



Best4Travel Announces Acquisition of Just Split Travel Group, strengthening its position as one of Ireland's leading Travel Companies

Best4Travel, one of Ireland's largest Irish-owned travel companies, is delighted to announce the acquisition of the Just Split Travel Group. Established in 2005 and owned and managed by the highly respected Jim Vaughan, Just Split has grown to five well-known branches across Rathfarnham, Ballyfermot, Kilnamanagh, Limerick and Portlaoise. This strategic acquisition marks another significant milestone for Best4Travel as the company continues its nationwide expansion and prepares for major developments in 2026 and beyond.

With 10 existing retail branches, a growing online presence and a thriving homeworking division, Holiday Experts, Best4Travel is firmly focused on combining personal, community-based customer service with cutting-edge travel technology.

Managing Director Jeff Collins, who also sits on the ITAA Board, emphasised the importance of investing in people, innovation, and the future of the industry. *"We are incredibly proud to welcome Just Split into the Best4Travel family. Jim Vaughan has built an exceptional business and contributed enormously to the Irish travel industry over the years. By adding Just Split to the Best4Travel Group, this will make us stronger going into 2026 and beyond. We look forward to embracing and developing the new teams from Just Split and welcoming them into the Best4Travel Family. This acquisition plays a key role in achieving our ambitious plans for the coming years."*

Jim Vaughan expressed his confidence and admiration for the transition, noting: *"I feel the time is right to hand over Just Split, and I know the business will be in very good hands with Jeff and the team at Best4Travel. This is a fantastic industry and I want to sincerely thank my amazing team for everything we have achieved together over the years."*

As an Irish-owned company currently employing nearly 60 staff, Best4Travel continues to expand both its community presence and its technological capabilities. Best4Travel has several new exciting new projects underway, including the development of two new advanced consumer-facing websites, the launch of its new in-house operations system "Bestie" and its first AI development going live in December. These projects alongside the continued product growth across cruising, touring, North America and luxury

holidays, the addition of the Just Split Travel Group strengthens the company's reach, expertise, and commitment to serving Irish holidaymakers nationwide.