



David Mayfield

Red Carpet Professional

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801-788-4613

Serving The Hospitality Industry for Over 12 Years.
Personally Working with 1500+ properties.





ResNexus Trends

3600+ Clients and Growing.



EASY-TO-USE SOFTWARE



Guest Experience

RV PARK

HOME | RATES | FACILITIES | MAPS | ACTIVITIES | CONTACT

SAMPLE ONLY

ARRIVE

GUESTS

DEPART

08/04/2017

2

08/05/2017

August

SUN	MON	TUE	WED	THU	FRI	SAT
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

Arrive Depart No Vacancy Need Help?

1

2

Adults: 2 Children: 0


Site Style: ☐ Pull Through Site ☐ Back In Site ☐ Tent ☐ Storage

Electric Hookups: ☐ Full Hookups (Water, Sewer, Electric) ☐ 50 AMP

RV/Vehicle Length (ft):

SEARCH Reset

65' PULL THROUGH (11 AVAILABLE) 1 day for \$67.00 BOOK



This is a pull through RV site which makes it easy to get in and out of without having to back in. It accommodates up to 65 RV's with tow vehicles.

ABOUT THIS SITE

- Pull Through Site
- Full Hookups (Water, Sewer, Electric)
- 65 (65)
- 50 AMP
- Free Wireless Internet
- Cable TV
- Barbeque Grill
- Picnic Table

SITES

OUR MAP

ADD TO YOUR STAY

SPECIAL OFFERS

GIFT CERTIFICATES

USD (\$)

Arrive: 8/4/2017

1

 Depart: 8/5/2017

2

 Adults: 2 Children: 0


Site Style: ☐ Pull Through Site ☐ Back In Site ☐ Tent ☐ Storage

Electric Hookups: ☐ Full Hookups (Water, Sewer, Electric) ☐ 50 AMP

RV/Vehicle Length (ft):

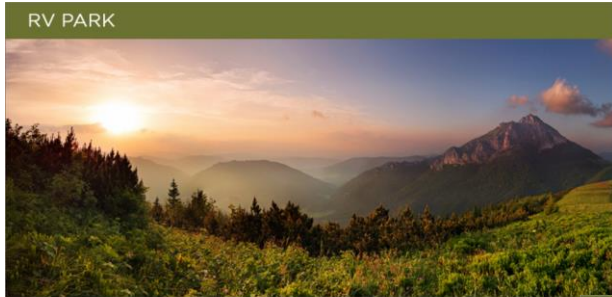
SEARCH Reset

OUR MAP



Map showing RV sites, parking, storage, and rentals. Sites are numbered and color-coded. Facilities include storage, parking, and rentals.

Innovation



We Hope You Enjoyed Your Stay

Thank you for choosing RV Park Sample. We were delighted to have you stay with us. We know you have many choices when making your getaway decisions. Please share with us and future guests what you enjoyed most about your stay.

If you have any feedback or suggestions on how I can make your experience even better, please direct them to my email at samplerpark@resnexus.com.

We Look Forward to Seeing You

We have your campground all set and reserved for you.

Is there anything special you wanted or needed before your arrival? Don't forget to check out our special retail offers. We have a vast selection of things to do here in Salem. Please see our attractions section below. If you need help planning any of these events or outings let us know and we will be happy to help.

DATE OF ARRIVAL:	DATE OF DEPARTURE:	ESTIMATED ARRIVAL TIME:
Thu, 4/6/17	Thu, 4/13/17	7:30 PM

Operations: Yield Management

RESNEXUS SETTINGS

Yield management indicates when rates should automatically adjust based on occupancy or how close to the stay date.

YIELD MANAGEMENT RULES:

WHEN	ACTION	SITE CLASS	STARTS	ENDS
<input type="checkbox"/> Occupancy between 70% and 89% (All Days of Week)	Mark up base rate 5%	All Sites	4/13/2016	12/31/2030
<input type="checkbox"/> Occupancy between 90% and 100% (All Days of Week)	Mark up base rate 10%	All Sites	3/5/2015	12/31/2030

ADDREMOVE

[SITES](#)[OUR MAP](#)[ADD TO YOUR STAY](#)[SPECIAL OFFERS](#)[GIFT CERTIFICATES](#)[FAQ](#)

MAKE YOUR STAY EVEN MORE MEMORABLE!

10% off if you are Good Sam's member
[\(more details\)](#)

ADD +10% Off

Want to make a campfire. We have fire...
[\(more details\)](#)

ADD +\$8.00

Includes everything you need for the s...
[\(more details\)](#)

ADD +\$10.00

We have all you need.
[\(more details\)](#)

Need a new toothbrush? Have you run ...
[\(more details\)](#)

Get everything you need to enjoy the gr...
[\(more details\)](#)

RED CARPET SERVICE



Jona Gottlieb reviewed Reservation Nexus — 5★
June 13 · 🌐

Thanks!! You are always quick to respond and helpful when I need it.



Share



Grayson Dole reviewed Reservation Nexus — 5★
May 2 · 🌐

We have a 49 site RV park with tent camping and partial hook ups. The Res Nexus staff were very helpful with our setup and have been helpful as we adjust and manage our reservation system. This system makes it easy to have a good looking, easy to use online reservation system!



Share

Reservation Nexus likes this.



Patti Rommel reviewed Reservation Nexus — 4★
January 8 · 🌐

Our use of the Resnexus system is for an RV Park. We came under new management and had been using the Campground Manager system for years. Our new owners introduced us to the Resnexus system, and I can't figure out what to do with all of my free time now...the system is detailed, accurate, user-friendly, and since it is web-based, can be used from any location that can access the web! There are a few things that indicate the system was originally designed for B&B's, but I certainly appreciate the attention given to bringing RV parks online and addressing their specific needs. I look forward to Resnexus' improving the system even more!



Share



Eric Isenhardt reviewed Reservation Nexus — 5★
July 29 at 8:55pm · 🌐

I'm a project manager for the Truckee Donner Land Trust and Austin Hathaway who works for ResNexus was instrumental in helping our Land Trust develop a reservation platform for our newly revitalized property in the high Sierra with regard to our one of a kind campground. From discovery, to design, and from implementation to ongoing support, ResNexus has been a critical partner in providing a platform for our project to succeed. Their customer service and relationship management skills are top notch. Many thanks to the ResNexus organization and to Austin Hathaway first and foremost. Looking forward to our continued work together.



Share

The New Customer Trend

"You used to think of RVs and think of the cigar-smoking grandpa and the retired couple... not anymore."

- In 2018, 44% of RVer's/campers were millennials
- 60% of all campers use tents and 22% use RVs



Millennials take the most trips

Millennials are the leaders in both business and personal trips, taking an average of 2.9 personal trips and 1.6 business trips. They are also more likely to take bleisure trips, business trips that extend into leisure travel.



Indicators for Future Growth

- **RV ownership has reached record levels.** More than nine million households now own an RV – the highest level ever recorded – a 16% increase since 2001 and a 64% gain since 1980.
- **Population and demographic trends** favor long-term RV market growth. Buyers aged 35-54 are the largest segment of RV owners.
- **Baby boomers entering retirement.** RV sales are expected to benefit as aging baby boomers continue to enter the age range in which RV ownership has been historically highest.



Reasons for Industry Growth

- RVs support a balanced and active lifestyle
- RV ownership and travel is a great value
- RVs have uses as diverse as the people who own them
- Shorter trips closer to home.



Yield Management:

Understanding the Laws of Supply & Demand





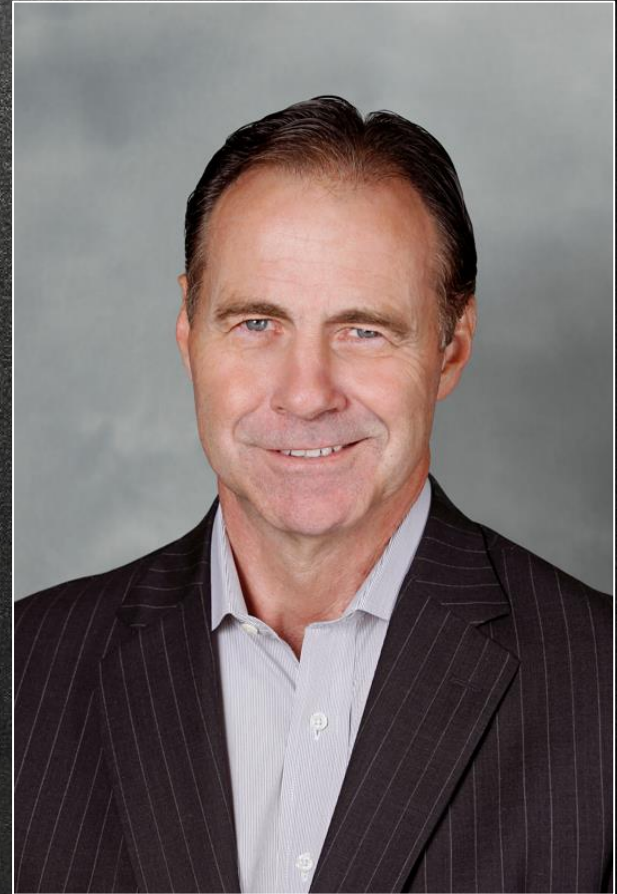
**64% off all business in America
lose money or break even.**

"Revenue Management ensures that companies will sell the right product to the right customer at the right time for the right price."

—Robert Cross

Best selling author of “ Revenue Management: Hard-Tactics for Domination” 1/1997

Labeled the "Guru of Revenue Management" by The Wall Street Journal



Revenue Management Definitions

Revenue Management is an inclusive term that describes the use of the following pricing techniques and tactics.

Variable Pricing:

The practice of assigning price based on different elements of value.

Example:

Premium Sites. Large Site, Closest to the lake or beach.

Dynamic Pricing:

Changes in price occur due to repeating events which affect supply and demand.

Example:

Seasons, weekends, holidays, and large entertainment events.

Yield Management:

Strategic price changes to match fluctuations in supply and demand.

Example:

80% Occupancy = Increase Price.

30% Occupancy = Decrease Price.

Basic Forms Of Yield Management and Dynamic Pricing

- Higher rates on weekends
- Seasonal Rates (summer, winter, holidays & shoulders)
- Minimum night requirement (smart minimum nights)
- Sliding Rates (longer stays receive a discount)
- Next Step Yield Management

Hospitality Terminology

Rev = *“Revenue”*

ADR = *“Average Daily Rate”*

BAR/Rack Rates = *“Best Available Rate”*

Compset = *“Competitive Set Rates”*

OCC = *“Occupancy”*

Yellow Campground

Gave Discounts

Occupied Sites 100

ADR \$27.00

BAR \$27.00

Rev \$2,700.00

OCC 100%

Green Campground

Manually Increased

Occupied Sites 50

ADR \$80.00

BAR \$49.00

Rev \$4,000.00

OCC 50%

Blue Campground

Using Yield Management

Occupied Sites 80

ADR \$59.00

BAR \$39.00

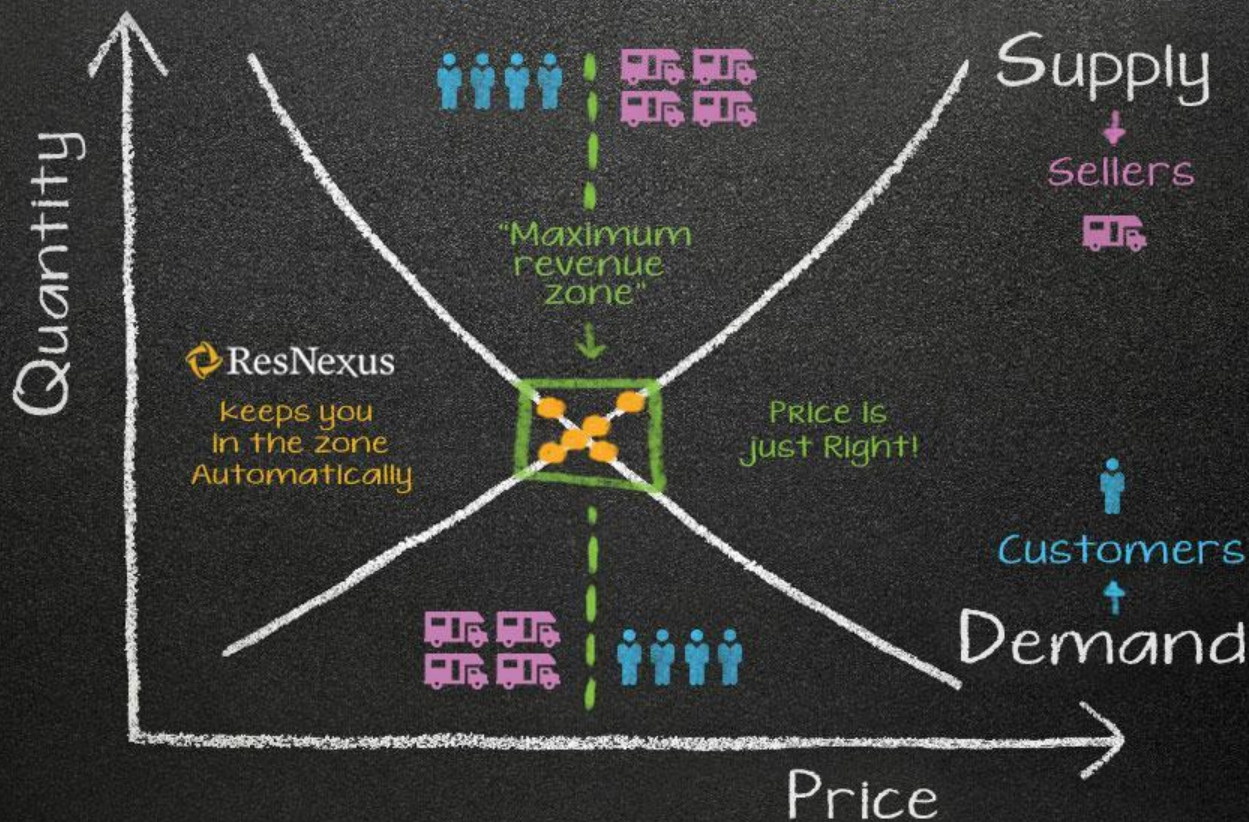
Rev \$4720.00

OCC 80%

Each Property has 100 Sites.

