



FOR IMMEDIATE RELEASE
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BLACK BUTTE RANCH LAUNCHES NEW SITE DESIGN

(Black Butte Ranch, Ore.) – June 11, 2013— Black Butte Ranch, the 1,800 acre Central Oregon vacation destination, recently launched a new website design, and functionality pieces. The reconstructed site, designed and developed by leisure travel industry leader ResortsandLodges.com, features a new, sophisticated look, complete with bold and beautiful imagery and rich, descriptive content.

“The new imagery paired with the informative copy creates an enjoyable and approachable user experience, and allows travelers who have not yet stayed with us to have a beautiful entry into the Black Butte Ranch experience,” said Kendal Daiger, Director of Sales and Marketing at Black Butte Ranch.

At the core of the new site lies the fundamental building block behind today’s tech-savvy traveler: responsive design. As the travel industry continues to evolve with technology, more and more travelers are viewing their content and imagery of various properties and products on multiple devices: desktop computers, smartphones, tablets, etc.

“Travelers already consume and engage content across multiple devices, so it is imperative that the new Black Butte Ranch site is as easy to browse on phones and tablets as it is on desktop computers. The new site features a responsive design that showcases Black Butte’s incredible imagery and makes it simple to engage and book on any device” said Daiger.

Well known as one of the most refined properties in Oregon, Black Butte Ranch aimed to encompass a 100% user friendly and user oriented website with the recent changes.

“From seeking information about our latest golf and recreation packages, to booking dinner in our award winning restaurant, the site aims to be informative and reflect the quality and excellent service our guests can expect when they stay with us,” said Daiger. “Guests can also book golf tee times and accommodations on the site.”

The ResortsandLodges.com web services team built the website with the intent of inspiring travelers to explore and travel. The bold imagery and descriptive content provides the traveler with everything they need for an all-inclusive online experience of Black Butte Ranch.

“We have thoroughly enjoyed working with ResortsandLodges.com. They are a one-stop resource for us in the truest sense. From planning and design to programming, support and distribution, our partnership has been exceptionally successful. Their professionalism, creativity and speed of delivery is impressive,” said Daiger.

To explore the new Black Butte Ranch website, visit www.blackbutteranch.com

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About Black Butte Ranch | www.BlackButteRanch.com

Black Butte Ranch is perfectly positioned for an authentic Central Oregon cascade experience. The 1,800-acre destination community, located seven miles west of Sisters on Highway 20, is nestled beneath the Cascade Mountain range with sweeping views of Three Sisters, Mount Washington, Black Butte, Broken Top, Three Fingered Jack and Mount Jefferson. The family-friendly property offers an array of lodging accommodations, two championship golf courses, four swimming pools, award-winning restaurants, a full-service spa and abundant four-season recreational opportunities.

About Resorts and Lodges | www.ResortsandLodges.com

ResortsandLodges.com® is the most comprehensive online resource for resort and lodge destinations worldwide, serving nearly ten million leisure, group and corporate travelers each year. The site provides travelers direct access to original content, colorful photography and high-quality video for thousands of leisure properties of all types and sizes. Our easy to use visual maps and filters allow Users to quickly find the information they are looking for when researching, planning and booking their resort and lodge vacations.