

BOOKINGS AS AT MAY 31st, 2009

HOMAIR Vacances keeps recording a satisfactory level of bookings for the 2009 season.

By the end of May 2009, booked sales are up 20.5% vs. the same cumulative 8-months period last year. For the record, the October 1st until May 31st period generated 89% of total yearly bookings in 2008

Next press release :
Bookings as at July 31st, 2009
August 3rd, 2009 (after market closes)

ISIN code: FR0010307322
Ticker: ALHOM

Corporate website: www.homair-finance.com
E-commerce website: 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. In 2008, the Group reported revenue of €32.2 million, achieving a 24.5% growth over the past year. For the 2009 season the Group offers holidays in over 6 000 mobile-homes spread across 99 selected or company-operated campsites.

A total of c.90% of these stays is sold directly to customers via the Internet, catalogues and the telephone. Internet sales accounted for 63% of direct bookings in 2008, compared to around 34% in 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 24% of its revenue in 2008. It also sells holidays in Great Britain, Belgium, the Netherlands, Germany, Denmark Italy and Spain.

Note: fiscal year-end is September 30th (i.e. "year n" refers to fiscal year ended September 30th, n).

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