



Record Easter bookings at Awaze surpass covid years

Awaze, the parent of the Hoseasons, Novasol and cottages.com vacation rental and holiday resort brands, today reveals it delivered record bookings over Easter and strong second quarter results, outstripping all previous Easter arrivals even during the covid-19 affected period.

This positive momentum has continued post 30 June, putting Awaze on track for its best-ever summer of arrivals – driven by 51% of revenue coming from repeat bookings as more customers look for a different experience and better value for money than that offered by regular hotels.

Its Q2 performance was turbo-charged by record bookings over Easter, with volumes 6% higher on a like-for-like basis than its previous best performance during the pandemic in 2022, when covid continued to restrict foreign travel.

Awaze's focus on driving direct booking on its brands' platforms with new apps, as opposed to through third-party affiliates, also helped it increase Q2 revenues by 2% to €93m over the three months to 30 June, 2025. Total occupancy grew by 3%, with prices stable in the period. Matthew Price, CEO of Awaze, said: "Our teams pulled out all the stops to deliver a record Easter this year, putting us on track for a record and blockbuster summer. Whether with Hoseasons or cottages.com in the UK, or Novasol on the Continent, customers are telling us they want to have a more tailored experience, often with more space and flexibility, such as self-catering or pets, than provided by large hotel chains. With about 105,000 accommodation choices in more than 20 countries, we are committed to giving customers an experience they won't forget.

"We continue to invest in our corporate technology platforms that not only enables more direct bookings, but also gives customers a better experience to ensure their holidays run as smoothly as possible. Our investment in service is also bearing fruit with guest and homeowner satisfaction up strongly."

For more information about Awaze UK visit www.awaze.com

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Notes to Editors

Awaze is Europe's leading managed vacation rentals and holiday resorts business. Home to specialist self-catering brands Hoseasons, cottages.com, and Novasol, the company provides everyday amazing holiday experiences to more than six million people.

For further media information please contact the Awaze Press

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Awaze – Everyday Amazing!

Europe's Leading Managed Vacation Rental and Parks Group



105,000
accommodation
choices



Present in **20+**
countries



Approximately **6**
million holiday
makers every year



c.**3,000** employees
dedicated to making
your holiday amazing

Incredible Consumer Brands Including



~**21,000** holiday
homes in the UK



~**31,000** self-catering
places to stay in the UK



~**53,000**
holiday homes
in Europe