

Florida Leisure Buck Trend, Break All Records for February

During this difficult economic period for the travel industry, Florida Leisure Vacation Homes broke their records for February. The most amazing fact was the percentage level of returning customers.

Kissimmee, FL (PRWEB) March 9, 2008 – Florida Leisure Vacation Homes announced this week that they smashed all their occupancy and financial records for the month of February, 2008.

Florida Leisure Vacation Homes embraces many innovative and creative ways of stretching their limited advertising budgets, concentrating on existing customers and in February the benefits were clearly there to be seen, with a staggering 80% of the business coming from repeat customers. In the past 6 months, some of these campaigns have included extensive marketing plans for Thanksgiving, Christmas and Valentine's Day. Currently they are about to unveil an amazing online Easter Egg Hunt.

"We believe that existing customers are the most valuable resource any business possesses and obviously we are getting it right when it comes to taking care of them and making them a part of our 'family' -- even after their vacation has ended. The 80% number is still an incredible number, but proof positive that we have a sound marketing model," said Nigel Worrall, President of Florida Leisure Vacation Homes.

About Florida Leisure Vacation Homes:

FLORIDA LEISURE Vacation Homes is one of the longest established vacation home and property management companies in Central Florida. The company manages more than \$25 million dollars of real estate assets within six miles of Walt Disney World. With more than 75 properties available, FLORIDA LEISURE Vacation Homes offers spacious and appealing alternatives to the typical hotel. FLORIDA LEISURE has vacation rental accommodations from three to seven bedrooms, all featuring private swimming pools, at affordable prices. The homes are in extremely convenient locations to Orlando's attraction parks and for a variety of recreational activities to suit all ages. For more information visit www.floridaleisure.com or call 1-800-880-6693

About Nigel Worrall:

Nigel Worrall is President / CEO of Florida Leisure Vacation Homes. He is also a Past President of Central Florida Property Manager's Association, now called Central Florida Vacation Rental Manager's Association, a National Real Estate Investment Coach with Real Mentor, and the President / CEO of Property Management Mastery, LLC., the leading coaching institute for vacation rental managers.

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