



FOR IMMEDIATE RELEASE

Lake.com Launches AI Travel Agency With \$2.6M Pre-Seed to Unlock \$20B Waterfront Rental Market

Toronto, Canada – September 22, 2025 – **Lake.com**, the vacation-rental marketplace built for life by the water, today announced it has raised a \$2.6 million pre-seed round to transform how travelers and AI agents book lake houses, cabins, and waterfront stays. The round was led by the Business Development Bank of Canada (BDC), Canada's only bank dedicated to entrepreneurs, with participation from angel investors.

Lake.com addresses a \$20 billion market opportunity within the U.S. vacation rental industry, a segment projected to grow 53% year-over-year. The platform is already scaling rapidly, with 40,000 properties across 7,000 destinations in North America and Europe, and a target of facilitating over 100,000 bookings in the next 18-24 months.

Solving a Market Gap

Legacy marketplaces bury lakeside homes among millions of urban listings, with poor filters, unclear policies, and unexpected fees that frustrate both travelers and property owners. Lake.com solves this by offering:

- **AI-first discovery:** Designed for both people and AI agents, the booking engine is being optimized for the entire journey from inspiration through to booking.
- **Transparent pricing:** Guests see only the nightly rate plus host-set fees—no service fees or checkout surprises.
- **Standardized policies:** A single cancellation framework, faster payouts, and merchant-of-record protections that simplify operations for hosts.

"On the surface, it looks like we're building a vacation rental platform for properties by the water," said David Ciccarelli, Founder & CEO of Lake.com. "While that's true, below the surface, we're creating a new category called the *AI travel agency*, one that



better meets the needs of the family traveler as well as creating the future of online bookings, made autonomously by AI agents.”

A Defensible Edge

Lake.com is redefining vacation rental discovery by building for a future where AI plays a central role in trip planning. At the core is a structured, lake-specific taxonomy that captures shoreline nuances, water activities, and regional distinctions overlooked by legacy platforms—significantly improving search match quality and traveler conversion.

Unlike broad marketplaces, Lake.com is optimized for Answer-Engine Optimization (AEO), ensuring visibility in the fast-growing AI discovery ecosystem. As of July 2025, Lake.com appears in 47% of AI-generated vacation rental responses in the U.S.—outperforming Airbnb (42%) and Vrbo (29%) across platforms like ChatGPT, Google’s AI Overviews, Microsoft Copilot, and Perplexity.

About Lake.com

Lake was founded by a husband-and-wife team with a shared passion for helping families experience the beauty of God’s creation. Since its launch, Lake has been dedicated to offering more than 40,000 vacation homes along the shores of picturesque lakes across North America and Europe. Using advanced tools and features, Lake is building the next-generation platform for outdoor travel. For more information, please visit <https://www.lake.com>.

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