

Interhome Group

Interhome and Air Berlin conclude cooperation deal

Interhome and Air Berlin – two of the top names in the European travel industry – have teamed up by concluding a cooperation agreement. Switzerland-based Interhome is Europe's leading provider of holiday home rental services and Air Berlin is Germany's second largest carrier. A key aim of the partnership is to enhance the holiday experience of guests by ensuring individual and enjoyable travel to their holiday home.

Under the deal the two partners will cooperate closely in the online sector. Interhome is integrated exclusively into the Air Berlin website (www.airberlin.com) and can be accessed under the «Booking» column, via the «Apartments» link. With immediate effect Air Berlin clients are therefore now able to consult the extensive range of Interhome quality properties and reserve holiday accommodation with ease and efficiency.

Interhome CEO Simon Lehmann says: «In Air Berlin we are delighted to have found such a strong and prestigious partner in the airline sector. For us this represents further development and another highly promising channel of distribution. More and more holiday guests are interested in compiling their own individual value-for-money holidays. This combination of attractive easy-to-book flight arrangements and the price benefits of holiday homes vis-à-vis hotels is a growing trend. It is a formula which is proving a popular alternative to package travel.»

With its competitive fares and fast-expanding network of destinations, Air Berlin is an ideal airline partner. Interhome offers more than 9000 holiday properties (totalling some 36,000 beds) at or near Air Berlin destinations – for example Alicante, Valencia, Palma de Mallorca, Naples, Nice, London and Faro.

Air Berlin is the second largest airline in Germany. Its route network comprises leading cities and holiday destinations. Following the company's takeover of dba and LTU and participation in Belair of Switzerland, the Air Berlin group's fast-growing fleet has expanded further its international operations. The group last year carried a record 27.9 million passengers. It currently operates a fleet of 124 aircraft and employs 8000 staff.

Interhome specializes in the letting of more than 30,000 carefully-selected holiday homes, apartments and chalets in 21 countries. In 2007 the group rented properties to 498,906 guests and increased turnover 7.7% to CHF 209 million (€ 132 million). The company is based in Zurich/Glattbrugg and is a 100% subsidiary of the Hotelplan Travel Group. Hotelplan is itself a 100% subsidiary of the Zurich-based Migros Cooperative, the largest retail chain in Switzerland.

Further information:

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