



FOR IMMEDIATE RELEASE

Awaze celebrates blockbuster August

Success driven by record-breaking performance from its brand NOVASOL and continued strong results from UK based Hoseasons and Cottages.com

September 1, 2025 – Awaze, Europe’s leading managed vacation rentals group, today announced a record-breaking performance for August 2025. Strong results from its NOVASOL brand in particular contributed to one of the busiest Augusts in Awaze’s history, with over one million guests staying in its properties across 20 countries.

Despite a challenging economic climate, NOVASOL achieved its best August on record for bookings, and guest arrivals for its properties across Europe. The company saw a remarkable surge in key markets, with all-time high bookings and weeks in Denmark, Croatia, Germany, Italy, Belgium, and Norway. Of the most popular European destinations, Denmark, Croatia, and Italy recorded the biggest number of guest arrivals, truly sending the summer months out on a high.

UK bookings through the Hoseasons and Cottages.com brand remained steady for August 2025 and occupancy rates were up year-on-year by 2.5% across both brands.

“This year hasn’t been straightforward, with economic instability, inflation, and changing consumer behaviours,” said Matthew Price, Group CEO of Awaze. “But our success is a testament to our teams’ hard work and our strategic agility. Over one million guests chose to stay with us this August, and we delivered a holiday experience that exceeded expectations.”

The positive August results have set the stage for continued momentum and Awaze attributes its success to several key strategic initiatives:

- **Adapting to Consumer Shifts:** The company anticipated and responded to new travel trends, including a surge in demand for shorter, last-minute breaks with flexible start days. The business continued to see an uptick of guests booking stays of 2 to 4 nights and these now represent 34.3% of all bookings compared to 28.9% in 2019. The group also saw increased demand for pet friendly homes with 23% of all bookings across the group including at least one pet.
- **Enhanced Guest Experience:** Through investment in technology and staff training, Awaze delivered a 30% rise in guest satisfaction and record-high cleaning score.
- **Ongoing Collaboration:** Awaze’s teams across Europe worked closely with homeowners to ensure high occupancy and deliver strong returns for owners in a competitive market.
- **Targeted Marketing:** Strategic, high-profile advertising campaigns inspired guests to choose vacation rentals over other holiday accommodation options which has driven demand and protected occupancy.

Looking ahead, Matthew Price comments: “We’re already seeing strong forward bookings coming in for the 2026 season which is a cause for optimism. With about 105,000 accommodation choices in more than 20 countries, we can confidently say we have something for everyone.”

For more information about Awaze visit www.awaze.com

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Notes to Editors

About Awaze

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.