



What's Happening? June 2024

Hello Community of Minnesota Resorts,

We have important news! On **Monday, 6/24**, our minnesota-resorts.com website will be split in half. Historically, we had one website that tried to serve both audiences (CMR members and potential guests), and it was confusing.

A **new** CMR members website, cmrmembers.org, goes live **8 pm** Monday and focuses on the needs of our organization. It has information on the education, legislative, marketing, and membership committees. It's here where we will publish information about the fall conference, Day on the Hill, education scholarships, Resorter of the Year, spring workshop, resorts tours, cracker-barrels, and more. We encourage you to bookmark the page and check it regularly.

The minnesota-resorts.com website will remain active but be geared exclusively towards potential guests interested in staying at one of our fine establishments. The directory map was recently upgraded by our web partner Evolve Creative and we plan to focus our pay-per-click ad spend here. Be sure to update your listing to maximize views, clicks, and bookings. Well over 30,000 qualified guests knock on our digital doors every year and we fully expect that to increase in the years to come. Note that your login credentials have **not changed** and are the keys to unlocking the back-end admin portal to manage/update your listing.

Have a wonderful rest of summer. Y'all are amazing!

From your CMR Marketing Committee

Questions? Please feel free to contact:

Thomas Bales | thomas@minnesota-resorts.com

Sincerely,

Sue Malikowski | Office Manager

COMMUNITY OF MINNESOTA RESORTS

320-212-5107 | PO BOX 553 | ALBANY MN 56307

[MINNESOTA-RESORTS.COM](https://minnesota-resorts.com) | CMR@MINNESOTA-RESORTS.COM

