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Tara — A Country Inn in Clark, looks like a picture postcard with its twinkling trim. Along with the Buhl Mansions Guesthouse and Spa in Sharon, these two luxury inns attract a large following in the Tri-State region.

SHARON, CLARK

Pair of local inns attract visitors from far and near

By Laura Ackley
General Manager
and Director of Marketing

For more than two decades, two of America's most luxurious inns, Tara — A Country Inn, opened in 1985, and Buhl Mansion, 1997, have attracted a large audience from the Tri-State region.

"The World Wide Web has broadened the spectrum of potential guests immeasurably," says Laura Ackley, general manager of Buhl Mansion Guesthouse and Spa and marketing director for Tara — A Country Inn.

Where once the inns relied on distribution of brochures and regional advertising, Internet search engines now provide a global audience for the inns.

"The power of a strong Internet presence in tourism

The Outlook
A community point of view

2005 the inn nearly doubled its occupancy rate within the first 18 months," says Ackley.

The inns' two beautifully designed Web sites attract thousands of overnight visitors from all over the world as they shop online for romantic getaways, spa escapes, executive retreats and fairy-tale weddings. "Destination" weddings in 2006 alone brought dozens of bridal parties hailing from Canada to California.

The inns' Web sites and reputations attract the guests, yet the collective economic benefit provided to Mercer County by Tara and Buhl Mansion is immense. Each year these out-of-town guests

marketing is palpable. When Buhl Mansion launched its

Web site in

pump hundreds of thousands of tourism dollars into the area as guests enjoy the award-winning golf and shopping provided in the county.

Lest one should think Tara and Buhl Mansion are strictly for out-of-town visitors, local residents can indulge in world-class pampering and luxury without the need to leave town or spend the night. Buhl Mansion's spa is open to the public seven days a week and offers nearly 100 luxurious spa treatments with weekday discounts available. Tara's award-winning restaurants are also open to the public in Stonewall Tavern or Ashley's Gourmet Dining Room.

For additional information, go to www.tara-inn.com or www.buhlmansion.com or contact Laura Ackley, 724-346-3046, toll-free, 866-345-2845.