

Edinburgh Reporter Chats – Eddie Robb from As You Like It Holidays



Eddie Robb is the managing director of Edinburgh based [As You Like It holidays](#). Despite the tough economic climate, Robb started the venture at the beginning of the year and, now six months on, things are looking up for the young entrepreneur.

Who are you and where do you come from?

My name is Eddie Robb, I'm 23 and I'm originally from Ireland but I grew up in Banchory, Aberdeenshire. I studied Economics and Business at the University of Newcastle and, having done some bar work for a bit back home, I moved to the capital to set up my new business which launched at the start of this year.

How would you describe As You Like It Holidays in one sentence?

Providing exciting holidays to share with your friends, hassle free.

Where did the idea for As You Like It come from?

After secondary school I tried to organise a trip to Croatia with school friends, but it was a real hassle finding a company that took people there. We had to hunt out our own flights, accommodation and transfers. It turned out to be a challenge trying to make our own package with ease. I was fed up with the 'same-old package holiday' and, looking back at the travelling I have done, I now want people to see that there is much more to the world than Magaluf. There

are countless destinations that many never consider. Europe has a lot to offer in terms of festivals and sports events so for all the great holidays that are missed I wanted to make the whole process hassle-free and to make them easier to enjoy with friends.

What has been one of the highlights as the business has developed?

It's been great to see the business gradually grow over the past few months and I was proud that we were chosen to be the official travel partners for the Tomorrowland Festival in Belgium which has won massive awards and has one of the best dance line-ups this year. We listed a combined travel and ticket package online which sold out within about 60 seconds which was incredible! We'd never had a sale on such a scale.

What happened on Monday 25th June 2012?

To enhance the buzz surrounding our upcoming website re-launch, we wanted to do something a bit different – namely, the As You Limpic Games! To kick start the event, which will eventually take place in Edinburgh in August, we made a promotional video. We called it the 'Commuter Slalom' and at 5pm at Haymarket train station, 8 skiers battled their way through commuters, getting a lot of strange looks.

We're looking for teams of 4 to film themselves taking part in their own made-up sport, and to upload the footage on our site. The people in the videos that generate the most 'likes' will win an all expenses paid trip to compete in their chosen sport at the As You Limpic Games. The winners will receive any holiday from our brand new site, everything they need to ensure their holiday is 'as they like it'.

What businesses are you working alongside with and how are you promoting the event?

The creators of Morphsuits, Brew Dog and over a dozen other

companies have been interested in the As You Like It ethos. Social media is a very important platform to spread the word and we regularly post offers, discounts and entertaining content on [Facebook](#) and [Twitter](#).

What does the rest of the year have in store for you and the business?

We will soon be announcing details on our winter packages and aim to put together some exciting Hogmanay holidays. The Himalayas have a lot to offer when it comes to skiing and we're currently looking at other great locations.

How does being Managing Director of As You Like It compare to the spell of bar work you did?

It's incredible, I feel like I have the best job in the world!

Where do you see yourself in 10 years time?

I hope to make As You Like It the biggest and best place to go for a package holiday – that's the aim.