YIELD MANAGEMENT:

Understanding the Laws of Supply & Demand



A comedian, Brian Regan, is performing on stage. He is wearing a bright red long-sleeved button-down shirt and holding a black microphone in his right hand. He has a slightly pained or humorous expression on his face. The background is dark with blurred city lights and stage lighting elements.

Comedian Brian Regan

When 2 guests booked a 3 night stay:



Guest 1

Booked 3 months ahead
= \$75.00



Guest 2

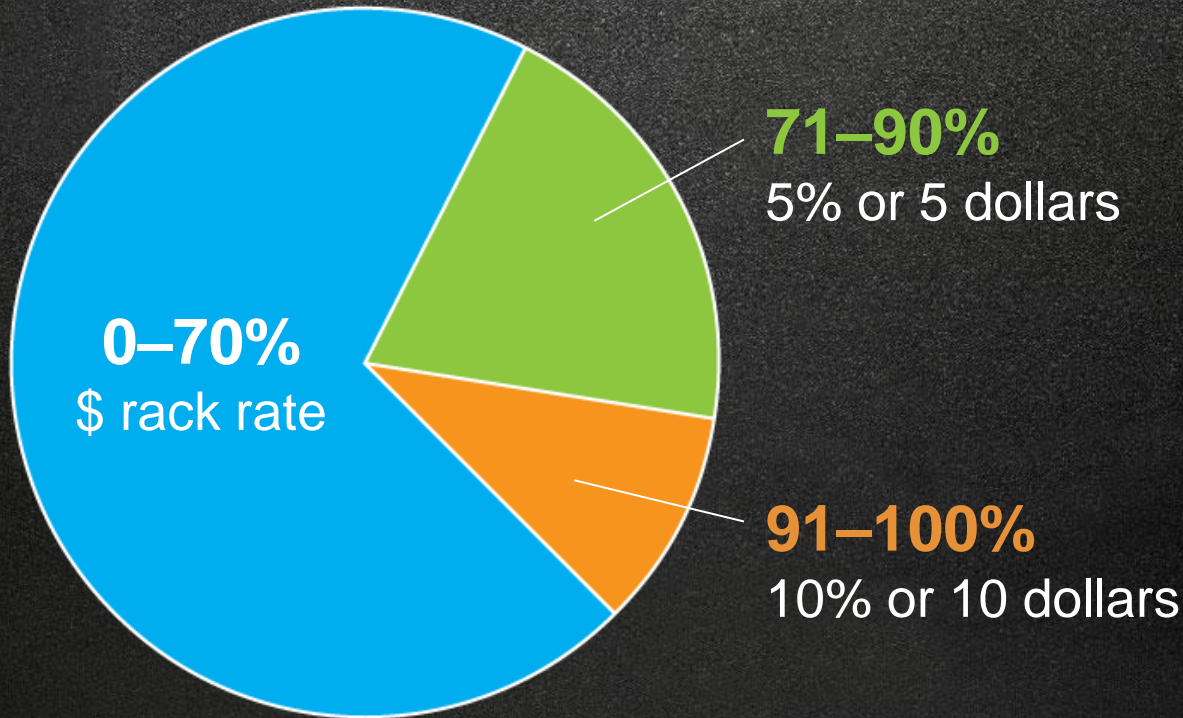
Booked 3 days ahead
= \$75.00

Should **Guest 2** pay the same as **Guest 1**?

“Is Yield Management for you?”

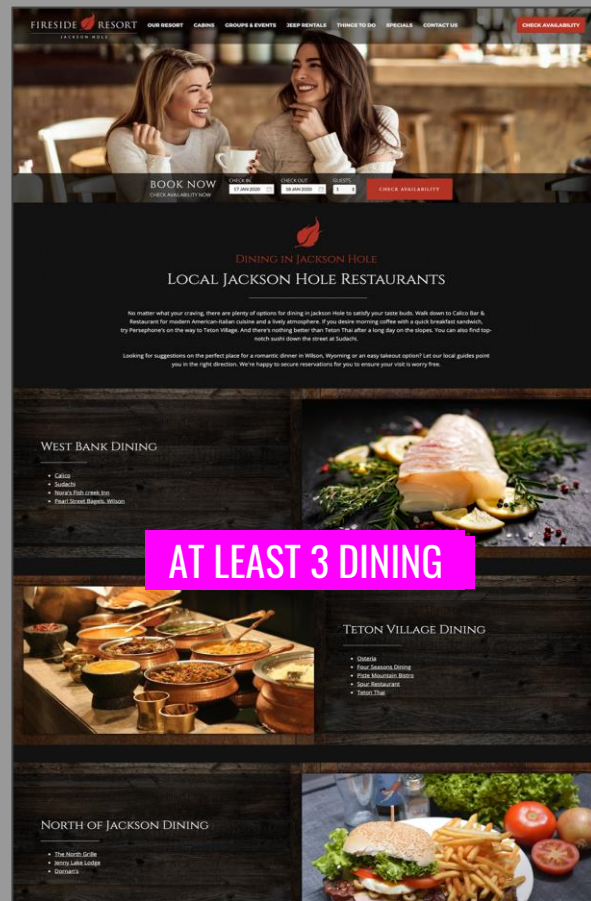
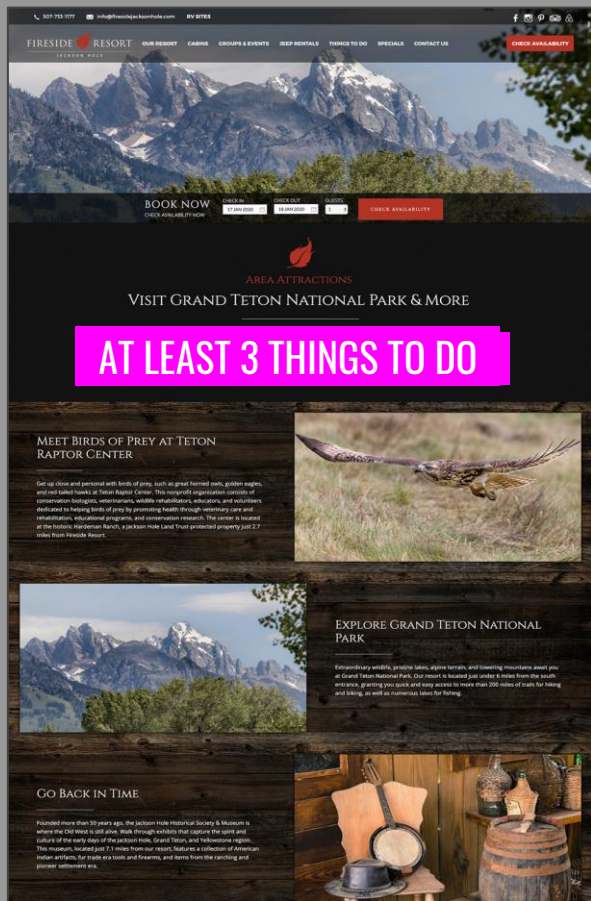
- Is your occupancy over 70%?
- Do you run at 100% occupancy during certain times of the year? Weekends?
- To get started look back at your last 2 years.

Rules To Follow (They Just Work)



Automate
Automate!
Automate!!

Res.Nexus Websites Includes



SEO Power

They Taste Good!

Google

places to stay in florida

AI

Maps

Images

Shopping

News

More

Settings

Tools

About 944,000,000 results (1.27 seconds)

Place to Stay—Florida | Book Low Price Listings Online | airbnb.com

www.airbnb.com/Florida

Over 5,300,000 Rentals on Airbnb Worldwide—Search Florida Listings Now! 81,000 Cities. Instant Confirmation. 5 Star Hosts. Best Prices. Types: Entire Homes, Private Rooms, Shared Rooms. Family Friendly Airbnbs. Private Rooms in Florida. Book Entire Homes. View Most Popular Rentals

Florida's Best Places to Visit | Fun Things to Do in Florida

www.visitflorida.com/

Don't miss out on the must-do activities while in Florida. Learn more here. Aquariums, Zoos & Beaches. Outdoor Adventures. Food & Wine Festivals. World Class Theme Parks. Hundreds of Attractions. Activities: Boating, Golf, Shopping. Travel Guide Download. Florida Vacation Deals

Hotel Stays in Florida | Book Great Hotels on Expedia.

www.expedia.com/Florida/Hotel_Stays

Find and Compare Exclusive Deals on Hotel Stays in Florida and Save Big! Expedia Rewards. Last Minute Deals. Expedia Add-On Advantage. Get Rewarded for Travel

Vacation Rentals in Florida | Florida from \$36 | HomeToGo.com

www.hometogo.com/Florida/VacationRentals

Book the Perfect Vacation Rental in Florida with up to 75% Discount! World of Vacation Rentals. Lowest Prices. Most Properties. Best Deals. Over 300 Providers. Over 15 Million Rentals.

Places near Florida

About these results

Sun, Jan 20

Mon, Jan 21

2

Guest favorites

Budget options

Deals

Luxury stays

Venice Beach Villas

4.6 ★★★★★ (54)

\$144

Free Wi-Fi

Coconut Palm Inn

4.7 ★★★★★ (175)

Free Wi-Fi

Free breakfast

The Ringling Beach House

4.6 ★★★★★ (55)

Free Wi-Fi

Tropical Beach Resorts

4.5 ★★★★★ (763)

Free Wi-Fi

Map

Map data ©2019 Google, INEGI

More hotels

Places to Stay in Florida - Search & Find Florida Accommodations

https://www.visitflorida.com/en-us/places-to-stay.html

Find great hotels, luxury accommodations and affordable resorts. Compare hundreds of hotels, resorts, B&Bs, inns and more. Book your place to stay in Florida.

North Florida - Florida Hotels - Search the ... All-Inclusive Resorts in Florida - Luxury

20 Best Places To Vacation In Florida—Where To Stay - TripAdvisor

https://www.tripadvisor.com/.../2018/.../best-places-vacation-florida-sunshine-stat...

Apr 3, 2018 - Without further ado, here are 20 fantastic places to stay in the Sunshine State. Naples. There's lots to do in our first Florida pick, New Smyrna Beach. Cape Coral. St. Augustine. Kissimmee. Fort Lauderdale. Fort Myers. Sarasota.

Naples Vacation Rentals - St. Augustine Vacation Rentals

AIRBNB

ASSOCIATION

EXPEDIA

OTA

GOOGLE

ASSOCIATION

TRIPADVISOR



E.A.T.

*How do you
make your
website more
appetizing
to Google?*

Neil Patel

Top SEO marketing guru

Forbes says he is one of the top 10 marketers, and Entrepreneur Magazine says he created one of the 100 most brilliant companies.

#1 organic online marketing
search result on Google



Neil's Client List Includes

Google



ebay

intuit.

facebook



THOMSON REUTERS

VIACOM



His blog makes over \$381,771 per month!

He says yours won't.



To quickly increase traffic

Neil Says

#1-Focus on Content



Google Hummingbird.

Niche Content

Rewards the expert with
high quality content.

Wait you mean blog?

BLOG

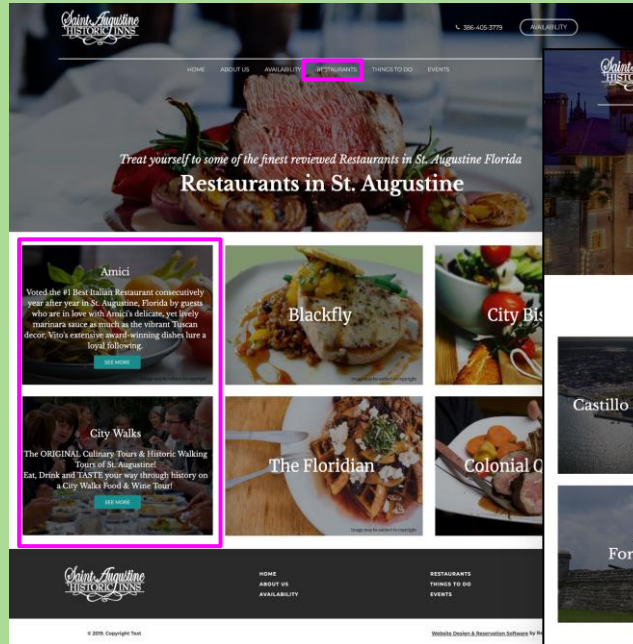
Everyone is telling me to do that. |

BLOGGING HAS CHANGED / EVOLVED

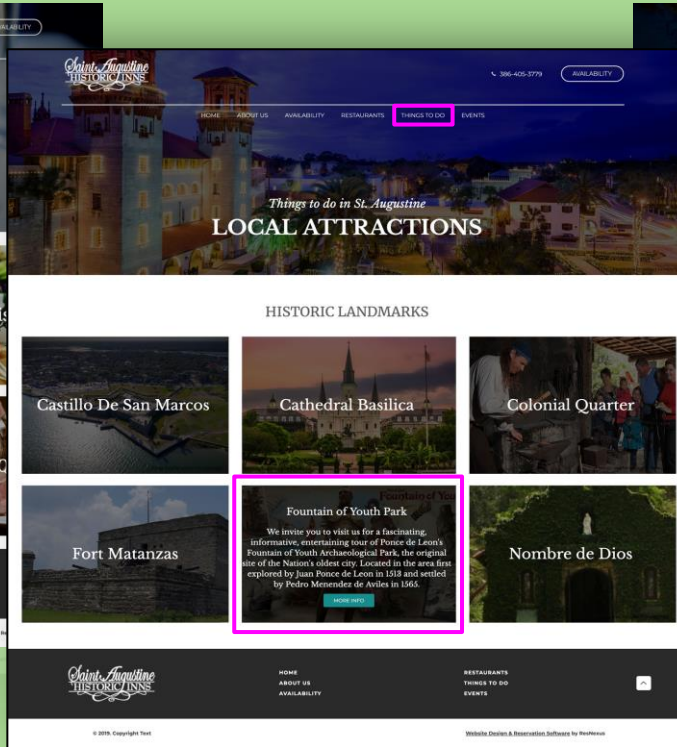
IT'S
TIME TO ADAPT

1. Guests Don't Read Blogs
2. Remove "blog" from your website
(Blog.yourwebsite.com) (yourwebsite.com/blog)

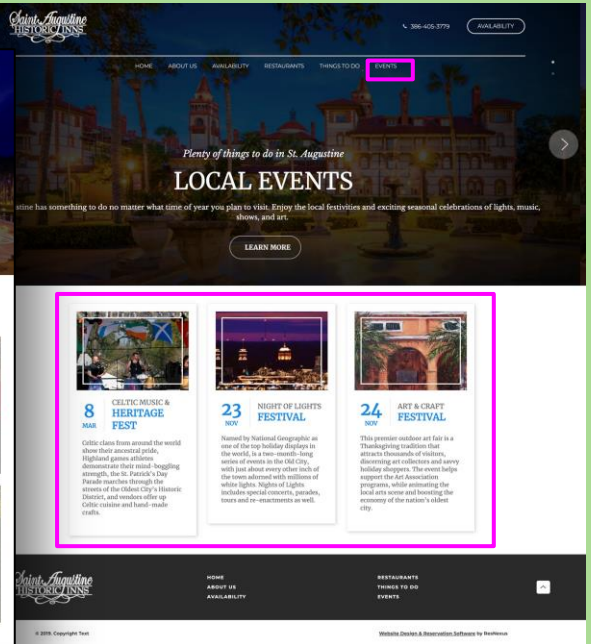
SPREAD OUT THE BLOG CONTENT



Places to Eat



Things To Do



Upcoming Events

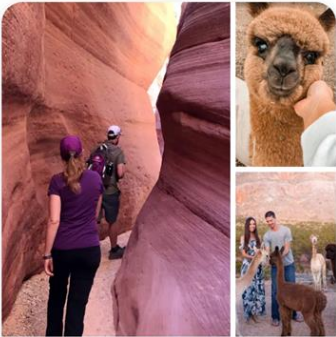
HEADER META DATA

Things to Do in Utah | x


airbnb.com/s/Utah--United-States/experiences?refinement_paths%5B%5D=%2Fexperiences&place_id=ChIJzfkTj8drTlCRP0bXbKVK370&source=

Things to Do in Utah | 5-Star Authentic Experiences


Jan 17 - 20 Guests Price Time of day Language offered




Nature
19 experiences



Sports
29 experiences



Art and culture
9 experiences



Food and drink
5 experiences

What does good
Content Look Like?



