

Rental enquiry placed on large Florida villa rental web site

Family of 5 & 7 (no children specifically listed)

2 weeks in July, 2009

3, 4 & 5 bedroom holiday villas

Analysis of quotations received

- *Time periods taken to respond*
- *Critique of style of responses (small, independent focus group)*
- *Price bands / no. of bedrooms*
- *Key features offered*
- *Observations*
- *And finally !*



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Notes: One objective of the exercise was the comparison of Terra Verde with other holiday communities. For this reason any responses received from Terra Verde owners (2), were removed from the results

Total of 74 responses received

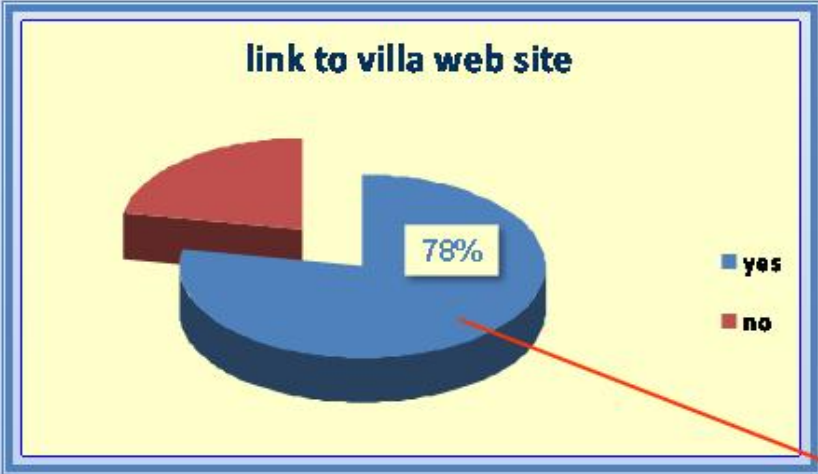


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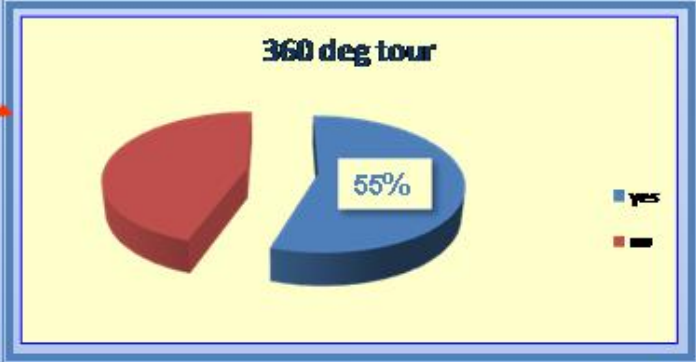


Notes: responses received, as measured in time, from the placing of the enquiry. Of particular interest may be the fact that >40% of replies were received within 2hrs.....Lesson – when receiving an enquiry, don't delay in responding

Web sites



(7 sites contained more than 1 property)



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Notes: 78% of responses referenced an external website and of those external sites, 7 contained details of more than 1 property. 55% of the external websites contained some type of 360 deg. tour. One site contained 2, 360 deg. tours on the home page, which resulted in > 1 min. page load time

A few examples

Focus group response



Thank you for your enquiry which has been forwarded to us by Orlando Villas. Our villa ref. number is [REDACTED]

I do have availability for your vacation dates. Please take a look at what our home can offer, you won't be disappointed at the home or the prices.

Our beautifully furnished luxury 4 bedroom, 2 bathroom villa is situated on the glorious community of **Hampton Lakes**. It is the ideal place to swim in the private pool, and chill out with family and friends after a hectic day at the theme parks. We want to make your holiday the best you have ever had, and come back again, everyone else has.

