



## Media Information

Glattbrugg/Zurich, 14 February 2008

Interhome Group

### **Interhome goes online with «Sol og Strand»**

**The Switzerland-based Interhome Group has further strengthened its position on the European holiday homes market by incorporating into its online programme some 5000 properties from the «Sol og Strand» (Sun & Sand) company, one of the leading specialists in Denmark.**

The announcement follows last year's conclusion of a long-term cooperation agreement with the Danish company, as part of the Interhome's expansions of its operations in the north of the continent. The joint venture will complement Interhome's already strong presence in southern and central Europe. The deal ensures Interhome a top quality range of holiday accommodation in Denmark, bookable via a fully-integrated electronic reservation system and interlinked platforms. The 5000 properties have now been incorporated into Interhome's extensive online programme with immediate effect. The travel trade may also book through the website [www.interhome-retailer.com](http://www.interhome-retailer.com).

The cooperation agreement is aimed at optimizing the capacity of both companies' holiday properties, through international clientele referrals. Another main objective is to create reciprocal synergies in the acquisition and marketing of new properties. Interhome and «Sol og Strand» share a common guest relations philosophy in that they welcome guests in their own local service offices at the selected holiday destination, ensuring highest standards of on-the-spot customer care. Until now relations between the two companies have been largely confined to loose cooperation in booking activities, without any mutual presence on their Internet platforms or in brochures. During a transitional phase the «Sol og Strand» properties were bookable only via web link.

«Sol og Strand» was founded in Denmark in 1979 and was a leading pioneer in the holiday homes industry. The company currently offers some 5000 holiday properties nationwide, employs 170 qualified staff and in 2007 recorded turnover of 50 million EUR.

**Interhome** specializes in the letting of selected holiday homes, apartments and chalets. The company offers a total exceeding 30,000 top quality properties in 21 countries. In 2007 the group rented properties to 498,906 guests and achieved turnover of 130 million EUR (+7,7%). Interhome publishes annual catalogues in eleven languages, totalling some 1,5 million copies. Easy and efficient booking is assured by an international reservations network, informative multi-lingual websites and the most modern communications technology. Interhome has more than 40 years' experience in the letting of holiday accommodation and provides the highest standards of service and quality. The company is based in Zurich/Glattbrugg and is a 100% subsidiary of the Hotelplan Travel Group, the largest in Switzerland and one of the 10 largest in Europe. Hotelplan is itself a 100% subsidiary of the Migros cooperative, which is the largest Swiss retailer, based in Zurich.

#### **Further information:**

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