

PRESS RELEASE:



Awaze further expands across Europe

Awaze, Europe's leading managed vacation rentals and holiday park business, has announced the acquisition of three new holiday companies based in the UK and Denmark as the organisation continues to expand following the domestic holiday boom across the continent.

In the UK the business has acquired the cottage companies Amberley House, specialising in Sussex, Hampshire and the South Downs, and Portscatho Holidays, a Cornish-based business operating managed vacation rentals across the Roseland Peninsula from St Mawes to Mevagissey.

The Danish acquisition of Bornholmtours, operates on the hugely popular island of Bornholm in the Baltic Sea – a thriving staycation destination for Danes and popular with visitors across Scandinavia and Germany.

“We are thrilled to welcome these new businesses into our portfolio,” said Henrik Kjellberg, CEO of Awaze. “Cornwall and the South Coast remain ever popular for Brits, especially in 2021 as we see record breaking demand for domestic holidays. Both of these businesses match our desire to build on the extensive offer we already have through cottages.com and Hoseasons and to open up more amazing properties for over 3 million holidaymakers we inspire and delight every year.

“The addition of Bornholmtours matches our ambitions of further growth in Denmark where we are a leading player especially in popular holiday hot spots like Bornholm, where we already have an established and high performing portfolio of managed properties. We are delighted to offer a warm welcome to all the homeowners and local office teams that have now joined the Awaze family.

“2021 has seen unprecedented demand for managed vacation rentals right across Europe and will continue to look for further opportunities to grow our business and brands.”

The new companies will add approximately 1,000 new houses to the group's fast-growing portfolio and will be marketed to domestic and international audiences through the organisation's key brands NOVASOL, Hoseasons and cottages.com.

The acquisitions follow the creation of a new tech hub for the business in Manchester in late 2020 and the recruitment of new teams to deliver digital excellence across all the European brands and support the group's continued organic growth and strategic acquisitions.

For more information about Awaze visit www.awaze.com

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Notes to Editors

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

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