



## **FRESH EVIDENCE OF MOTORHOME AND CARAVAN CRAZE EMERGES** **erento's online rental marketplace sees surge in demand**

**London, UK – 26<sup>th</sup> June 2008:** Forecasts of a bumper year for the motorhome and caravan industry appear to be coming true according to erento ([www.erento.co.uk](http://www.erento.co.uk)), the world's largest and fastest growing online rental marketplace. erento, which brings together individuals or businesses with items to rent out with those wanting to hire them, has seen motorhome and caravan related enquiries rise by 150 per cent in the last six months.

"My customer enquiries have doubled and business is booming," comments Alvin Wiggins of Motorhome Group, a motorhome hire service based in Nottinghamshire. "Not only am I receiving enquiries from British holidaymakers that have decided to stay in the UK this summer, I've also seen a surge in holidaymakers from the continent."

Many are putting the renaissance of motorhomes and caravans down to the credit crunch and gloomy economic prospects. However, the strength of the Euro is also making the UK a popular destination for holidaymakers across Europe. Celebrities such as Jamie Oliver and Jensen Button have also made motorhomes and caravans more fashionable by driving around in retro VW campers. The recent growth in music festivals, partly due to the decline in music sales, have also contributed to rising demand in motorhome and caravan rentals as visitors opt for comfort and protection from the rain.

Mr Wiggins believes that erento may also have contributed to the boom. By making it quick and easy to find motorhomes and caravans in a particular location, erento has brought transparency to what has traditionally been an extremely highly fragmented sector.

The Motorhome Group has received more than 200 customer enquiries worth over £245,000 in enquiries through erento in the last few months. “I thought erento might help so I gave it a try, but the result has been truly staggering,” continues Wiggins.

“We’re now making it much easier for Europeans and UK residents to find motorhomes and caravans wherever they choose to go,” comments Volker Wohlfarth, Director of International Operations at erento. “We’ve made it possible to search by location so customers looking for a motorhome or caravan can very quickly see the most relevant options in close proximity to their destination – whether it be a seaside town, music festival or regional airport.”

\*\* Ends \*\*

#### **About erento**

erento ([www.erento.co.uk](http://www.erento.co.uk)) is the world’s largest online rental marketplace, bringing together individuals or businesses with products or services to hire out with those wanting to hire them. It is the only place where you can search for items to hire by location as well as price.

erento is a quick, easy and cost-effective way of creating a powerful online channel for hiring products and services. It is an enormous marketplace with a huge number of visitors and online marketing expertise, making it very easy for search engines to find.

With over one million items across two thousand product categories online and ready to hire it is no wonder that up to fifty thousand customers search for items to hire on erento every day.

For more information please contact:

Toby Walsh at Rhubarb PR – [toby@rhubarbpr.com](mailto:toby@rhubarbpr.com) / +44 (0)777 337 4545