Here is a summary of what our home has to offer:

- Large, heated pool
- BRAND NEW bubbling spa
- Safety alarms on all pool doors for added security with small children
- 2 master bedrooms 1 with en-suite facilities - ideal for two families sharing
- DISNEY THEMED bedrooms
- Complimentary internet access, via a laptop computer
- Fully air-conditioned throughout
- Large family room with entertainment centre with large TV, video and DVD player and Playstation 2
- Game room with full size pool and foosball table
- Free use of stroller, high chair and crib & many other baby facilities
- Complimentary use of all leisure facilities on site, community pool, kids play area, tennis courts, basketball and volleyball courts
- Many more additions please view our full details

For more details and photos, please visit [\(please use links below or copy and paste into your browser\)](#)

[http://www.\[REDACTED\]](#)

[http://www.\[REDACTED\]](#)

Prices are USD \$100 & \$150 per night **exclusive of Florida state and sales taxes**. Pool heat is an additional approx \$20 per night and recommended in the winter months.

Arrival Date:	11 July 2006	Total no. of nights stay:	14.00
Departure Date:	25 July 2006		

HAMPTON RATES		12%		1.0	
No of Nights	Season	Nightly Rate	Tax	Total	
6	Low Season	\$125.00	\$0.00	\$0.00	€ -
7	Mid Season	\$133.81	\$837.50	\$112.50	€ 563.33
7	High Season	\$142.89	\$1,000.00	\$120.00	€ 622.22
6	Peak Season	\$161.79	\$0.00	\$0.00	€ -
6	Peak Season 2006	\$167.22	\$0.00	\$0.00	€ -
6	Pool heat	\$22.33	\$112.50	\$37.50	€ 194.44
6	Cleaning fee	\$68.21	\$0.00	\$0.00	€ -
6	Early checkin/Late checkout	\$48.71	\$0.00	\$0.00	€ -
6	Basic grocery	\$31.23	\$0.00	\$0.00	€ -

Handwritten notes and calculations:

\$0.00 - €
\$0.00 - €
2,525.00 - €
4/14 1.50

Handwritten note: "4/14 1.50" circled.

Dear [REDACTED]

Thank you very much for your enquiry and I am happy to confirm that my lovely 4bed villa at Oak Island Cove is available for your dates of 11th to 25th July 2006, for a stay of 14 nights. If you follow the link you will see that **Oak Island Cove is number 41 on the map**, listing it as one of the Oldest communities in Disney World.

Location:
My villa has 4 bedrooms, 2 bathrooms a 28' x 14 ft physical screen enclosed pool and spa and is located in the very prestigious Foresta Gardens Estates area on Oak Island Cove. Don't waste your valuable holiday car behind the wheel of your rental car. Oak Island Cove is 1 mile south on road 150 on highway 150 at mile marker 15, with a driving distance of just 3.4 miles to the Walt Disney World resort. My villa is ideally located for all other area attractions, convenient shopping and there is an excellent choice of dining 1 mile from your front door. It also has superb access to all the major road links in the area. If you are thinking of taking in some of the attractions just outside the main Walt Disney area.

Rental Cost:
The cost for your 14-night stay, including 13% Florida taxes will be **£1,073.33**. For more details and pictures of the villa, please visit my website at: [www.\[REDACTED\]](#) and a virtual tour at [http://www.\[REDACTED\]](#)

Available Optional Extras:

Pool and spa heating to residence at:	\$20 / (\$3.00 per day, min. 3 days)	Pool & spa heating and replacement between October and April.
Optional internet access is available at:	\$10-\$15.00 per complete week	
Car hire (car not included at all)	The 1st car free of charge	further cars available at £1.50 per day
Mid-stay clean is available at:	\$20.00	

Please see my website for any further optional extras. 27% tax will be added to all applicable extras.

Vehicle rental and attraction tickets:
I am able to offer my guests an excellent vehicle rental service through either Dollar or Alamo car rental companies, with pickup on the airport for both companies at Orlando International Airport. Please follow the link below to obtain a car rental quote and please be sure to enter my villa reference: 1529 in the "reference code" box.

