

BOOKINGS AS AT JULY 31st, 2009

While its 2009 mobile-home portfolio has grown 15% vs. the 5 280 units level operated in 2008, HOMAIR Vacances keeps recording a satisfactory level of bookings for the current season.

By the end of July 2009, booked sales are up 26% vs. the same cumulative 10-months period last year. The pace has quickened since the Company's latest press release (bookings as at May 31st, which were up 20.5% vs. 2008), primarily as a result of a longer booking cycle with clients making their reservations closer to their actual departure dates.

While it not possible yet to derive an accurate 12-months sales level from this performance, it is however worth noting that its level is above HOMAIR Vacances' target level of 15% sales growth for 2009.

Next press release:
2009 net sales
November 19th, 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 102 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).

CONTACTS



Marc Lafourcade - General Manager
Philippe de Trémiolles - CFO
info@homair-finance.com
T : +33 (0) 4 42 59 14 32
F : +33 (0) 4 42 95 03 63

Corinne Haury
Analysts/Investors relations
chaury@actus.fr
T : +33 (0) 1 53 67 07 65
F : +33 (0) 1 53 67 36 31



Anne-Catherine Bonjour
Press relations
acbonjour@actus.fr
T : +33 (0) 1 53 67 35 79
F : +33 (0) 1 53 67 36 37