

Media Release

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Interhome Group

Interhome expands to the United Arab Emirates

Interhome – the Switzerland-based specialist for holiday homes and apartments – has opened a Partner Sales Office in the United Arab Emirates (UAE).

The opening of the new office in Abu Dhabi, the second largest United Arab Emirate, is another move by Interhome in its ambitious programme of international expansion. Simon Lehmann, CEO Interhome Group, says: «The UAE represents an important market with great potential. And in the case of Interhome we are targeting a Gulf Region clientele which expects extremely high standards, in terms of both product quality and superior service. That is why we are also now expanding our international property portfolio in the luxury sector.»

For Interhome, the Gulf Region is not only of importance as a growing source market but also as a promising destination market. In this respect, says Simon Lehmann, Dubai in particular has considerable potential.

The new Partner Sales Office in Abu Dhabi will be managed by Khalid Anwar (of the Emirates Link company), who has long experience in the travel and tourism industry.

Interhome – since 1989 an independent subsidiary of Hotelplan, one of the leading travel groups in Europe – was founded in 1965. It currently offers more than 30,000 holiday rental properties in 21 countries of Europe and North America, and last year welcomed nearly half a million guests.

Interhome specializes in the letting of selected holiday homes, apartments and chalets. The company offers more than 30,000 top quality properties in 21 countries. In 2007 the group rented properties to nearly half a million guests and achieved turnover of CHF 209 million (US\$ 204 million, +7,7%). 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 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 an independent 100% subsidiary of Hotelplan one of the leading travel groups in Europe. Hotelplan is itself a 100% subsidiary of the Migros Cooperative, which is the largest supermarket retailing chain in Switzerland.

Further information

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