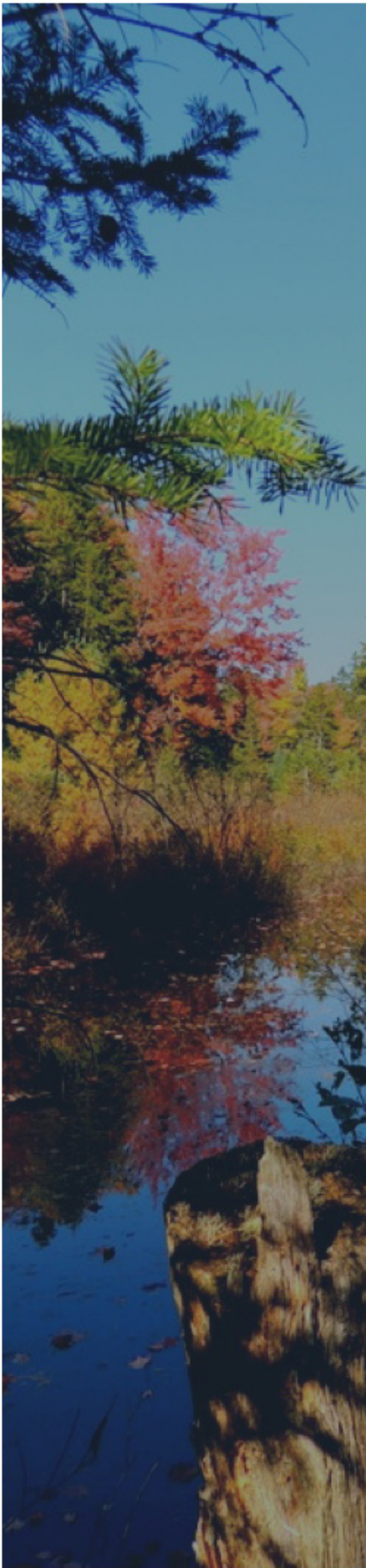


New Hampshire Resort Increases Off-Peak Season Group Business

with



Resorts and Lodges.com[®]



OVERVIEW

Located at the base of a popular New Hampshire ski destination, The Mountain Club on Loon provides great accommodations for those looking to hit the slopes. Skiing isn't the only experience that The Mountain Club on Loon offers to its guests. Throughout the year, guests can enjoy outdoor activities around the property making it a highly sought after White Mountain vacation destination and if a guest is looking to leave the property, The Mountain Club on Loon is within walking distance of many Lincoln, New Hampshire attractions.

With an array of activities on or near the property, The Mountain Club on Loon looks to attract groups of all sizes, whether it is for a ski weekend, a corporate event, or a couple looking to share their special day with their loved ones. While making group travel a focus point, The Mountain Club on Loon underwent a \$9M renovation to make sure they're providing their guests with the best experience possible.

With the success they've seen, The Mountain Club on Loon is looking to help leaders and managers become high performing executives by hosting a two-and-a-half day program known as the Hospitality Leadership Institute. The goal of this program is to teach the practical tools and methods needed to reach an optimum level of organizational performance.

THE GOAL

The Mountain Club on Loon was looking to drive a larger affluent travel audience directly to their website from ResortsandLodges.com. The Mountain Club on Loon was also looking to utilize deals & packages to attract travelers year round without having to pay large commissions by running their deals on third party networks.

