

# RESORTER REPORTER



## Here's To Your Health-Avoid Burnout

The summer is about half over, and you are already exhausted. Don't worry, It happens to all of us. We work so hard to achieve success at our resort, and then you hit a wall. Some call it burnout.

Can you overcome your exhaustion and burnout? There are many ways to overcome the exhaustion that comes with owning, running and being responsible for your own business/resort.

Click on this [link](#) to find an article from Huffington Post on Entrepreneurial Burnout. It provides a number of ways to assist you in overcoming that exhausted feeling. Hopefully, it can assist you in recharging and finishing the remainder of the summer strong. Once at the site, just click the "See Gallery" icon and then click the right arrow to scroll through each of the slides to read the tips.

The key is don't ignore an exhausted or burned out feeling. Your personal and professional well being is integral to the health of you and your resort's success. Make sure to address your exhaustion in an immediate and positive way so that you remain focused on your goals and objectives. Have a great rest of the season!

The Community of Minnesota Resorts exists to help family owned and operated resorts in Minnesota to continue as a viable segment of the Minnesota tourism industry.

The Community of Minnesota Resorts' motto is: "Resorters Helping Resorters."  
"We believe that none of us alone is as smart as all of us together."

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### New Format-Additional Content-Pertinent and Timely Information

The Community of Minnesota Resorts' newsletter, the Resorter Reporter, has changed. Here are some helpful hints for navigating the links in this newsletter.

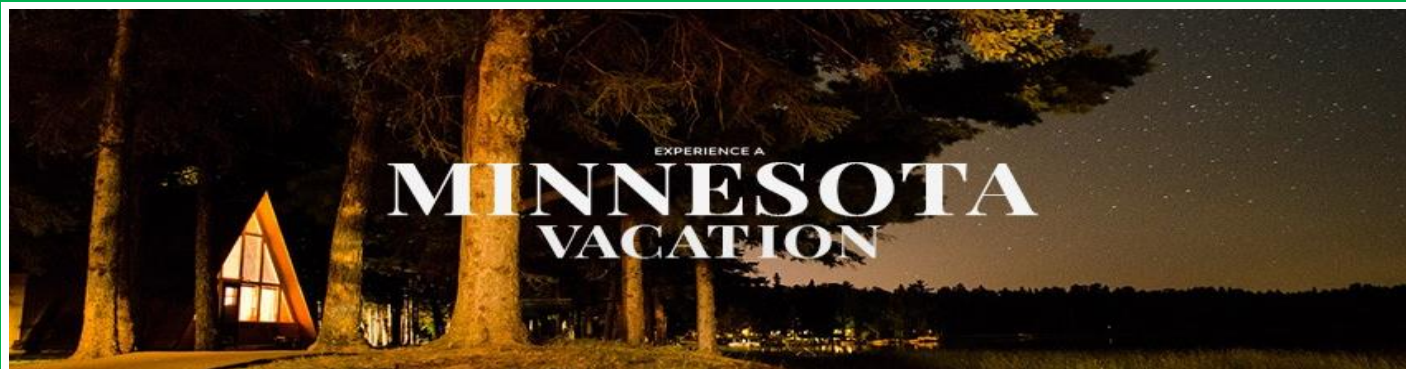
When you click on a link to external content, you will be connected to that content. To return to the newsletter from that content, just close the new window that opened by clicking the back arrow in the upper left hand corner. You will then return to the Resorter Reporter.

## Community Of Minnesota Resorts Calendar of Events

- August 31 2018-2019 Membership Renewal
- September 1 Resorter of the Year Nomination Deadline
- September TBD Fall Resort Tour
- October 28-30 Fall Conference at [Cragun's](#)

Make sure to mark your calendar for these events!





## Website Update from your Marketing Committee

Traffic to individual resorts listing pages was up 23% in June compared to June of 2017. Nearly 85% of the users in June went to an individual resort listing. Overall website traffic was up 44% in June compared to May. Traffic was up 33% from last June. Board will be meeting with Branding Company in August, we will keep you posted!

## Last Minute Opening Function

The layout of the Last Minute Opening page has been changed to better meet the search needs of potential guests! Now, the page lists each resort that has a Last Minute Opening, PLUS now shows the listings of what size cabins and campsites each resort has available, the date available and how many days the opening is for. Previously, you had to click on the resort, scroll to find the last minute openings heading and scroll even more to view the openings. With guest patience in mind, the less clicking and searching the better. Take a look at the change by clicking [here](#).

## Want To List Your Resort's Last Minute Opening?

Remember, the CMR offers the Last Minute Opening function on the website for you to fill cabins/campsites at your resort. With the above improvements, we believe potential guests will now find it much easier to locate and rent your Last Minute Openings. List your upcoming openings in cabins for \$5, or campsites for \$2.50. Click [here](#) for instructions on how to list your opening.

Had success in listing a Last Minute Opening? [Email](#) us to tell us the story!

# Resorter of the Year

Nomination Submittal Deadline-September 1, 2018

The Community of Minnesota Resorts (CMR) selects, through nominations by its members, one resort and resort owner that has shown a dedication for the improvement of the Minnesota Resort Industry by adopting and carrying out business policies and practices that reflect a personal pride in the industry as a whole.

The nominees also live up to the organization's motto of "Resorters Helping Resorters" by involvement in community activities and by displaying a willingness to help other resort owners to successfully operate Minnesota resorts. Click on the nomination form below to nominate the resorter who you feel should be "Resorter of the Year."

## [Resorter Of The Year Nomination Packet](#)

Nominations should be mailed to:  
Community of Minnesota Resorts  
P.O. Box 61  
Dent, MN 56528  
Attention: Resorter of the Year Committee

Nominations must be received by September 1, 2018. The Resorter of the Year will be announced at the Fall Conference.

## 2018 CMR Membership Renewal Date

### August 31st

The Community of Minnesota Resorts appreciates your ongoing membership. Your annual membership goes directly toward the promotion and betterment of all member resorts through our Marketing, Education and Legislative efforts. Without your membership the CMR wouldn't be able to achieve the goals and objectives as set forth by the committees every year.

The past few years have seen a number of changes in the website, social media, logo and other materials. Now, your CMR is looking at a branding campaign that will further place the Community of Minnesota Resorts, and you its members, more top of mind with potential guests. This branding campaign could take marketing in many new avenues, and it is your annual membership that will help make it possible.

We just want to remind you that you will be receiving your renewal invoice in the mail in early August for the annual renewal of September 1, 2018 through August 31, 2019. We ask that you renew your membership in a timely manner.

If you would like to become more actively involved in your CMR as a Board member, committee member, or provide a helping hand at one of the conferences, training sessions, educational opportunities or Day on the Hill please contact a Board member, or email [CMR@Minnesota-Resorts.com](mailto:CMR@Minnesota-Resorts.com).

#### Mark Your Calendars:

**CMR Fall Conference**  
**October 28, 29, 30**  
**Cragun's Resort on Gull Lake**

Remember to mark your calendars for the CMR fall conference. As always we will have the vendor show, cracker barrels, legislative fundraiser for Day On The Hill, and plenty of time to socialize and decompress after the season.

This year some speaker topics will include how to handle new tax laws, reacquaint yourself with Contract for Deeds, Cleaning Chemicals, and the ever popular resorter panel. We hope everyone can attend!

What's going on in your neck of the woods?



Check out the Explore Minnesota Events Update by following this link to see what events are going on in your area and around the state.

[Explore Minnesota Events Update](#)

Once at the site, just click on the most recent events update on the site and view your area's upcoming events.