



Property promotions: 7 June 2010

07 June 2010 9:49 AM

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The Whiteface Lodge

Lake Placid, New York

Promotion: [Share-Cation Weekly Rental Program](#)

In order to grab a share of Lake Placid's condo and house rental business, The Whiteface Lodge is wisely renting a variety of suites by the week to summer travelers.

Its second annual Share-Cation weekly rental program features a special seven-night rental rate that includes all activities (such as canoeing), services and gratuities. "We have been selling this to families or two couples, each with young children. It is more affordable on a weekly basis, because everything is included," said Phil Anderson, GM of The Whiteface Lodge.

Weekly rental rates start at US\$6,950 for a three-bedroom, three-bathroom suite for up to eight guests. A US\$7,450 rate is tagged on to its Grand Lodge three-bedroom, three-bathroom suites and its presidential suite, which features four bedrooms, four bathrooms and an outdoor sleeping porch, goes for US\$7,950 per week.

While The Whiteface Lodge launched the program last summer, it was not as successful because it was launched in June when many guests had already made other arrangements. This year, Whiteface began marketing the Share-Cation campaign in early April on its website, via e-mail blasts to previous guests, and by press release. "This year, we have already sold five (packages). The one that has sold the most is the four-bedroom presidential suite," Anderson said.