

Southern Rentals & Real Estate Wraps Up Strong Fall Break Season

Local property management company sees strong bookings across several weeks in October

DESTIN, Fla. – October 29, 2019 – It’s no secret that fall is the best time of year to visit the Gulf Coast, with warm weather, clear skies, and a variety of exciting activities to experience. Although this time of year is generally considered the off-season, Southern Rentals & Real Estate saw a spike in bookings for visitors coming to the Gulf Coast in their vacation rentals division. The company is proud to report a strong 2019 fall break season, showing higher revenue for property owners with stronger occupancy numbers.

Southern has seen a trend in fall break vacations developing over the last several years and anticipates that the season will continue to bring in guests. While guests visit from all over the country, Southern saw the largest influx from feeder markets including Alabama, Georgia, Indiana, Kentucky, and Tennessee. This is attributed to lower rates than summer months and the quick turnaround of fall break soon after the start of the school year.

“Our success is attributed to strong teamwork and synergy from our Marketing and Client Care teams,” said Joe Casal, Client Care Director for Southern Rentals & Real Estate. “Deep understanding of our areas and the needs of our guests allow us to tailor each individual experience. From returning guests to first-time visitors, we welcome everyone who is staying with us for an incredible fall break here on the Gulf Coast.”

While summer is certainly the most popular time of year to take a vacation, more and more travelers are heading to Northwest Florida and Coastal Alabama for a fall vacation. Known as “fun and festival” month along the Gulf Coast, many local organizations recognize the economic advantages to hosting events in the off-season. Activities like the Destin Fishing Rodeo, the Pensacola Seafood Festival, Harvest Wine and Food Festival on 30A, and Gulf Shores’ National Shrimp Festival bring in visitors from all across the region. The fun continues at the end of October and into November with the Gulf Shores 11th Annual Oyster Cook-Off, of which Southern is a sponsor.

Despite such a strong upward trend in fall break bookings, Southern is proud to report no momentum has been lost, as the company continues to generate bookings for the holidays and into 2020. To start planning your own sweet Southern vacation, visit [SouthernResorts.com](https://www.southernresorts.com).

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Southern Rentals & Real Estate is a leading provider of vacation rentals, residential leasing, real estate, and property management services in Northwest Florida and Coastal Alabama. Southern represents approximately 1,200 vacation rentals in 30A, Destin, Ft. Walton Beach, Gulf Shores & Fort Morgan, Navarre Beach, Orange Beach, Panama City Beach, Pensacola Beach, & Perdido Key, as well as approximately 1,000 long term rentals and valuable real estate opportunities. Established in 1995, the company is locally-owned and operated. For more information, visit [GoSouthern.com](https://www.gosouthern.com)