

May 30, 2011



## **NEW FOR 2012: MORE WAYS TO DO IT YOUR WAY!**

In 1981 a group of fathers and sons made a request for someone to show them where to fish the great waters of Alaska. This small group needed some boats, some tackle, someone who knew the area and who could guide them to fishing success. It was the humble beginning of Doc Warner's.

In the years since our guests have experienced challenges and asked for help. "Where do we find halibut?" "What's different about fishing for kings versus silvers?" "Can you check on us periodically to see how we are doing?" Mostly, they said, they wanted to do their own thing, but there are times when they'd like a little help. It was requests like this which helped us hone our style of service, earned comments like, "The staff is always there, ready and anxious to help. Their cheerfulness is amazing. I've never experienced such a wonderful feeling." Today's guests have both their independence and help when they want it. For 2012 we are adding more pieces into this ever expanding mosaic of experiences.

Today's announcement brings you new opportunities for the 2012 season, and it is a direct response to guests' comments like, "Can I do trips of less than 5 fishing days?" We've also heard, "What else can we do besides fishing? Some members of my party don't want to fish every day." And, again, we occasionally hear, "We would like our fishing to be part of a larger plan to enjoy Alaska. What can you do to help us have a broader experience?"

If these or similar questions have crossed your mind you will appreciate what we are announcing. First of all, let me assure our faithful guests that we are still a fishing lodge and we will continue to offer the great experiences of the past, and they will remain our primary focus as a company. Flexibility and variety are what is being added. Guests can book shorter trips and schedule them to arrive or depart anytime. Boat rental and fishing excursions can be booked separate from the basic reservation for whatever days the guest chooses, Monday through Friday. In other words, our guests can book the whole package as they have in the past, or they can book components to create the unique experience they are looking for.

Some of you have already enjoyed great trips like Tracy Arm, and Taku Glacier Lodge for dinner. Now, imagine going to Skagway and the White Pass Railroad; or Glacier Bay National Park; or Hoonah and bear watching; or glacier flight-seeing, to name a few. Add some of these excursions to your itinerary, and schedule them during the week, with pick-up at the lodge and return to the lodge. Mix and match excursions with fishing in whatever schedule best suits your needs and interests. We've been listening and we're excited to announce more ways to "do it your way." (a partial list is available on our website, at [www.docwarners.com/tour.html](http://www.docwarners.com/tour.html) )

Doc Warner's will help you experience Alaska like no one else – because it will be YOUR WAY. Contact us at Doc Warner's for more details and begin planning your next Alaska adventure.

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