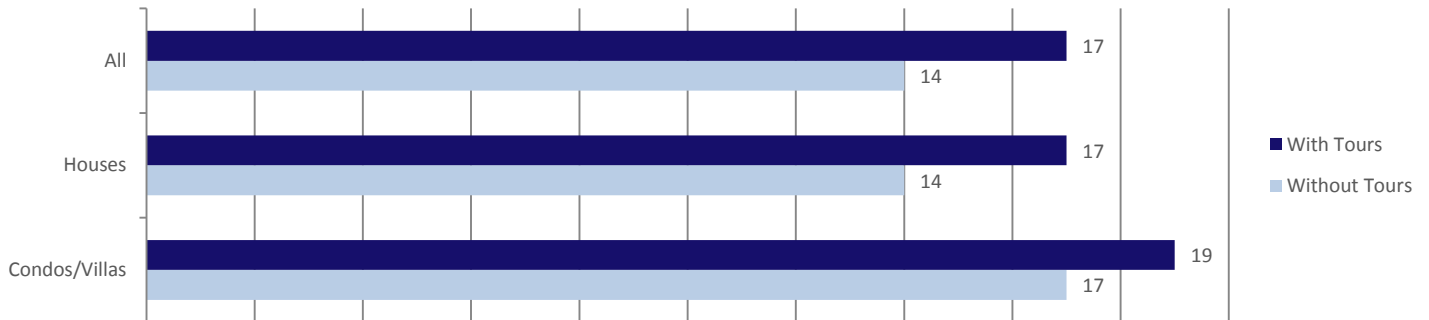


DATA

Total Useable Properties:	1,414	Total Number of Nights:	149,064
Properties Disregarded with Incomplete Data:	112	Total # Properties with TruPlace Tours:	532
Total Reservations	21,289	Total # Properties without TruPlace Tours:	882

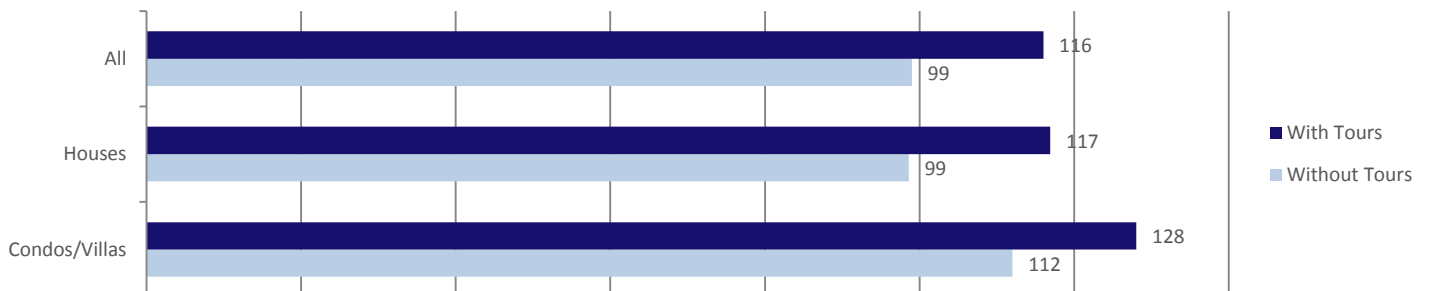
NUMBER OF RESERVATIONS PER PROPERTY

Average number of reservations per property (+17%)



