



**TOUCHSTONE**  
ON LAKE MUSKOKA



# From the GM

## Winter Wonderland at Touchstone!

Mother Nature has certainly made her presence known in Muskoka this year. We have experienced record snow falls and low temperatures over the past two months. This has opened the door for those of you that enjoy the crisp fresh air of winter. I have had the good fortune of meeting up with a number of Touchstone owners and their families enjoying the slopes at Hidden Valley this winter. The conditions have never been better!

### Don't Forget your Skates

There is nothing quite like getting out and skating in the open air. It's even better on the lake. We have cleared off a beautiful skating area on the bay just behind the Grand Muskokan buildings. Several owners have been out to enjoy the scenery, the fresh air and a bit of hot chocolate to follow.

### Rental Pool Declarations

By now you should have received your 2009 /10 Rental Pool Declarations. As discussed on my last communication, we are expecting the world's leaders to be in Muskoka in June of 2010 and the anticipated business demand will be huge before, during and after this event. To ensure that you are able to maximize your rental revenue please include your weeks in the pool. You will always have the opportunity to remove them should you wish to have them for personal use. We encourage you to return these forms as quickly as possible so that we can secure this lucrative business for you.

### The Resort Business in Canada

The Resort industry continues to move forward through the turbulent waters of our economy. Several Larger Resorts have experienced dramatic cancellations in their Group Convention market, the smaller resorts have, to date, been able to hold on to the small meetings and planning sessions that are the mainstay of their business. We actively looking forward to see what the impact will be to the Summer





Leisure market in Muskoka. In the meantime I thought you might like to see some year over year statistics for the resort industry. I am very encouraged by the increase in Average Daily Rate and Revenue per Available Room (RevPAR) which is the industry yardstick for comparative analysis.

Competitive Resort Hotel Performance Results										
Year	Rooms Available	% change	Rooms Occupied	% change	Occupancy	% change	ADR	% change	RevPAR	% change
2005	641,534	-	302,386	-	47.1%	-	\$180.89	-	\$85.26	-
2006	705,644	10.0%	322,273	6.6%	45.7%	-3.1%	\$186.39	3.0%	\$85.13	-0.2%
2007	740,361	4.9%	328,424	1.9%	44.4%	-2.9%	\$186.96	0.3%	\$82.94	-2.6%
2008	756,700	2.2%	336,925	2.6%	44.5%	0.4%	\$189.21	1.2%	\$84.25	1.6%

### Marketing of Rental Pool

A number of initiatives have been undertaken over the past weeks to bring greater attention to Touchstone and the rental pool:

- We are meeting with Mercedes Benz to develop a Strategic Alliance which will introduce Touchstone to current and future owners of Mercedes products to Touchstone as well as provide you as owners with an introduction to this fine line of automobiles.
- We have been working with Rose Reisman in the cooperative marketing of Touchstone and Rose Reisman Catering.
- We will be bringing a new web site to market that will focus on the rental side of Touchstone. New imagery is in development to compliment this site.
- Good Life Magazine recently had a full page marketing piece which included Touchstone.
- Social Media like Facebook, Flickr and Twitter continue to be good venues for getting the word out on features and specials. Sequel has been very successful in driving business from these channels having booked a wedding and business meeting just last week from Facebook!

### Wellness Tip of the Month: FAMILY

The world seems to spin at an ever quickening pace, our 9 to 5 turns into a 7 to 8 and there never seems to be enough time to spend with the ones we love. As Family Day approaches try to take the time to step back from the chaos that is our lives and spend some quality time with your family and friends. In these days of questionable returns on our investments, the investment of family time is a sure thing!

A reminder that the hours of operation for the Front Desk through the Winter 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 at any time.

Colin Morrison - General Manager

Touchstone on Lake Muskoka

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