

DATE

January 24, 2019

SECTORS

Consumer, Leisure & Retail

DEAL TYPE

Debt Advisory & Restructuring

DEAL LOCATIONS



DC Advisory advised Switchfly on its investment to L Capital and Golub Capital

With digital travel sales "forecasted at \$913B by 2022", this investment will allow Switchfly to continue to disrupt the travel ecommerce landscape, building the largest, most robust network of content and ancillaries in the marketplace for Switchfly customers.

The funding also enables Switchfly to continue improving its sophisticated dynamic packaging offering and build upon the breadth, flexibility and scale of its industry-leading loyalty solutions.

By connecting inventory for activity, air, car, hotel and insurance ancillaries before, during and after the booking experience, Switchfly's platform helps travel companies boost both revenue and customer satisfaction.

Switchfly will also leverage the investment to drive additional innovation across its product portfolio, incorporating new technologies like machine learning and artificial intelligence into its offering. As a result, Switchfly will enable access to more intelligent customer data, which can be applied to create personalized travel experiences, deeper connections, and greater travel brand loyalty.