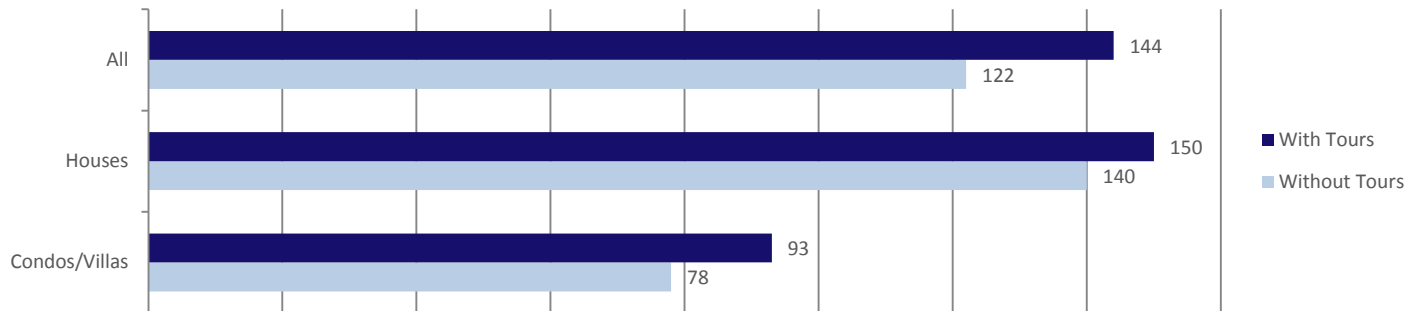
NUMBER OF NIGHTS BOOKED PER PROPERTY

Average number of nights booked per property
(Houses +18 nights, Condos/Villas +16 nights)

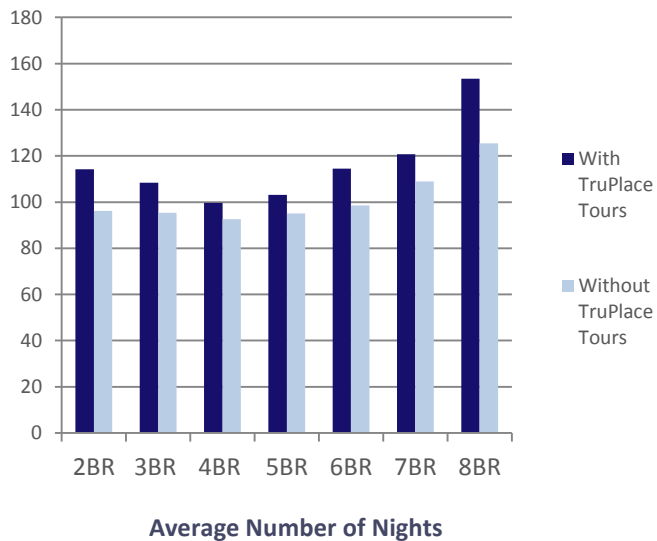
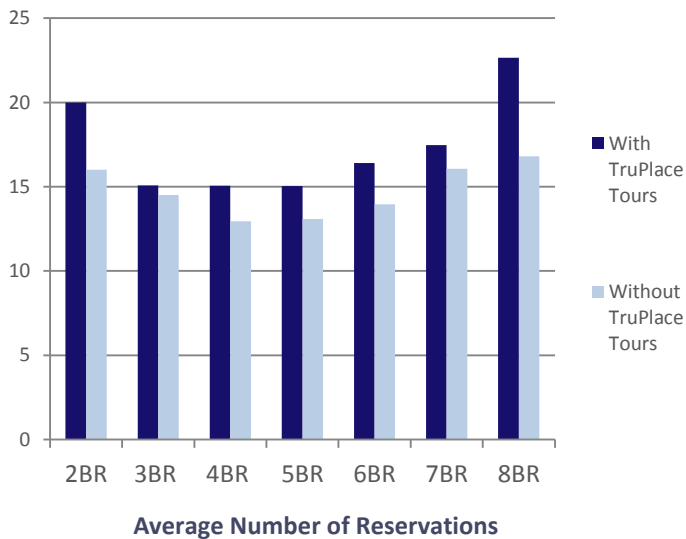


AVERAGE LEAD TIME FOR BOOKINGS PER PROPERTY

Average booking lead time (+ 22 days)