Content Should be Super Thorough

HOW TO GET THERE

Where you'll be

I KNOW WHAT
TO DO NEXT!

Experiential travel and agritourism at their best! Suzie is down-to-earth and excited to share her knowledge and passion for alpacas. Your tour can be as immersive and hands on as you are comfortable with including petting and feeding them and...+ [More](#)

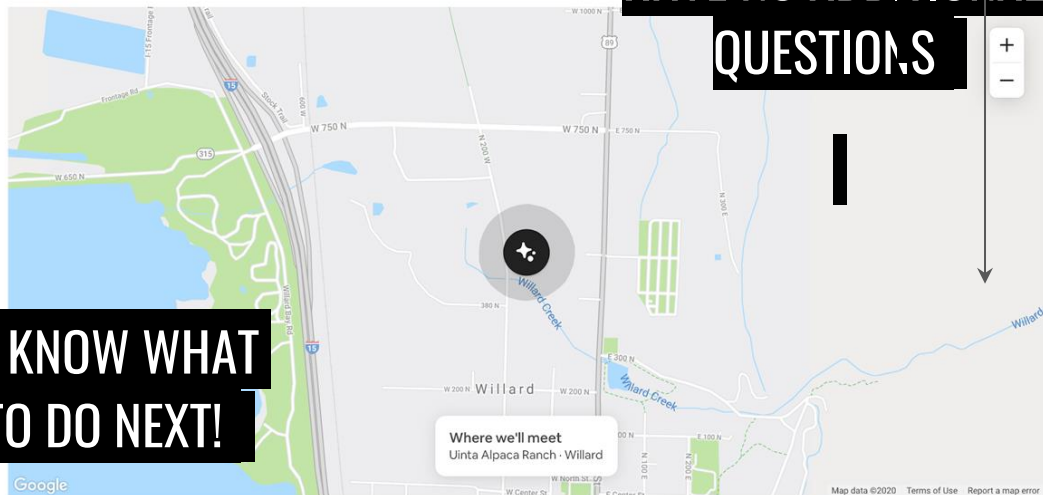


Suzie's response November 2019

Thank you for coming Sheila

Uinta Alpaca Ranch is nestled between Bay In Northern Utah, about 50 minutes from Salt Lake City. You can see the farm and see where our animals live.

GUEST SHOULD READ
YOU CALL TO ACTION!
HAVE NO ADDITIONAL
QUESTIONS



#2 Optimize your *Title Tags & Meta Descriptions*

The image shows a Google search for "online marketing". The search bar is highlighted with a pink box. Below the search bar, the word "TITLE" is written in large, bold, orange letters. A pink box highlights the first search result from www.newengen.com/ with the title "Experimentation Drives Growth | New Engen Digital Marketing". Below this, a pink box highlights the URL "https://neilpatel.com › what-is-online-marketing" and the meta description "Online marketing is the process of advertising any kind of good or service to potential consumers via digital strategies. From articles and videos to podcasts and ...". A black box with the text "META DESCRIPTION" is placed over the bottom right of the search results. The bottom of the image shows a list of related questions and a row of related search terms.

Google online marketing

Videos Images Books More Settings Tools

Results (0.62 seconds)

TITLE

Experimentation Drives Growth | New Engen Digital Marketing
www.newengen.com/
Modern marketers test everything. Choose from marketing services or self-service software. Launch 1000s of keywords. Acquire new customers. Cloud-based. Leading software platform.

Online Marketing Made Simple: A Step-by-Step Guide
https://neilpatel.com › what-is-online-marketing
Online marketing is the process of advertising any kind of good or service to potential consumers via digital strategies. From articles and videos to podcasts and ...

Learn to Build Effective Digital Marketing Plans. 100% Online. Apply Now! Award-winning.

Market Your Business Online | Advertise To Gen Z On Snapchat
forbusiness.snapchat.com/
Reach the audience that matters most to your business with campaigns starting at \$500.

META DESCRIPTION

Online Marketing Made Simple: A Step-by-Step Guide
https://neilpatel.com › what-is-online-marketing
Online marketing is the process of advertising any kind of good or service to potential consumers via digital strategies. From articles and videos to podcasts and ...

What is Online Marketing?
What does an online marketer do?
How do you learn online marketing?
Is online marketing expensive?

Marketing E-comm... Advertising Artificial intelligence Business

But wait there's more...

TITLE

Online Marketing Made Simple: A Step-by-Step Guide

<https://neilpatel.com › what-is-online-marketing>

Online marketing is the process of advertising any kind of good or service to potential consumers via digital strategies. From articles and videos to podcasts and ...

FLows IN A SENTENCE
EAsy TO READ
APPEALING TO READ

META DESCRIPTION

*Is your content
what people are
searching for?*

How do you check?



**Menu**

Dashboard

UBERSUGGEST

Overview

Keyword Ideas

Content Ideas

TRAFFIC ANALYZER

Overview

Top Pages

Keywords

SEO ANALYZER

Site Audit

Backlinks



You are 3 steps away from growing your SEO traffic

1 SIGN UP**2 CREATE A PROJECT****3 ADD KEYWORDS**

Enter in a keyword or domain



English / United States

**Search**

Introducing Ubersuggest

Neil Patel's Free Tool!



harmony-hill.com

English / United States

Search

Site Audit: harmony-hill.com

[< BACK TO REPORT](#)

ALL ISSUES

CRITICAL ERRORS

WARNINGS

RECOMMENDATIONS

SEO ISSUES ANALYZED

DIFFICULTY

SEO IMPACT

3 pages have a low word count [What is this and how do I fix it?](#)

MODERATE

HIGH

0 issues with no sitemap.xml to optimize interaction with bots [Learn more](#)

MODERATE

HIGH

0 issues without a valid SSL certificate [Learn more](#)

MODERATE

HIGH

0 pages with duplicate meta descriptions [Learn more](#)

MODERATE

HIGH

0 pages with duplicate <title> tags [Learn more](#)

MODERATE

HIGH

0 pages have blocked meta tag robots or X-Robots-Tag HTTP header [Learn more](#)

MODERATE

HIGH

0 pages that use Flash [Learn more](#)

MODERATE

HIGH

0 pages with a long loading time [Learn more](#)

HARD

HIGH

0 pages with more than one <title> tag [Learn more](#)

EASY

HIGH

0 pages with no <title> tag [Learn more](#)

EASY

HIGH

[Shepherd's Haven of Rest Ministries](#)

Arlington, TN

[SonScape Retreats](#)

Whitestone Country Inn

Kingston, TN

[Tuckaleechee Retreat Center](#)

Townsend, TN

Texas

[The Haven River Inn](#)

Comfort, TX

[The Creek House](#)

Tarpley, TX

Virginia

[Harmony Hill Bed & Breakfast](#)

Arrington, VA

[New Season Retreat](#)

Warrenton, VA

Washington

[Black Diamond Camps](#)

Auburn, WA

[Cedar Springs Christian Retreat Center](#)

Sumas, WA

[Riverview Bible Camp](#)

Cusick, WA

West Virginia

[Mountains of Faith](#)

Rosedale, WV

Wisconsin

[Broom Tree Ministries](#)

Delafield, WI

☰

🏠

🚗

🚚

🚶

🚲

✈️

✕

○

Arrington, Virginia 22922

📍

Devils Backbone Basecamp Brewpub, 2

+

Add destination

Leave now ▾

OPTIONS

📱

Send directions to your phone

🚗

via State Rte 655 and VA-151 N

Fastest route

25 min

17.9 miles

DETAILS

🚗

via US-29 N

31 min

26.1 miles

Explore Devils Backbone Basecamp Brewpub

🍴

Restaurants

🏠

Hotels

⛽

Gas stations

P

Parking Lots

⋮

More

The map displays a route from Arrington, Virginia to Devils Backbone Basecamp Brewpub. The route is highlighted in blue, passing through Kingswood, Colleen, and Nellysford. The map includes labels for various towns and roads, and a satellite view inset.

Map data ©2020 United States Terms Send feedback 2 mi

TRAVEL IDEAS AND STORIES

Virginia's Travel Blog



#LOVEVA

14 Romantic Virginia B&Bs And Inns

by [Casey Higgins](#) | Posted: Jan 22, 2015 | Updated: Apr 17, 2018

Comments: [22 Comments](#)



Staying in a sprawling luxury resort is always a nice treat, but sometimes a quieter approach to romance can be a more inviting option. Whisk your sweetheart away for an intimate getaway at one of these lovely Virginia overnight destinations to experience the extravagance of a five-star hotel in a more personal setting.



SIGN UP!

Subscribe to get regular updates from the Virginia Travel Blog.

Subscribe

POPULAR



**18 Relaxing Wellness
Retreats and Getaways in
Virginia**

February 1, 2019 (31,319)



**8 Exclusive Luxury
Retreats For a Romantic
Excursion in Virginia**



FIND

CONTENT IDEAS

KEYWORD IDEAS







SUGGESTIONS

RELATED

QUESTIONS




PREPOSITIONS

COMPARISONS

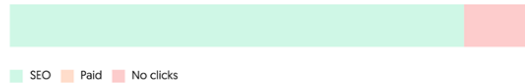
KEYWORD ¹	TREND ²	VOLUME ³	CPC ⁴	PD ⁵	SD ⁶
harmony house bed and breakfast rock hill sc 		0	\$0.00	00	00
harmony hill bed and breakfast lovingston va 		0	\$0.00	00	00
harmony hill bed and breakfast sparta 		0	\$0.00	00	00
harmony hill bed and breakfast arrington va 22922 		0	\$0.00	00	00
harmony hill bed and breakfast mount vernon ohio 		0	\$0.00	00	00
harmony hill bed and breakfast  		210	\$0.61	6	7
harmony hill bed and breakfast virginia  		30	\$0.23	3	6

[VIEW ALL KEYWORD IDEAS](#)

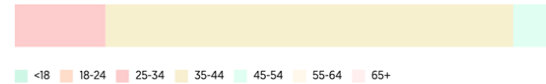
CONTENT IDEAS

PAGE TITLE ¹ URL	EST. VISITS ²	BACKLINKS ³		
<div></div> <p>This domain does not have any pages ranking organically</p>				

277 PEOPLE CLICK ON SEO RESULTS



SEARCHERS' AGE RANGE



KEYWORD IDEAS















SUGGESTIONS

RELATED

QUESTIONS


PREPOSITIONS

COMPARISONS

KEYWORD ²	TREND ²	VOLUME ²	CPC ²	PD ²	SD ²
orchard house bed and breakfast 		320	\$0.98	4	7
orchard house bed and breakfast virginia 		70	\$0.75	5	7
orchard house bed and breakfast va 		70	\$0.00	4	7
orchard house bed and breakfast lovingston va 		20	\$0.00	7	8
orchard house bed and breakfast ohio 		20	\$0.00	00	5
orchard house bed and breakfast granville ohio 		20	\$0.45	9	8
orchard home bed and breakfast medford oregon 		20	\$1.43	13	9

[VIEW ALL KEYWORD IDEAS](#)

CONTENT IDEAS

PAGE TITLE ² URL	EST. VISITS ²	BACKLINKS ²	f	p
The ULTIMATE Bed & Breakfast Getaway in Central Virginia • Orchard House Bed and Breakfast orchardhousebb.com 	0 <input type="text" value="Keywords"/>	0 <input type="text" value="Links"/>	52	0

[VIEW ALL CONTENT IDEAS](#)

Leave a Reply

Your email address will not be published. Required fields are marked *

Comment

Name *

Email *

Website

Post Comment

CALL TO ACTION?

COULD YOU DO BETTER?

Orchard House
Bed&Breakfast 🍷 Lovington, VA

Orchard House Bed and Breakfast

9749 Thomas Nelson Hwy Lovington, VA 22949

Phone: (434) 263-7747



Virginia Is The Most Exciting Place For American Wine Right Now

words: ADAM TEETER

COULD YOU BE THE EXPERT?




