



TOUCHSTONE

ON LAKE MUSKOKA

From the GM

I will dispense with my traditional opening statements about Mother Nature in favour of giving you news you can use. We have contractors on site. The trades are starting to tackle the deficiency lists on your suites as well as finishing the Spa, Restaurant and Kitchen in the Lodge. We expect this process to continue through the spring so that your suites will be complete before the summer season. We are certainly looking forward to welcoming you to Taste and Touch this summer. We will provide updates as we move toward opening these two great facilities.

With the temperatures well above the zero mark, our thoughts are turning to summer in Muskoka.

Getting Ready for Summer

You may be asking what there is to do in and around Touchstone in the Spring? I am sure the golf course operators in the region would have an obvious answer for you. Many of the courses in the area are now open for early season play. Course conditions vary by location but are generally very favorable for this time of year. For a walk of a different kind, hiking trails are a great option. Local trail maps are available at our front desk.



Our Tennis Courts are being readied for the season and should be playable by the first weekend in May. The Pool and Hot Tub are being cleaned and prepped for summer operations. While weather dependant, we expect these facilities to be open and ready for use by the May long weekend.



While the lake is still too cold for all but the truly adventurous, a day on the beach with these warm temperatures is something to look forward to. Our beach front is undergoing the spring cleaning process as well and will be ready for use the first weekend of May. Watercraft will be introduced as the water comes to temperature.



Going forward, a numbers of summer activities are being planned. Fractional Boat Ownership as well as Boat Rental programs are being established with a local marina. We are also working on Golf programs and seasonal membership offers from local clubs. In addition to these, we are establishing day programs which will include canoeing expeditions to Algonquin Park, local hiking, ATV Tours, waterski/ wakeboard lessons and flying tours of the area. Details of these programs will be available at the front desk in the coming weeks.

Stimulating Revenue Growth

The mainstay of our business over the summer months will come from the Leisure market. This being individuals, couples and families wanting to visit Muskoka to get away from the city. This is a proven market for the region but it is a difficult market to forecast given the external influences provided by the economy and the media. The average Leisure buyer visits 25 websites before making a decision on where they will stay. We are working to have a presence in as many of those travel/ opinion/ blog sites as we can in order to reinforce that Touchstone is the right decision. PPC or Pay Per Click marketing is one of the methods we are employing to get our message to the masses. These small advertisements which appear on search engines can act as an introduction to our resort as well as reinforcement to those that know of Touchstone. The greatest benefit to this method is measurability. I look forward to reporting our successes in web traffic with you in future editions of this communiqué.



Leisure business is great during the high season but we also need business in the off-season. We have recently introduced a Request For Proposal (RFP) tool to the Touchstone website. In the first two weeks of operation our RFP engine received 18 business leads. While not all of this business was suitable for Touchstone, for example a business meeting for 300 is a little out of reach for our facilities, we have been able to present our offerings to a number of corporate and social buyers interested in this fall, winter and next spring. We are encouraged by these results and look forward to securing this business on your behalf.

Social Networking is the Rage!

Social networking is more than having a cocktail on the dock with fellow owners, friend, and family. The world is welcoming the age of electronic networking. Did you know that there are twice as many people using text messaging as there are email users? That Aston Kutcher beat out CNN in a race to a million Twitter followers? While Touchstone may not be at a million followers, we do have a presence on both Facebook and Twitter. We invite you to join our Facebook Page. To find us simply search for Touchstone on Lake Muskoka from your Facebook page. We also Tweet from VisitTouchstone on Twitter. For those of you who might be interested in knowing more about the Social Networking "World We Live In" we invite to you meet our newest employee at <http://www.youtube.com/watch?v=WVqofuHe9As> .

Wellness Tip of the Month: The “Re” Practices

In these dramatic and challenge-rich times, it's so very easy for each of us to reach or exceed our capacity. Follow these five “Re” practices to help Re-focus:

1. Re-invent - Tough times call for new ways. You can recharge and replenish by finding better ways to work - and to live. Don't stay stuck.
2. Re-Connect - Maintain key relationships in these uncertain days. Go out and listen to your customers/your friends/your family. Learn how they feel, help them become more successful and they'll be sure to do the same for you.
3. Re-Set Goals - Goals give hope. They shift your internal state. They will focus you in these uber-distractive conditions and help you express your best.
4. Re-Learn - The best investment you'll ever make is investing in personal development and your knowledge base. Become a student of leadership/ success/ excellence/ relationships/ life.
5. Re-Generate - Make time for you. Commune with nature (what better place than Touchstone), run, savor beautiful food, laugh with your loved ones.

These hard times will end. By using these 5 strategies with concentration and passion, you'll navigate them at your best capacity. And enjoy the process...

A reminder that the hours of operation for the Front Desk through the Spring will be 9am-8pm daily. After hours requests for both owners and guests will be provided by members of our team on an on-call basis.

We welcome your input and it is our pleasure to be of service to you at any time.

Sincerely,

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