



**Orlando Vacation Rental Awareness Campaign Receives
'Best of Show' Flagler Award for PR Successes**

*"Discover Vacation Homes" recognized as example of how tourism community
can work together for the greater good despite economic challenges*

SANTA CRUZ, Calif. (August 28, 2009) – Equipped with a passionate team, a dedicated investment and a strong call to action, the nonprofit "Discover Vacation Homes" and Ypartnership Public Relations teams implemented an award-winning consumer awareness campaign in 2008, recognized on Monday evening with a "Best of Show" Flagler Award for marketing budgets of less than \$100,000. Established by the Florida Commission on Tourism to recognize outstanding tourism marketing in Florida, the Flagler Awards honor the individuals and organizations that help maintain and improve Florida's position as one of the world's most popular travel destinations.

The 2008 "Discover Vacation Homes" campaign was pioneered by eight of the most well-established vacation rental management companies in the Orlando area which, together with its Ypartnership PR team, elevated consumer awareness of the region's vacation rentals as a viable lodging option and as one of the hospitality industry's fastest-growing categories. By combining the traditional practice of PR with new media strategies, the group achieved measured growth through earned editorial coverage in a variety of targeted mediums.

The group's big-picture, industry-minded focus also allowed them to sit side-by-side with competitors in the Central Florida marketplace to accomplish something mutually beneficial for both the short- and long-term, locally and now internationally. Based on these 2008 successes, the "Discover Vacation Homes" initiative was adopted by the long-standing Vacation Rental Managers Association (VRMA). With the strength of more than 600 members and approximately 150,000 trusted rental homes, condos and villas throughout North America, the vacation

rental industry's collective voices are united through this now international program.

Additional support for the nonprofit organization's award-winning PR campaign in 2008 came from leading theme park brand Worlds of Discovery Parks through a landmark program sponsorship. In-kind partnerships also resulted in the creation of www.DiscoverVacationHomes.com through the supportive donation of skills and services from Orlando's Metropolis Advertising and Idaho's LiveRez, Inc.

The "Discover Vacation Homes" initiative was awarded by VISIT FLORIDA during the 2009 Florida Governor's Conference on Tourism at the Fontainebleau Miami Beach.

Discover Vacation Homes (www.DiscoverVacationHomes.com) is the trusted public voice and an expert resource on behalf of the professionally managed vacation rental industry. As the awareness initiative of the long-standing Vacation Rental Managers Association (VRMA), it represents approximately 150,000 rental homes, condos and villas from more than 500 of the most well established vacation rental management companies in North America and the Caribbean. Often costing less than a single hotel room, vacation rentals afford travelers an accommodations lifestyle unlike any other, providing considerably more space, amenities, guest services, and privacy than other lodging options.

Ypartnership is a worldwide advertising and public relations agency that specializes in serving travel, leisure and entertainment-industry clients and is co-author of the widely acclaimed National Travel MONITORSM with Yankelovich, Inc. The agency has also been designated one of the Top 100 Companies for Working Families in Central Florida. For more information, visit www.ypartnership.com.

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