Vehicle rental quote page link:
[Vehicle rental companies, rental quote page link](#)

I am also able to offer attraction tickets at very competitive rates and just think of the time you will save queuing at the theme park gates when they open and being able to go straight in and head for your favourite ride. Please follow the link below to obtain a list of attraction ticket prices and please be sure to enter my villa reference 1529 in the "reference code" box if you decide to buy from here:

[Attraction ticket link page link](#)

Villa Specification:
My lovely 4 bedroom villa is beautifully decorated and furnished to a very high standard and is fully equipped:

- A large screened (screened) pool deck with a 28' x 14' heated pool top up with one touch controls.
- A covered "lounge" with ample lounge outdoor dining and pool furniture.
- Custom designed exterior and soft furnishings.
- Integral air conditioning and central heating.
- Ceiling fans in the living room and the two master bedrooms.
- Both master bedrooms have King sized "large" beds and luxury en-suite bedrooms. The bedrooms have single drawers

...a clothing store.
...to show over in the rear master and by
...by unit below and full walk mirror above
...proffider bar. The kitchen facilities include
...and rice with waste disposal unit. Deal a
...best 'top of the'
...rooms table.
...the form of a cheque that will not be
...will not be charged to your card. We're
...of your stay. Please see our terms and
...you a link to a specific page on my web
...on you by email or telephone. I will
...credit card will carry a 3% surcharge
...I would you a booking confirmation.
...day. Full payment and the exact
...major credit cards
...and Canadian guests, if you wish
...should also prominently display the

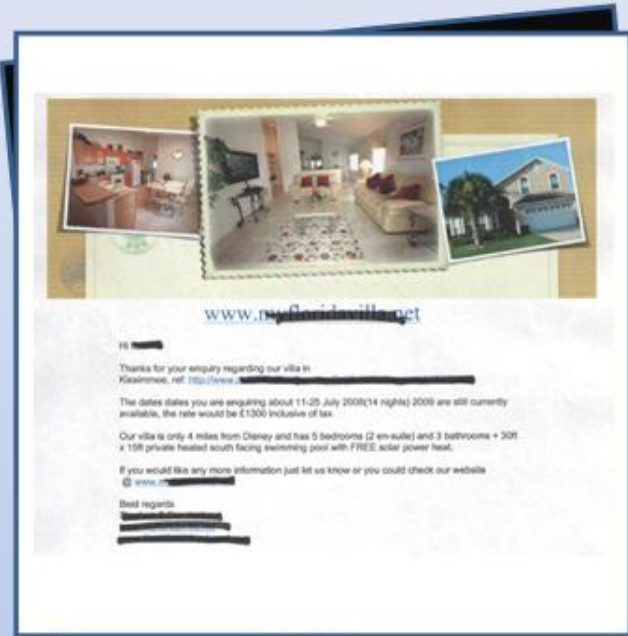


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Notes: it was felt that the above examples were the extreme opposite of the previous examples and demonstrated possible "information overload" However, they may not necessarily preclude further investigation

A few examples

Focus group response



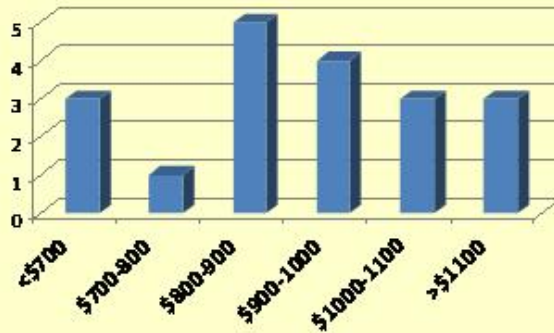
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Notes: it was felt that the above examples were attractive and contained enough information to make an initial evaluation of the offer. The use of a colour to highlight key points was well received

