

## Fla.'s Camp Mack Joining Guy Harvey Network

By: Woodall's Campground Management | Published on: Apr 5, 2018 | Categories: Industry News | 0 comments



Guy Harvey (photo by John Bell).

Fort Lauderdale, Fla.-based Guy Harvey Resorts announced that the popular bass fishing lodge and RV resort, "Camp Mack's River Resort", on Lake Kissimmee, Fla., has joined the company's hospitality system, taking on the new property name, "Camp Mack, a Guy Harvey Lodge, Marina & RV Resort." It marks the brand's entry into outdoor hospitality, bringing together the popular RV camping and bass fishing markets, according to a press release.

"Camp Mack is the perfect property for our entry into the outdoor recreation space given the immense popularity of this Kissimmee lakefront destination among legions of bass fishing and camping enthusiasts," said Guy Harvey,

company chairman. "This destination is a veritable kaleidoscope of scenic beauty and Camp Mack offers an astonishing choice of ways to enjoy one of Florida's great outdoor resources."

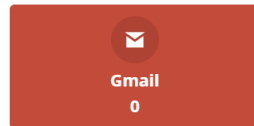
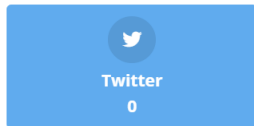
In elaborating on its plans for the property, Mark Ellert, company president, commented, "The owners of Camp Mack decided our brand could help them raise the bar, making the resort even better. We will be supporting their efforts to upgrade the 40-room lodge and related amenities, introduce on-line reservation systems for the lodge and RV pads, and add new events and programs, especially targeted towards bass anglers.

"What will remain the same is Camp Mack's ownership and management commitment to delivering great outdoor recreation, its 'old Florida' charm and outstanding fishing. Those are winning combinations in our book," he continued.

"To become Guy Harvey Resorts' first bass fishing lodge and RV resort is testimony to the unique natural environment surrounding Lake Kissimmee and world class fishing that brings outdoor enthusiasts to Camp Mack," added Mark Blackwelder, general manager. "Aligning with Guy Harvey underscores the importance my team puts in conservation stewardship and our commitment to the legacy of Camp Mack as a "go-to" destination for families to enjoy and better appreciate the great outdoors and the Chain of Lakes."

Offering a glimpse of the future, sales and marketing director Nicole Steele adds, "For all who call Florida home, most of whom live within a two hour drive, we intend Camp Mack to become the preferred lakefront retreat for anglers and campers of all ages. We'll even be offering a limited number of resort lots for sale as we add amenities, services and events for all to enjoy."

For more information or to make reservations, please visit [GuyHarveyOutpost.com](http://GuyHarveyOutpost.com).



Submit a Comment

You must be logged in to post a comment.

**A Proud Member of G&G Media Group**



**RV BUSINESS.COM** **CAMPGROUND MANAGEMENT**  
**RVBusiness** **WoodallsCM.com**  
M A G A Z I N E

Company Producing Two Leading Trade Magazines, their Corresponding Websites, and a Handful of Events and Award Programs for the RV and Campground Industries. > **LEARN MORE**

