

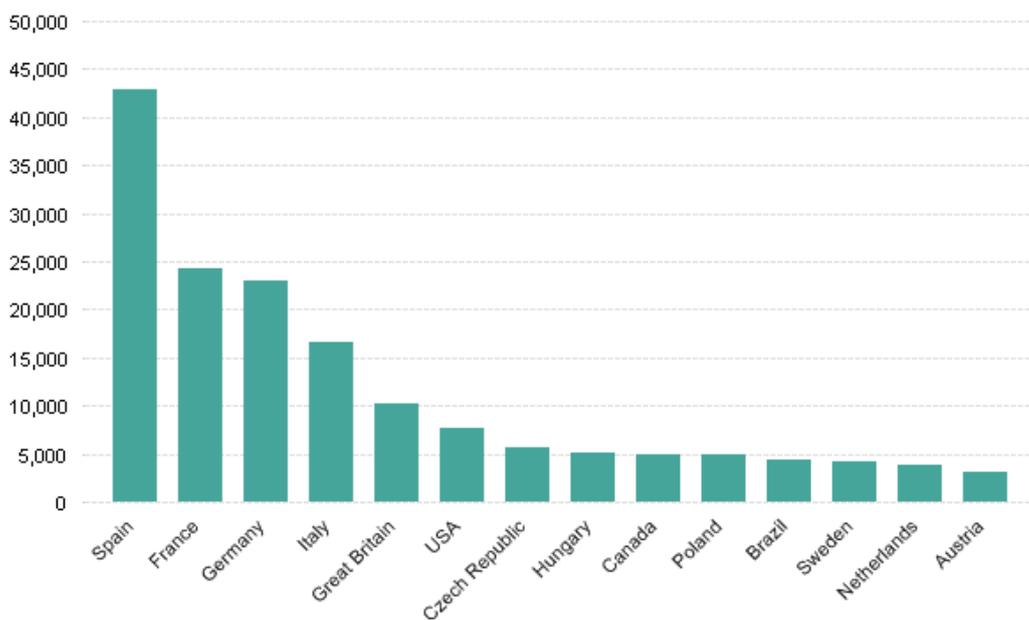
## Aupair World: Europe is experiencing a significant au pair boom!

**Kassel (15 February 2013). Au pairing is gaining more and more popularity. This trend can particularly be observed within Europe and has significantly marked the financial year 2012 of Aupair World, the worldwide leading au pair agency on the Internet.**

„The advantages of searching for an au pair or a host family by your own initiative on the Internet seem to have particularly taken hold in Europe“, Uwe Regenbogen, founder of Aupair World, observes. Along with his 24 members of staff, he is looking back on the most successful year in the almost 14-year-old company’s history: in 2012, 263,500 au pairs and host families registered on Aupair World to find their match by their own initiative – an increase of 25 per cent compared with the previous year.

### **80 per cent of all registrations are carried out from within Europe**

More than 200,000 au pairs and host families, representing 80 per cent of the total of registrations on Aupair World, are from Europe. Uwe Regenbogen knows from his own experience that: „Many host families are searching for au pairs from English speaking countries. It is very pleasing to see that 10,200 registrations were carried out by au pairs from the UK. However, compared to the number of registrations from our European front runners, au pairs from Spain, France, Germany and Italy, this number is rather modest. However, on the whole, host families have good chances to find their match thanks to the large number of au pairs-to-be.“



Main countries of origin of the au pairs who registered in 2012 (Source: Aupair World)

### Spain was the fast climber of the year

Aupair World also tapped a new market in 2012: Spain. With Spanish becoming the sixth language in which the website is available, the number of users increased accordingly. The company was glad to record a 93 per cent increase in Spanish au pairs and host families registrations compared to the previous year. This makes Spain the fast climber of the year 2012.

### Upward trend continues

The company's turnover also reflects the increasing registration numbers. In 2012, Aupair World generated a total annual turnover of 1.7 million euros. This represents an increase by 12 per cent compared with the previous year. This upward trend continues in 2013: In the first few weeks of January, more than 1,000 au pairs and host families registered every day.

#### About Aupair World

Aupair World is the worldwide leading au pair agency on the Internet and offers the opportunity to directly search for an au pair or a host family by your own initiative. Since the company's foundation in 1999, more than 1.4 million users registered on its site. Aupair World is operated by a.n.d. Internet Services GmbH & Co. KG (a.n.d.), a company based in Kassel, Germany. It employs 24 permanent members of staff. Please consult the following page to find more information: [www.aupair-world.net](http://www.aupair-world.net)

#### About the sector

The au pair sector can roughly be divided into three units: traditional agencies, online agencies and other types of intermediaries (private contacts, associations, churches). Aupair World does not have any information on official statistics or data concerning the numbers of international placements throughout the entire au pair sector.

#### Presse contact

#### Aupair World Press Team

a.n.d. Internet Services GmbH & Co. KG  
Denise Obijon Phone: + 49 (0) 561 - 31 0561 59  
Stefanie Saur Phone: + 49 (0) 561 - 31 0561 42  
E-mail: [press@aupair-world.net](mailto:press@aupair-world.net)

#### PR agency

Melanie Syring Phone: + 49 (0) 5621 - 7989 24  
E-mail: [info@syring-pr.de](mailto:info@syring-pr.de)