



Green Turtle Bay Bridges the Gap, Providing Broadband Access At the Marina and On The Water

Name:
Green Turtle Bay Resort

Internet:
www.greenturtlebay.com

Products/Services:
Resort and Marina

Location:
Grand Rivers/ Livingston
County

Leadership:
Bill Gary III, CEO
Vida Gary, President

Employees: 45 full-time;
30 seasonal

Founded: 1984

Reach: Regional

Innovative Insight:
"We pay attention to our business, listen to our customers, and provide the services they need and use."

Way Internet Has Made You More Competitive:
Almost 90 percent of our business comes from Internet awareness. Plus, high-speed Internet access allows the resort to serve its customer on land or on the water and provides a valuable business and entertainment tool to the greater community."

Ways to Continue to Attract the Best Workers:
"Green Turtle Bay employees participate in ongoing training and continually contribute to the brainstorming process to make Green Turtle Bay great."

Grand Rivers, Ky- Green Turtle Bay in Livingston County is an all-inclusive resort committed to serving visitors of the Land Between the Lakes region. One of Kentucky's premiere resorts, it has numerous amenities for tourist and boaters alike. Situated on Lake Barkley, Green Turtle Bay has found a way to combine business and pleasure in order to serve its customer-base completely.

Green Turtle Bay Resort has everything a lake or land enthusiast can imagine: fully furnished condominiums, fine dining, a picturesque convention center, and convenient drystack boat storage. Additionally, among the resorts many amenities is a marina that provides boaters with the convenience of high-speed Internet access with every visit.

According to Green Turtle Bay President Vida Gary, "Our customers are pleasantly surprised by our capabilities." Realizing that many Land Between the Lakes visitors are also business men and women, Green Turtle Bay began providing high-speed Internet access to the resort and marina in 1999. Marina customers can access the Internet in two convenient ways: at the Boater's Lounge or via satellite.

The Boater's Lounge provides customers with state-of-the-art technology and a convenient location to address all matters of business while on the lake. The Boater's Lounge features a T1 Internet access line, fax machine, and copier along with many other business necessities. The convenience of the Boater's Lounge is one of many ways Green Turtle Bay serves its customers.

"We do everything we can to satisfy the customer, and that includes service that allows them to get out on the water and enjoy their surroundings," Gary said. "WiFi wireless Internet allows our boaters to access high-speed Internet without setting foot on the dock. Customers are able to log-on to the Internet while still on their boats. Green Turtle Bay also provides high-speed Internet access for customers of the condominium complex and the convention center."

Green Turtle Bay is such an advocate of technology and high-speed Internet because they have seen their own business success from Internet exposure. "In the beginning, 15 percent of our business came from the Internet. Today, 90 percent of Green Turtle Bay's awareness is from the Internet," Gary said. The geographic reach of the Internet is vital to Green Turtle Bay, because it provides awareness from transient boaters.

The transient season begins Labor Day weekend and runs to the beginning of November when boaters travel the "Great Loop," inland waterways to the Gulf of Mexico. The season brings customers from Michigan and other northern states to Green Turtle Bay and the Land Between the Lakes region. Transient customers consider Green Turtle Bay a must-stop on the Great Loop. Green Turtle Bay provides everything for the long-term boater including shuttle transportation to airports or grocers and entertainment opportunities on the Belle of Grand River or catered events in the resort.

"Attention to detail and the needs of their customers sets Green Turtle Bay apart from other lake resorts and marinas throughout the region. We pay attention to our business, listen to our customers, and provide the services they need and use," Gary said.

About KY 120:

In the fast-paced world of technology-driven business, it should be recognized that best practices can be studied and emulated. As a part of the [connectkentucky](http://www.connectkentucky.org) initiative, CiTE (Center for Technology Enterprise) is profiling business initiatives in each of Kentucky's 120 counties. For more information visit our Web site at www.connectkentucky.org or call 270.781.4320.