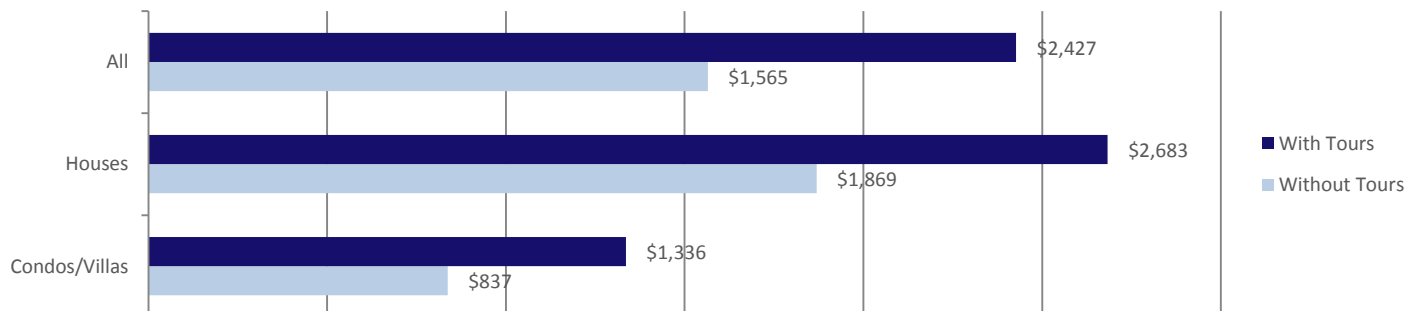


NUMBER OF RESERVATIONS AND NIGHTS BY BEDROOM



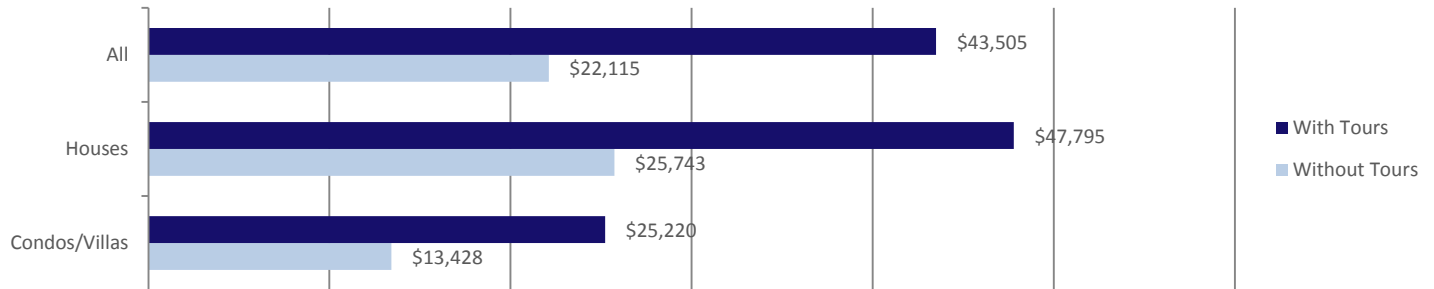
AVERAGE RENT PER STAY

Average rent per stay (+55%)



AVERAGE REVENUE PER PROPERTY

Average revenue per property (+97%)



DATA SUMMARY

	With TruPlace Tours	Without TruPlace Tours	% Difference
Average number of reservations per property	17	14	+17%
Average number of nights per property	116	99	+18%
Average booking lead time per property	144	122	+18%
1 Bedroom Properties: average number of reservations/nights/lead time	Not enough data		
2 Bedroom Properties: average number of reservations/nights/lead time	20/134/85	16/109/79	+23%/+23%/+8%
3 Bedroom Properties: average number of reservations/nights/lead time	15/103/105	14/98/103	+4%/+5%/+2%
4 Bedroom Properties: average number of reservations/nights/lead time	15/106/138	13/93/133	+16%/+14%/+4%
5 Bedroom Properties: average number of reservations/nights/lead time	15/107/148	13/95/158	+15%/+13%/-7%
6 Bedroom Properties: average number of reservations/nights/lead time	16/116/169	14/99/165	+18%/+18%/+2%
7 Bedroom Properties: average number of reservations/nights/lead time	17/120/162	16/109/159	+9%/+10%/+2%
8 Bedroom Properties: average number of reservations/nights/lead time	23/157/202	17/117/190	+35%/+34%/+7%
9+ Bedroom Properties: average number of reservations/nights/lead time	Not enough data		
Average Rent per Stay (*based on companies which provided revenue data)	\$2,427	\$1,565	+55%
Average Total Revenue per Property (*based on companies which provided revenue data)	\$43,505	\$22,115	+97%

	With TruPlace Tours	Without TruPlace Tours	% Difference
Houses: average number of reservations/ nights/lead time	17/117/150	14/140/99	+19%/+19%/+7%
Condos: average number of reservations/ nights/lead time	19/128/93	16/112/78	+14%/+14%*19%
Houses: Average Rent per Stay (*based on companies which provided revenue data)	\$2,683	\$1,869	+44%
Houses: Average Total Revenue per Property (*based on companies which provided revenue data)	\$47,795	\$25,743	+86%
Condos: Average Rent per Stay (*based on companies which provided revenue data)	\$1,336	\$837	+60%
Condos: Average Total Revenue per Property (*based on companies which provided revenue data)	\$25,220	\$13,428	+88%