

# Lacure Villas Introduces Novel Instant Online Booking Feature

*Luxury Villa Rental Agency, Lacure, Announces the Launch of An Exclusive Collection of Luxury Vacation Rentals Available for Instant Online Booking*

TORONTO, ONTARIO, CANADA, August 8, 2024 /EINPresswire.com/ -- Leading Luxury Villa Rental agency, [Lacure Villas](https://www.lacurevillas.com), formally announced the recent launch of its newest offering this week, which consists of an instant online booking platform and digital payment portal linked to a select collection of rental villas.



Lacure beachfront villas offer top amenities in spectacular destinations

Online booking through Lacure is currently available for a relatively small cross-section of the agency's properties in Mexico, The Caribbean, and Greece. Nevertheless, Lacure management has outlined plans to grow the collection in the coming months, as part of a broader initiative to modernize the industry, while simultaneously appealing to a wider audience of luxury travelers.

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Lacure Villas is one of the oldest, most well-respected players in the space, and we're using modern technology to revolutionize the online luxury villa rental business.”

*Leif Holtzman - CIO*

For more than 40 years, the Lacure brand has epitomized exclusive luxury travel. Founded in 1979, the legendary Canadian villa firm has been the go-to purveyor of luxury vacation rentals for a list of world-renowned A-list celebrities and award-winning artists and athletes, many of whose names line the Hollywood Walk Of Fame, and likenesses adorn the halls of Madam Tussauds.

From Superbowl half-time show headliners and Hall-of-Famers to supermodels, tech moguls, film stars, and well-

known reality T.V. personalities, Lacure's seasoned staff is no stranger to catering to the unique preferences, needs, and often difficult-to-meet demands of some of the world's most successful people. Moreover, in addition to its high-profile clientele, Lacure is the preferred villa agency of a

large, devout tribe of not-so-well-known businesspeople and high-net-worth individuals.

Despite its impressive rental offering, the firm's reputation for excellence was not solely built on the back of a phenomenal collection of carefully curated exclusive luxury properties, which spans 5 continents and includes everything from charming European lakefront villas to spectacular multi-home estates in the Caribbean, private islands, historical hilltop castles, oceanfront hideaways in Southeast Asia, and more.

Instead, Lacure's longevity, notoriety, and impressive client list, are undoubtedly the product of an unwavering commitment to white-glove treatment and unparalleled concierge service, which has set the organization apart from its competitors for several decades. Simply put, the Lacure name is, in every way, synonymous with excellence.

Unfortunately for some, high standards, top-notch properties, and world-class bespoke services come at a hefty price, which many travelers are either unwilling to pay, or unable to afford. Additionally, unlike the hotel industry, or other mass-market vacation rental platforms such as Airbnb, Booking.com, and VRBO, to name a few, the business of high-end luxury villa rentals typically involves quite a bit of back and forth, in the way of price negotiations, special conditions, specific client requests, piecemeal add-on services, complex paperwork, wire transfers, and lengthy rental agreements.

While these inconveniences are not unique to Lacure, the experience of renting a villa is undeniably significantly more daunting than the relative ease of booking a first-class flight or a top-tier hotel online.

That is why Lacure's recently launched collection of [instantly bookable villas](#), amounts to a revolutionary move, in an industry that still operates almost entirely on an inquiry-only basis.

In a world where technology is evolving at breakneck speed, online financial transactions have become the norm and self-serve digital platforms are replacing entire economic sectors and full-service industries. Many traditional luxury travel businesses are struggling to stay relevant and fighting to stay afloat in this rapidly changing environment.

Lacure, however, has risen to the challenge by broadening its vision, drastically improving its technology, and setting its sights on a new generation of luxury travelers. Luxury travel enthusiasts who value their time and seek an easier way to book a high-end holiday, but who are unwilling to sacrifice quality and service for convenience, will no doubt take advantage of this novel offering as it continues to expand in the months and years to come.

Leif Holtzman

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