TYPE

Family, Golf, Meeting, Reunion, Wedding, Nature, Fishing, Romantic, Ski/Snowboard, Luxury, Mountain, Health, Holiday, Spa

TARGET



STATE	VISITORS	PAGES OF CONTENT
NEW HAMPSHIRE	251K	526
REGION		
WHITE MOUNTAINS	94K	1,530
TOP FEEDER CITIES		
NEWTON	BURLINGTON	CAMBRIDGE
BOSTON	NEW BEDFORD	MILTON
NEW YORK	DARTMOUTH	

PRODUCTS

Platinum Business Listing



FROM \$129



The Mountain Club on Loon

Lincoln, New Hampshire

[view](#)

THE NUMBERS

(April 12, 2015 - January 12, 2016)

Units: **117**Total Branded Impressions: **63,160**Total Branded Landing Page Visits: **29,429**Total Website Visits: **3,631**Total Calls and Inquiries (Leads): **233**TOTAL INBOUND LEAD VOLUME: **\$162K**

Content Marketing

1. Top Lists



NUMBER 1

Top Loon Mountain Lodging



NUMBER 1

Top 10 New Hampshire Family Lod...



NUMBER 2

Top White Mountain Family Lodging

2. Deals & Packages



Ski & Stay Getaway

Only
\$160

Travel Dates: December 1, 2015 to March 31, 2016

Deal Expires: March 31, 2016

Source: The Mountain Club on Loon

Spotlight Article



Adventures for all Ages at The Mountain Club on Loon

By: Adam Wozniak posted Fri, May 30, 2014

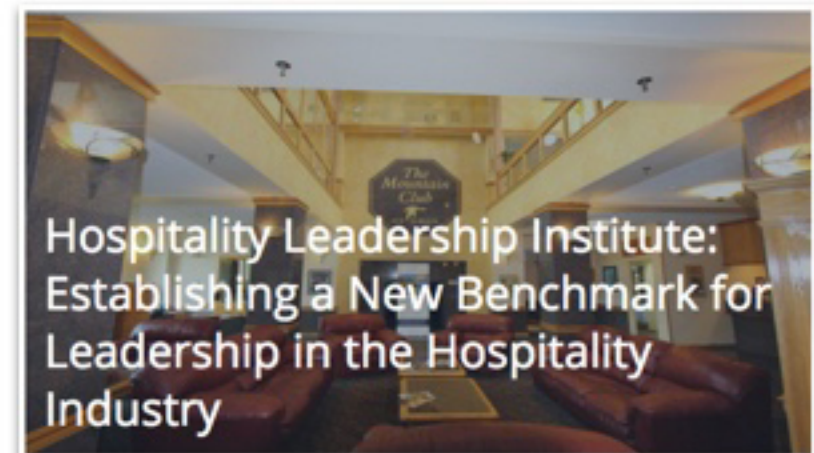
Log In G+1



The White Mountains carve a ruggedly beautiful path through New Hampshire's idyllic landscape. Pristine peaks wander along lush woodlands, roaming rivers, and expansive valleys. This surplus of natural splendor provides outdoor adventures for all ages.

And, your White Mountain center for family fun is The Mountain Club on Loon. Showcasing a slew of activities, an attraction-adjacent location, and an array of amenities, this New England nook is

Blog Post



Hospitality Leadership Institute: Establishing a New Benchmark for Leadership in the Hospitality Industry

By: Thomas Schultz posted Wed, Dec 9, 2015

Log In G+1

When it comes to being a leader in the workplace, there are many opinions and strategies that people tend to embrace. Whether you lead by example or you delegate to your employees, each strategy and theory has its benefits and limitations. With so many options for direction in management and leadership in the hospitality industry, it can be difficult plotting the best course for you and your company. Have you ever looked for a comprehensive and hands-on management development program and found very little for options? Let your search come to a close with the Hospitality Leadership Institute at The Mountain Club on Loon. This two-and-a-half day program is built for leaders and managers that are looking to become high performing executives. The program utilizes a wide range of discussions, team activities, case studies, and presentations to help you learn what

CONCLUSION

With a Platinum Business Listing and targeted content marketing, The Mountain Club on Loon was able to drive a new affluent travel audience directly to their website from ResortsandLodges.com. The Mountain Club on Loon has been able to promote different deals & packages throughout the year, and boost their midweek business by driving corporate groups during off-peak times for the property.