The Latest

- A New Wave of Small Craft Breweries Is Redefining Midwestern Beer Culture
- 6 Ciders That Will Make You Rethink Hard Cider
- A Day in the Life of a NYC Wine Bar Director Includes Stand-up Comedy



Use Data to Make More Thorough Content



HOME ACCOMMODATIONS PRICES INTIMATE WEDDINGS LOCAL ATTRACTIONS +
CONTACT US


854.265.7752

CONTACT US

CHECK AVAILABILITY

Virginia Wineries and Craft Beer Breweries


[Book Now at Harmony Hill](#)



Bold Rock Hard Cider

"Watch their cider makers at work through a floor-to-ceiling glass wall while sampling a free tasting of the award-winning hard ciders. Then enjoy a glass of cider and 'apple toasts' (e.g. cheese board, soft pretzel, hum sliders) from the kitchen on their decks and terraces above the Rockfish River. The mountain views are beautiful. Visitors can bring a picnic lunch, although ABC laws don't permit any outside alcohol to be consumed. On cidery tours you can hear the Bold Rock story, see the apple press where they crush tons of local apples, and watch the bottling line in operation. Indoors there are comfortable seating and three fireplaces for those chilly days. Check out the Cider Museum. Tastings, tours, food, and fun! Come 'Drink in the Scenery'! Come visit a beautifully rustic timber frame cider barn."


[WEBSITE](#)



Devils Backbone Brewing Company

Basecamp Brewery & Meadows is tucked in the valley of Nelson County on 100 acres surrounded by the Blue Ridge Mountains. Basecamp offers a mecca of outdoor activities including bike races, trail run races, and festivals. The plot brewery is where we craft our recipes on a traditional German designed to Hectobier (8.5 barrel) brewing system. This is our "test kitchen" for recipe development. We pour fresh craft beer from our 35 taps and our pub menu specializes in oak wood, fire-roasted dishes and local fare. We are dog friendly - dogs must be on a leash and stay in our designated pet area in the Meadows. Fast-casual is available at the outside Oak Grill along with beer and wine at the Meadows Bar. Light, made to order breakfast fare and specialty coffee is available seven days a week from The Summit and on Sunday. Join us for brunch in The Summit. 7am - 2pm.

[WEBSITE](#)



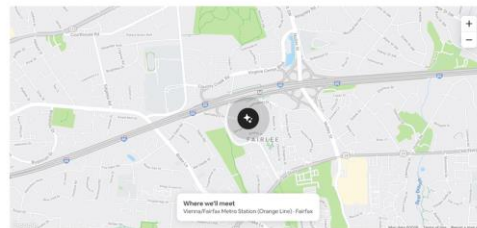
Hill Top Berry Farms & Winery

Since 1998, Hilltop Berry Farm & Winery has specialized in wine made from fruit other than grapes. Their selection of handcrafted "True to the Fruit" wines and authentic honey meads offers a unique tasting experience, as well as the opportunity to taste fermented drinks originally enjoyed by ancient cultures from around the world. Hill Top has over a variety of thirty fruit wines that are all made right on the farm. Come visit and enjoy wines made from grapes, blackberries, blueberries, plums, peaches, apples, elderberries, and many more delicious fruit combinations.

[WEBSITE](#)

Where you'll be

There are several "clusters" of wineries in northern Virginia, with each area having unique characteristics and styles. You'll have your choice from three "clusters" of wineries, one each in Loudoun County, Fairfax County, and Prince William County. Winery Choices: Hagganbrook Cellars (with distillery option) Naked Mountain Vineyards Artens Winery Sunset Hills Vineyards Tarara Winery Distillery or brewery stops possible for additional fee



Availability

11:00 AM
Sunday, January 26
Join 2 other guests

[Book](#)

[Show more availability](#)

Things to keep in mind

Cancellation policy

Any experience can be canceled and fully refunded within 24 hours of purchase, or at least 7 days before the experience starts.

[Learn more](#)

Payment policy

Always communicate through Airbnb. To protect your payment, never transfer money or communicate outside of the Airbnb website or app.

[Learn more](#)

Guest requirements

Up to 4 guests ages 21 and up can attend. Parents may also bring children under 2 years of age.

Please bring:
- Gov't ID
- Cash/CC for personal purchases
- Any specialty items you require

Be aware:
- Some locations have limited cell service
- We may... More

Government ID

You'll need to take a picture of yourself that matches the photo on your ID. This is so Airbnb can confirm who's actually going on the experience. You'll only have to do this once.

Alcohol

This experience includes alcohol. Only guests who meet the legal

MAKE A LANDING PAGE

Make Thorough Niche Content



Learn About Wine July 9, 2014 - Updated on September 10th, 2019

Learn How to Taste and Develop Your

Learn how to taste wine with 4 basic steps. The following steps are practiced by sommeliers to refine their palates and recall wines. Even though this method is used by professionals, it is easy to understand and can help anyone to improve their wine tasting skills.



Anyone can taste wine, all you need is a glass of wine and 4 steps to wine tasting:

1. **Look:** A visual inspection of the wine under neutral lighting.
2. **Smell:** Identify aromas through orthonasal olfaction (through your nose)
3. **Taste:** Assess both the taste structure (sour, bitter, sweet, salty) and flavor (e.g. breathing nose)
4. **Think/Conclude:** Develop a complete profile of the wine in your long term memory.

to learn more about wine, visit our website at www.harmonyhill.com

How to Taste Wine in Virginia

1. Look

Check out the color, opacity, and viscosity (**wine legs**). You don't really need to spend more than 5 seconds on this step. A lot of clues about a wine are buried in its appearance, but unless you're tasting blind, most of the answers that those clues provide will be found on the bottle (i.e. the vintage, ABV and grape variety).

2. Smell

When you first start smelling wine, think big to small. Are there fruits? Think of broad categories first, i.e. citrus, orchard, or tropical fruits in whites or, when tasting reds, red fruits, blue fruits, or black fruits. Getting too specific or looking for one particular note can lead to frustration. Broadly, you can divide the nose of a wine into three primary categories:

- **Primary Aromas** are grape-derivative and include fruits, herbs, and floral notes.
- **Secondary Aromas** come from winemaking practices. The most common aromas are yeast-derivative and are most easy to spot in white wines: cheese rind, nut husk (almond, peanut), or stale beer.
- **Tertiary Aromas** come from aging, usually in bottle, or possibly in oak. These aromas are mostly savory: roasted nuts, baking spices, vanilla, autumn leaves, old tobacco, cured leather, cedar, and even coconut.

3. Taste

Taste is how we use our tongues to observe the wine, but also, once you swallow the wine, the aromas may change because you're receiving them retro-nasally.



Practice With The Video!

Don't have time to read all of this text? Grab a glass of wine and watch this 10-minute video on how to taste wine.

[Watch Video](#)

WINE FOLLY

[Blog](#) [Learn](#) [Books](#) [Shop](#) [Subscribe](#)

Learn about wine.

Navigate the wine world with confidence. Join us on the endless pursuit of great wine.

[Subscribe Free](#) [Learn the basics](#)



BACKLINK TO OTHER EXPERTS

January 14th, 2020

Filtered vs Unfiltered Wine: Which is Better?

What are the pros and cons of filtered vs unfiltered wine? How does fining work, and how does it affect wine? Find out more in this article.

[Read on Folly](#)



Features



Essential List of Wine Etiquette Tips to Master

Because you're not a monster. Here's the short list of wine etiquette tips that will make you look like a badass.



Gifts For Wine Lovers: 2019 Holiday Gift Guide

Perfect gifts for the wine lover in your life. From glassware to specialized tasting tools, these gifts last longer than a bottle.



Wine Styles Tasting Course

This crash course offers a selection of hand-curated regional wines, tasting tips, maps, and a guided video experience: all designed to help you become confident with wine.

Featured by

lifehacker

WINEENTHUSIAST

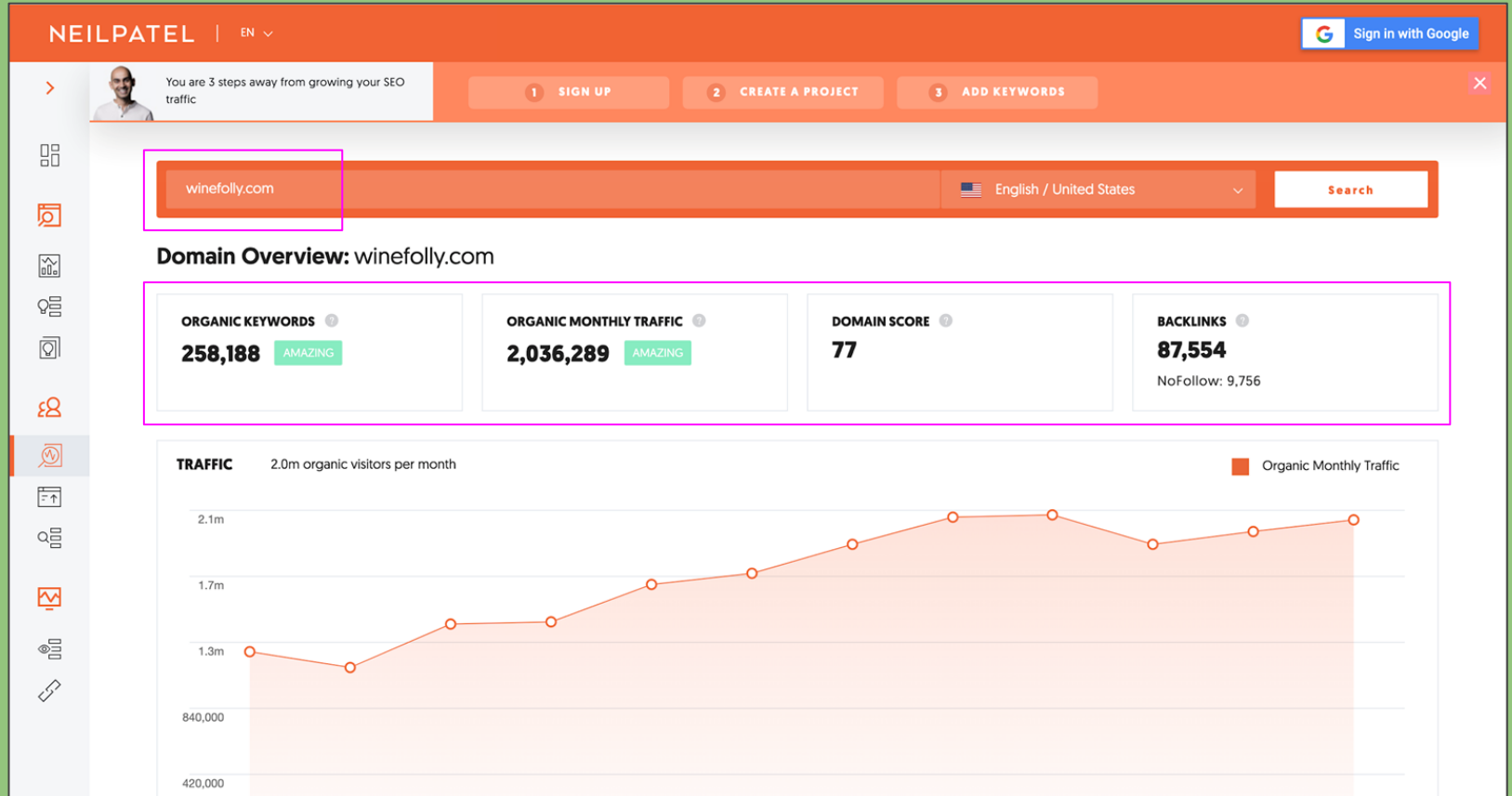
The Washington Post

WSJ

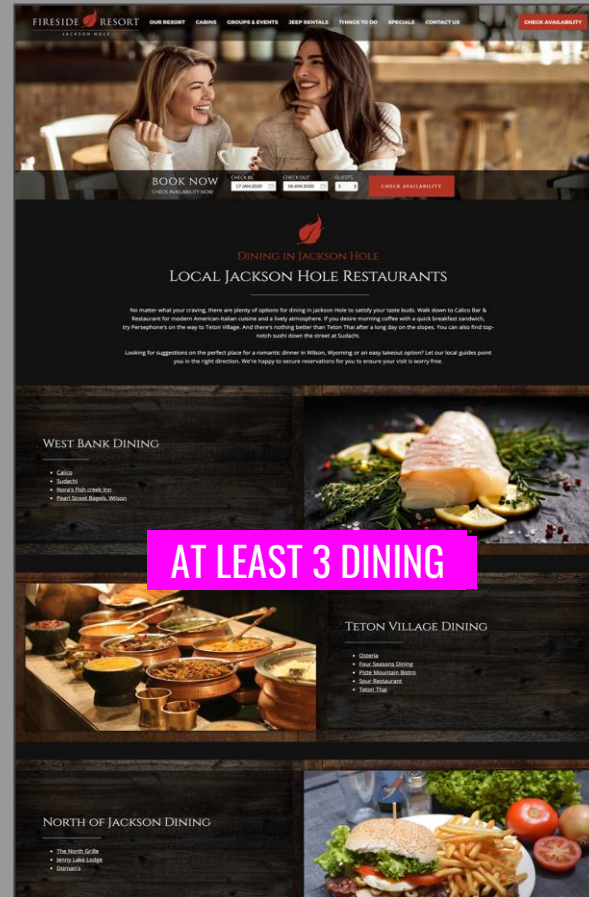
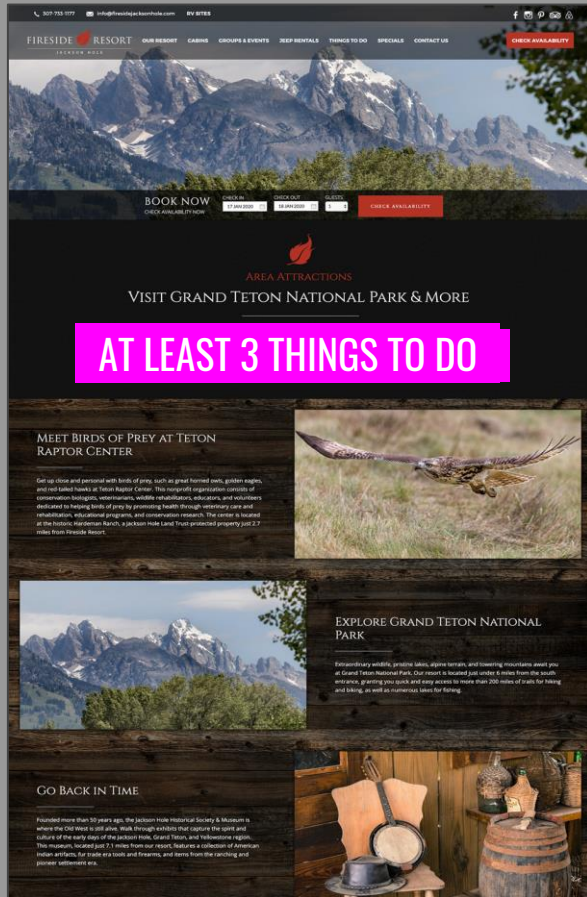
The New York Times

Forbes

Successful Backlinks



Res.Nexus Websites Includes





1

SEO ENHANCED WEBSITE

2

PAID CONTENT WRITING SERVICES

3

PAID ADVANCED SEO SERVICES



Summary

- 1 MAKE YOUR CONTENT THOROUGH
- 2 KEYWORDS IN TITLE & META DESCRIPTION
- 3 USE UBERSUGGEST TO REFINE CONTENT



Online Travel Agencies

Booking.com



Specials & Packages

STARR'S POINT TOUR

198.00 per couple

ADD +



We begin your day with a tour and tasting at Annapolis Cider, then off for a delicious lunch followed by a visit to Blomidon Estates Winery and Planters Ridge Winery for an informative wine tour and tasting of their spectacular wines. Between wineries is a stop at Fox Hill Cheese House to experience locally made cheeses and their famous gelato. Your afternoon ends at Barrelling Tide Distillery for a tour and tasting of their finely crafted gin, vodka, rum and fruit liquors.