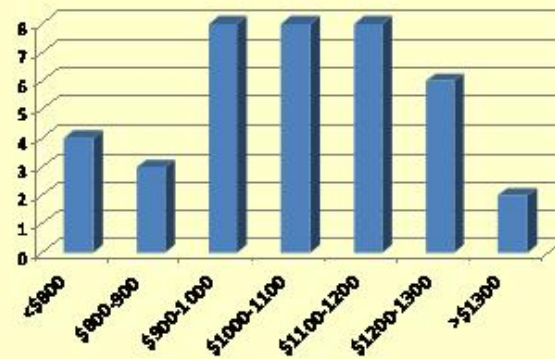
Prices quoted / week

£ quotations
have been
converted at
1.95

3 bedroom



4 bedroom



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Notes: number of quotations received per price bands for 3 and 4 bedroom homes

Prices quoted / week

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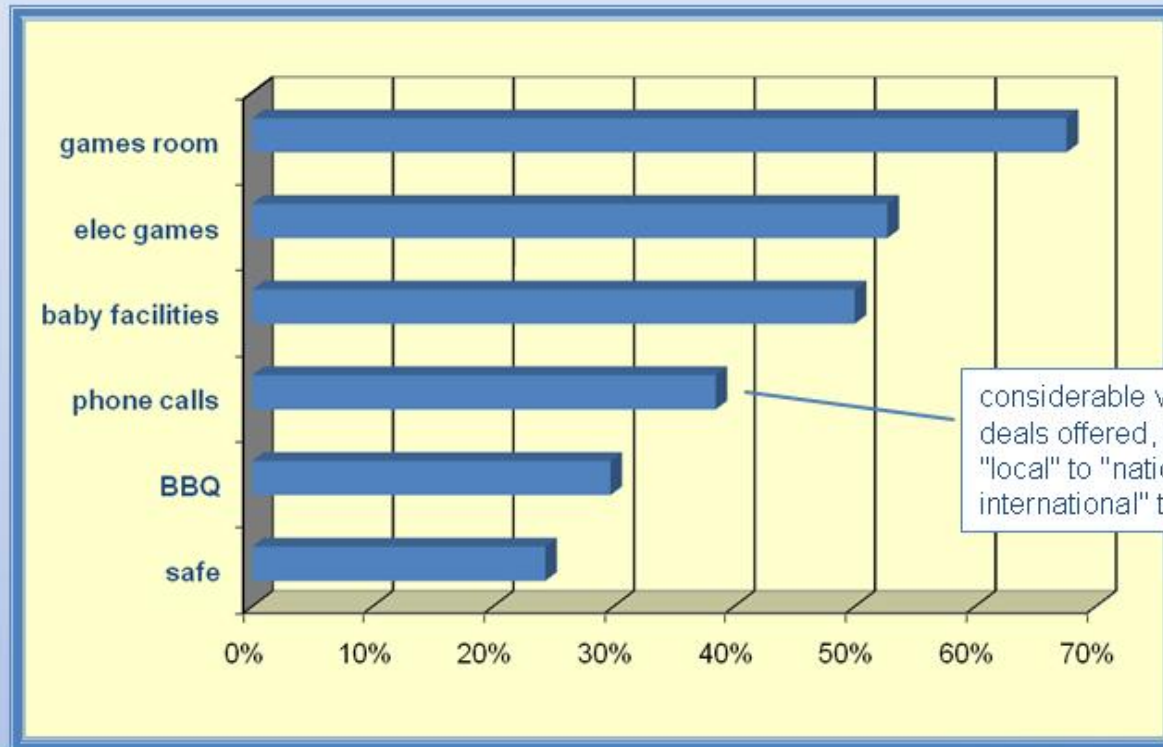


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Notes: number of quotations received per price bands for 5bedroom homes

Features offered



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Notes: Key features emphasised within the quotations. Elec games = Play station type
Considerable confusion existed with respect to the deals offered for phone calls

Spread of sub-divisions



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Notes: breakdown per sub-division referenced within the quotations

Some observations

The overwhelming feeling that one receives when considering the number and speed of the responses received, is that

From the perspective of the prospective traveller to Florida, all properties on offer are likely to be viewed as Attractive and Well Presented.

