Trade to Travel

Five Friday Favorites

August 28, 2026

In August of 1991 (in the same week the World Wide Web became publicly available), I was vacationing with my amazing mother, Vaniene Hardy, and her best friend, Betty Magee, on the Outer Banks of North Carolina when Vaniene had the brilliant idea to start a club for owners of vacation properties so they could trade vacant weeks in their properties for stays in members' properties worldwide.

A few days later, she called Betty who answered the phone saying, "Good morning, Trade to Travel, how may I help you?"

With that, Trade to Travel (TTT) was born.

Vaniene and Betty agreed to get together once each week to do "ONE THING" to forward the creation of their dream company. Betty was TTT's first President and I managed its first offices.

Trade to Travel was the first vacation home exchange and the first luxury home exchange, boutique hotel exchange, and non-reciprocal exchange using points.

15 years ago, Virgin Airlines' Voyeur magazine said, "Trade to Travel (TTT) is a trend that will change the way people travel, it is an up-market 'you wish' kind of experience. Swaps with TTT are on everyone's wish list."

Owners of many of the world's most outstanding hotels have been members for decades.

The beautiful Hotel St. Paul in the heart of Paris (featured below) has been welcoming members of TTT since 1995. Ideally located in the Latin Quarter between Saint-Germain-des-Prés, the Sorbonne, Notre Dame, and the Luxembourg Gardens, it was a XVII century residence, now owned by Marianne Oberlin who is the 4th generation of the same family of hoteliers who have maintained the high standards of this bijou dwelling. An excellent breakfast is served in the striking vaulted cellar.

We offer a spectacular diversity of accommodations.

Options include a waterfront villa with pool on a private island in Bermuda (featured below). The owner was our 8th member. Years before most people heard of the internet, she somehow heard about TTT through the grapevine as word-of-mouth spread about the revolutionary idea. She called to invite Vaniene and Betty to a cocktail party at her villa to introduce her friends to TTT.

A couple of weeks later, word of TTT crossed the Atlantic Ocean and we received a call from the owner of Lumley Castle in England who said, "I hear you ladies have a great idea."

All these years later, TTT is still a great idea and we're still growing and serving happy members globally.

Today's five fabulous favorites are available for exchange using points in Paris, Bermuda, Australia, Spain, and Brazil.

Please let us know if you would like to visit these or other members' properties, or if you have available dates you would like to trade in your vacation property for stays in luxury homes and villas, boutique hotels, resorts, spas, castles, chateaux, penthouses, private islands, yachts and megayachts.

Thank you so much and we wish you a wonderful weekend!

All the best,
Leah

Hotel St. Paul
Paris, France
T198
TTT Member for 31 Years!

Hamilton, Bermuda
T008
TTT Member for 35 Years!

Noosa Beach Retreat
Noosa North Shore, Australia
7154
New to Trade to Travel!

Sea View Designer Home
Palma, Spain
7153
New to Trade to Travel!

Oceanfront and Beach House
São Paulo, Brazil
7146
Available August 28 - December 15, 2026

"Give us a week and we'll give you the world!"

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