

Interhome Group

Interhome enters partnership with Easyjet

Interhome of Switzerland – Europe's leading provider of holiday homes and apartments – has entered into an exclusive partnership with British low cost carrier Easyjet, the continent's fourth largest airline. Under the agreement, Interhome's extensive portfolio of holiday properties will be made accessible to Easyjet passengers on the carrier's homepage www.easyjet.com and respective national websites. The cooperation agreement covers Britain, France, Germany and Switzerland.

When booking their flights online with Easyjet, customers from Britain, France, Germany and Switzerland can from this summer reserve their holiday apartment at the same time. The partnership is being launched on the various markets on a step-by-step basis. In a first phase the new booking system has already been introduced in Britain, the home market of Easyjet. Germany, France and Switzerland will follow over the coming weeks. The booking tool will be integrated into the Easyjet website under a special heading as well as various booking-relevant positions. The new partnership with Easyjet is exclusive in the low cost airline industry.

Interhome CEO Simon Lehmann commented: «We are delighted to be teaming up with a strong airline partner – and also to be opening up a new and highly interesting distribution channel. Holidaymakers are becoming more and more interested in compiling their own inexpensive travel and accommodation arrangements. Trouble-free travel with a leading airline combined with the price advantage of holiday apartments over hotels is proving particularly attractive at this time.»

The agreement with Easyjet was signed by Inghams Travel, the British subsidiary of the Switzerland-based Hotelplan Group to which Interhome also belongs. On 1 November 2007 Inghams Travel took over the operative management in Britain of Interhome which, however, continues to operate in that country under its own brand name.

Interhome specializes in the letting of selected holiday homes, apartments and chalets. It offers a total of 46,000 top quality properties in 24 countries. In 2008 the group rented properties to a record 525,117 guests and registered turnover of CHF 211.9 million (+1,4%). Interhome publishes annual catalogues in 11 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 is based in Zurich/Glattbrugg and is a 100% subsidiary of the Hotelplan Travel Group. Hotelplan in turn is a 100% subsidiary of the Zurich-based Migros Cooperative, the largest Swiss consumer retailer chain in Switzerland.

Further information

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