ADD: \$99.00 per person plus HST. Subject to availability. Advance booking is recommended. Available: Tuesday, Thursday and Saturday from May 16th until October 28th

ADDITIONAL DETAILS

- Not currently available

GASPEREAU VALLEY TOUR

198.00 per couple

ADD +



The Gaspereau Tour will take you to a local cider house and three of six wineries nestled in the Gaspereau Valley: Domain de Grand Pre Winery, Benjamin Bridge, Lucketts Vineyards, L'Acadie Vineyards, Gaspereau Vineyards and Lightfoot in Wolfville Winery. Our choice of wineries for the day are made based on weather and availability. We finish the day with a tour and tasting at the popular Annapolis Cider Company in downtown Wolfville. The Gaspereau Valley tour includes a gourmet lunch and tastings at all four locations.

ADD: \$99.00 person plus HST. Subject to availability. Advance booking is recommended. Available: Monday, Wednesday and Friday from May 15th until October 30th

ADDITIONAL DETAILS

- Not currently available

VIENNA BOYS CHOIR PKG PER COUPLE

350.00

ADD +



THE VIENNA BOYS CHOIR

Acadia Performing Arts Series presents the Vienna Boys Choir in Wolfville. Tattingstone Inn is pleased to offer a "night in Vienna" to celebrate this event. Arrive in Wolfville in the early afternoon and enjoy our informal afternoon gathering at the Inn for wine and spirits tasting paired with local charcuterie and cheeses. Our four course dinner begins at 5:00 pm and features local fare prepared by Chef Joseph Crocker accompanied by wine pairings with each course. After dinner, relax and enjoy coffee and liquors before being shuttled to the performance for 7:30 p.m. Awake Sunday morning to fresh brewed coffee and a gourmet breakfast in our cozy dining room.

Chef Joseph Crocker of Peasants Pantry in New Ross brings you a culinary delight with 20 years in the food industry he began on the line at the

ger and receive 20% off your

\$

Round

7 consecutive or non-

eymoon package of romance, that helps to create one of moments! Includes:

Bedchamber of choice

py).

y that includes: a chilled domestic cheeses with gourmet covered strawberries and arrival.

fast each morning for the

7.


e dinner for two at the White

sh Massage for Two in the

Retail Items

MAKE YOUR STAY EVEN MORE MEMORABLE!

BIRTHDAY SURPRISE \$75. [ADD +](#)




- Call us in advance, and we will get a cake for you and set it up in the room with balloons and a celebratory sign.

ADDITIONAL DETAILS

- Available Year-Round
- Stay for at least 1 night
- Purchase Birthday Cake

MASSAGES \$125 [ADD +](#)



- Schedule a massage while a guest

- Minimum of 50 min
- variety of techniques available including: deep tissue, reflexology, and Swedish

ADDITIONAL DETAILS

- Available Year-Round
- Stay for at least 1 night
- Purchase Massages

SMORES BAR PACKAGE \$75 [ADD +](#)



- Enjoy S'mores by the fire pit (serves up to 8 people)

- Hershey's chocolate, marshmallow and graham crackers made available with skewers for making your own s'mores.

ADDITIONAL DETAILS

- Available Year-Round
- Stay for at least 1 night
- Purchase S'mores Bar Package

RV PARK

HOME | RATES | FACILITIES | MAPS | ACTIVITIES | CONTACT

SAMPLE ONLY

YOUR RESERVATION [ENTER PROMO CODE](#)

Your reservation is empty. Please select a site or retail item to continue.

SIGN UP FOR OUR NEWSLETTER

Be among the first to know about our specials and promotions


Enter your email address

[SUBSCRIBE](#) Your information is secure and confidential ([view details](#))

SITES | OUR MAP | [ADD TO YOUR STAY](#) | SPECIAL OFFERS | GIFT CERTIFICATES | USD \$

MAKE YOUR STAY EVEN MORE MEMORABLE!


GOOD SAM CLUB



10% off if you are Good Sam's member ([more details](#))

[ADD +](#) 10% Off


FIREWOOD BUNDLE



Want to make a campfire. We have fire... ([more details](#))

[ADD +](#) \$8.00


SMORES PACK



Includes everything you need for the S... ([more details](#))

[ADD +](#) \$10.00


PROPANE PER GALLON



We have all you need. ([more details](#))

[ADD +](#) \$50.00


BATHROOM PACK



Need a new toothbrush? Have you run... ([more details](#))

[ADD +](#) \$20.00


MINI GOLF



Need to borrow a putter and ball. No pr... ([more details](#))

[ADD +](#) \$5.00


OUTDOOR PACK



Get everything you need to enjoy the gr... ([more details](#))

[ADD +](#) \$25.00


CANOE RENTAL



There are over 20 canoes ready to use L... ([more details](#))

[ADD +](#) \$55.00

18 HOLES



Enjoy 18 holes of golf. ([more details](#))

[ADD +](#) \$45.00

CONTACT US | PRIVACY POLICY | TERMS & CONDITIONS | RESERVATION SOFTWARE BY REINERUS © 2018



*Why Group
Reservations Pro?*



Group Reservations Pro

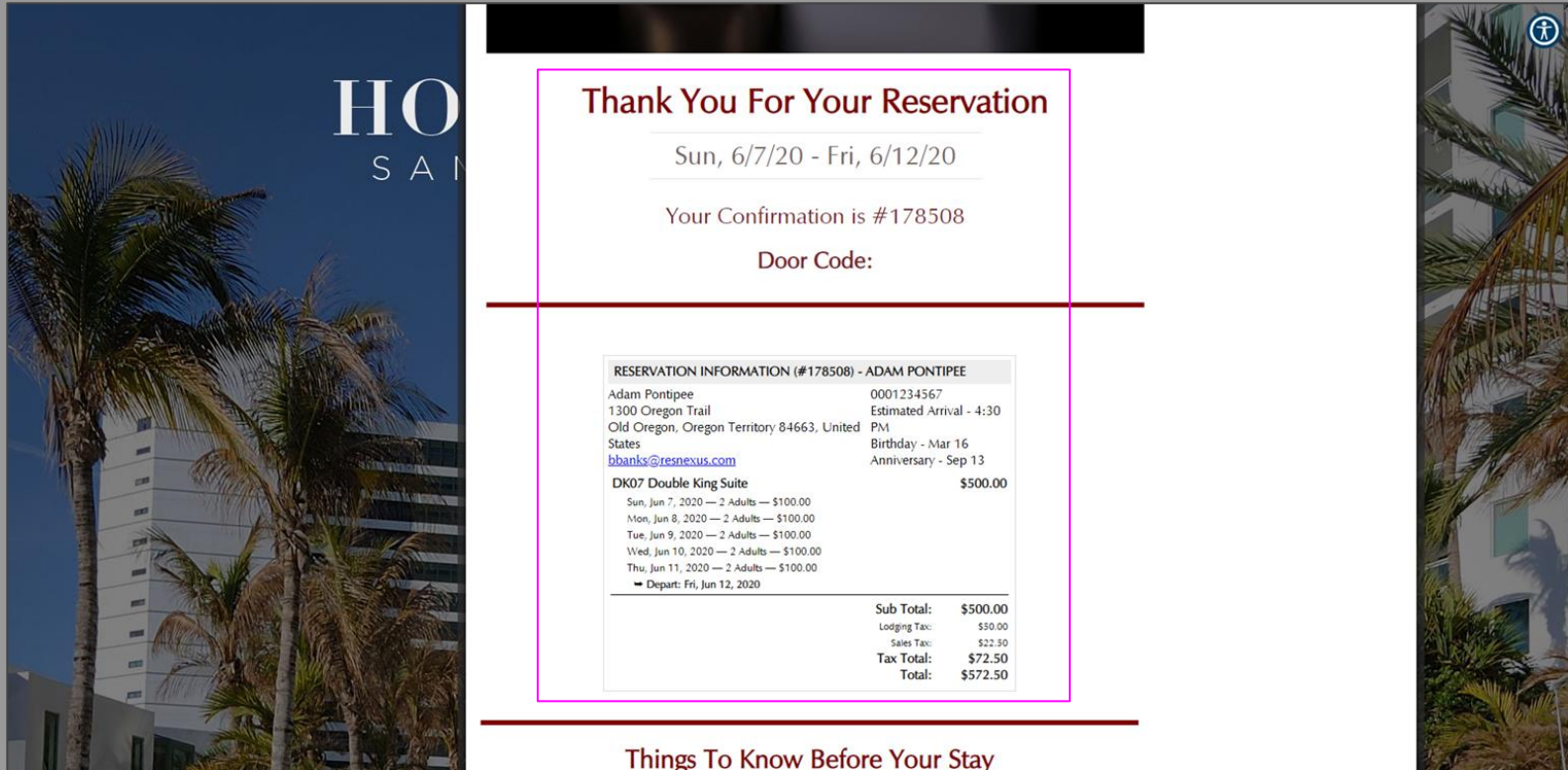
- Many properties are focusing on Company and large family events
- Reservation systems need to provide better group reservations

A man in a dark suit is pushing a large, dark, rounded boulder up a grassy hill. The scene is set against a dramatic sky with orange and yellow clouds, suggesting a sunset or sunrise. The man is positioned on the right side of the boulder, leaning forward and pushing it upwards. The boulder is the central focus of the image, and the man's effort to move it symbolizes overcoming challenges.

Challenges

- **Time Consuming
Coordination**
- **Lots of Organization**
- **Break down /
Lack of communication**

Automatic Confirmation Emails



Thank You For Your Reservation

Sun, 6/7/20 - Fri, 6/12/20

Your Confirmation is #178508

Door Code:

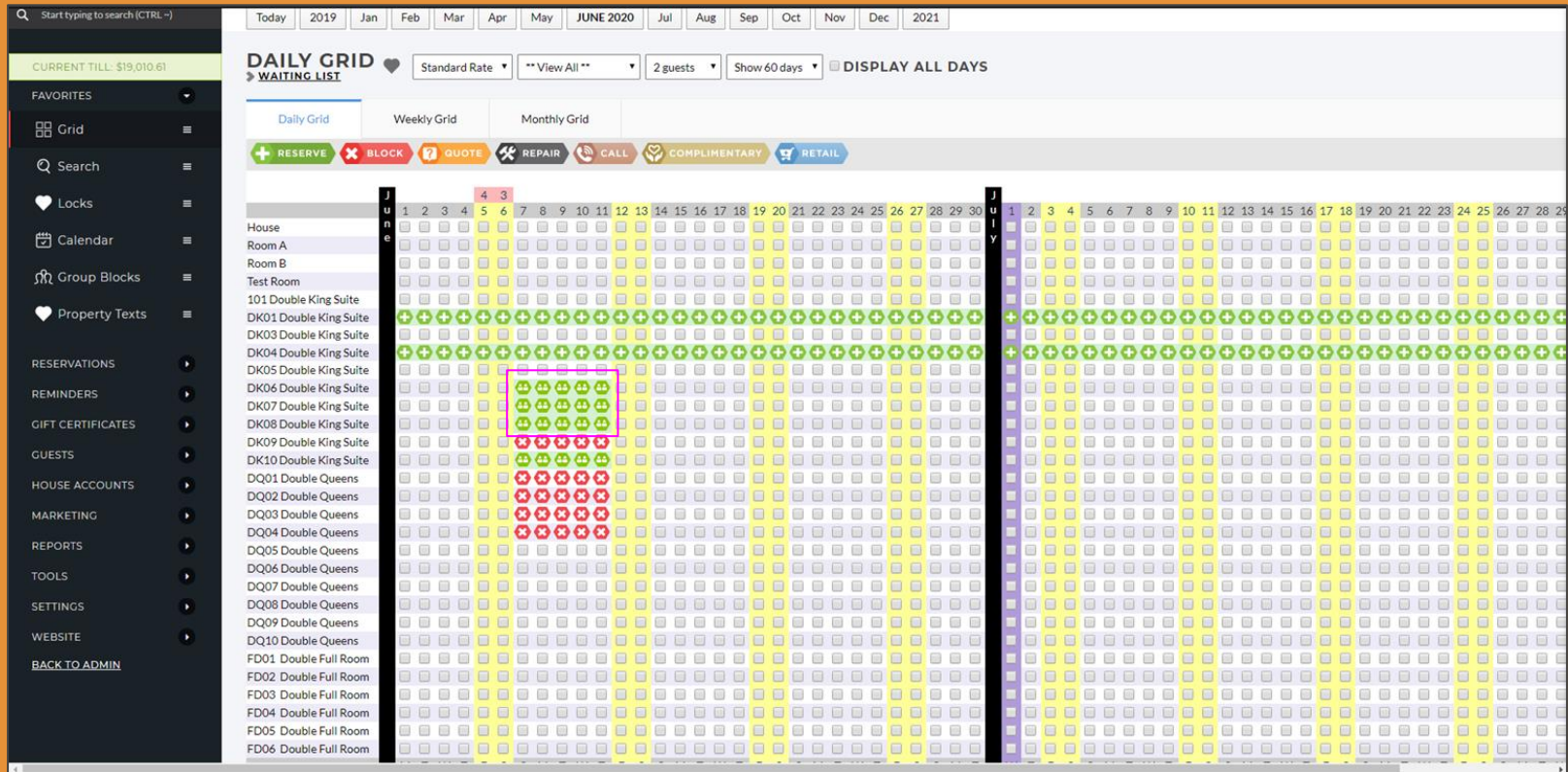
RESERVATION INFORMATION (#178508) - ADAM PONTIPEE

