

## **FOR IMMEDIATE RELEASE**

### **Orlando Based Florida Leisure Vacation Homes Sees Rise In Business As Hotel Occupancy Levels Decline**

*Florida Leisure Vacation Homes, an Orlando based vacation home provider, launches “Friends Don’t Let Friends Stay In Hotels™” campaign, leading to higher sales amidst declining hotel occupancy levels.*

**Orlando, Fla. – April 22, 2009** – Florida Leisure Vacation Homes is the leading vacation home company in the Orlando, Fla. area. The company offers 3-7 bedroom private vacation homes near to all the Orlando area attractions including Walt Disney World, Universal Studios, Sea World and many more.

Recently, the Orlando Area hotel occupancy and revenue statistics were released, showing a steep decline in both compared to the first quarter of 2008. In spite of this, Florida Leisure Vacation Homes is coming off its most profitable year (2008) and early indications are that 2009 will be even better.

Nigel Worrall, CEO of Florida Leisure Vacation Homes, said, “I believe that people aren’t staying in hotels anymore because they have found a better choice. Vacation homes are that choice. Instead of a small 300 sq ft room for all the family to feel like sardines in, we give them a massive 1500 square feet upwards.”

“If we then look at the fully equipped kitchen where families can cook their own food and save money, not to mention a full laundry that means you don’t have to trek as many clothes around, then it’s really easy to see why more and more people are choosing vacation homes over hotel rooms,” Worrall continued.

Worrall is at the helm of his company’s recent marketing campaign called “Friends Don’t Let Friends Stay In Hotels™.” Over the last three months Florida Leisure Vacation Homes has been placing their “Friends Don’t Let Friends” bandanas in their vacation homes and asking guests to take amusing pictures of themselves with the bandanas. This is all a part of the “Friends Don’t Let Friends Stay In Hotels™” contest that awards guests with great prizes for the best stories using the bandanas.

“A strong hotel business is good news for all of Orlando and the sooner these people start delivering experiences that guests want, then the sooner they will recover their financial health. Why would you pay \$200 to \$300 for a 300 square foot hotel room when you can get a 3 bedroom fully equipped home for less?” said Worrall.

Thus, as more and more vacationers turn to vacation home rentals, Worrall and Florida Leisure Vacation Homes expect to see continued business growth, and are sure that they will be continuing to receive pictures and videos of their satisfied guests with their “Friends Don’t Let Friends Stay in Hotels™” bandanas.

For more information on Nigel Worrall and Florida Leisure Homes, please visit <http://www.floridaleisure.com>.

About Nigel Worrall:

Nigel Worrall began in the United Kingdom as an entrepreneur, and has brought that spirit “across the pond” to Orlando, Florida. Worrall has owned several businesses ranging from fireplace distribution to marble and granite manufacturer, and has even owned a motor sports enterprise. Originally trained as an engineer with experience as both a toolmaker and technician, Nigel left the trade, and the UK to pursue his passion of real estate. Currently, Nigel and his wife operate Florida Leisure Vacation Homes, a highly successful property management and vacation home rental company located in Orlando, Florida.

Florida Leisure Vacation Homes is the leading vacation home company in the Orlando, Fla. – Disney area, offering 3-7 bedroom private vacation homes near to all the Orlando area attractions. Each home has it’s own fully equipped kitchen, 3-7 bedrooms, lounge, dining room, laundry, 2 car garage and best of all, private swimming pool.

Nigel serves many clients around the world as a Realtor®, Real Estate Broker, Real Estate Investor, Mortgage Broker and Real Estate Trainer. He has also served as President of Sunset Lakes Home Owner’s Association and is the current President of Cumbrian Lakes Home Owner’s Association. Homeowners Association. Nigel has been heavily involved with helping the local chapter of the Investors Resource Center of America in Orlando and has recently been appointed as a National Real Estate Investment Coach with Real Mentor™.

For more information, please visit <http://www.floridaleisure.com>