

## **FOR IMMEDIATE RELEASE**

Contact: Amy Toosley  
Allison & Partners  
amy@allisonpr.com  
(619) 533-7976

### **Lake Powell Resorts & Marinas Announces New Programs to Celebrate the Best Houseboating Season in Recent History** *Services offer guests unprecedented level of customer care*

**Page, Ariz. – (March, 2008)** – Lake Powell Resorts & Marinas, an ARAMARK-managed property, is offering two new programs to houseboaters just in time for the start of the 2008 season. The programs offer vacationers a new level of customer service leading into what promises to be the best season on the lake in years. The two programs, an upgraded concierge service and “Meals on Board” take the worry out of vacation planning and allow guests to relax from the earliest stages of preparation all the way through the end of their trip.

#### **Upgraded Concierge program**

An upgraded concierge service is launching for the 2008 houseboating season. Lake Powell Resorts & Marinas has offered concierge services to their guests since 2006, but this year the program has been taken to the next level. All customers booking houseboating vacations are assigned one point of contact to assist them throughout the entire vacation-planning process. Their “chief steward” conducts regular phone calls leading up to the trip, meets them at the dock for boarding, provides instruction time on the boat and greets them at the end of their voyage.

“Guests really benefit from the personal attention their concierge is able to offer them,” Dan Resmondo, district manager of Lake Powell Resorts & Marinas said. “Your personal concierge knows all the details of your booked vacation and is able to make recommendations on arrival details, provide ideas on what to bring and make suggestions about what can make your time on Lake Powell even more enjoyable.”

#### **Meals on Board**

The second program launching, April 1, “Meals on Board”, gives vacationers the opportunity to pre-order the meals for their houseboating trip. All meals are prepared by Lake Powell Resorts & Marinas’ award-winning professional chefs and are well-balanced, restaurant-quality and made of the freshest ingredients. They are delivered to the houseboat just before departure and stored in temperature-controlled coolers until guests are ready to prepare them. The meals include main courses, side dishes, desserts and condiments.

There are three tiers that customers can choose from with “Meals on Board.” The first tier, Market Menu, is unprepared food products with no preparation prior to departure, the next, Gourmet Menu is 50 percent complete and requires some preparation, and the Cordon Blue Menu, the third tier, is 90 percent prepared and requires little-to-no preparation. Meals include such delicacies as citrus marinated salmon for dinner, buffalo burgers on Kaiser rolls for lunch and ham and cheese breakfast burritos to start the day.

“Lake Powell Resorts & Marinas is always looking for opportunities to enhance our customer’s experience,” said Resmondo. “The Meals on Board program allows our guests to spend more time relaxing and enjoying their houseboating experience and less time in the kitchen. Plus, they are able to receive the high-quality food that our lodging guests experience when visiting our resort restaurants.”

The two new programs provided by Lake Powell Resorts & Marinas punctuate what promises to be a captivating season at the lake. With increased snowpacks throughout the West, water levels at the lake are expected to rise higher than they have in years. In fact, the Castle Rock Cut, a shortcut route from Wahweap Marina to popular Lake Powell destinations, is anticipated to open for the first time in five years. The shortcut saves boaters 12 miles of travel between Wahweap Marina and uplake destinations such as Rainbow Bridge National Monument, Padre Bay, and Warm Creek Bay.

Lake Powell Resorts & Marinas provides houseboat and powerboat rentals, lodging and tours to Rainbow Bridge National Monument. To book a houseboat vacation or for more information, call (888) 486-4665 or log on to [www.lakepowell.com](http://www.lakepowell.com).

Lake Powell Resorts & Marinas, managed by ARAMARK, is an authorized concessioner of the National Park Service, Glen Canyon National Recreation Area.

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