

## VILLAS OF DISTINCTION RE-LAUNCHES WEB SITE; FEATURED VILLA, FRESH LOOK AMONG ENHANCEMENTS

**PETALUMA, CA (Jan. 10, 2007)** – Among other enhancements to its Web site, Villas of Distinction has just launched a "Featured Distinctive Villa" section at ([www.VillasofDistinction.com](http://www.VillasofDistinction.com)) designed to offer potential travelers a first glance at one of the best-of-the-best villa options for their vacationing pleasure.

Villas of Distinction is highly invested in the on-going development of its Web site and all areas of consumer marketing with the overall focus being "The Distinction Factor" – that which makes the company a leader in the luxury villa vacations market. This includes an impressive portfolio of 5,000 properties around the globe with an experienced staff of villa specialists to customize any individual trip to exceed the expectations of even the most discerning travelers.

In addition to the "Featured Distinctive Villa" section on the site, [www.VillasofDistinction.com](http://www.VillasofDistinction.com) has welcomed the New Year with a fresh look and enhanced functionality to help make navigating the site more user-friendly and to truly capture consumer interest. Striving to become the ultimate reference and "go-to Web site" for discerning travelers looking for the ultimate villa vacation, [www.VillasofDistinction.com](http://www.VillasofDistinction.com) now allows consumers to experience the following (with additional enhancements being planned for 2007):

- Featured Distinctive Villa – Each month, Villas of Distinction will feature a villa that the expert staff members feel truly stands out as exceptional.
- Improved photo library to accompany villa descriptions so consumers can "picture" themselves in a truly idyllic setting.
- The Faces Behind the Villas – Meet the Villas of Distinction team. The travel experts at Villas of Distinction are more than just your ticket to paradise – they are people just like you – hard-working individuals looking to do the best job they can to ensure ultimate client satisfaction. Click the "About Us" tab on [www.VillasofDistinction.com](http://www.VillasofDistinction.com) to see a photo of the whole team.

"We are 100% invested in making every vacation we book the best the customer has ever taken. Often, a journey begins with a visit to [www.VillasofDistinction.com](http://www.VillasofDistinction.com) – and we completely understand and appreciate the value of a quality site, which is why we have made, and will continue to make, significant strides," said Robert Eastman, senior vice president for Villas of Distinction

"Of course, it is the expertise of our villa specialists and personalized vacation packages that truly make the difference," Eastman added. "While the Web site paints a pretty picture, our villa experts are the true artists."

### **Villas of Distinction**

Established in 1989, Villas of Distinction is a pioneer in the luxury villa rental market with more than 5,000 luxury villa rentals offered throughout the Caribbean, Hawaii, Italy, Mexico, the South of France, Tahiti, Greece, Napa and Sonoma.

The Villas of Distinction portfolio ranges in size from two to 42 bedrooms, fitting the needs of every conceivable vacationer from discerning individuals and couples to larger groups such as wedding parties and family reunions. With such an extensive and diverse range of villa options, it is often more economical for large groups to stay in a villa than at a hotel or resort. And, for the ultimate retreat, a villa vacation transcends the privacy and luxury of the residence.

Villas of Distinction travel experts cater to the vacationer's style and requirements, working with consumers to find the best villa in the ideal location. Consumers can be confident knowing that the Villas of Distinction team personally inspects villa properties to ensure the utmost in quality.

Villas of Distinction is unique in the luxury villa vacation market because of its ability to provide consumers with the resources to buy "complete customized packages" without having to make multiple phone calls to complete the same booking. From selecting the best destination for the traveler's particular preference to satisfying yearnings for a lush Caribbean villa or charming European farmhouse, Villa of Distinction is truly a one-stop-shop for booking villa accommodations, airfare, car rentals, activities and concierge services, all complemented by first-class service from tenured reservation specialists. For the ultimate in luxury travel, many villas come with butler and maid service, and, if desired, a personal chef. Meals are catered to the vacationer's personal preference just like the rest of the entire villa experience.

Villas of Distinction offers special First Class, Business Class, and Economy airfares to all villa property destinations through airline partners, including: American Airlines, Delta Airlines, United Airlines, Air Tahiti Nui and Alaska Airlines. Hertz is the worldwide car rental partner providing the most competitive rates and the largest selection of automobiles.

**Villas of Distinction Reservations: 800-289-0900 – [www.VillasofDistinction.com](http://www.VillasofDistinction.com)**

### **About World Travel Holdings**

World Travel Holdings (WTH) is the world's leading cruise agency and award-winning leisure travel company with a portfolio of more than 30 diverse brands. In addition to owning some of the largest brands distributing cruises, villas, hotels and luxury travel services, WTH has a vast portfolio of licensed private label partnerships comprised of top leisure travel providers, almost every U.S. airline, leading hotel brands and prominent corporations. The company's home-based division operates a top-rated travel agency franchise and the country's original host agency. Its global presence in the United Kingdom includes operating two cruise agencies and multiple private-label brands. WTH has offices in Long Island, NY, Wilmington, Mass., Ft. Lauderdale and Orlando, Fla., Virginia Beach, Va., and Chorley, United Kingdom. For more information, visit [WorldTravelHoldings.com](http://WorldTravelHoldings.com).