Adam Pontipee	0001234567
1300 Oregon Trail	Estimated Arrival - 4:30 PM
Old Oregon, Oregon Territory 84663, United States	Birthday - Mar 16
bbanks@resnexus.com	Anniversary - Sep 13
DK07 Double King Suite	\$500.00
Sun, Jun 7, 2020 — 2 Adults — \$100.00	
Mon, Jun 8, 2020 — 2 Adults — \$100.00	
Tue, Jun 9, 2020 — 2 Adults — \$100.00	
Wed, Jun 10, 2020 — 2 Adults — \$100.00	
Thu, Jun 11, 2020 — 2 Adults — \$100.00	
→ Depart: Fri, Jun 12, 2020	
Sub Total:	\$500.00
Lodging Tax:	\$50.00
Sales Tax:	\$22.50
Tax Total:	\$72.50
Total:	\$572.50

Things To Know Before Your Stay

Things To Know Before Your Stay

New Icon for Quick Insight on the Grid



Add Multiple Group Types

Reservation Nexus Sample

Reservations Reports Settings

Start typing to search (CTRL -)

ResNexus Settings: Group Blocks

GROUP BLOCKS

Settings

Wedding	
Bachelor/Bachelorette Party	
Fishing Trip	
Family Reunion	

Enter a new reservation type

ADD RESERVATION TYPE

FAVORITES

- Grid
- Search
- Locks
- Calendar
- Group Blocks
- Property Texts

RESERVATIONS

REMINDERS

GIFT CERTIFICATES

GUESTS

HOUSE ACCOUNTS

MARKETING

REPORTS

TOOLS

SETTINGS

WEBSITE

[BACK TO ADMIN](#)

Sales Demo

A Dashboard Specifically Built For Group Reservations

Reservation Nexus
Sample

Q Start typing to search (CTRL -)

CURRENT TILL: \$19,010.61

FAVORITES

- Grid
- Search
- Locks
- Calendar
- Group Blocks
- Property Texts

RESERVATIONS

- REMINERS
- GIFT CERTIFICATES
- GUESTS
- HOUSE ACCOUNTS
- MARKETING
- REPORTS
- TOOLS
- SETTINGS
- WEBSITE
- BACK TO ADMIN

Reservations Reports Settings

🕒 🗨 🗨 🗨 🗨 Sales Demo

GROUP BLOCKS ❤️


Manage your group blocks
Click on a reservation below to manage the group blocks

ADD NEW

Q Start typing to search your group blocks

Name	Reservation Type	Date of Stay	Rooms Booked	Guest Count	Amount Paid	Amount Due	Coordinator	
Johnson Family Wedding	Wedding	Jan 05, 2020 - Jan 30, 2020	18	3	\$500.00	\$22,028.50	John Doe	🗑
Pontioee Weddings	Wedding	Jun 07, 2020 - Jun 12, 2020	4	3	\$872.50	\$2,290.00	Adam & Milly Pontipee Pontipee	🗑
Pontioee Family Reunion	Family Reunion	Feb 01, 2020 - Feb 08, 2020	0	0	\$0.00	\$0.00	Adam & Milly Pontipee Pontipee	🗑
Mayfield Wedding	Bachelor/Bachelorette Party	Feb 11, 2020 - Feb 13, 2020	0	0	\$0.00	\$0.00	Amy Mayfield	🗑
Copsalyn Wedding Party	Bachelor/Bachelorette Party	Feb 15, 2020 - Feb 19, 2020	0	0	\$0.00	\$0.00	Amber Cope	🗑

Individual Reservation Information in One Area

**Sample**

Start typing to search (CTRL -)

CURRENT TILL \$19,010.61

FAVORITES

- Grid
- Search
- Locks
- Calendar
- Group Blocks
- Property Texts

RESERVATIONS

- Search
- Grid
- Availability
- Front Desk
- Housekeeping
- Calendar
- Point of Sale
- Group Blocks

Reservations Reports Settings

#177377 | Benjamin Pontapee | Middle of nowhere, Oregon | 000-123-4567 | bbanks@resnexus.com | Group Block

SUMMARY

STATUS
Benjamin Pontapee
RETURN GUEST
Estimated Arrival
☐ Checked In
☐ Checked Out
☐ No Show

☐ Locked ?

DETAILS
Sub Total: \$500.00
Tax: \$72.50
Lodging Tax \$50.00
Sales Tax \$22.50
Total: \$572.50
Paid: \$0.00
Due: \$572.50
[Pay Now](#)

RESERVATION INFORMATION (#177377) - BENJAMIN PONTAPEE
Benjamin Pontapee 000-123-4567
Treeline Rd Estimated Arrival - --
Middle of nowhere, Oregon 84663
bbanks@resnexus.com

DK08 Double King Suite \$500.00
Sun, Jun 7, 2020 - 2 Adults - \$100.00
Mon, Jun 8, 2020 - 2 Adults - \$100.00
Tue, Jun 9, 2020 - 2 Adults - \$100.00
Wed, Jun 10, 2020 - 2 Adults - \$100.00
Thu, Jun 11, 2020 - 2 Adults - \$100.00
➔ Depart: Fri, Jun 12, 2020

Sub Total:	\$500.00
Lodging Tax:	\$50.00
Sales Tax:	\$22.50
Tax Total:	\$72.50
Total:	\$572.50

CARD(S) ON FILE
VISA 4xxxx-xxxx-xxxx-4444 (Jan) 1/2022 Benjamin Pontapee

BOOKED: TUE, JAN 21, 2020 2:33 PM ONLINE

Merge To Reservation
Merge current reservation to reservation # [VIEW](#)

[Print Version](#)
Last Updated: 1/21/2020 2:32:48 PM

Summary

Rooms/Nights

Master Guest

Payment

Group

Invoices

Notes

Packages

Discounts

Retail

Utilities

Gift Certificates

Confirmation

History

Tax Exempt

Audit

Housekeeping

Cancel

Handle All Group Payments in One Area

The screenshot displays the 'Reservation Nexus' software interface. On the left is a dark sidebar with a 'Sample' logo and a navigation menu including Favorites, Reservations, Reminders, Gift Certificates, Guests, House Accounts, Marketing, Reports, Tools, Settings, Website, and a 'BACK TO ADMIN' link. The main content area has a top navigation bar with 'Reservations', 'Reports', and 'Settings'. Below this is a breadcrumb trail: 'Group Blocks - Pontipee Weddings - Payments'. The central section is titled 'AUTO COLLECT' and contains a tabbed interface with 'Information', 'Reservations', 'Rooms', 'Payments' (selected), and 'Notes'. Under the 'Payments' tab, the heading 'Process Payments' is followed by the instruction 'Process payments for this group reservation'. A sub-tabbed interface shows 'Payments / Refunds', 'Cards on File', 'Payment History', and 'Auto Collect' (selected). The 'Auto Collect' section includes the text 'Auto Collect' and 'Automatically charge remaining balance on a specified date'. A button labeled 'On' with a blue checkmark icon is highlighted with a pink rectangle. Below this, a text box containing 'Automatically collect remaining balance' and a calendar icon is also highlighted with a pink rectangle. The top right of the interface features icons for clock, chat, group chat, and a 'Sales Demo' dropdown.

Reservation Nexus
Sample

Reservations Reports Settings

Group Blocks - Pontipee Weddings - Payments

AUTO COLLECT

Information Reservations Rooms Payments Notes

Process Payments
Process payments for this group reservation

Payments / Refunds Cards on File Payment History Auto Collect

Auto Collect
Automatically charge remaining balance on a specified date

On ✓

Automatically collect remaining balance

Group, Reservations and Guest Notes in One Area

The screenshot displays the 'Reservation Nexus' software interface. On the left is a dark sidebar with navigation links: FAVORITES (Grid, Search, Locks, Calendar, Group Blocks, Property Texts), RESERVATIONS, REMINDERS, GIFT CERTIFICATES, GUESTS, HOUSE ACCOUNTS, MARKETING, REPORTS, TOOLS, SETTINGS, WEBSITE, and BACK TO ADMIN. The main header includes 'Reservations', 'Reports', and 'Settings' tabs, along with a search bar and a 'Sales Demo' dropdown. Below the header, a breadcrumb trail shows 'Group Blocks' - 'Pontipee Weddings' - 'Reservation Notes'. The 'GUEST NOTES' section is active, with tabs for 'Information', 'Reservations', 'Rooms', 'Payments', and 'Notes'. The 'Notes' tab contains an 'ADD NOTE' button and a form titled 'Notes' with the subtitle 'View and edit guest notes'. The form has tabs for 'Group', 'Reservations', and 'Guests'. A dropdown menu for 'Guest' is open, showing 'Adam Pontipee' (selected), 'Benjamin Pontipee', and 'Dorcas Gaylen'. Below the dropdown are 'SAVE' and 'Cancel' buttons. At the bottom of the form is a blue button with an information icon and the text 'No notes'.

Reservation Nexus
Sample

Start typing to search (CTRL -)

CURRENT TILL: \$19,010.61

FAVORITES

- Grid
- Search
- Locks
- Calendar
- Group Blocks
- Property Texts

RESERVATIONS

REMINDERS

GIFT CERTIFICATES

GUESTS

HOUSE ACCOUNTS

MARKETING

REPORTS

TOOLS

SETTINGS

WEBSITE

BACK TO ADMIN

Reservations Reports Settings

Group Blocks - Pontipee Weddings - Reservation Notes

GUEST NOTES

Information Reservations Rooms Payments Notes

Notes

View and edit guest notes

ADD NOTE

Group Reservations Guests

Guest
Adam Pontipee
Adam Pontipee
Benjamin Pontipee
Dorcas Gaylen

SAVE Cancel

No notes

*User-Friendly, &
Less Frustration
for Your Guests.*





The Marketing Evolution

First There Was Print



Phonebook



Mailers



Coupons




Magazines



Flyers

Email Marketing

RV PARK




We Hope You Enjoyed Your Stay

Thank you for choosing RV Park Sample. We were delighted to have you stay with us. We know you have many choices when making your getaway decisions. Please share with us and future guests what you enjoyed most about your stay.

If you have any feedback or suggestions on how I can make your experience even better, please direct them to my email at samplerpark@csnexus.com.

RV PARK



We Look Forward to Seeing You

We have your campground all set and reserved for you.

Is there anything special you wanted or needed before your arrival? Don't forget to check out our special retail offers. We have a vast selection of things to do here in Salem. Please see our attractions section below. If you need help planning any of these events or outings let us know and we will be happy to help.

DATE OF ARRIVAL:	DATE OF DEPARTURE:	ESTIMATED ARRIVAL TIME:
Thu, 4/6/17	Thu, 4/13/17	7:30 PM

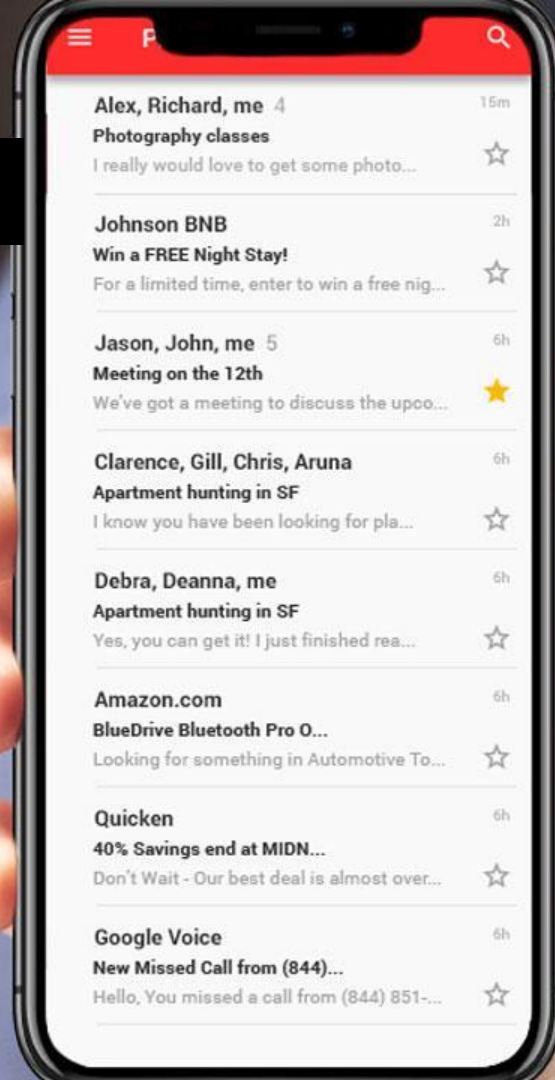
Digital Canvas = Websites

First without then with
online booking system



No Stamp Required = Email

- Manual export vs. Built-in Email
- There are still major systems that only offer manual export



Texting

What about texting your guests?

More effective than emailing?



Social Media Ads

Boost Post

Create New Audience

Automatic Placements (Recommended)

ON

Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best. [Learn more.](#)

BUDGET AND DURATION

Total budget

\$30.00 USD

Estimated People Reached

450 - 1,300 people per day

of 1,500,000

Refine your audience or add budget to reach more of the people that matter to you.

Duration

1 day

7 days

14 days

Run this ad until Jan 14, 2019

You will spend **\$3.00** per day. This ad will run for **10** days, ending on Jan 14, 2019.

Preview: Desktop News Feed



Lands End Inn

At Lands End Inn, we offer eighteen luxurious guest rooms sitting at the top of Gull Hill in the West End with commanding ocean views and just a few steps to the water, all just a short walk to downtown Provincetown Cape Cod.



Experience luxury at the beach in Cape Cod.

A world of surf, sand, and sea breezes is all yours.

