



BEST
SUMMER
EVER

America's Premier Wilderness Resort





Agenda

- 03 Overview
- 04 Objectives and Goals
- 05 Target Audience
- 06 Events & Activities
- 07 Closing

Overview

Are you ready for the best summer ever? Big Cedar Lodge is a top-of-the-line luxury resort located in Ridgedale, Missouri. The world class resort spans over 4,600 acres and boasts multiple golf courses, marina's, restaurants, a spa, health and fitness center, fishing, and outdoor escapades.

The resort is surrounded by the Ozark Mountains and Table Rock Lake. The rustic, luxurious charm of the facility will be the perfect backdrop for a multitude of memories for the entire family this summer.

An abundance of activities have been painstakingly planned for guests to create the best summer their family has ever had. If guests are looking to step away from the hustle and bustle that life is then sit back and soak up the surrounding views and enjoy some time on the lake.

Water sports abound with plenty of great fishing spots or exploring on boats on beautiful Table Rock Lake. Miles of outdoor hiking is waiting to be explored.

Adventure awaits.



Objectives and Goals

Memories: Create, Promote and Deliver

Goal # 1 Create

Remember the days when summer was not so jam packed with activities. It is a fast-paced world we live in. Our goal is to create events and activities that remind our guests how much fun spending time together can be to create the Best Summer Ever.

Goal # 2 Promote

We will promote The Best Summer Ever in local print publications including 417 Magazine. Heavy presence on our own Big Cedar Lodge website as well as tourism and traveling internet sites. Intense focus will be on attracting clients from surrounding states while still fanning out across the United States. Social Media outlets including Facebook and Instagram will cater to the target audience demographics we have identified.

Goal # 3 Deliver

A plethora of activities, like paddle boat fishing, terrarium workshops, glow ball, cooking wars, summer dance parties and the Ozark Olympics will fill families' days and hearts. Over 45 different activities to choose from to create the adventure of a lifetime for the ones you love while strengthening the ties that hold our families together. Specialized suggested itineraries have also been created for those families who want the planning to be done so they can get right to making memories.



Target Audience

Creating core memories across the generations



Target Audience #1

Our main target audience is families. Families that are looking to plan a great adventure year after year with their children



Target Audience #2

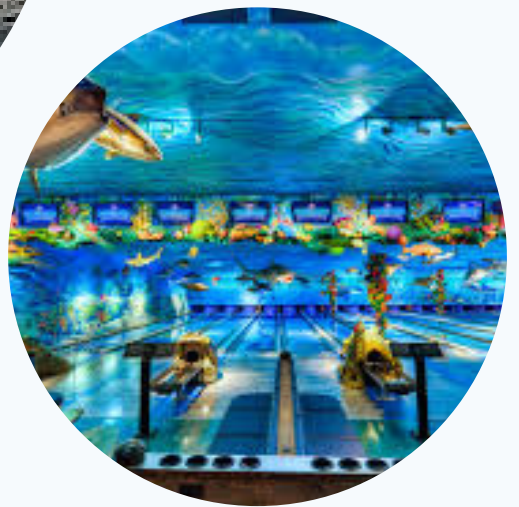
Grandparents are also a key target demographic. Perhaps they visited the lodge with their own children and now wish to create those memories with grandchildren.



Target Audience #3

Lastly, if we can target the young couples who may be looking to start a family in the near future then we can potentially build repeat guests.

Events & Activities





BEST
SUMMER
EVER

Thank you!