

Gas Prices and Other Economic Pressures Bring Woes to Vacation Rental Industry



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Industry: [Entertainment](#)

Press Release Summary: The rising cost of gasoline and other items such as groceries are having a tremendous impact on consumer spending.

Press Release Body: The rising cost of gasoline and other items such as groceries are having a tremendous impact on consumer spending. What used to cost the average American \$25 to \$30 for a full tank of gas has climbed upwards to the \$50 range. This and other economic pressures have vacationers questioning whether or not they can afford to take a family vacation this summer. While this has not affected everyone the same worldwide, there is an international aspect to look at. Europeans may find it less expensive to travel to the States since the Euro has gained in value compared to the dollar. That's wonderful of course, but for marketers in the vacation rental industry who are accustomed to targeting specific groups of people in the United States, there may not be enough time to reach those European neighbors in time for this season.

Many local businesses have come together to try and ease the economic situation that many American families are now faced with by offering rebates, gift cards, discounts, and incentives. Gas cards have

become a popular way of saying "thank you" for patronage and a way of helping out our fellow man.

Seaside Vacations, a family owned and operated business, places a great deal of value on family and strongly believes that the time families spend together on vacation is far too significant to give up. In an effort to make a summer family vacation more affordable for those hit hard by gas prices, we have drastically lowered our rates on ALL summer weeks. No specials, no gimmicks; just a rate reduction across the board. In addition to those savings, we have also teamed with local businesses to offer our guests exclusive gift certificates and coupons totaling over \$300 for area attractions, dining, and more. We have the best interest of the family at heart at **Seaside Vacations**. Let us help you find your place in the sun!

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