

Interhome extends its market leadership – launches new website

Switzerland-based Interhome – Europe's leading provider of quality holiday homes and apartments – has launched a major campaign to boost further its growing share of online bookings. Online business already accounts for more than 60% of Interhome's total turnover. Now the company's website (www.interhome.ch) has undergone an extensive facelift, offering enhanced colour, greater clarity and state-of-the-art search technology. The aim is to enable users to find their ideal holiday property faster and with improved efficiency.

Bookings via the Internet are certain to see further strong growth over the coming years – that's the confident prediction of Simon Lehmann, CEO of Europe's leading provider of holiday homes and apartments. Online reservations already account for some 60% of the Switzerland-based company's total turnover. During 2010 alone its web bookings have grown by an impressive 10%. Now the company is targeting further online expansion. As part of the company's ambitious «Fiji» project, carried out by Interhome's «eBusiness» and «Web Development» teams, the holiday homes specialist has unveiled on www.interhome.ch its advanced new website.

Fresher, faster and user-friendly

The new look website embraces a fresher appearance, enhanced colour design and a range of innovative user-friendly tools. Advanced «Guided Navigation» technology ensures that, as the online search advances, the user is presented instantaneously with vacation properties suited to his or her individual requirements. This enables the user to find the ideal holiday home or apartment with greater ease and efficiency in the shortest time. Simon Lehmann explains: «The intense competition in the travel industry to attract online clients means that the time factor is becoming an increasingly crucial consideration.» Interhome can also claim another decisive online advantage – the new website embraces Google search engine optimization. This is a further important aid in assisting the user to find the perfect property. The launch of the new Interhome website has been timed to coincide with the opening of the 2010/2011 winter season.

About Interhome

Switzerland-based Interhome specializes in the letting of more than 32,000 carefully selected holiday homes, apartments and chalets in 27 countries. In 2009 the group rented properties to 560,000 guests and recorded turnover of CHF 211.6 million. The company is headquartered in Glattbrugg/Zurich and is an independent 100% subsidiary of Hotelplan, one of the leading travel groups in Europe. Hotelplan is in turn a 100% subsidiary of the Migros Cooperative, which is the largest supermarket retailing chain in Switzerland.

Further Information:

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