

Interhome teams up with Center Parcs – expands international portfolio

Switzerland-based Interhome is further expanding its European portfolio by intensifying cooperation with Center Parcs. With immediate effect, Center Parcs' holiday villages can be booked through Interhome not only in Germany – as hitherto – but also in other European markets.

Interhome is the first tour operator in Switzerland to cooperate with the European holiday village group, Center Parcs – and few TOs in this country can claim such a synergistic partnership. Driving force behind the cooperation deal are Jörg Herrmann (Head of Purchasing, Interhome) and Mary Stefanizzi (Head of Sales & Marketing, Center Parcs Switzerland). Says Jörg Herrmann: "Both Center Parcs and Interhome are in the forefront of the online holiday sector. At Interhome we can currently confirm an increase in turnover over last year's levels. For 2012 we are confident of achieving a seven-digit turnover in total." Reason for these optimistic figures, explains Interhome CEO Simon Lehmann, is the increasing trend to shorter stays – "compared with last year, we have seen the duration of stays decline from an average 9.5 to 8.7 days."

For Center Parcs' Mary Stefanizzi, the partnership creates added value: "Our client structure comprises mainly families and larger groups of up to 16 persons, and in this respect in particular we can work close together. In addition, more and more clients are mindful of environmental sustainability – an aspect which has always been one of our top priorities. This will also benefit Interhome."

For Interhome the partnership represents further expansion of its portfolio to a top quality brand established more than 40 years ago. Center Parcs comprises holiday homes in the heart of nature, paired with privacy and contemporary comfort. The choice of attractive accommodation includes traditional holiday homes in wonderful woodland, houseboats with luxury berths, as well as Eden properties in which architectural design and décor dissolve the distinction between inside and out. Also on offer are tree houses – the ultimate Center Parcs' experience. Center Parcs offers contemporary holidays in harmony with nature.

Center Parcs comprises 21 holiday villages, of which four are in Germany, nine in the Netherlands, three in Belgium and five in France. Whether the guests' preferences are for entertainment, sporting activities, wellness or great gastronomy, the holiday villages offer something to suit each and every taste. Adds Jörg Herrmann of Interhome: "Through this new partnership we can combine the trend towards holidays in individual top quality accommodation with the attractions of other superior services. And it's all available online." Bookings may be made with immediate effect via www.interhome.com

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 2010 the group rented properties to 560,000 guests and recorded turnover of CHF 206.9 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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