



## **Awaze to create 75 new jobs at Manchester base**

### **European holiday heavyweight underlines commitment to city with two-year recruitment plan**

European travel giant Awaze has announced plans for 75 new jobs at its Manchester base to support its vision of a thriving commercial and technology hub in the city.

The continent's leading managed vacation rentals and holiday resorts business has already recruited 25 new team members since starting operations at Dalton Place in October, but new roles in technology, revenue management, marketing, commercial and legal will see its city workforce swell to at least 100 by the end of next year.

John Crosby, Group Chief Operating Officer for Awaze, says the company behind some of Europe's most trusted travel brands, including Hoseasons, cottages.com, Landal GreenParks and Novasol, is looking to attract top talent from across the city to bolster its existing team, accelerate the company's digital transformation and ensure it remains at the forefront of the self-catering sector.

"Our aim is to build a state-of-the-art common web platform to house all our brands and provide the best possible experience for our customers and property owners alike. That requires the sharpest brains in the business at all levels and is exactly why we decided to set up in Manchester in the first place.

"There's a fantastic tech community in the city already and we're excited to be doing our bit to grow and add to it by creating these roles and recruiting from the local area."

Working closely with colleagues in Copenhagen, new recruits will become part of an international team dedicated to developing and honing products and services that delight holidaymakers and drive revenue for property owners across the UK and beyond.

Crosby added: "A pan-European vision like ours means there'll be a range of complex issues to solve along the way, and that should be a very attractive proposition to the people we're looking to recruit. We want quick-thinking problem solvers who thrive on a challenge, love being part of a team, and want to help us build game-changing travel solutions right here in the heart of Manchester."

Tim Newns, CEO at Greater Manchester's inward investment agency – MIDAS, said: "In what has no doubt been a challenging year, we are delighted to have worked with Awaze to establish their UK HQ in Greater Manchester. The pandemic has rapidly accelerated growth within the eCommerce and retail tech industry and with such a strong standing in this sector – as well as supporting industries and technologies including FinTech, service design and AI – Greater Manchester is the perfect location for ambitious firms.

“This is fantastic news for Greater Manchester’s economy and workforce and just goes to show the pull the city-region has when it comes to attracting brands of this size and scale, not least because of the significant digital talent base. It’s clear to see Awaze is here for the long haul and we look forward to seeing them invest, grow and prosper in Greater Manchester for many years to come.”

Awaze provides holidays to more than eight million guests a year at more than 110,000 properties in 36 countries across the world.

Earlier this month the business predicted a 2021 UK staycation boom with holidaymakers expected to once again book breaks closer to home when restrictions are lifted.

Hoseasons enjoyed its best ever sales day last June, recording a booking every 11 seconds after Boris Johnson eased restrictions and gave the go ahead for domestic travel to resume after lockdown.

Crosby added: “If there’s one thing the global pandemic has taught us, it’s that people miss travelling and will do so again as soon as it’s safe to do so. The travel sector has clearly taken a big hit in recent months, but it’s a great industry and I’m convinced those who join us on our journey can look forward to exciting times ahead.”

For more about Awaze and current vacancies go to [www.linkedin.com/company/awaze](https://www.linkedin.com/company/awaze)

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**\*Pictures 1, 2 and 3 should be credited as follows: Picture supplied by Jak Spedding on behalf of WeWork**

1 – The front entrance at Dalton Place, home of Awaze’s Manchester base – Image credit: Picture supplied by Jak Spedding on behalf of WeWork

2 – One of the communal areas at Dalton Place, home of Awaze’s Manchester base - Image credit: Picture supplied by Jak Spedding on behalf of WeWork

3 – The atrium at Dalton Place, home of Awaze’s Manchester base - Image credit: Picture supplied by Jak Spedding on behalf of WeWork

4 - John Crosby, Group Chief Operating Officer for Awaze

#### **Awaze**

Awaze is Europe’s leading managed vacation rentals and holiday resorts business. Home to specialist self-catering brands cottages.com, Hoseasons, James Villa Holidays, Landal GreenParks and Novasol, the company provides everyday amazing holiday experiences to more than eight million guests each year, with over 110,000 places to stay across 36 countries. [www.awaze.com](https://www.awaze.com)

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