

New Accreditation Process Restores Confidence In Private Vacation Rentals

Developed by experienced vacation rental owners, the system of accreditation is rigorous, and can not simply be bought. Only applicants able to demonstrate firm commitment to providing the very best service and value within their market are accepted and can display the Your Holiday Matters seal of approval.

January 20, 2010 (FPRC) -- This Winter, Your Holiday Matters launches a new Seal of Approval in a bid to eliminate unpleasant surprises for holiday makers: <http://www.yourholidaymatters.com>

Inspired by the increasing trend of people choosing to rent out their holiday home, Your Holiday Matters is devoted to identifying holiday rentals and B&Bs offered by "Owners who Care": those focused on delivering a quality experience from initial booking inquiry until holiday departure.

A rigorous accreditation process, supported by ongoing reviews, ensures every owner is genuine and has a proven track record of satisfied guests.

In order to attain the Seal of Approval, rental owners have shown that they are willing to go that extra mile for their guests: anything from ensuring a same-day response to the initial inquiry through to providing the most exact directions to reach the property. Then, on arrival the holidaymaker can settle back and unwind knowing that the finer details of the holiday have been thoughtfully taken care of. These might include restaurant recommendations, parking permits, a local point of contact, even a bottle of the region's wine: all on hand to make the stay feel extra special. Aspects one would expect from a holiday home and much more.

Richard Kottler, Managing Director of Your Holiday Matters said:

"It's very easy to look on the internet and find a holiday home. The tricky part is ensuring that you have made the right choice. Holidays are hard-earned, and with time away from the workplace so precious, there isn't room for mistakes and sloppy standards. At Your Holiday Matters we look beyond the aesthetic to ensure that every detail is considered and your only surprises will be pleasant ones."

So far, owners of 100 properties have been approved, and each of them wears the badge with pride. More are being added weekly, and the full portfolio of "Owners Who Care" can be reviewed at <http://www.yourholidaymatters.com>

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NOTES TO EDITORS

Your Holiday Matters Seal of Approval:

To be permitted to display the Seal of Approval owners need to fulfill a number of basic criteria:

- have their own website;
- supply at least 3 references from former guests;
- complete a detailed application form describing the holiday they offer and why they are an “Owner Who Cares”.

The Your Holiday Matters review team are all owners themselves, and have developed the system of accreditation over 4 years to ensure that each objective criterion is met. The process, which includes an interview, requires final confirmation by two or more team members and can take up to 2 weeks for each new applicant.

Contact Information

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Keywords

[vacation rental](#)
[approved](#)
[seal](#)

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