

## **Interhome helps further strengthen Europe's holiday home sector**

**Interhome reconfirmed its leading role in the European vacation accommodation sector yesterday by co-founding the new European Holiday Home Association (EHHA) in Aachen, Germany. The new umbrella organization for the continent's vacation home industry was formally established yesterday afternoon by Interhome and its fellow European market leaders Novasol, Hoseasons and DanCenter. The EHHA is intended to provide this booming sector with better international links and enhance the industry's lobbying clout and activities.**

The holiday home market has evolved into a major component of Europe's tourist industry. According to a study by market researchers PhocusWright, some 42 million Europeans have spent a night in a vacation home in the last two years. The continent now offers over 20 million holiday home beds, which generate more than EUR 20 billion in revenues every year. And it is figures such as these, together with the sector's vast further growth potential, that have prompted Europe's four leading providers of vacation accommodation – Interhome, Novasol, Hoseasons and DanCenter – to found the new European Holiday Home Association, or EHHA.

The EHHA was formally established in Aachen (Germany) yesterday afternoon. Its first Secretary General is Carlos Villaro Lassen, the CEO of Denmark's national holiday home association. "The vacation home rental business creates thousands of jobs in many European countries and adds immense value for the tourist, restaurant and retail sectors," Lassen pointed out in his acceptance speech. "And with our new European Holiday Home Association, we aim to keep our continent's politicians even more mindful of its massive economic significance."

Interhome CEO Simon Lehmann is equally convinced of the importance of better organizing and anchoring the holiday home sector on a pan-European scale. "I believe that the EHHA is just the right platform to achieve these objectives within a reasonable timeframe," he confirms. "And we at Interhome will be playing our full part, too, in developing our new umbrella association into an effective advocate of our industry's interests and concerns."

**Interhome AG** is a specialist in the procurement of over 32,000 holiday apartments, houses and chalets in 31 countries worldwide. In 2012, the quality provider placed 535,000 holiday guests and achieved a net yield of 181 million CHF. The parent company Interhome AG, domiciled in Glattbrugg/Zurich, is 100% owned by Hotelplan Holding AG. This company is in turn 100% owned by Migros, the biggest retail corporation in Switzerland with headquarters in Zurich.

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