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**Taking Them There– From Cyberspace To Your Vacation Space**

**By Madison Lockwood**

There is no doubt that effective marketing will bring new and returning guests to your vacation site –

whether it's a small beach home for rent, or a destination retreat exclusively for adults. No matter. When searching for the perfect vacation site, potential guests look for very specific information. There is no doubt that the more details you are able to include in your website, the more likely you are to capture vacation dollars.

\* When first trying to decide where to visit or what to do, vacationers now use the Internet as their personal travel agent and researcher. By typing in their choice(s) for the "best vacation ever," they weigh all the factors that are important to them for an enjoyable trip. Do they favor water specific locations – a beach in Tahiti, a lake in Wisconsin or a river in Glacier National Park? Maybe they prefer a mountain destination – Mt. Rainier or a trek through the Swiss Alps. Are they folks that want to be where the action is, or do they relish the quiet and peace of a secluded beachfront cabin? When describing your location, make sure you feature anything and everything that might appeal to potential vacationers.

\* Nothing is more true than the adage, "Every picture tells a story." When trying to attract visitors to your destination, it is very important to include clear and descriptive photos of the facility itself, the rooms, the common areas, the surrounding scenery and any number of other attractions that make your site unique and inviting. Group the photos into sections -- for example don't put a photo of the mirror-like lake in with those showing a typical guest bathroom. Make it easy for a potential visitor to travel through your website with ease and in a natural progression. Remember, photo quality is of primary importance. If you're not a good photographer, hire a professional. A single photo may sell your property to an indecisive potential visitor!

\* With the availability of sophisticated, hand held equipment, it is now possible for you to produce a 360-degree video of your guest rooms, the dining room, the swimming pool and most other guest sites. The video should look as if it was done professionally so, if in doubt regarding your photography skills, hire a professional for this one.

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\* Don't forget to include information regarding the history of the area. For example, did it develop as a result of California's Gold Rush in the 1850s? Do your own research using the local library and Chamber of Commerce brochures. Is your location the birthplace of someone famous, or did a major Civil War battle take place just five miles out of town?

\* Should you recommend travel insurance to potential guests? This relatively inexpensive protection might save hem hundreds of dollars should a medical emergency or some other problem occur prior to or during their trip.

\* One of the best ways to get the "flavor" of a vacation site is to include stories told by previous visitors or area locals. Be sure to include the tale about the biggest fish ever caught off the facility's dock. Or maybe there's an especially interesting "character" who lives nearby and who enjoys talking with visitors every Tuesday and Thursday afternoon. In addition, there's no harm in including comments written by former guests in your website. These will assure your credibility and attest to the fact that your fresh–squeezed fruit juices are the best they've ever tasted room. A comments section will also

give former visitors the chance to rave about the free bicycles, fishing poles and rowboats you make available to all registered guests!

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understand how a website may benefit them both personally and professionally. Apollo Hosting provides website hosting, ecommerce hosting, & vps hosting to a wide range of customers.

### **The Benefits Of Booking A Kauai Vacation Rental**

**By Sandy McBride**

Are you interested in taking a vacation this year? If you are then you are not alone. Each year, a large number of individuals, couples, and families make the decision to take a vacation. While a vacation is nice, many individuals are sad to find out that theirs was not everything they wanted it to be. To prevent yourself from becoming one of those individuals, you are encouraged to consider vacationing in an area that is considered on the world's most popular vacation destinations. That destination is the Hawaiian island of Kauai.

When on a vacation, many make the decision to stay at a hotel or resort. While there are a number of

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benefits to spending your nights at a well-known hotel or resort, it is not your only option. If you are looking to make the most out of your vacation, you will want to examine Kauai vacation rentals. You will find that, when compared to traditional hotels or resorts, they literally have an unlimited number of benefits.

Perhaps, the greatest benefit of choosing a vacation rental is that you have a large number of choices. In the Kauai area, vacation rentals come in the form of homes, condominiums, and beach front villas. This means that whatever you are looking for, you can most likely find it. If you are looking for privacy, you may want to examine home rentals. If you are looking for convenience, a condominium rental may be your best bet. And, if you want to spend your vacation on the beach, a beach front villa may be just what you are looking for.

In addition to your wide variety of different choices, you may also enjoy booking a stay at one of the many Kauai vacation rentals due to the privacy. With almost all Kauai vacation rentals, with the exception of some condominiums, you are given a private space. This private space often means limited interaction with locals and other vacationers. If you are interested in taking a vacation alone or with your romantic partner, you may find this privacy to be the greatest benefit of all.

While one may assume that the costs of most Kauai vacation rentals are expensive, they are not always. Instead of being labeled as expensive, most are labeled as reasonable. When you consider everything that you can get out of a vacation rental, you will often find that the price is well worth it. As previously mentioned, Kauai vacation rentals not only, usually, offer you an amazing view, but privacy as well. For many, that alone, is worth the cost of a vacation rental.

Despite the fact that the cost of most Kauai vacation rentals are considered fair and reasonable, you may still find yourself wishing to save money on your next vacation. If so, you may want to examine when you plan on taking your vacation. In Kauai, most real estate agents consider their regular season to be between January 7th and December 15th. The dates in between are often considered the holiday season. As with most other popular vacation destinations, you may find that the cost of vacationing during the regular season is significantly lower than the holiday season.

If a Kauai vacation rental peaks yours or your family's interest, you are encouraged to learn more. Kauai vacation rentals are available through most real estate agents, including Remax Kauai. Since the popularity of vacation rentals is rapidly increasing, you are encouraged to act fast. This will ensure that you are able to acquire the rental of your dreams. For more information, you are urged to speak to an agent today.

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, your island real estate specialist. We

can also help you on your next vacation by locating a beautiful Kauai vacation rental. Search for the vacation of your dreams!



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