

# WHY CHOOSE BPLA?

Big Powderhorn Lodging Association

## Why BPLA?

BPLA is the longest standing lodging association in the Big Powderhorn Village and has over 40 years of rental management experience. This means we have developed a great reputation of respect, integrity and customer service. We are committed to providing quality lodging and service at a fair price. With yearly meetings, department reports, and an owner portal, homeowners always know what is happening with their vacation home. We understand that your vacation home is a big investment and are committed to ensuring it remains at its highest level of quality.

In these days where skiing in the northern tier of the US is declining and revenues are not what they used to be, Big Powderhorn Lodging Association's board and staff are constantly looking at evaluating and elevating BPLA so it continues to be a good choice for owners/shareholders and guest value. The Vacation Rental Industry offers exciting opportunities in marketing, software applications and guest attraction and retention. It is our intention to maximize those opportunities for our own growth and future with both the continuation of existing programs and the addition of new efforts.



Big Powderhorn Lodging  
N11360 Powderhorn Road  
Bessemer, MI 49911

## Contact Info:

906-932-3100  
800-222-3131  
lodging@bpla.com  
www.bpla.com

## Connect with BPLA



## Office Hours

Winter:  
Sun-Wed: 8:00am-4:00pm  
Thurs-Sat: 8:00am-11:00pm

Summer:  
Mon-Fri: 9:00am-3:00pm  
Saturday-Sunday: Closed





# Marketing Solutions

## Newsletter and Email Blasts

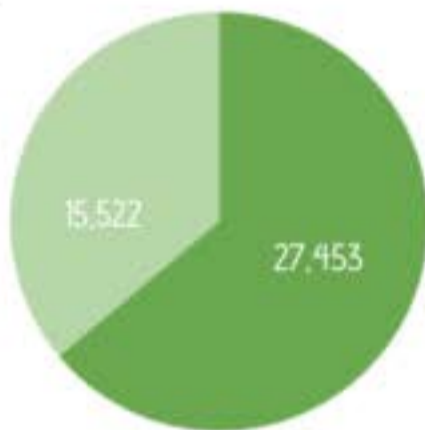
BPLA sends out weekly or biweekly emails to our customers and subscribers. These emails provide information about upcoming events, deals or activities going on throughout the area or at BPLA. Guests are welcome to subscribe through our online form on our website or on Facebook. Homeowners also receive newsletters occasionally which include new updates, information or tips for your vacation rental.

## BPLA's Website

BPLA's website allows guests to easily find information about our services and they can conveniently book online.

### Website Visitors

- 2020/21
- 2019/20

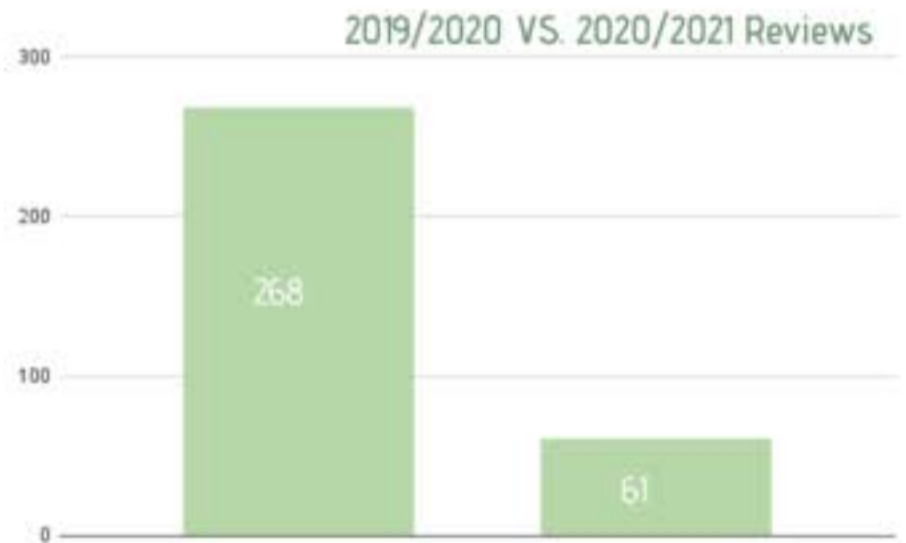


## BPLA's Mobile App

Mobile apps give vacation rental professionals the opportunity to engage with their guests in real-time. BPLA's app is not here to remove face-to-face interaction between us and our guests but to provide them with the information they need, when they need it, before, during and after their stay, through a communication channel the guest is familiar with and comfortable using.

## Reviews

In the travel industry, reviews are very important to us and to our future guests. We are continually striving to gain more reviews and are always looking at new ways to improve. Many of the platforms we use like VRBO and our mobile app allows us to easily request reviews from our guests. Our reservation software also sends review requests to each guest once they depart from their vacation home.



## VRBO

VRBO is an online vacation rental site powered by Expedia. VRBO offers homeowners and property managers exposure from over 750 million visits to the Expedia sites each month. Travelers can use VRBO to inquire about listings, book their stay or leave a review after their departure. BPLA homeowners can choose whether they would like to purchase an annual subscription for this platform.





# Owner Control

BPLA has been and continues to be the only rental enterprise that is controlled by the owner/shareholder. The Board of Directors are elected by the BPLA shareholders and together they help shape the future of BPLA. The Board of Directors have three yearly meetings and the BPLA shareholders have one annual meeting.



# BPLA Staff

BPLA has been in business for more than 40 years and enjoys a repeat guest visit rate of more than 80 percent. That says a lot about the quality of lodging and quality of service that BPLA provides its guests. We treat people with respect and provide professional and friendly service to our guests.

We believe the first thing one notices about any lodging is its housekeeping which is why our units are professionally cleaned top to bottom.

We also have a seasoned maintenance staff that is attentive to all housing issues for your vacation home. BPLA offers comprehensive maintenance options for homeowners, meaning our maintenance staff can schedule lawn care services, set up snow removal, hire contractors and more. Guests can also conveniently request maintenance or contact us through the mobile app.

Our helpful Vacation Planners who are knowledgeable of the area and all the vacation rentals, make a guest's vacation easy from the moment they call.

# Summer

BPLA is not just a seasonal business. We are open all year long, offering guests 12 months of quality vacation housing. We want guests to stay with us no matter what their vacation plans are.

## Why Choose BPLA For Your Rental?

- ✓ Owner Control
- ✓ Owner Portal
- ✓ Monthly Statements
- ✓ 24/7 online booking
- ✓ Onsite Maintenance
- ✓ Keyless Entry (optional)
- ✓ Vacation Planners
- ✓ Housekeeping Excellence
- ✓ Marketing
- ✓ Third-party website integrations
- ✓ Social Media
- ✓ Email Blasts & Newsletters

"Your Lodging Headquarters for the Western U.P"

40+ Years of TRUSTED customer & shareholder service!





# BPLA Vacation Rentals

Below are just a few of the many variety of styles, sizes and locations BPLA is proud to offer.



Condo  
Trailside  
2 Bedrooms  
1.5 Bathrooms  
Hot Tub  
Sleeps 8

Condo  
Village  
2 Bedrooms  
2 Bathrooms  
Sleeps 7



Home  
Village  
6 Bedrooms  
4 Bathrooms  
Sauna  
Sleeps 19

Home  
Trailside  
8 Bedrooms  
5 Bathrooms  
2 Hot Tubs  
Sauna  
Sleeps 16

