

# Travels



## What's new with HVR?

### Marketing Rental Properties

The travel industry reports that 60% to 70% of vacation accommodation searches now begin online. Holiday Vacation Rentals is dedicated to online channels of marketing and promotion of vacation rental properties. We continue to have high search engine rankings, including high ranking on *Google*.

In addition to online presence, Holiday Vacation Rentals advertises in many publications including *Michigan Travel Ideas*, Michigan's official travel magazine distributed by *Midwest Living* and available in travel centers throughout the state. HVR also is advertising in the *Traverse Magazine Destination Guide*, published in the magazine and distributed in the regional newspapers.

### New Advertising Opportunities

HVR can now advertise your vacation rental in the *Wall Street Journal Online!* The *Wall Street Journal* has launched a new Vacation Rental section in its online edition. Visit [www.realestatejournal.com](http://www.realestatejournal.com) or [www.wsj.com](http://www.wsj.com). Vacation travel ideas are also advertised in the national edition of the newspaper to increase traffic for online searches.

HVR can upload your rental property to the *Wall Street Journal* for a small monthly charge. If you would like your property submitted for approval to be advertised on the *Wall Street Journal Online*, please contact us for information.



### Featured Rental Properties

A new **Featured Property** section has been added to the HVR website homepage. New rentals and special promotions appear in the featured property section. Featured Properties are limited and can provide you an opportunity for added exposure, and to highlight a special promotion that you may wish to offer. If you are interested in having your property featured with a special promotion please contact us.

### Where do our guests come from?

Rental guests visited in 2007 from TX, FL, NC, NJ, NY, MO, OH, IN, IL, CA, MEXICO, GREAT BRITAIN, AND THE CARIBBEAN.

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### Special Interest:

- *New advertising opportunities for 2008!*
- *Complimentary Golf at Birchwood Farms*
- *Holiday Vacation Rentals is pursuing "green" certification on a state level.*
- *HVR is implementing the use of "green" cleaners.*
- *New and exciting activities for vacationing in 2008!*
- *Geo-Caching opportunities exclusive to our guests.*
- *Rafting Trips on the Jordan River.*
- *Spa Packages*

## Golf Special at Birchwood

Holiday Vacation Rentals has made special arrangements with *Birchwood Farms Golf and Country Club* to offer a complimentary golf special to renters at Birchwood. "Experience Birchwood" is being offered May 1 through June 27, 2008. Rental guests will be able to play one free round of golf with their condo or home rental and learn about Birchwood as they enjoy the many Club amenities, including the new \$5 million clubhouse renovation.





## More News for Spring 2008

### How to Optimize Your Rentals

HVR continues to experience a trend by renters to select properties that are well maintained, have high standards of cleanliness, and those offering amenities such as wireless internet, premium cable channels, HD TV, air conditioning and hot tubs. Quality linens are also popular. Consider using high thread count linens such as **100% Egyptian cotton sheets and towels available through HVR for a very reasonable price.** Both property condition and the amenities offered make a big difference in rental guests selecting your property over another. While the economy has affected rates and renter expectation for discounts, well maintained properties that offer more desirable amenities are the first selected by renters and are being re-booked each year.

### Holiday Vacation Rentals Goes Green

Holiday Vacation Rentals is playing our part in helping the environment. We now work with Emmet County Recycling to recycle all of our paper and cardboard waste.



At the **Water Street Inn** in Boyne City, Holiday Vacation Rentals has implemented a green program to conserve energy and contribute to a cleaner environment. Some of the ways we are doing this are reducing hot water consumption used in laundry, reducing use of

toxic cleaning products and converting to energy efficient, long-life compact fluorescent lighting. As part of our green initiative, Holiday Vacation Rentals is working to achieve Michigan Green Lodging Certification. **Call HVR if you would like to learn how you can save on your electric utility cost using energy efficient fluorescent lighting.**

### Green Cleaning

Holiday Vacation Rentals has also begun using environmentally friendly cleaning products. We now use **Eco-Sense** products in many of our properties. **Eco-Sense** is a high quality line of cleaning supplies that contain no phosphates, bleach, or ammonia, which are toxic and harmful to your home, health and the environment.

Cleaning with **Eco-Sense** leaves a home or condo clean and sanitized without any of the toxic residues left behind by harsh chemical cleaners. This means not only contributing to a better outdoor environment, but a healthier indoor environment too. **Eco-Sense products are now available through HVR to purchase for use in your home or office.** Please contact us to learn more.



### Special Packages and Activities

Holiday Vacation Rentals offers a **Geo-caching adventure** to our guests. Geo-caching is a fun and entertaining activity for participants of all ages and skill levels. Using a GPS, guests can find locations by coordinates that have clues to find a "treasure cache". There are several Geo-caching adventures to choose

from, including a Beach Walk at Sturgeon Bay, North Country Trail, Dune Climb, and the Birchwood Pond, and the Tunnel of Trees.

Holiday Vacation Rentals has several other activities packages for guests. Working with Jordan Valley Outfitters we offer year-round rafting, canoe, and kayaking trips on the Jordan River. Guests from 2—92 will enjoy

this fun day trip on one of the most beautiful rivers in the state.

Also available are **Avalanche Bay and Mackinaw City Water Park** passes, and **Spa Packages** in conjunction with the Sun for the Soul Day Spa and Tanning in Boyne City.

If you would like to more information about any of our packages, please contact us.



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