & Acquisitions advises Holiday Planet Group on its sale to Imagine Cruising Pty Ltd



November 2017

Australia

Imagine
Cruising

Acquired

 **HolidayPlanet**
Group

M & A MERGERS & ACQUISITIONS
Advisors to the seller

Mergers and Acquisitions announces the sale of Holiday Planet Group, one of Australia's leading travel companies based in Perth, Australia. Emirates Group's cruise business Imagine Cruising has confirmed the acquisition of Perth-based Holiday Planet, with the company owned 51% by EK's Dnata division continuing its expansion in Australia after establishing an operation in Brisbane just 12 months ago.

Holiday Planet brands include Cruise Planet, Flight Planet and Seniors Planet, with the business established about 17 years ago in Perth. Mergers and Acquisitions office in Australia initiated this transaction and acted as advisors to the seller.

Industry: Travel Agents

Information on the buyer: Imagine Cruising launched in 2011, and now has 140 staff in the UK office as well as 40 employees in Brisbane and another office in Cape Town.

About Mergers & Acquisitions: Mergers & Acquisitions is a national, boutique corporate advisory firm specialising in business sales from \$5-\$200 million. Mergers & Acquisitions has an outstanding track record of success in completing transactions, having sold hundreds of Australian businesses to local and international buyers over 30 years.