

# Internal Messaging Guide

written by John Mueller | February 14, 2020

We use an internal messaging guide to help our staff understand who we are and how to communicate that to guests. This clear messaging helps us in providing a wonderful wilderness experience for our guests. See the internal messaging guide below, which was initially crafted by [Chelsea Batten](#).

*Escape the Everyday.  
Explore the Northern Wilderness.*

The Keweenaw Mountain Lodge is a wilderness resort that offers a fun, joyous, adventuresome experience for visitors from all over the world. We welcome guests to a far northern wilderness paradise that feels like a world away from everyday life, and we provide the amenities and expertise that make their experience memorable.

**WHAT**

A wilderness resort is an all-inclusive vacation experience built around enjoying the beauty, adventure and serenity offered in nature.

**WHY**

A wilderness resort provides a unique opportunity to disconnect from the distractions and busyness of modern urban life and discover the increasingly rare joys found in nature.

**WHEN**

The best time to visit a wilderness resort is the season you enjoy most, from the lazy days of summer to the exhilarating thrill of winter, from the wildflowers of spring to the glorious colors of autumn.

**WHO**

A wilderness resort offers a uniquely rewarding experience for just about everyone:

- Families who want to enjoy each other without the distractions of technology.
- Companies who want to encourage team building and creative inspiration.
- Couples who find romance in the thrill of outdoor adventure.
- Anyone looking to trade the daily grind of urban life for the beauty and serenity of nature.

**HOW**

From thrilling adventure to peaceful relaxation, there are countless ways to enjoy a wilderness resort—it all depends on your individual wishes, needs and personality.

- Hike through a forest of 500-year-old white pines to a 360-degree overlook of the Keweenaw coastline.
- Experience the thrill of flying down a world-class mountain biking trail.
- Take a canoe or kayak trip, a stand-up paddleboard ride, or an icy cold plunge into the world's biggest freshwater lake.
- Read a good book on a cabin porch surrounded by songbirds and butterflies.
- Experience the electric thrill of a lake trout biting your line.
- Enjoy cocktails and conversation on a screened-in porch while summer rain patters against the window.
- Play a round of golf as bald eagles wheel overhead.
- Sit beside a towering bonfire while feasting your eyes on one of Lake Superior's unforgettable sunsets.

[ [Download a PDF version of our Team's Internal Messaging Guide](#) ]