

TRAVEL AND HOSPITALITY

## Exceptional Villas looks to leverage European popularity in travel

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*Luxury villas in the Caribbean. Image credit: Exceptional Villas*

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By STAFF REPORTS

Luxury villa rental service Exceptional Villas is looking to 2019 with an increased presence in Europe.

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The rental provider is expanding its vacation rentals in new European locations such as Ibiza, Mallorca, Italy, Greece, the Greek Islands, France and Italy next year. Exceptional Villas is hoping to increase its growth by 30 percent in the coming year.

### Exceptional expansion

While the company is most known for its presence in the Caribbean, it hopes to expand its offerings with a strong showing in Europe.

"We are thrilled to launch this collection of luxury vacation rentals in new markets across the globe," said Alexandra Baradi, owner and CEO of Exceptional Villas, in a statement. "Each of our high-end homes has been handpicked and chosen because of their unique design and exceptional luxury."

"We bring all our guests the unwavering certainty of hand-picked and vetted properties as well as a complimentary concierge service that organizes every detail of our client's vacation," she said. "We have a policy of going the extra mile for our clients, and the result has been an increase in repeat and word-of-mouth business."

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A post shared by Exceptional Villas (@exceptional\_villas) on Sep 15, 2018 at 4:09am PDT

### *Exceptional Villas*

Europe is still overwhelmingly the preferred travel destination of the world's wealthy travelers, which is why Exceptional Villas is moving into the region. However, non-European countries have also seen significant gains in popularity.

Luxury travel agency Virtuoso looked at the bookings of its many affluent travelers to determine which destinations will be the most popular for wealthy travelers in the coming summer. While the United Kingdom was the number one country, other places outside Europe such as South Africa and Canada made it to the top five ([see story](#)).

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