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## **A New Era, a New Model for the Vacation Rental Industry** ***Bookt Launches Industry-First Platform to Drive Visibility, Bookings and Revenue***

**MIAMI, FL – Sept XXX, 2008** – One of the fastest-growing sectors of the worldwide leisure travel market is the vacation rental industry. Once relegated to regionality and at the mercy of travel agents and immeasurable word of mouth, vacation rentals have moved into a new era of distribution and visibility thanks to significant demographic and technological shifts within the global lodging industry, and a growing consumer base that demands more choice than ever before.

*The evolution of the vacation rental industry has been facilitated by a confluence of key drivers and changing market conditions*, according to [Bookt](#) founder and President, Rob Käll. Käll's company, which has been more than a year in the making, capitalizes on the industry's recognition for standardization and consolidation in an increasingly fragmented landscape, and need for more marketing channels for vacation rentals inventory.

There are other players in the arena, but what sets Bookt apart is its true comprehensiveness. Developed for the global vacation rental industry, Bookt's proprietary platform allows for a much greater degree of flexibility in design, content and business rules than is currently available. Importantly, Bookt's platform **Connect** allows for full integration of client information with virtually every leading management system and portal, including [list here].

By providing a solid platform on which to build a highly successful marketing, sales and visibility strategy for vacation rental units, Bookt helps vacation rental managers, tour operators, developers and larger travel organizations with diverse types of properties and portfolios attract and optimize their ideal customer bases far beyond current industry norms.

Founded by travel industry, e-commerce and tech professionals steeped in the nuances of the real estate marketplace, Bookt is able to develop strategies and solutions tailored to the unique dynamics of vacation rental properties. Bookt's bi-industrial approach shows a deep and sophisticated understanding of its clients' needs, targets, and operational aims to better manage inventory, increase efficiency and usability, and of course, drive revenues.

"Simply, the Bookt platform is the foundation upon which a successful vacation rental strategy is built. Our services expand on standardized industry capabilities to reconcile consumer-centric searching and effective online booking, solving a huge problem that has dogged the lodging industry for years," says Käll. "Bookt's solutions integrate valuable consumer data with third-party property management systems and portals, affecting a seamless transition for companies already utilizing a PMC, and are hosted in the company's scalable datacenter, ensuring centralization and security. In other words, a complete turn-key solution."

Bookt's *modus operandi* [approach] clearly differs from others in the vacation rental landscape [eco-system]. Its sites are designed to provoke an emotional response from potential consumers, presenting them with more features and options to drive better conversion rates. Combined with a focus on expansive property search within each site and search engine optimization (SEO), vacation rental professionals can develop an immediate, and impressive, global web presence that yields tangible results.

The way Bookt sees it, the vacation rental industry is on the brink of great expansion. The maturity of new technologies, the emergence of new tourism hubs, the industry's overall shift to online marketing and the need

to turn underutilized real estate holdings into profit centers, has created the need for a new business model and new industry platform for the vacation rental industry - the Bookt platform.

For more information about Bookt or to arrange an interview with Rob Käll, please contact Vanessa Horwell at [vanessa@thinkinkpr.com](mailto:vanessa@thinkinkpr.com) or +1.305.776.8817. Success stories, fact sheets and data regarding vacation rental industry trends are available upon request.

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***About Bookt***

Bookt is a comprehensive web services provider to the [global vacation rental industry](#), delivering seamless integration and turn-key [web solutions](#). Headquartered in the US, the company provides a complete range of services for vacation rental managers, tour operators, developers and larger travel organizations ranging from sophisticated website development, online marketing services, search engine optimization and CRM strategies, to a wide range of domestic and international clients.

For more information, please visit [www.bookt.com](http://www.bookt.com).

**Keywords:**