



PRESS RELEASE

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Crisis What Crisis: 2012 Expectations High For Property Rental Market

Reasons to be optimistic it seems for holiday property rental owners according to a recent survey we conducted of our clients.

We recently asked our clients for their views on the global economic and political crisis in relation to their holiday property rental business for 2012, and their responses were encouraging indeed.

With regard to the global economic crisis 48% thought their rental business would remain the same, 25% thought that it would improve and 22% thought they would lose clients.

With regard to the global political crisis 55% thought their rental business would remain the same, 29% thought that it would improve and 14% thought they would lose clients.

"2011 was a very good year in general. We've seen many clients asking for discounts, as opposed to previous years when that wasn't so common. But bookings, in general, were the same or even more than 2010 and 2009.

Right now, almost every potential client asks for discounts, so I guess that's something we'll have to live with for a while." Hernán LR.

The main reason for this optimism is the belief that while people still expect to enjoy a holiday this year, they are going to look closer at how they spend their money, and a good quality self catering holiday in a rental property is becoming more popular offering not only a cheaper holiday option for many, but greater flexibility now that more and more Tour Operators are offering All Inclusive holidays only.

For those that are considering a holiday this summer the advice is simple: book now!

"Traditionally January is the busiest booking period of the year, and in recent years by the end of January we find that 20% of the most attractive properties and most popular destinations have been booked" Claus Pedersen, founder Campaya.

In previous years by the end of March the figure has risen to 50% for the popular Summer period of July, August and September.

Once again [Spain](#) looks set to remain a popular destination in 2012, building on the success of 2011 which saw Malaga, Palma de Mallorca, Ibiza and the Costa Blanca all in the Top 10 Popular Summer Destinations for last year.

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"There certainly seems to be an element of 'if it isn't broken don't fix it' with respect to early bookings this year with many holiday makers opting to return to holiday villas and apartments they rented last year, as the trend continues for families to prefer holiday homes over hotels because of the flexibility and value for money" Pedersen said "with [France](#), [Italy](#) and [Denmark](#) also proving to popular destinations according to feedback from our clients"

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About

With over 40,000 holiday homes listed on the website, and more being added each day, Campaya has developed rapidly from what stated as a hobby in 2002 for the two founders Claus Pedersen and Claus Sorensen, to one of the most significant holiday rental websites in the market.

Driven by a multicultural team comprising eight different nationalities, Campaya brings a wealth of experience, skill and creativity to the holiday rental market, not least with its innovative approach to advertising.

We have created an easy solution for the payment of your advertisement. You pay when we send an enquiry to you. It's that simple. No need to worry about monthly or yearly fees. With Campaya you have the choice to decide how much you would like to spend on advertising your holiday rental by setting up a maximum limit within your personal account. For each enquiry delivered to you, the price you pay is only 2€ . If you receive an enquiry that appears to be a spam, you have the choice to reject it

Links & More Information

Blog Posts: <http://www.campaya.co.uk/news/content/crisis-what-crisis-2012-expectations-high-property-rental-market>

Infographic: <http://www.campaya.co.uk/news/content/expectations-high-property-rental-market-2012>

Press Page: <http://www.campaya.co.uk/press.cms>

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