



**Media Contact:**  
All Star Vacation Homes  
Sara Moore, 407-997-0676 x112  
[smoore@allstarvacationhomes.com](mailto:smoore@allstarvacationhomes.com)

## **ALL STAR VACATION HOMES ANNOUNCES EXPANSION TO CAPTIVA ISLAND, FLA.**

### **All Star Vacation Homes is Now Accepting Captiva Island Homes into Vacation Home Management Program in Response to Guest Demand**

CELEBRATION, FLA. (June 20, 2012) – All Star Vacation Homes, the leading vacation home management services company in Orlando, Fla., announces its expansion to Captiva Island, Fla. In response to guest demand for a beach vacation home destination, All Star is now accepting homes located on Captiva Island into its hospitality and vacation home management program. This marks the first time All Star Vacation Homes has reached beyond Central Florida to add to its collection of more than 250 vacation homes, town homes and condos.

Over the past seven years, All Star has surveyed its guests visiting Orlando to learn their preferences for other destinations where they would like to see All Star. It was discovered that more than 90 percent request a beach or island vacation home destination. Captiva Island enjoys a strong domestic travel segment, similar to the Orlando/Central Florida market, supplying many high-quality vacation home options for families. As a result, All Star recognized a significant market opportunity to grow its operations in managing vacation homes on Captiva Island. All Star seeks to create relationships with vacation home owners to bring a higher standard of hospitality and vacation home management services to the area.

"We are pleased to announce expansion to Captiva Island," said Steve Trover, CEO of All Star Vacation Homes. "Captiva's reputation as a family-friendly destination complements our company's focus while offering the beach location our guests have asked for. With 15 years of experience and success in Central Florida, we're eager to bring our knowledge and passion for high standards and hospitality to the island to fulfill our vision to provide a vacation home experience like no other. Our entire company is honored to be a part of this important and historic milestone for All Star Vacation Homes."

In July, All Star Vacation Homes will officially open its first office outside of Central Florida on Andy Rosse Lane on Captiva Island. This office will serve as the local operations and hospitality center for All Star's management and hospitality services. Visit [www.AllStarCaptiva.com](http://www.AllStarCaptiva.com) for more information.

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### **About All Star Vacation Homes**

All Star Vacation Homes brings its passion for high standards and hospitality to elevate the vacation home industry to new levels. Since it was established in 1998, All Star has set a solid foundation in the competitive Orlando landscape and has emerged as a market leader. As the company expands this success into other high demand travel destinations, All Star implements its unique formula of Personalized Service, Quality Home Care, Proven Marketing, Strategic Location and Guest-Influenced™ Experience to fulfill its vision of creating a vacation home experience like no other.

Currently, All Star represents more than 250 homes, condos and town homes in Kissimmee/Orlando, Fla. near Walt Disney World® Resort. By popular demand of its guests, All Star has recently announced expansion into Captiva Island, Fla. For more information, visit [www.AllStarVacationHomes.com](http://www.AllStarVacationHomes.com) or call 1-800-396-1173.

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