

TOUR & TRAVEL PROFILE

THE PINES RESORT at beautiful Bass Lake, California

Announcing new ownership and management of the most comprehensive lakeside destination resort in California's Sierra National Forest!!

Our sales team has extensive experience in the Tour and Travel markets. We welcome your interest and would be delighted to show you why The Pines Resort is a great addition to your Central Valley – High Sierra itineraries.

Operating seasons: Open year-round. Special tour and travel pricing incentives equal great value during shoulder and off-season dates (October-May). Ask us about our seasonal savings!

Location: In California's Eastern Madera County -- just 14 miles from Yosemite National Park's southern entrance (Highway 41) with easy highway proximity from Sacramento, San Francisco and Fresno.

Setting: Full service destination resort in a scenic mountain, forest and lakefront setting. The Resort reflects an upscale mountain theme – with a combination of chalet-style architecture, natural woods, Mission-style furniture and forest color schemes.

Lodging: 101 units offering two styles of accommodations: Condo-style wooden cabins and modern luxury suites.

Cabins: 84 units (two-story units with full kitchen, living room, private bathroom and bedroom with one or two beds, outside deck with table and chairs).

Luxury Suites: 20 units (king bed, kitchenette with microwave, coffee maker and mini refrigerator, sitting area with sofa sleeper, fireplace and private deck). Some suites have in-room spa tubs. Televisions have VCR/DVD players and free HBO.

Guest amenities: Maid service, bell service, private baths, in-room telephones, televisions, wireless internet access, coffee-makers.

Meal services: Fine and casual dining with spectacular lakeside views, two cocktail lounges, full-service catering and banquet services.

Recreation: Spa services, swimming, tennis, outdoor spa tubs, retail village with gift boutiques and art galleries, sightseeing, boating, guided fishing tours, seasonal snowmobiling and snow play.

Area attractions: Nearby attractions include Yosemite National Park, Yosemite Mountain Sugar Pine Railroad, Sierra Vista National Scenic Byway, golf, skiing, antique shops, art galleries, winery touring and tasting.

Bus access: Easy highway access, plentiful and free parking for motorcoaches. NO fees or special permits required.

Nearest airport: Fresno-Yosemite International Airport (FAT). Information – (559) 498-4095

Market segments: Tour and Travel, FIT, SMERF, Association, Corporate, Incentive

Marketing tools: We would be delighted to help you promote your Pines Resort destination tours and have a variety of photos, brochures and sales materials available upon request.

Area info: Yosemite Sierra Visitors Bureau
Website: www.yosemitethisyear.com
Phone: 559-683-4636

**Resort contact: The Pines Resort Sales Team
The Pines Resort
Phone: 800-350-7463 // (559) 642-3121
Website: www.basslake.com**