
Press release



Book simply, experience something special. – SevenAccelerator brings travel tech startup vivido to TV through media partnership

Unterföhring/Steinhagen, August 6, 2025. Dream vacations for every budget with customizable travel packages – that is the mission of vivido travel GmbH. Through a media deal, SevenAccelerator is now supporting the up-and-coming online tour operator in building brand awareness and further growth.

ProSiebenSat.1's investment arm for early-stage startups is investing a low single-digit million amount in vivido. The company recently raised a single-digit million amount from industry-related business angels in a seed financing round accompanied by investment advisory firm ennea capital. The travel tech startup's first TV commercial will be broadcast on ProSiebenSat.1's channels and platforms when the campaign launches in October.

The online tour operator vivido offers its users worldwide curated individual trips with a special focus on experiences. Instead of spending hours researching, travelers can easily put together their own individual travel package with flights, accommodation, transportation, and special experiences in just a few clicks on the user-friendly booking platform. Technology developed in-house by the startup, which draws on millions of data records generated every day, enables budget-optimized yet maximum quality-oriented travel offers – from island hopping and round trips to car rentals and safaris. Experienced tourism entrepreneurs Tobias Boese (weekend.com) and Karl B. Bock (RUNA REISEN) founded the startup in 2022 and, as managing directors, have been responsible for developing the platform into a one-stop shop for a travel-savvy target group that prioritizes the experience factor when on vacation.

With SevenAccelerator's investment, vivido is underlining its ambitions to establish itself as a booking portal for adventure-seeking holidaymakers in the mass market in the German-speaking region. As part of a long-term media partnership, an extensive TV and digital campaign will increase brand awareness and advertising recall for the start-up and positively boost the company's brand image.

Maximilian Jochim, Managing Director SevenAccelerator: "When traveling, more and more people want to not only relax, but above all experience something new. Booking a vacation is an emotional experience, and TV finds the right visual language to convey the added value that vivido offers its customers: adventure trips tailored precisely to individual needs. The media partnership with us will ensure that vivido becomes the go-to destination for easily bookable and perfectly curated travel packages."

Tobias Boese, Co-Founder & CEO vivido: "Since vivido was founded in 2022, we have had an eventful time and have already achieved a great deal. Now the time has come to take the next big steps and further increase our brand awareness. This is exactly where our TV campaign comes in. With emotional

Contact SevenAccelerator:

Patrick Schmid
Senior Consultant
Business Communications
Tel. +49 [89] 9507 - 2446
Email
Patrick.Schmid@seven.one

ProSiebenSat.1 Media SE
Medienallee 7
D-85774 Unterföhring

Press release online:
www.ProSiebenSat1.com
LinkedIn: [SevenAccelerator](#)

Contact Vivido:

Selina Krämer
Wilde Partner Communications GmbH
Tel. +49 [89] 1791 – 9081
Email: vivido@wilde.de



images that let the advantages of booking with vivido speak for themselves – simple, fast, experience-oriented, and everything from a single source at the best price. We are delighted to have SevenVentures as an experienced and strong partner at our side to support us in the long-term expansion of our brand."

About SevenVentures: SevenVentures is the leading TV media investor and, as a company in the Commerce & Ventures segment of ProSiebenSat.1 Media SE, the optimal partner for high-growth consumer-oriented companies, especially from the consumer goods, retail and services sectors, that have the potential to achieve sustainable success through the use of TV advertising: In return for shares in their equity (media-for-equity) or revenue shares (media-for-revenue), companies receive advertising time on ProSiebenSat.1 stations in particular. In the Commerce & Ventures segment, ProSiebenSat.1 bundles the Group's minority and majority investment areas. In addition to SevenVentures with the SevenAccelerator, this also includes the investment unit SevenGrowth and the companies of NuCom Group.

About vivido: vivido travel GmbH is the travel platform for anyone who wants to experience more, offering carefully curated and customizable travel packages from a single source: flights, accommodation, and local experiences. The team led by tourism experts Tobias Boese (weekend.com) and Karl B. Bock (RUNA REISEN) helps travelers make the most of their time with customizable travel packages that are quick and easy to book and offer a unique experience. Every click saves research, every trip creates real memories. The travel professionals make a suitable selection and combination of flights, accommodation, and experiences in advance, which can then be customized by the travelers themselves. Depending on their preferences, experiences can be added, or accommodation changed until the perfect trip is created.