All sub-divisions are described as "most sought after", "award winning", "ever popular" etc.etc. and the prospective traveller is probably in no position to distinguish between Terra Verde and Emerald Isle, Southern Dunes, Windsor Palms,..... and all the others

Putting aside the obvious location/feature advantages that Terra Verde has over the competitors, there is one additional key advantage, upon which we, the owners, must capitalise.

Terra Verde owners, together with the HOA board, exhibit a strong sense of unity and are increasingly pro-active in their approach to the resort. It is important that we all use every opportunity to promote the name & image of Terra Verde, such that the traveller will recognise the name and actively seek to stay at the resort.

We must continually seek to promote the "brand" in every way possible –

Trip advisor

Public access forums (incl Disney)

Youtube

Face book

Wikipedia ??

Resort brochure ??

Increased Web presence

Merchandising...sun hats etc. ??

Post cards ??



We must strive to reach a situation whereby the prospective traveller to the area, must recognise the name and reputation off Terra Verde in such a way that the resort becomes first choice, when listed alongside other sub-divisions



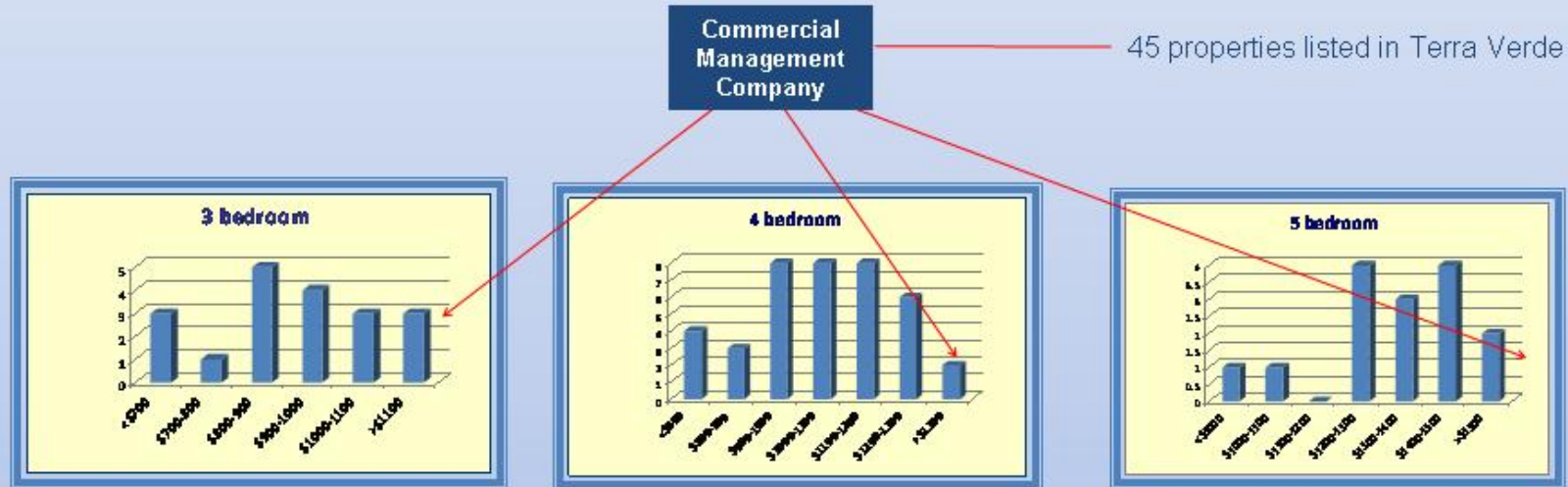
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And finally !

It may be interesting to compare the results, with an enquiry placed with one of the larger, commercial operators

Quotes received contained inclusive costs for "cleaning", "damage waiver" and "booking fees" and in making the comparison below, allowance has been made for these extra costs



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Notes: quotation received included a mandatory fee for "damage waiver" to insure the renter for damages up to \$500, which leads to interesting speculation as to who actually pays for the rectification of any damages up to that limit. The management company quoted costs considerably higher than the norm