



Italian Vacation Rentals
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***Gira!* Simplifies Italian Villa Selection with "Top Tens of Italy" Listings**

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Denver, Colorado (October 1, 2004) - Today *Gira!* Italian Vacation Rentals launched its "Top Tens of Italy", a new service designed to take the confusion out of selecting accommodations in Italy.

In the past few years, the Italian villa rental market has exploded onto the Internet, with a profusion of companies offering extensive and often bewildering online catalogs. For the Italy traveler, the search for a suitable villa or house to rent can be a daunting task. It can take hours to search through the maze of web sites to find the properties with the right characteristics.

Most sites allow the user to search by size of villa and location, as well as a few other factors. In most cases, this simply produces a long list of accommodations that the traveler will need to search through, looking for the right rental property for the right experience.

"Every day we hear from clients who are looking for a very specific type of experience in Italy and can't find it," said *Gira!* President Susan Broyles. "Each client is unique and is looking for something in particular. For some, it's a nice walk into a characteristic Italian village or hill town. For others, it's air conditioning or a gorgeous view of the countryside. We decided to compile the best choices for each of these popular requirements and create a new service that other web sites don't offer. We think our customers will have fun browsing through these properties because they will easily see why we selected them."

To address this need, *Gira!* took a close look at the detailed evaluations it has gathered from previous customers, property site inspections by staff, and information from the property owners themselves.

The result is a unique compilation in the Italian villa rental business, released this month as the "Top Tens of Italy". Based on advice from customers, a group of categories was developed, including "Best Views", "Most Romantic Getaways", "Best Vineyard and Wine Producing Estates" and others.

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In each category, the ten very best accommodations are listed with links to their descriptions and photographs. The result is a very simple and enjoyable way of finding the most suitable vacation rentals in Italy.

The complete list can be found on *Gira!*'s web site at <http://www.italyrentals.com/top10s/index.htm>

"2005 promises to be the best year yet for Italy," said Susan Broyles. "It's becoming much more of a buyer's market. More properties are available than ever, and for the coming year prices are being held at very attractive levels to bring in the American travelers. We're expecting the interest in Italy to grow even greater in the next few years and we are preparing for it."

Gira! Italian Vacation Rentals is a leading provider of vacation rental properties in Italy. Founded in 1998, it is now one of the fastest growing Internet companies in the Italian vacation rental industry. Italy remains one of the top travel destinations in the world, and *Gira!* has gained its success through its exclusive focus on the Italian market, rather than villas in general. Because of this, its staff is one of the most experienced and knowledgeable about this very interesting and rapidly growing travel market.

Located on the web at www.italyrentals.com, *Gira!* offers a varying collection of special purpose online catalogs to meet the need of virtually any Italy traveler going to any part of the country. These carefully developed catalogs include "Italian Luxury" for the most elegant properties, "Lakes and Seas of Italy" for waterside accommodations of all kinds, "Umbria Specialties" for a choice offering of affordable and characteristic properties in Umbria and "Tuscany and Beyond", which provides an extensive look at properties throughout all of Italy.

Journalists are invited to visit *Gira!*'s Media Center at www.italyrentals.com/media for further information about article development for travel publications.

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