



**ResortsandLodges.com**<sup>®</sup>  
FOR BUSINESS

**For Immediate Release**

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## ResortsandLodges.com Launches Digital Marketing Agency

**Minneapolis - May 25, 2016** - ResortsandLodges.com announced today the public launch of ResortsandLodges Business Solutions, a digital marketing agency that provides marketing solutions powering the online presence of independently owned resorts and lodges worldwide. This new division further expands the company's core mission to "level the playing-field" so that small lodging companies can better compete against corporations like TripAdvisor and Marriott.

"Over the last 18 years ResortsandLodges.com has been a trusted marketing partner for over 2,000 unique lodging companies worldwide. Business Solutions is our next step in harnessing the power of modern digital marketing to maximize repeat online brand interaction for our clients. We are putting our clients into Facebook, Google, and their guest's inboxes in ways they have never been before." ResortsandLodges CEO Ryan Bailey

Business Solutions Team Leader Cooper Buss explains,

"The buyer's journey in the travel industry averages about 90 days and is filled with hundreds of micro-moment interactions leading up to a decision. Our managed services strategically and repeatedly place our client's brand in the buyer's path, nurturing their digital relationship with a buyer to drive them towards conversion. This process is entirely data driven and we constantly refocus our services based on developments in marketing tech."

ResortsandLodges Business Solutions currently serves a broad spectrum of clients, ranging from bed and breakfasts like the Three Stallion Inn in New Hampshire to large resorts with diversified offerings like ACE Adventure Resort in West Virginia.

Heidi Prior, Director of Marketing for ACE Adventure Resort says,

"I chose to partner with ResortsandLodges Business Solutions because they were some of the first folks to really understand my thirst for moving quickly to a more data-based, digitally-focused approach to reaching new guests. After just a few months of working with them we've seen our metrics move in a positive direction very quickly. Not only is the ResortsandLodges team friendly and professional, but they are extremely intelligent

and up to date on modern marketing techniques. They've been a pleasure to work with and hearing a MN accent through the phone from time to time is just an added benefit."

**About ResortsandLodges.com**

ResortsandLodges.com® is a comprehensive online resource for leisure travel with access to unique accommodations worldwide. Founded in 1998, ResortsandLodges.com was one of the first major leisure travel sites established on the Internet. Over the years, ResortsandLodges.com has received numerous awards and accolades for web design, outstanding usability, fast page loading speeds, and skillful information display.

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