



FOR IMMEDIATE RELEASE

The Lodge at Moosehead Lake Launches New Website

Greenville, ME March 2010 – A new website was just launched for the Lodge at Moosehead Lake. “When things get tight, it becomes even more important to invest in marketing efforts,” stated Linda Bortis, Owner of the Lodge. “We know that the Internet is the primary way guests find us, follow-up by referrals. We didn’t believe our website was making the first impression we wanted so it was time for an overhaul. We needed to have the foundation in place before we jumped into more social media and we considered that foundation to be a great website - not just a good website. We interviewed many photographers and web developers before we picked Jumping Rocks photography and White Stone Marketing. Their references were amazing, not just from a quality perspective but delivering increased revenue. In the world of small hospitality properties, as for most small businesses, the Internet is the Great Equalizer. It has brought more democracy and more opportunity to more people in a more profound way than could have been imagined even ten short years ago.”

“We are the only lodging in inland Maine that provides an authentic North woods experience in the lap of luxury,” added Dennis Bortis. “The Lodge is the alternative to the old Mt. Kineo House from so long ago. It’s this story that became the communication message we want the lodge to be known for.”

Worldwide, a quarter of all travel bookings in 2009 were made online. And in the US, the number of main-street travel agencies has halved in the past decade as travelers go straight to the web.

The Lodge website provides large images of the rooms, common areas, grounds and the many activities that will consume a guest’s day in the Moosehead Lake area. The Lodge at Moosehead Lake is clearly an adventure destination. We are here to provide the full experience and make the process of scheduling time at the lodge easy and welcoming. Our reservation system is real-time and 24/7. No more waiting for a response to confirm your reservation at the Lodge at Moosehead Lake.

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About The Lodge at Moosehead Lake:

The Lodge at Moosehead Lake is inland Maine's only AAA Four Diamond Award property and has maintained that rating since 1994, and a Condé Nast Johansens' North America Award of Excellence lodging establishment. The Lodge is a proud member of Select Registry, a group of exceptional inns of North America, Karen Brown's "Most Romantic" Inn Reader's Choice Award of 2008, *Down East*, magazine's BEST of Maine for 2008 for Lakeside Romance and *Boston* magazine's New England Travel & Life's recent recipient of the 2007 BEST of New England. The Lodge has been singled out from among all the businesses in the lodging category by *Boston* magazine's editors. The Lodge is also featured in the *1000 Places to See in the U.S.A. & Canada Before You Die* page 29 – by Patricia Schultz and most recently the Lodge was a finalist for Most Excellent Romantic Hideaway by Condé Nast Johansens. The Lodge was also in Andrew Harper's Hideaway Report 2005 Grand Award Winner in the 26th annual Hotel of the Year



Please visit <http://www.lodgeatmooseheadlake.com> for more information.

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