

Interhome launches first iPad app for clients on the move

Switzerland-based Interhome – Europe's leading provider of holiday homes and apartments – has launched an innovative iPad app with its own exclusive look and feel. As from today, the application is available free of charge from the App Store. It offers the user practical added value and an overview of Interhome's expanding range of self-catering quality accommodation, currently comprising some 32,000 properties in 29 countries.

Interhome is pioneering new paths in the field of e-commerce. It has become one of the world's first holiday homes and apartments providers to offer its own app for the iPad. The application exploits to the full the powerful potential of the iPad, opening up attractive new opportunities and advantages for the user on the move. It provides more than a mere image of the Interhome website, enabling an in-depth overview of available accommodation while also enhancing emotional and experiential value.

Interhome CEO Simon Lehmann explains: "Our new app is ideal for all our clients – or clients-to-be – undecided on the kind of accommodation they require and seeking holiday ideas and inspiration." It features a practical theme search, including city breaks, skiing holidays, villas with pool, rural relaxation or beach vacations. The new app immediately provides the perfect solution, tailored precisely to the search criteria. In addition to standard functions such as search filter, map view and contact possibilities, it also includes an innovation – a shake function. When the iPad is shaken, a detail page appears of one of the properties among the search results. While browsing, a simple click adds the preferred property to a wish list which the user can then send to friends or to himself/herself.

The information on each property ensures an easy overview of the accommodation – for example location, price, star rating, rooms and number of persons. Another tab ensures access to even more detailed information relating to travel period, proximity to skiing area, sea or lake, whether or not pets are permitted, or whether a pool is available. The user can also view the ratings submitted by other guests. The desired property can of course be booked via the application. The app is available in English, German and French and rental prices are provided in various currencies. The new iPad app has been developed by Interhome in cooperation with web service provider Namics.

Further information under: www.interhome.com/ipad

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.

Further information:

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