

## **Interhome launches mobile eShop for searching holiday accommodation while on the move**

**Switzerland-based Interhome – Europe's leading provider of holiday homes and apartments – has launched a new eShop, targeted specially at the needs of smartphone users. Clients can now browse and book more than 32,000 top-quality properties in 29 countries via mobile phones.**

Some 9% of all Interhome clients currently use their mobile phone or iPad to access the eShop of Interhome – already treble the figure of a year ago. This fast-growing demand for smartphone-compatible websites has been welcomed by Interhome. Simon Lehmann, CEO of Interhome explains: "A rapidly increasing number of our clients want to browse and book while on the move. So we have created our new mobile eShop to satisfy these requirements." The new service is based on an evaluation of mobile user behaviour and has been designed to complement the previous Interhome eShop while improving usability for the customer.

The Interhome mobile eShop is ideal for all clients – those who already know the kind of property they want, as well as those guests seeking holiday ideas and inspiration. It offers all the standard functions available via the Interhome website, such as Search, Filter, Map View and Contact, as well as direct online booking option by credit card or by invoice. It has also been optimized for fast browsing via smartphones, and will be further enhanced by additional user-friendly functions.

More than 32,000 holiday properties in 29 countries will be available to browse or book via the new mobile eShop (as well as the standard Interhome website). For guests interested in specific types of holidays – for example, villas with pools, skiing vacations or city breaks – themes can be selected and filtered as desired. Decision-making is also facilitated by a wealth of detailed property data, an extensive image gallery and guest ratings. Clients wishing to book at a later date can also submit a wish list by E-Mail.

The mobile eShop is accessible in English, German, French, Dutch and Polish, with prices listed in Swiss Francs, Euros, US Dollars and Polish Zlotys. It has been optimized for iPhone and Android devices such as Samsung Galaxy and HTC Desire.

The new Interhome mobile eShop may be accessed as follows: <http://m.interhome.com> (smartphones only). Further information under: [www.interhome.com/mobile](http://www.interhome.com/mobile).

### **About Interhome**

Switzerland-based Interhome specializes in the rental of more than 32,000 quality holiday apartments, homes and chalets in 29 countries worldwide. In 2011, the company welcomed 535,000 holiday guests and recorded a net yield of CHF 186 million. Interhome is headquartered in Glattbrugg/Zurich and is a 100% subsidiary of Hotelplan Holding. In turn, Hotelplan Holding is a 100% subsidiary of Migros, Switzerland's largest retail supermarket chain, based in Zurich.

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### **Further information:**

Primus Communications  
Nina Aryapour  
Tel. +41 44 421 41 21  
[nina.aryapour@primuscommunications.ch](mailto:nina.aryapour@primuscommunications.ch)