

**VILLAS OF DISTINCTION – THE WORLD’S FAVORITE VILLA COMPANY –  
REVEALS “TOP THREE REASONS TO CHOOSE A VILLA VACATION,” ALONG  
WITH NEW PROMOTIONS, ADDED VALUES AND PERKS**

***Condé Nast Traveler’s Readers Travel Awards 2010 Favorite Villa Company  
Attributes  
Value Proposition to Impressive 75% Year-Over-Year Growth***

**PORT WASHINGTON, NEW YORK (December 9, 2010)** – As thoughts of last-minute holiday shopping and New Year’s resolutions arise in the minds of the world’s travelers, so, inevitably, does a sense of wanderlust. Thanks to Villas of Distinction, the world’s favorite villa company, a sunny winter getaway to escape holiday stress is now possible...and more affordable than ever. The company has just released its new “Top Three Reasons to Choose a Villa Vacation” list, along with a variety of special offers, incentives and promotions valid now through 2011.

“Opting for a villa rental is not only the *right* decision for budget-conscious travelers, but it’s also ideal for anyone seeking an exclusive, private vacation experience with amenities that would not be possible at a hotel or resort,” said Steve Lassman, Vice President and General Manager of Villas of Distinction.

**The “Top Three Reasons to Choose a Villa Vacation” from Villas of Distinction are:**

**1. Villas are the Ideal Layout – and Budget – for a Family Vacation**

With dreams of the perfect family vacation comes the stress of feeding extra mouths each day and finding activities that won’t break the bank. Plus, don’t forget about the added cost of booking multiple hotel rooms.

Why vacation in a cramped, 750 sq.-ft. hotel room when you can enjoy a luxurious villa for the same price, with more amenities than you could ever imagine? In St. Martin, for example, a traditional one-bedroom hotel room rents for \$275 per night. Through Villas of Distinction, travelers can enjoy the sprawling, 3-bedroom Filao Villa for as low as \$371 per night. The Grendon House Villa in Barbados starts at \$925 per night, which includes five bedrooms. A three-bedroom hotel suite in Barbados can cost as much as \$940 per night, exclusive of any activities, amenities and food.



For large families, multi-generational getaways, or couples looking to travel together, there is no better way to stretch the legs and the budget than with a private villa, which boasts more square footage on the dollar. An added benefit is unique spaces – like private pools, Jacuzzis, game rooms and gardens – without hoards of tourists and hotel guests.

Lahaina Palms, Maui

- 2. Vacation Like a VIP on Any Budget** – Affordable luxury is *not* an oxymoron, according to Villas of Distinction. The average traveler can vacation in celebrity style, enjoying a variety of services that come with virtually every villa rental...all at no additional charge! These perks, like personal butlers, cooks, grocery delivery service and private maids, are reserved for true A-listers in luxury hotels. But not with most private villa rentals.



Villa Capodimonte, Amalfi Coast, Italy

- 3. Customized Vacation Planning Saves Travelers Time and Money** – Villas of Distinction's team is comprised of personal vacation planners, who are on hand to help design your ultimate dream vacation. The best part? They are experienced in customizing villa getaways to any budget. From arranging private volcano tours in Hawaii to knowing the most affordable yet unforgettable Caribbean snorkeling spots, tapping the services of villa vacation planners surely beats waiting in lengthy hotel concierge lines, only to be handed a brochure of crowded local "hotspots."



Ultimacy Villa, Anguilla

In tandem with their new "Top Three Reasons to Book a Villa Vacation" list, Villas of Distinction is now also introducing a variety of promotions and incentives. Travelers can turn their villa vacation dream into reality by taking advantage of one of these special limited-time offers, among others, which are available through Villas of Distinction:

- **Double and Triple American Express Membership Rewards** – Earn double points when you pay with an eligible, enrolled American Express Card on any booking you make with Villas of Distinction before December 31, 2010 for travel by December 31, 2011. Triple points can be earned on a selection of 20+ villas in Europe, Mexico, Jamaica, the U.S. Virgin Islands and the British Virgin Islands.
- **Air Credit of Up to \$6,000 on Anguilla Villa Bookings** – Stay five nights in a four- or five-bedroom villa at Anguilla's Viceroy Resort & Residences and receive an air credit of up to \$6,000! Travel must be booked by April 30, 2011 for travel now through April 30, 2011.
- **7<sup>th</sup> Night Free in St. Lucia** – Pay for six nights, get the 7<sup>th</sup> free on all bookings January 15-December 14, 2011 at the luxurious Caille Blanc in St. Lucia. Subject to change.
- **10% Discount in Turks & Caicos** – Hurry - book Sunset Point Oceanfront Villa now for travel in January 2011 and receive 10% off.

- **Discounted Rates in Virgin Gorda** – Enjoy winter dates at summer rates at Baraka Point villa from January 5-February 5, 2011. Special includes a Baraka Point SUV and daily continental breakfast.
- **Introductory Rates in High Season in Anguilla** – Book the eight-bedroom, 10-bathroom Ultimacy Villa now and receive a special rate of \$8,000 per night for travel January 6-April 14, 2011. A savings of \$2,000 per night!
- **Car & Driver + Welcome Dinner in Tuscany** – Book Le Rose Villa now for travel in 2011 and receive the following: Round-trip airport transfers, a car with a personal driver at your disposal throughout your stay and a delicious welcome dinner on arrival day.
- **7<sup>th</sup> Night Free Special for Los Cabos** – Book Casa La Laguna now for 2011 and receive the 7<sup>th</sup> night free. Blackout dates apply. Subject to change.

“Villas of Distinction has grown 75 percent year-over-year in 2010, and we believe it’s because consumers have begun to realize how significantly the value of a villa vacation outweighs a standard hotel experience,” said Lassman. “We are thrilled to continue showcasing our services to consumers in 2011 and hope that when travelers hear about the incredible promotions now available through Villas of Distinction, they will let us be part of the planning for their next unforgettable vacation.”

To learn more, visit the Villas of Distinction website at [www.VillasofDistinction.com](http://www.VillasofDistinction.com) or call 800-289-0900.

#### About Villas of Distinction

Villas of Distinction is a premier luxury villa provider that has helped travelers find their perfect vacation home for more than 20 years. Part of the international World Travel Holdings family of brands, Villas of Distinction represents thousands of privately owned villas available for rental in more than 30 luxurious destinations. The majority of Villas of Distinction’s offerings include private pools, butlers, maids and private chefs, making a luxury getaway possible for even the most budget-conscious vacationers. Recently named the *Condé Nast Traveler’s* Readers Travel Awards 2010 Favorite Villa Company by the world’s most discerning travelers, Villas of Distinction takes pride in offering unforgettable, customized villa vacations to meet every imaginable need.

*\*Promotions and incentives are subject to terms and conditions.*

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