



Record Day for Staycation Specialists as Lockdown Eases

Two of the UK's leading self-catering holiday brands - Hoseasons and cottages.com - enjoyed their best ever online sales days yesterday after the Prime Minister gave the go ahead for domestic holidays to restart from July 4.

Luxury lodge specialist Hoseasons recorded one booking every 11 seconds in the hours after Boris Johnson's announcement as customers scrambled to book holidays and secure their summer staycation.

Year on year sales were up 270% for Hoseasons by the end of the day, with sister company cottages.com reporting a 455% increase as both brands smashed their previous record sales days.

"We were expecting greater levels of interest, but the surge in demand was still surprising and we certainly hadn't expected a record day," said Simon Altham, Chief Commercial Officer of Awaze UK – the parent company of both brands. "Over the last few weeks we've seen volumes of enquires and bookings increase on a daily basis, as people begin to become more confident about booking a UK holiday. Government confirmation seems to have just given people an extra level of certainty.

"All the evidence suggests that holidays remain a priority for most people, and this year more than ever the chance to get away is something customers are very much looking forward to. July and August are likely to be very busy as a result, but we're also expecting greater than usual levels of demand for September and October too as the season extends."

"While there is still a long way to go, and everyone must continue to remain vigilant, this could be the beginning of a very significant and much needed boost for the sector. At the moment holidaying closer to home is good for the soul and the UK economy."

Sales have not just been strong across the company's own channels, with travel agents showing a 236% increase in Hoseasons holiday sales compared to the same day last year and the best trading day of 2020.

To ensure customer safety is maintained both brands have launched a new [Safer Stays](#) initiative where locations can sign up to confirm they have extra cleaning protocols and social distancing measures in place for guests.

For more information about Hoseasons or cottages.com visit www.hoseasons.co.uk & www.cottages.com

Ends

Notes to editors:

Hoseasons

Hoseasons is one of the UK's leading self-catering accommodation specialists, with more than 31,000 places to stay in coastal and countryside settings throughout Britain and Europe. From lodges and parks, to boats, cottages and apartments, the brand offers the widest available range of self-catering holidays in the UK. Hoseasons is part of Awaze - Europe's leading managed vacation rentals and holiday resorts business. For additional information visit www.hoseasons.co.uk

cottages.com

cottages.com is the UK's leading provider of holiday properties and luxury homes and offers more than 21,000 places to stay in the UK, Ireland, France and Italy. From coastal retreats to country castles, the brand is home to a number of unique, inspiring collections, curated by our experts, and helps over 1.45 million guests and more than 163,000 pets find their perfect break every year. cottages.com is part of Awaze - Europe's leading managed vacation rentals and holiday resorts business. For additional information visit www.cottages.com

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