

Interhome Group

Interhome updates brand identity

The new brand identity of the Swiss specialists for holiday houses and apartments focuses on quality, individualism, service and the holiday experience.

The independent brand of the Hotelplan Group will in future appear with new branding and the self-assured statement 'Holidays live here'. Established on the market for over 25 years, the Interhome bird, as the symbol of carefree travel, is being given a fresh tailwind.

The re-launch of brand identity follows as a result of the Interhome Group's progression to the European leader in holiday home rental. «Our objective was to give the over-40-year-old Interhome brand a more dynamic and punchy outfit» explains CEO Simon Lehmann. The new branding represents a further development of the present brand. The CEO adds that Interhome is maintaining company tradition and highlighting consistency. This was the basis for the development of fresh design concepts. «The redesigned corporate identity meets the objective of optimization of brand identity», says Lehmann.

The reorientation of the Interhome brand thus follows the specific aim of continual expansion of the broad product range – from a simple holiday apartment in the French Alps or a luxury villa in Tuscany to a character-packed townhouse in a Parisian suburb. The umbrella branding and positioning 'Interhome takes care of truly carefree individual holidays' holds true for the entire product.

The focus of our new appearance concept is fixed firmly on the analysis of customer requirements, a fact that our new corporate identity should communicate. Quality, individuality, service and holiday experience have been defined as decisive key factors, enhanced by the aspect of personal customer care – in the call centres as well as at the holiday location. These basic principles have shaped the rebranding and all communication measures. «Altogether we've given the Interhome appearance a refined facelift», explains Martin Frank, Brand & Communication Manager at Interhome, adding «the main challenge for Interhome is to strengthen the profile of its philosophy and product with the public and the travel branch.»

Interhome's new appearance is also linked to an innovative advertising campaign currently being launched in stages.



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 132 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 Holding, 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.

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