

THIS WEEK'S BUSINESS FOCUS



WOOD RIVER INN & TAMARACK LODGE

WOOD RIVER INN · 603 NORTH MAIN STREET, HAILEY
TAMARACK LODGE · SUN VALLEY ROAD & WALNUT, KETCHUM

The number one rule in real estate is embraced by the proprietors of Tamarack Lodge and Wood River Inn: location, location, location.

Tamarack is located on Sun Valley Road, right in the heart of Ketchum. Wood River Inn on Hailey's Main Street is close to the airport and businesses making that location a cornerstone as well.

And though the rates at both boutique hotels are always among the lowest in the valley, you get so much more than you pay for.

The guest experience begins at the front desk. Arriving guests are provided with a packet of special offers from other local businesses.

"We want you to feel like a local when you are in town," explains manager Jeff Knight.

The Tamarack has been around since the 1950s and holds the charm of the original Sun Valley Alpine village design motif on the exterior. Inside are all the amenities a 21st Century guest might need including the introduction of flat-screen televisions in the near future, free wireless Internet and even I-phone charging alarm clocks. All the beds are triple sheeted and the microwave, coffee makers and mini refrigerators make it easy to stay in all day and enjoy the spectacular views of Bald Mountain.

Just as they did in 2003 when they bought the Tamarack Lodge, Ryan Allison and Gail Sanderson updated the Wood River Inn in Hailey to the same specifications.

"Being locally owned, we want to maintain our reputation as a high quality contribution to the valley's business community," Allison says. "We want to provide a service that

meets our personal high standards. We continue to strive to make our hotels have a local boutique hotel flavor that can really showcase the charms of the valley."

Repeat business is the overriding goal.

"We want our hotels to be the place that feels like you are home when you visit the valley," Knight says. "Our rooms are really equipped to make this work for clients and their great locations make them the perfect hub for all their local activities."

Running a business in such a tight-knit community means being keenly aware of how Mother Nature's whimsy or fury can effect seasonal business, so the innkeepers are always adapting to current conditions. They've also recognized that people need lower prices during tight times and are constantly fashioning special offers to keep the regulars happy and to give newcomers a chance to get to know them.

New web pages have been launched for both hotels to make first impressions easy and are updated frequently with events and offers.

The bottom line, says Knight, is that "we really want people to try us once and we are convinced that they will become a lifetime client once they experience our local hospitality, convenience to valley amenities and value for their stay."

—Jennifer Jones

VITALS

YEARS OF SERVICE: **23**

OWNERS: **Ryan Allison and Gail Sanderson**

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