



For Immediate Release

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**EMERGING CONSUMER TRAVEL TRENDS TAKE CENTER STAGE
AT VACATION HOME EXPO**

Vacation Rentals Gain Momentum as Accommodation of Choice for Millions of Travelers

GREENWICH, CT – (February 25, 2008) The Vacation Home Expo, the travel industry’s only consumer travel show focused on the condominium, villa, and vacation home rental experience, today announced its educational seminar program will feature the foremost experts on some of the most popular emerging travel trends including Reunion Vacations, Girlfriend Getaways and Slow Travel. The educational sessions scheduled during the Vacation Home Expo, presented by *The Atlanta Journal-Constitution*, will be open to consumers, the media, and travel trade on Saturday and Sunday April 12-13th at the Cobb Galleria Centre in Atlanta.

Rick Fisher, President of Vacation Home Expo, understands why vacation rental type accommodations reflect mass consumer appeal and are not just attractive to large traveling parties. According to Fisher, “In concert with changing social and economic developments, more consumers today from all walks of life are seeking out travel accommodations that meet their specific needs and vacation lifestyles. People want more choices and flexibility for their vacation experience ... including their selection of type of lodging, so the old adage that ‘one-sized hotel room fits all’ no longer applies.”

Emerging trends and expert speakers for these educational session topics include:

- **“How to Plan your next Reunion in a Vacation Rental Property”** - Edith Wagner, Managing Editor of *Reunions* Magazine, will discuss how reunion planning is becoming the rage as more family, school, military, and association groups are opting for vacation rental type accommodations that are conducive to socializing and networking.
- **“Girlfriend Getaways- One of the Fastest Growing Consumer Travel Trends”** - Renee Werbin, Publisher, and Stephanie Oswald, Editor-in-Chief, of the nationally acclaimed publication *travelgirl* Magazine will share their “insider tips” on what’s behind the rapid growth of women traveling together and the important role lodging plays in their vacation planning decisions. *travelgirl* Magazine is also launching the premiere of “All-Girl Getaways” airing on the Fine Living Network, beginning Thursday, April 24, at 9PM following The Martha Stewart Show. The 30 minute program will be hosted and narrated by *travelgirl* Magazine’s Stephanie Oswald.

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- **“Slow Down, We’re Moving Too Fast: The Slow Travel Vacation Rental Lifestyle Spreading throughout Europe and Worldwide”** - Pauline Kenny Founder of the Slow Travel movement and Kathy Wood, President of the Luberon Experience, will talk about the most popular European Slow Travel destinations and how to save money in planning your trip and booking your vacation rental accommodations.
- **“How to Plan a Luxury Villa Vacation...Villa Expert “Insider Tips” and What You Need to Know”** - Renowned villa authority Robert Eastman, Managing Director of Robert’s Villa List, will moderate an esteemed panel of three longtime villa vacation specialists: Bobby Gibson, CEO Villas Caribe; Suzanne Pidduck, Founder of Rentvillas.com; and Tim Warburton, President and Founder, WIMCO. These experts will share their expert advice on how to plan a villa vacation and to dispel the myth that these luxury accommodations are only within financial reach of the “rich and famous.”

About The Vacation Home Expo

The Vacation Home Expo, managed by leading events marketing agency MSE Management, will attract over 8,000 attendees from the Greater Atlanta and Southeast region who will have the unique opportunity to meet with key representatives of over 200 exhibitors representing vacation rental resorts and companies from around the world. These exhibitors will provide first-hand travel information, and provide “Show only” deals and discount offers. The Expo will also feature free educational seminars by leading industry experts on a wide range of topics from the most popular vacation rental destinations to emerging consumer travel trends. For more information about the Vacation Home Expo go to www.vacationhomeexpo.com, email info@vacationhomeexpo.com, or call (203) 622-1710 or (877) 604-2867.

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