

Fare Buzz Launches Vacation Rentals

NEW YORK, N.Y., Jan. 12, 2012 (SEND2PRESS NEWSWIRE) – Fare Buzz, a travel company based in New York City, has recently launched a vacation rental option in a move to set the company apart from other online travel companies. It also looks to improve the company's revenue within a crowded travel industry.

"We at Fare Buzz are willfully increasing our non-air business," said Arnold Walter, President and CEO of Fare Buzz. "There's no doubt the sale of discounted tickets is our forte, but we are enthusiastic towards the sale of car rentals, hotel bookings, vacation packages and now vacation rentals."

A recent survey from eMarketer predicts "there will be 117.6 million online travel researchers (61 percent of internet users) and 98.3 million online travel bookers (51 percent of internet users) in the U.S. by 2012." Millions of Americans spend close to 60 percent of their total vacation cost on accommodations. Fare Buzz now aims to bring alternative options to these travelers, with something that's both cost effective and brings all the comforts of home.

"Vacation rental bookings have seen a phenomenal growth of 73 percent in 2011 compared to 2010, and the revenues have also increased by 11 percent," said Walter. "Keeping those metrics in mind, Fare Buzz started its vacation rental section, as there is a lot of pie to target."

The new vacation rental feature offers roughly 30 locations to rent from within North America. Unlike other vacation rental websites, Fare Buzz allows the customer to book directly through the website. This new option will give Fare Buzz customers the opportunity to try something new, and for the company to receive feedback regarding travel preferences. Vacation rentals can be found at www.farebuzz.com/vacation-rentals .

About Fare Buzz:

Started in 1994 in New York City, Fare Buzz is one of the leading travel providers in the industry. The company has created affiliations with vendors of various travel products. Due to Fare Buzz's buying power, the company is able to negotiate aggressive deals on air, hotels, car rentals and now vacation rentals to pass the savings on to the consumer.

In addition, Fare Buzz also specializes in discounted business class fares and offers an attractive rewards program for customers. For additional information, please contact Margaret Yekulis at margaret@farebuzz.com.

More information: <http://www.farebuzz.com> .

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