Book Now

Jason Wilson and Erik Spence

3 Shares



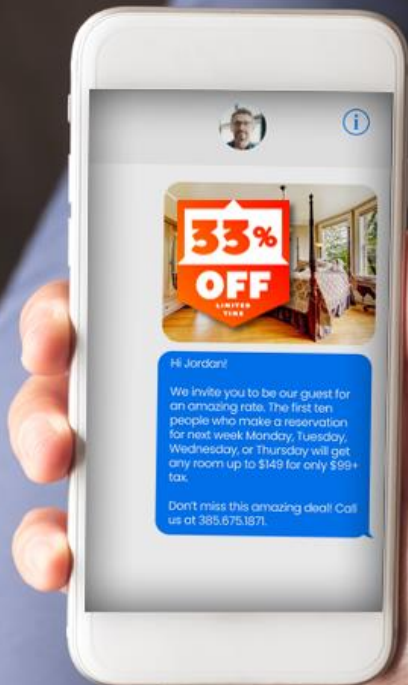
By clicking Boost, you agree to Facebook's [Terms & Conditions](#) | [Help Center](#)

Cancel

Boost

Texting

- Text the guest instead of calling them
- Welcome texts
- Thank you texts
- “How is your stay going so far” texts
- Promotional texts



Texting Inbox

- So when guests respond all your staff can text back as assigned
- They don't have your cell number

CURRENT TILL: \$18,908.36

FAVORITES

Grid

Search

Locks

Calendar

Group Blocks

Property Texts

RESERVATIONS

REMINDERS

GIFT CERTIFICATES

GUESTS

HOUSE ACCOUNTS

MARKETING

Dashboard

Welcome & Thank You

Promotions

Birthday & Anniversary

Newsletter Signup

Unsubscribe

Media Library

REPORTS

TOOLS

SETTINGS

WEBSITE

MEB21LE

PELL1W02

PROPERTY TEXTS

Text Message Inbox

Communicate with your guests that are currently on your property.

NEW MESSAGE

Recent Messages

Old Messages

Q Start typing to search

Archive

January 14, 2020

Amber Cope

Hi there

4:01 PM

PROPERTY

Archive

January 14, 2020

+18019606935

Hi

3:56 PM

PROPERTY

Archive

January 14, 2020

+18013699281

Test test

11:36 AM

PROPERTY

Archive

January 14, 2020

+18013695413

Of course, we will take care of that asap!

8:28 AM

PROPERTY

Archive

January 20, 2020

+18013695413

Will you still get this?

11:24 AM

PROPERTY

Archive

November 11, 2019

+18013695413

Hopefully not...

12:42 PM

PROPERTY

Archive

Thank you! Can I get a new set of towels please?

+18013695413 01/14/20 8:27 AM

Reply STOP to opt out of text messages from ResNexus:

Hi there! Welcome to the Hotel Sample, enjoy your stay!

Sales Demo 01/14/20 8:27 AM

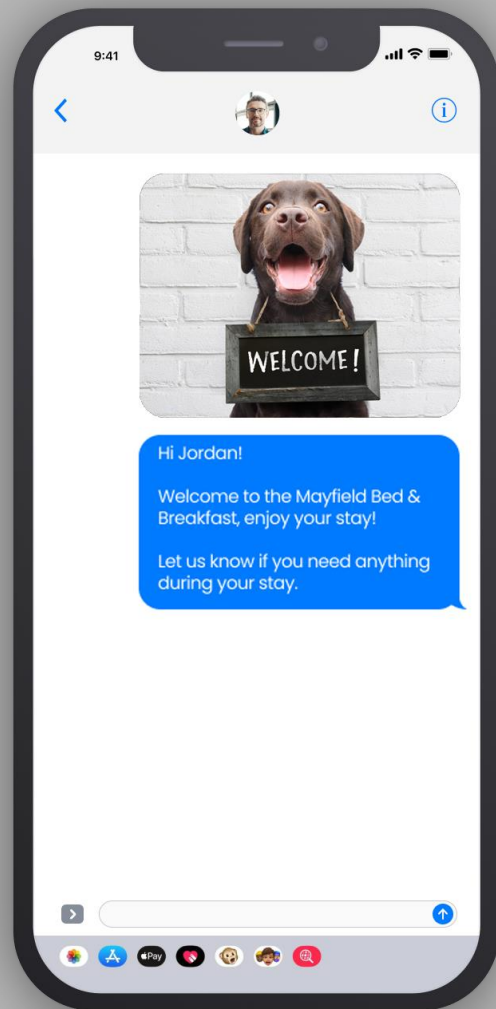
Of course, we will take care of that asap!

Sales Demo 01/14/20 8:28 AM

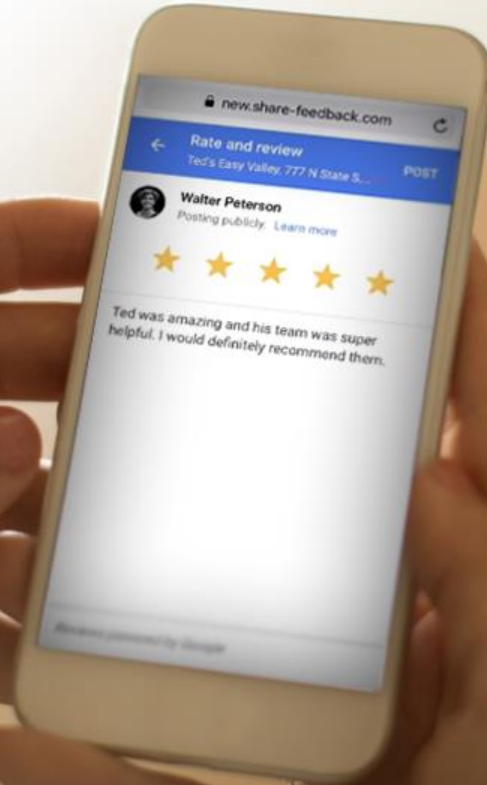
Start typing to reply...

SEND

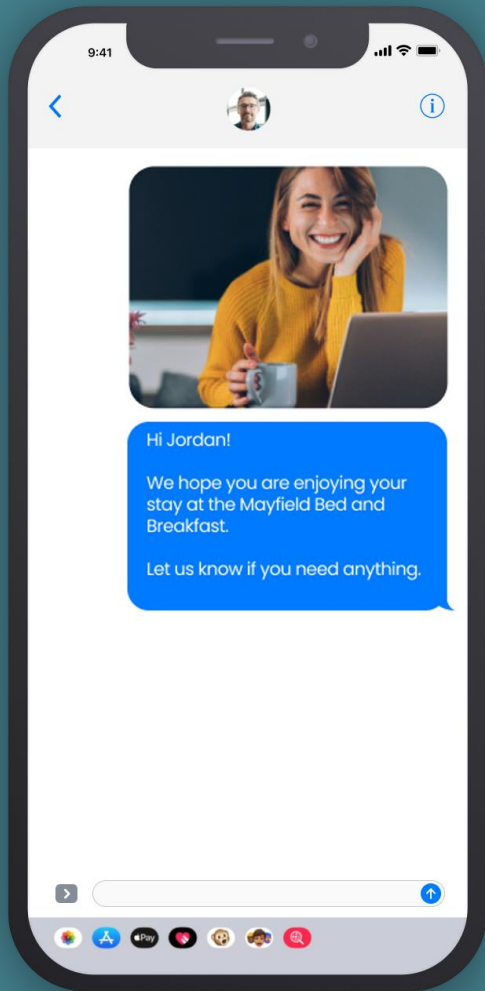
Welcome Texts



Thank You Texts



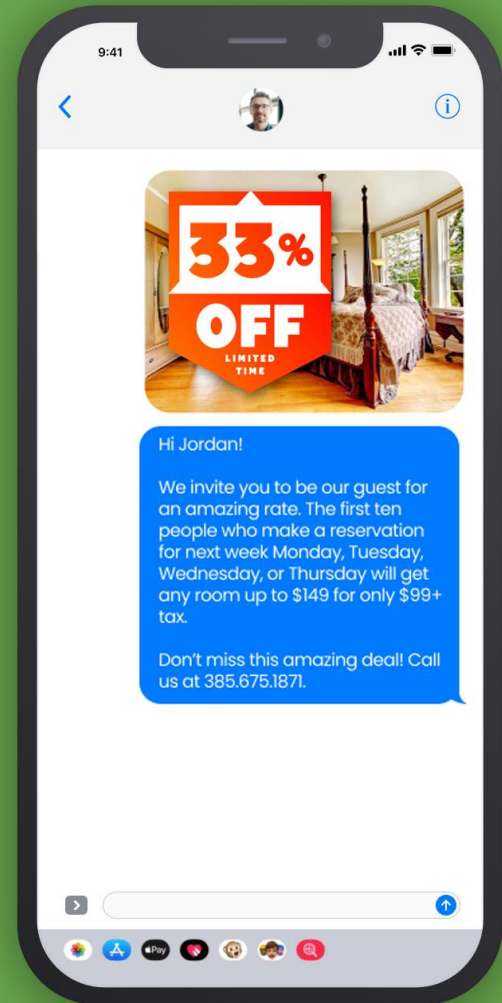
- Thank them for staying.
- Ask them to leave a review.



*“How is Your
Stay
Going?” Texts*

Promotional Texts

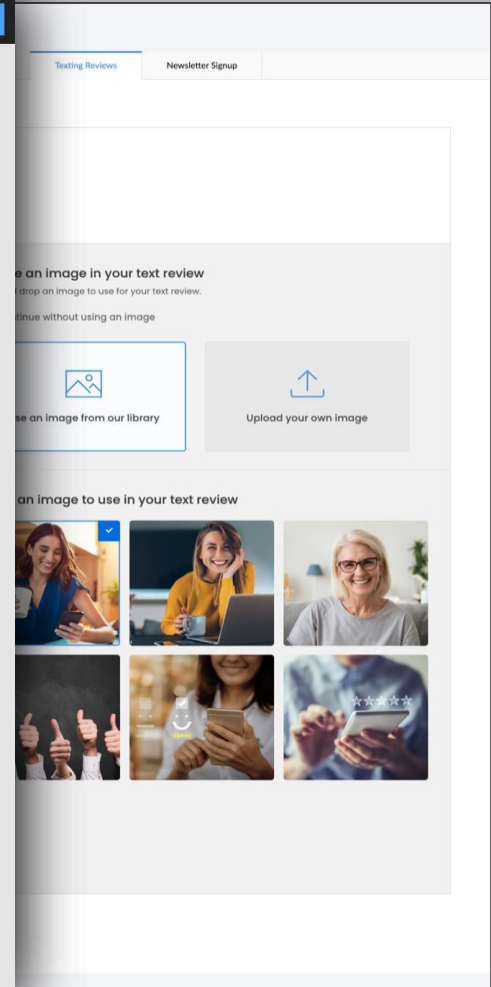
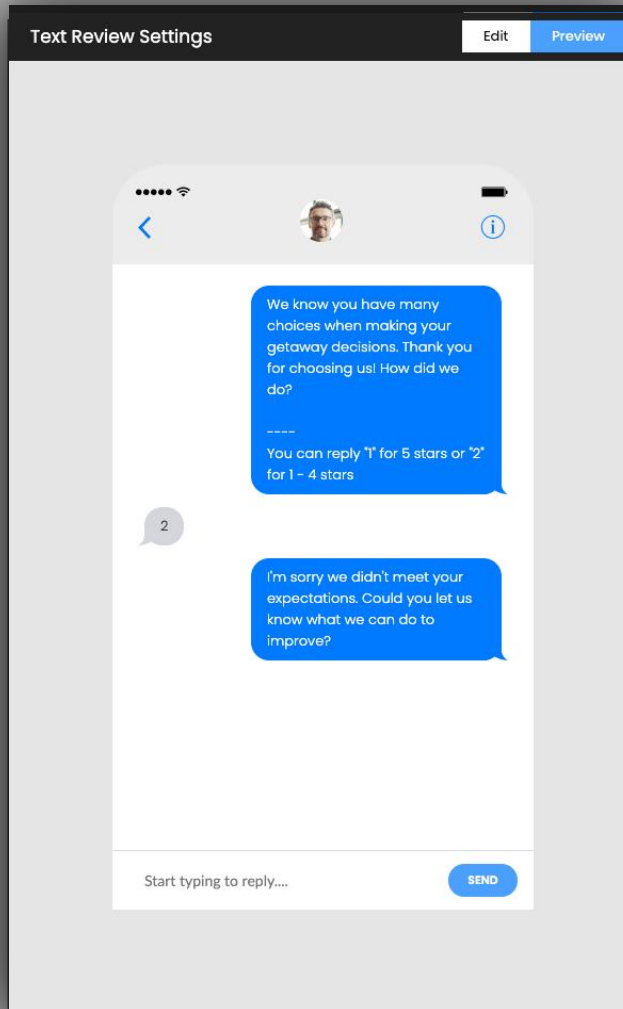
- **Much higher view rate**
- **They can unsubscribe at any time.**



Texting Reviews

Qualify that they guest will leave a good review:

- **Ask them how was their stay**
- **If 5 stars, ask for a review**
- **If 4 or less ask them how you can improve**



An aerial photograph of a racetrack with two cars drifting. A bright green car is positioned higher on the track, and a white car is lower, both leaving thick white smoke trails. The track is bordered by red and white striped curbs on one side and blue and white striped curbs on the other.

