

FOR IMMEDIATE RELEASE - FEBRUARY 2012

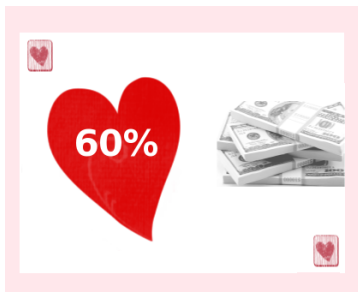
Contact:
Chris Marshall
Campaya
Telephone +34 676 65 36 81
Email: chris@campaya.com
Website www.campaya.co.uk

Holiday Property Owners: Top 5 Valentine's Destinations

Optimism, if not romance, is high amongst holiday property owners this Valentine's Day this year as many are expecting increased bookings on 2011, although the majority are not providing any romantic gifts with bookings this year.

In a recent Campaya poll conducted on Linked In and it's of it's own clients 60% thought that 2012 would be an improvement on 2011 and that 2012 would be a good rental period for them.

Only 20% however said they would be including a specific romantic gift such as bunch of flowers, chocolates or champagne for their clients.



Are property owners missing out on a business opportunity or putting cash before romance?

Valentine's Day 2012

Celebrated since the Middle Ages, criticised in recent years for its over commercialisation, the 'legend' of St. Valentine's Day range from Valentine being a priest signing a love letter with "Love your Valentine", to being a celebration of Vaentine's death and burial, and of course in Rome February was the start of spring with the 15th a fertility festival.

Recent years in addition to over priced champagne, chocolates and flowers we have seen the growth of the romantic short break, with a number of destinations constantly proving popular with the romantics amongst us.

2012 looks like it will be aromatic year for many, with a recent poll suggesting that short term holiday rentals will be higher this year than in 2011, with the recent snowfall across Europe resulting in an increase in bookings for the popular ski resorts of France and Spain in particular.

-more-



Top 5 Valentine's Destinations

Paris, France: known as the 'City of Love', and French known as the 'language of love' a romantic break in France may be a cliché, but it remains one of the more popular ones and a far cry from the traditional way in which the French celebrated Valentine's Day when singles went to each others houses and drew pictures of each other. The 'fun' didn't stop there though as later that night if the woman wasn't interested in the man she would set fire to the mans images and yell out a series of curses.

Places To See: Eiffel Tower, Musee Cluny, Ave Des Champs Elysees, Sacre Coeur

Flights To Paris: Ryanair (www.ryanair.com), easyJet (www.easyjet.com), Jet2 (www.jet2.com), Air Europa (www.aireuropa.com), British Airlines (www.britishairways.com)

Where To Stay: Campaya listed holiday rentals in Paris (<http://www.campaya.co.uk/France/Ile-de-France/Paris/Paris/>)

Tuscany, Italy: the country that brought us To Amo (amore!) Valentine's Day in Italy is very much an outdoor celebration with the youngsters keeping the country's reputation for romance alive by meeting outside to listen to music and romantic poetry. A traditional Valentine's gift in Italy is "Baci Perugina", a chocolate covered hazelnut with romantic poetry attached, and as you would expect from this romantic country in recent years it has become popular to announce engagements during this 'holiday of love'.

Places To See: Siena, Pisa, Lucca, Cortona, San Gimignano

Cheap Flights to Tuscany: Ryanair (www.ryanair.com), easyJet (www.easyjet.com), Jet2 (www.jet2.com), Air Europa (www.aireuropa.com), Iberia (www.iberia.com)

Where To Stay: Campaya listed holiday rentals in Tuscany (<http://www.campaya.co.uk/Italy/Tuscany/>)

New York, United States America: for a busy buzzing city that really does make you feel like you are walking through a film set such is the instant familiarity of this wonderful city, it offers one of the iconic romantic Valentine's Day celebrations; a horse drawn carriage ride through Central Park, especially if you are luck enough to have snow on the ground and the smell of chestnuts roasting on every street corner. It is certainly advisable to book your dinner reservations though as you will not be alone in celebrating and enjoying the New York night life, especially for those of you that remember An Affair To Remember and When Harry Met Sally.

Places To See: Empire State Building, Statue of Liberty (Ellis Island), Top of the Rock, Cathedral of St. John the Divine

Cheap Flights to New York: KLM (www.klm.com), Delta (www.delta.com), Virgin Atlantic (www.virgin-atlantic.com), jetBlue (www.jetblue.com), British Airlines (www.britishairways.com)

Where To Stay: Campaya listed holiday rentals in New York (<http://www.campaya.co.uk/United-States/New-York/>)

Seville, Spain: one of the less popular destinations in Spain, but for those wanting a romantic short break enjoying a city full of cultural riches and excellent food this Valentine's Day then Seville is for you, and has grown in popularity in recent years. By far the most popular destination for the romantics is the Alcazar, showcasing Andalusia's history, and the Cathedral in Plaza Virgen de los Reyes, the third largest in the world, and the perfect place to visit before a walk through Santa Cruz with its romantic narrow streets and overhanging balconies, followed by an evening sampling the many fine tapas and wines that define the region.

Places To See: Alcazar, Plaza Virgen de los Reyes, Baths of Lady María de Padilla, Santa Cruz Moorish Quarter

Cheap Flights to Sevilla: Ryanair (www.ryanair.com), Iberia (www.iberia.com), Vueling Airlines (www.vueling.com), Air Europa (www.aireuropa.com)

Where To Stay: Campaya listed holiday rentals in Sevilla (<http://www.campaya.co.uk/Spain/Andalusia/Seville/Sevilla/>)

Tokyo, Japan: not your typical destination for Valentine's Day, but one with an interesting tradition that will appeal to many! In Japan it is only the woman who give the presents. The story goes that Japanese woman are too shy to express their love normally so this has become the perfect day for them to express their feelings, although it isn't all one way traffic as on March 14th the men are meant to offer gifts back in return on what is known as "White Day".

Places To See: Asakusa/Sensoji Temple, Akihabara, Tokyo Tower, Tsukiji Fish Market

Cheap Flights to Tokyo: KLM (www.klm.com), Virgin Atlantic (www.virgin-atlantic.com), British Airlines (www.britishairways.com), All Nippon Airways (www.ana.co.jp)

Where To Stay: Campaya listed holiday rentals in Tokyo (<http://www.campaya.co.uk/Japan/Tokyo/>)



About

With over 40,000 holiday homes listed on the website, and more being added each day, Campaya has developed rapidly from what started 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.

Links & More Information

Blog Posts: <http://www.campaya.co.uk/news/content/top-5-valentines-destinations>

Poll: <http://www.campaya.co.uk/news/content/valentines-day-poll>

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

###