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ResortsandLodges.com[®]
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ResortsandLodges.com Launches New Website for Blue Harbor Resort, Spa & Conference Center

New and Improved Website for Leading Resort on Lake Michigan

Minneapolis, MN – January 30, 2015. – ResortsandLodges.com, a leading provider of advertising, website services, and software for unique lodging, continues to expand its interactive marketing presence with the recent launch of the Blue Harbor Resort, Spa & Conference Center website, www.blueharborresort.com. The new website brings fresh branding and new functionality to improve the customer experience.

“ResortsandLodges.com exists for the independent property, to help them level the playing field with distribution and software,” said Courtney Saaf, Manager of Web Services at ResortsandLodges.com. “Our Website Services team has put together a completely responsive website that is world-class, easy to navigate, and extremely user friendly. Our core focus for Blue Harbor was to enhance an already high performing, well optimized site with a goal of driving more online conversions and direct bookings across all devices. Once again, we are able to deliver compelling online and ecommerce solutions for the independent property.”

Additional features of the stylish website include improved imagery, refreshed copy, an intuitive layout, and enhanced mobile online booking capabilities.

“The new website brings innovative user interface and design expertise that our group and leisure guests will appreciate. We are confident that the new website represents the first class experience our guests will receive at Blue Harbor Resort, Spa & Conference Center,” said Resort Vice President and General Manager David Sanderson.

About Blue Harbor Resort, Spa & Conference Center:

The 244 all-suite Blue Harbor Resort, Spa & Conference Center is the #1 resort on the beautiful Western shore of Lake Michigan. This Classic Lakeside Resort and Victorian style landmark is a favorite for leisure travelers and groups because its proximity to Chicago, Milwaukee, Green Bay and other gateway cities. Guests enjoy a warm welcome and a spectacular view of Lake Michigan, as well as upgraded 17,000 square feet of function space for business meetings, weddings and other special events. In addition to 180 suite accommodations, Blue Harbor

offers 64 well appointed two and four bedroom villas. The resort's newly expanded Reflections Spa and Salon features signature treatment from a full selection of body wraps, massages, couples massages and facials. For dining, unwind at the beautiful lake-view Latitude's Restaurant with its Chef's menu inspired by regional fare. Other culinary options include a sunrise Breakfast at the Beacon Restaurant, or a happy hour cocktail at On the Rocks Lobby Bar, all with stunning views. Activities include a stroll along the lakefront, a visit to the area's charming boutiques, fun in Breaker Bay Waterpark with the resort's new indoor surf simulator, a selection of daily resort activities, and other pastimes including golfing, sailing, stand up paddle boarding and fishing.

About ResortsandLodges.com:

Our mission at ResortsandLodges.com is to level the playing field for the independent property. We do this by offering affordable advertising, marketing services, property management software, and sales/marketing revenue optimization software. Our products include List, Advertise, Book, Website, TrackPM Property Management software, and TrackPulse Revenue Optimization software - big business technologies at a small business price. ResortsandLodges.com has thousands of independent property customers worldwide consisting of unique resorts, lodges, vacation rentals, inns, villas, ranches, rv resorts, and bed & breakfasts. Founded in 1998, ResortsandLodges.com was one of the first major leisure travel sites established on the Internet.

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