



## Awaze expands Manchester base as recruitment drive gathers pace

Manchester-based holiday giant Awaze has nearly doubled the size of its office space in the city to accommodate its rapidly growing workforce.

Europe's leading managed vacation rentals and holiday parks business revealed in January that it planned to grow its WeWork Dalton Place-based workforce to 100 by the end of next year.

But the recruitment of 50 new staff in the last three months has already grown the current team to 75, meaning the group behind brands including Hoseasons, [cottages.com](https://cottages.com) and Landal GreenParks UK has accelerated its expansion plans and increased the space it took on at WeWork Dalton Place last October.

John Crosby, Group Chief Operating Officer for Awaze, said: "We always knew that Manchester would give us access to a rich talent pool, but the quality of the candidates we have been able to recruit so quickly has really blown us away. It's a fantastic time to be joining the UK travel industry and the super-talented team we are recruiting is going to play a key role in making sure we stay ahead of the pack when it comes to providing the most compelling offer for our customers and property owner partners alike."

Awaze provides holiday experiences to more than eight million guests each year, with over 110,000 places to stay across 36 countries.

Its Manchester team includes technologists, revenue managers and marketing experts, as well as commercial and legal professionals.

Part of the reason the company chose WeWork Dalton Place as a base was the potential to rapidly increase workspace in line with changing recruitment needs.

Mathieu Proust, General Manager, UK, Ireland & Emerging Markets at WeWork, said: "We are excited to continue partnering with Awaze, working closely with them to support their seamless expansion at WeWork Dalton Place. It is great to see businesses like Awaze recognise the advantages of a flexible workspace in facilitating scaling at speed."

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

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### Image caption

1 - The Awaze workspace at WeWork Dalton Place – image credit: Lee Boswell

2 - John Crosby, Group Chief Operating Officer for Awaze

## Notes to Editors

### [Awaze.com](http://www.awaze.com)

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](http://www.awaze.com)

### WeWork

WeWork was founded in 2010 with the vision to create environments where people and companies come together and do their best work. Since opening our first location in New York City, we've grown into a global flexible space provider committed to delivering technology-driven flexible solutions, inspiring spaces, and unmatched community experiences. Today, we're constantly reimagining how the workplace can help everyone, from freelancers to Fortune 500s, be more motivated, productive, and connected. For more information about WeWork, please visit us at [wework.com](http://wework.com)

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