



**FOR IMMEDIATE RELEASE**

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**Lake Powell Resorts & Marinas Introduces New Line of Houseboats**

*Lodge announces lobby and retail redesign to enhance guest experience*

**Page, Ariz. – Mar. 03, 2009** – Lake Powell Resorts & Marinas, managed by ARAMARK Parks and Destinations, announces the addition of a new line of luxury class houseboats to their fleet. Available for rent in May 2009 at Wahweap Marina, the new 62-foot “Journey” line has been designed for those who want a state-of-the-art houseboat, with all the amenities of a larger luxury vessel, for an affordable price on a smaller scale.

Sleeping up to 16 people\*, the new Journey is ideal for smaller parties who still want to enjoy houseboating at this level of amenities, but for about 30 percent less than the larger luxury vessels. The Journey houseboat features an open and spacious cabin, plenty of storage and an upgraded kitchen. There are three staterooms with queen beds, one lower berth, two three-quarter bathrooms, a convertible dinette table, and a convertible sofa with cushions on the upper deck for sleeping under the stars. Other amenities include an eight-person hot tub, 42-inch LCD TV and home theater system with a tracking satellite system, an upper deck TV with satellite feed, CD stereo system, electric inverter system, remote toy tank for carrying extra fuel for power boats and PWC'S, GPS, outdoor gas grill, and much more.

“ARAMARK remains committed to providing the best available houseboats, services and amenities to our guests,” said David Sloma, Vice President of Operations for Lake Powell Resorts & Marinas. “Our new Journey houseboats come at an ideal time when families and vacationers are looking to experience luxurious getaways but at an affordable price.”

All houseboaters at Lake Powell Resorts & Marinas receive personalized service through a single point-of-contact customer service specialist who provides check-in services, instruction, and itinerary planning assistance, including maps, upon arrival. The premium porter service allows guests to enjoy their houseboating trip without any worries. Additionally, houseboaters can take advantage of pre-prepared gourmet meals offered through Lake Powell Resorts and Marinas’ new

Meals on Board program (<http://www.lakepowellmeals.com>). This unique level of service and meal options that suit guest preference help vacationers make the most of their houseboating experience.

Furthermore, Lake Powell Resorts & Marinas is adding 14 more Expedition houseboats to its fleet. One of the most popular and affordable boats on the lake, the Expedition sleeps up to 10 people and is an ideal boat for single families, couples and groups of friends.

This spring, Lake Powell Resorts & Marinas will complete the redesign of its lobby and retail store. The lobby renovation entails an upgrade of the reception area providing guests with a single location for all their Lake Powell vacation planning needs. The retail store will be expanded by a 1000 square feet featuring a larger Native American handicraft section emphasizing cultural interpretation. Interactive elements like sample music tracks will enhance the customers retail experience. Digital signage with live weather updates, news feeds and resort specials will keep customers apprised of up-to-date information about the lake and the area. The redesign project will enrich overall customer experience at Lake Powell Resort in 2009 and beyond.

For more information on the new Journey houseboat and other updates at Lake Powell Resorts & Marinas, visit [www.lakepowell.com/news](http://www.lakepowell.com/news).

\*Coastguard regulations allow a maximum of 12 passengers while underway

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#### **About Lake Powell**

Lake Powell, the second largest manmade lake in the U.S., is located on the border of Utah and Arizona in the Glen Canyon National Recreation Area, and offers nearly 2,000 miles of spectacular shoreline with towering red rock sandstone cliffs, more than 90 major canyons, blue-green water and sandy beaches.

#### **About Lake Powell Resorts & Marinas**

Lake Powell Resorts & Marinas provides houseboat and powerboat rentals, lodging and scenic tours. For more information or to book a houseboat vacation, call (888) 486-4665 or visit [www.lakepowell.com/news](http://www.lakepowell.com/news). Lake Powell Resorts & Marinas, managed by ARAMARK, is an authorized concessioner of the National Park Service, Glen Canyon National Recreation Area.

#### **About ARAMARK Parks and Destinations**

ARAMARK Parks and Destinations, a division of ARAMARK, provides a wide range of professional services, including property management, hospitality services and recreational support to specialty hotels, resorts, national and state parks, national forest service and other tourist destinations throughout the United States. ARAMARK Parks and Destinations seeks to create memorable experiences at destinations by bringing the best in environmental stewardship, sustainable cuisine and interpretive programs to the guests it serves. For more information on ARAMARK Parks and Destinations and each of its properties, visit [www.aramarkparksanddestinations.com](http://www.aramarkparksanddestinations.com).