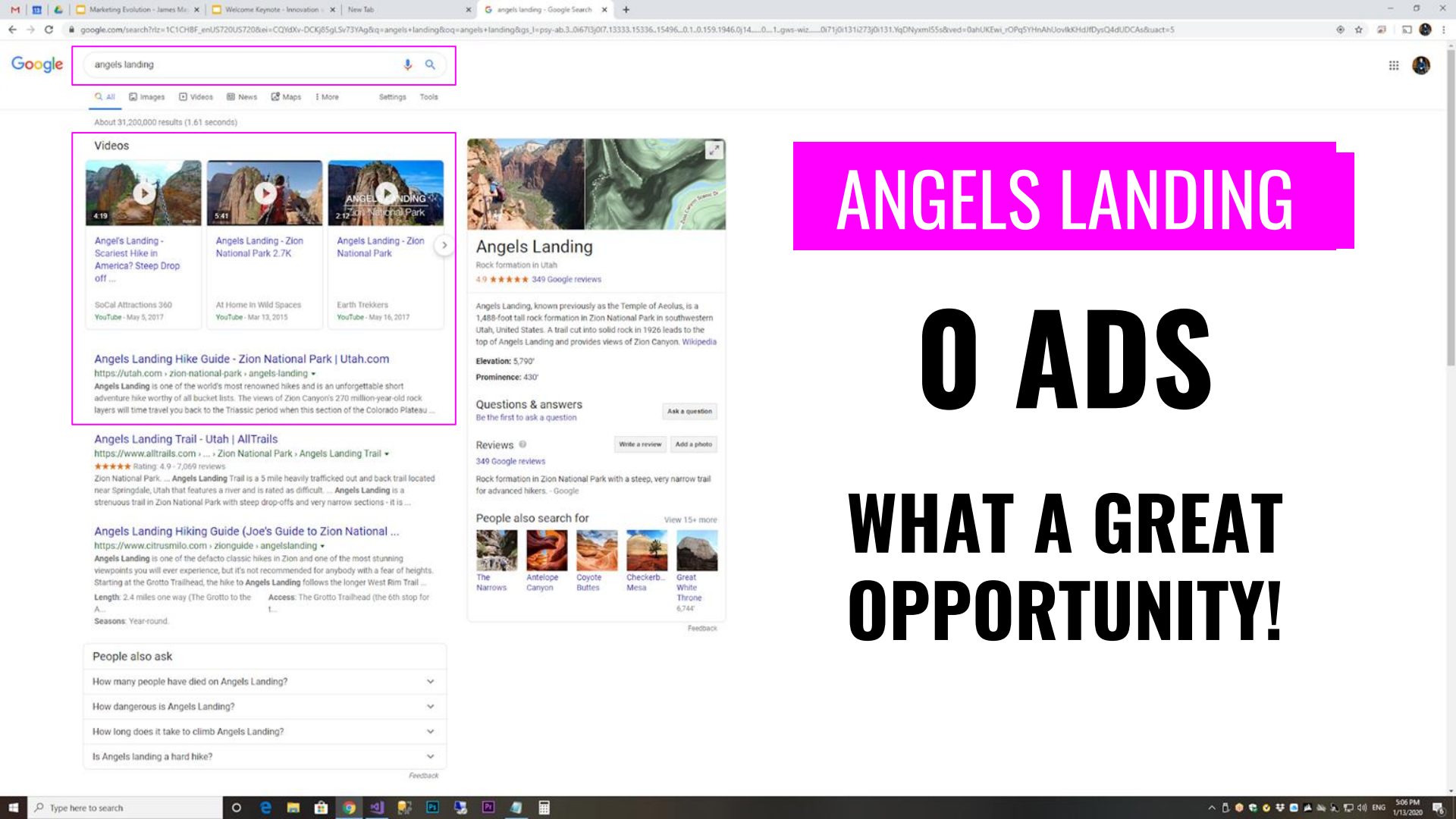
Better Use of Google AdWords

“chicago lodging” vs “chicago mob tour”

Another Example

“zions national park lodging” vs “angels landing”





Paid Search

- Search
- Video
- Shopping
- Display



Res.Nexus Google Ads

- By Region
- By Activity
- One Place

The screenshot displays the Res.Nexus Google Ads interface. On the left is a dark sidebar with navigation options: FAVORITES (Grid, Search, Locks, Calendar, Group Blocks, Property Texts), RESERVATIONS, REMINDERS, GIFT CERTIFICATES, GUESTS, HOUSE ACCOUNTS, and MARKETING. The main content area is titled 'MARKETING' and includes tabs for Dashboard, Welcome & Thank You, Promotions, Birthday & Anniversary, Texting Reviews, Google Ads, and Signup Options. The 'Google Ads' tab is active, showing a search bar, a 'By Activity' radio button, and a table of keywords provided. The 'Texting Reviews' tab is also visible, showing a table of ad campaigns.

Google Ads Section:

Search for a Keyword: **SEARCH**

Keywords you provided:

Keyword	Avg. monthly searches	Competition	Top of page bid (low range)	Top of page bid (high range)
<input checked="" type="checkbox"/> angels landing	10k - 100k	Low	\$0.52	\$2.25

Google Ad Settings:

2 of 3 Previews

Desktop

Hike Angels Landing | Stay at Zions National Park
www.mayfieldbnb.com/ •
Book your hotel in Zion National Park. Price Guarantee. Browse

Texting Reviews Section:

Manage your Google Ad Campaigns

Click on a campaign below to manage the ad campaign.

ADD NEW

Start typing to search your ad campaigns

Name	Budget	Clicks	Impressions	CTR	Avg. CPC	Cost	Status	Actions
Hike Angels Landing	\$25.00/day	4,559	409,139	1.11%	\$1.64	\$7,475.92	Active	
Zion hotel	\$25.00/day	1,176	216,033	0.54%	\$4.02	\$4,728.75	Paused	
Lodging in Zion National Park Utah	\$25.00/day	274	19,163	1.43%	\$10.91	\$2,989.46	Paused	
Stay with us in Zions	\$10.00/day	5,454	508,544	1.07%	\$0.55	\$2,988.81	Active	

SAVE AD **Cancel**



About 4,780,000 results (0.76 seconds)

Visit Pilgrim Monument and Provincetown Museum | Stay at Lands End Inn! | 10% off

Ad www.landsendinn.com

Looking for romance and to visit **Pilgrim Monument** and Provincetown Museum? Stay the night with us at the Lands Inn and enjoy 10% off! Enjoy an amazing breakfast and personalized service

www.pilgrim-monument.org

Pilgrim Monument and Provincetown Museum

Historic **Pilgrim Monument** and Museum in Provincetown, MA.

[About](#) · [Provincetown Museum](#) · [Building the Monument](#) · [The View From The Top](#) ...

www.pilgrim-monument.org › [pilgrim-monument](#)

About the Pilgrim Monument in Provincetown Massachusetts

The **Pilgrim Monument** was founded in 1892 as the Cape Cod Pilgrim Memorial Association—Cape Cod's oldest not-for-profit organization. Its purpose is to commemorate the Mayflower Pilgrims' first landing in the New World in Provincetown, in November 1620. ... The Cape Cod Pilgrim Memorial ...

[en.wikipedia.org › wiki › Pilgrim_Monument](http://en.wikipedia.org/wiki/Pilgrim_Monument)

Pilgrim Monument - Wikipedia

The **Pilgrim Monument** in Provincetown, Massachusetts, was built between 1907 and 1910 to commemorate the first landfall of the Pilgrims in 1620 and the ...

Location: High Pole Hill Road, [Provincetown](#), ... **Beginning date:** June 20, 1907

Designer: Willard T. Sears

Material: Granite



Pilgrim Monument

[Website](#)[Directions](#)[Save](#)

4.6 ★★★★★ 1,663 Google reviews

Historical landmark in Provincetown, Massachusetts

Ad · No reservation costs

Places to stay near Pilgrim Monument

[Book Now](#) · [booking.com](#)



The Pilgrim Monument in Provincetown, Massachusetts, was built between 1907 and 1910 to commemorate the first landfall of the Pilgrims in 1620 and the signing of the Mayflower Compact in Provincetown Harbor. [Wikipedia](#)

Address: 1 High Pole Hill Rd, Provincetown, MA 02657

Hours: Closed · Opens 9AM Fri

Height: 252 feet 7 1/4 inches (77 m); Pinnacle 350 ft (107 m) above sea

FILTER



Zions Canyon BnB

Lodging near Zions National Park • 10K views

Only a little over 1/2 mile to the entrance of Zion National Park and with a shuttle stop a short walk away, it doesn't get more convenient than this. Down our private lane, we are off the main



Angel's Landing - Scariest Hike in America? Steep Drop off - Zion National Park, Utah

SoCal Attractions 360 • 2M views • 2 years ago

One of the Scariest and Spectacular hikes in North America. Here's a look at how Angels landing looks like with steep drop offs of ...



Experiencing Angel's Landing | Real Time Comments | Zion National Park

Americas Parks • 148K views • 5 months ago

Amazing Zion National Park has many incredible hikes. Possibly most noted is Angel's Landing - 1500 feet off the canyon floor ...



Angels Landing Hike - Ascent & Descent | Zion National Park | Utah | 4K | GoPro HERO 7 Black

Lihini Ihals • 56K views • 10 months ago

The Angels Landing hike is considered amongst the scariest and most rewarding hikes in North America, offering panoramic and ...



Angels Landing | Full Hike | 4K

Zack Kravits • 40K views • 2 years ago

Follow me on Instagram: <https://www.instagram.com/zackkravits/> Free LUTS available: <https://bit.ly/2QMSnQ3> Join The Creator's ...



Straight Down Camera: Angels Landing, Zion National Park

Ben Horne • 232K views • 5 years ago

A vertigo inducing perspective from the hike to the top of Angels Landing in Zion National Park. I mounted a GoPro camera to a ...



Worlds most dangerous hikes - Angels landing, Zion (full hike)

Dan Sedran • 341K views • 3 years ago

Warning*, you will get that uneasy vertigo feeling if you have a fear of heights. This is the full hike from bottom to top, of Angels ...



People die here - Angel's Landing, Zion National Park

Currently Hannah • 27K views • 5 months ago

Hands down the funnest, prettiest and scariest hike of my life. Holy balls, what a place. It can definitely be dangerous in some ...

About 20,100,000 results (0.85 seconds)

Videos

4:19

Angel's Landing - Scariest Hike in America? Steep Drop off ...

SoCal Attractions 360
YouTube · May 5, 2017

15:32

Experiencing Angel's Landing | Real Time Comments | Zion ...

Americas Parks
YouTube · Jul 28, 2019

5:41

Angels Landing - Zion National Park 2.7K

At Home In Wild Spaces
YouTube · Mar 13, 2015

utah.com · zion-national-park · angels-landing ▾

Angels Landing Hike Guide - Zion National Park | Utah.com

Zion's **Angels Landing** hike is a 5-mile round trip trail that starts at the Grotto trailhead. Those in average physical condition can make the difficult trek, but it can ...

www.citrussmilo.com · zionguide · angelslanding ▾

Angels Landing Hiking Guide (Joe's Guide to Zion National ...

Angels Landing is one of the defacto classic hikes in Zion and one of the most stunning viewpoints you will ever experience, but it's not recommended for anybody with a fear of heights. Starting at the Grotto Trailhead, the hike to **Angels Landing** follows the longer West Rim Trail ...

Length: 2.4 miles one way (The Grotto to the **Access:** The Grotto Trailhead (the 6th stop for A...

Seasons: Year-round.

People also ask

- How many people have died on Angels Landing? ▾
- How dangerous is Angels Landing? ▾
- How long does it take to climb Angels Landing? ▾
- How hard is Angels Landing hike? ▾

Feedback

www.alltrails.com · ... · Zion National Park · Angels Landing Trail ▾

Angels Landing Trail - Utah | AllTrails

★★★★★ Rating: 4.9 - 7,127 reviews

Zion National Park. ... **Angels Landing** Trail is a 5 mile heavily trafficked out and back trail located near Springdale, Utah that features a river and is rated as difficult. ... **Angels Landing** is a strenuous trail in Zion National Park with steep drop-offs and very narrow sections - it is ...



Angels Landing

Rock formation in Utah

4.9 ★★★★★ 351 Google reviews

Angels Landing, known previously as the Temple of Aeolus, is a 1,488-foot tall rock formation in Zion National Park in southwestern Utah, United States. A trail cut into solid rock in 1926 leads to the top of Angels Landing and provides views of Zion Canyon. Wikipedia

Elevation: 5,790'

Prominence: 430'

Questions & answers

See all questions (6)

Ask a question

Reviews @

351 Google reviews

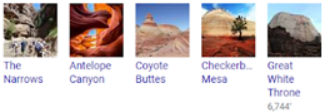
Write a review

Add a photo

Rock formation in Zion National Park with a steep, very narrow trail for advanced hikers. - Google

People also search for

View 15+ more



See Zion's lodging

Essex House
Sponsored @

Angel's Landing Room

\$149.00

Zion Canyon Bed and Breakfast
Hike the trail and stay in the room!

The Narrows Room

\$163.02

Zion Canyon Bed and Breakfast
Double-headed shower

→ More on Google

Better Use of Google Paid Search

**ResNexus will
standardize the
practices in the
next few years.**



Seamless Social Media Ads

- Facebook ads when you create your email & text ads
- Post marketing ads to Instagram feed
- API still young



Social Media Ads

Boost Post

Create New Audience

Automatic Placements (Recommended)

ON

Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best. [Learn more.](#)

BUDGET AND DURATION

Total budget

\$30.00 USD

Estimated People Reached

450 - 1,300 people per day

of 1,500,000

Refine your audience or add budget to reach more of the people that matter to you.

Duration

1 day

7 days

14 days

Run this ad until Jan 14, 2019

You will spend **\$3.00** per day. This ad will run for **10** days, ending on Jan 14, 2019.

Preview: Desktop News Feed



Lands End Inn

At Lands End Inn, we offer eighteen luxurious guest rooms sitting at the top of Gull Hill in the West End with commanding ocean views and just a few steps to the water, all just a short walk to downtown Provincetown Cape Cod.



Experience luxury at the beach in Cape Cod.

A world of surf, sand, and sea breezes is all yours.

Book Now

Jason Wilson and Erik Spence

3 Shares



By clicking Boost, you agree to Facebook's [Terms & Conditions](#) | [Help Center](#)

Cancel

Boost

Next Generation of Marketing

Reservation systems
need to seamlessly
allow their clients to
market via:

- Email
- Text
- Google Ads
- Youtube Ads
- Facebook Ads
- Instagram



The background of the slide is a dark blue puzzle. A hand is shown from the top right, placing a puzzle piece into the center. This central piece is glowing with a bright white light, creating a strong contrast with the dark blue background. The puzzle pieces are interlocking, and the overall scene suggests a process of completion or integration.

Res.Nexus = Combining It All

- **Website** (your guests & potential guests)
- **Email** (your guests)
- **Marketing Channels** (new potential guests)
- **Texting** (your guests)
- **Paid Search** (new potential guests)
- **Social Media** (your guests & potential guests)



David Mayfield

Red Carpet Professional

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801-788-4613

Serving The Hospitality Industry for Over 12 Years.
Personally Working with 1500+ properties.