

Client / Just Go! Holidays

TS Provider to Just Go! Holidays & Kings Park Capital on the acquisition of Omega Holidays Group



Deal overview:

Just Go! Holidays has acquired Omega Holiday Group to establish JG Travel Group. The new Group has turnover in excess of £35m and focuses on the mature traveller market.

Omega Holidays Group includes tour operator Omega Holidays and cruise agency Cruise Connections. Omega is a specialist in UK tours – particularly London theatre breaks – carrying more than 80,000 passengers per year. The brands join Just Go! Holidays, which carries more than 70,000 passengers a year and works closely with The National Trust and inbound operator Albion Journeys.

Former Omega owner Nigel Adams has become commercial director of JGTG but remains director of Omega and Cruise Connections.

The acquisition, for an undisclosed sum, is the first of a number planned by JG Travel Group by 2020, backed by private equity firm Kings Park Capital.

About the parties:

The JG Travel Group focuses on bringing the freedom of travel to many older people across the UK. JG exists to make travel easy, affordable & fun by offering to take care of the arrangements from door to door. All of the brands seek to innovate and provide inspiration through interesting and engaging tours. As a leading provider of group travel for the older traveller, JG offers a wide range of value for money tours from short breaks, classic seaside resort holidays, heritage tours, events & European escapes.

Kings Park Capital (KPC) is an independent lower mid-market private equity investment firm founded in 2007 by Jason Katz and Hugo Robinson with the aim of applying their deep sector knowledge, proprietary network of contacts and extensive experience to identify investment opportunities in the leisure sector, primarily in Europe.

KPC typically aims to back incumbent management teams and help them grow their business and fulfil their strategic objectives over the long term to create lasting value. They focus on investments in high quality companies with strong cash flow generation and demonstrable growth potential with enterprise values up to £50 million.

Gary Turner, Finance Director at JG Travel Group said:

"This was a highly successful first acquisition by the JG Travel Group who relied on the excellent support and advice provided by the Wilson Partners team."

Dan James, Head of Transaction Services at Wilson Partners added:

"The acquisition of Omega is a neat strategic fit for Just Go! and opens up new markets for the combined group. With an ambitious management team and the backing of Leisure specialist Kings Park Capital this is an exciting time for JG Travel Group."