



## 2008 SEASON: BOOKINGS UP 25.5% vs. 2007 AT THE END OF JULY

HOMAIR Vacances keeps recording a satisfactory level of bookings for the 2008 season. These are in line with the target level announced on January 28<sup>th</sup>, 2008 at the year-end results presentation (“HOMAIR Vacances aims at an above 20% sales growth”).

By the end of July 2008, booked sales are up 25.5% vs. the same cumulative 10-months period in 2006-2007.

Next press release:

Bookings as at August 31<sup>st</sup>, 2008  
September 5<sup>th</sup>, 2008 (after market closes)

Corporate website: [www.homair-finance.com](http://www.homair-finance.com)

E-commerce website: [www.homair.com](http://www.homair.com)

Homair Vacances: a leading specialist in mobile home holidays

The Group is the French leader of the mobile home holiday market in which it operates exclusively. For the 2007-2008 season the Group offers holidays in c.5 000 mobile-homes spread across 103 selected or company-operated campsites. In 2006-2007, the Group reported revenue of €25.9 million, achieving a 24% growth over the past year.

A total of over 90% of these stays are sold directly to customers via the Internet, catalogues and the telephone. Internet sales accounted for c.60% of direct bookings in 2006-2007, compared to around 34% in 2003-2004.

The Company has leveraged its French customer base to expand its holiday parks offer in major Southern European countries (Spain, Italy, Portugal and Croatia), where it generated c.20% of its revenue in 2006-2007. It also sells holidays in Great Britain, Belgium, the Netherlands, Germany, Italy, Denmark, Spain and Hungary.

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### CONTACTS

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