



## TOUCHSTONE ON LAKE MUSKOKA



## From the GM

### Spring is Just Around the Corner!

The change of season is coming to Muskoka. In the past week we have experienced temperatures as high as 12°C and as low as -25°C bringing with it rain, freezing rain, sleet, hail and snow. The change of seasons brings with it other changes in and around Touchstone. Our most recent update from GenerX indicates that construction will begin on “Touch” your experiential spa and “Taste” your soon to be favourite restaurant in the next few weeks. We anticipate these amenities to be open this Summer. With contractors on site we are also told that your construction deficiencies will be corrected.

### Ownership Has its Privileges

Sequel Hotels and Resorts are pleased to offer Touchstone Owners access to exclusive rates and privileges at any of our collection of resort properties in Quebec and Ontario. Rates start at just \$89.00 but are subject to availability with some restrictions. This represents a savings of 30% to 60% off our regular rates. When making reservations, just identify yourself as a Touchstone Owner and request a Sequel Friends and Family Rate Code.

Planning a Business Meeting? We would be happy to help deliver your bottom line with one complimentary room for every 10 rooms occupied as well as an array of value-added benefits to ensure your meeting achieves a productive bottom line.

### Rental Pool Declarations

A special thank you to those that have returned your rental pool declarations. If you have not had a chance to return yours, there is still time. We have set the deadline for return as April 1. Any declarations received after that date will have their weeks designated as owner use only for the declaration period. While Suite rental may be possible it will be on a last available unit basis only.





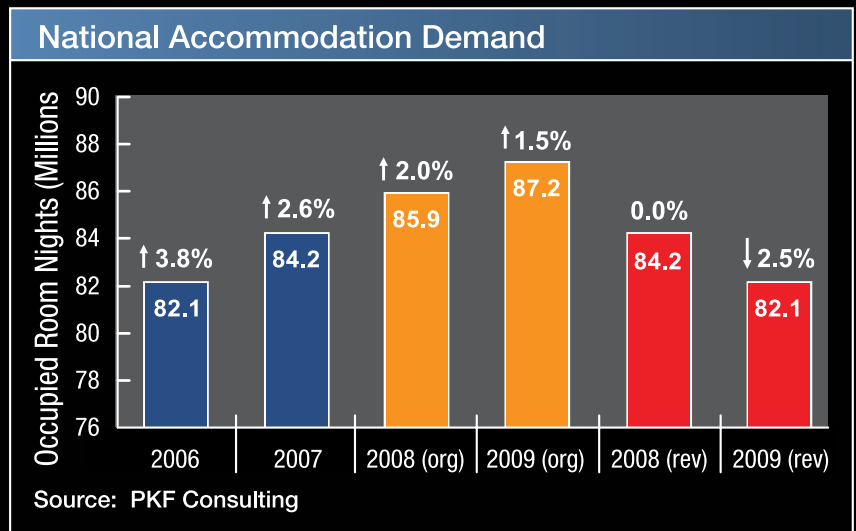
For those owners that have included your weeks in the rental pool, should you wish to personally use any declared weeks just give us a call. If we are able to move reservations to free up your suite, we will.

### Preparations for the Upcoming G8 Conference in Huntsville

June 2010 is just 14 months away, the World's Leaders and their entourage will descend upon Muskoka. A groundbreaking for the G8 media center in Huntsville was held recently, bringing the reality of the event closer to home. Sequel is currently negotiating the parameters of the G8 room block with the Public Works and Government Services departments of the Federal Government. We will have a better understanding of the dynamics of this exciting piece of business in the next 60 to 90 days. We will keep you up-to-date in future editions of this letter.

### The Hotel Business in Canada

There is no hiding from the economic downturn that we are all facing in 2009. Many industries are scrambling to forecast and re-forecast their numbers on what seems like a weekly basis. In October, we shared some general forecasts prepared by PKF for the Canadian Hotel Industry. In February, PKF re-forecasted their Outlook for 2009. As expected the numbers were not positive, as indicated below. While the general business activity in the industry is down, we are encouraged by buoyancy in destination markets such as ski resorts over the past few months. We are working to capture any and all business for the high demand summer months for Touchstone as well as securing small meeting business for the shoulder months.



### Marketing of Rental Pool

We are working diligently to drive rooms business to Touchstone through the internet, radio, and some print media. In addition, the following specific initiatives have taken place:

- Sequel is pleased to announce the addition of Scott Farrell to our team as Chief Revenue Director. With experience gained with Fairmont as Director of Revenue and Distribution and Travelclick as

VP Revenue Strategy. Scott's focus on a day-to-day basis will be to maximize the revenue to all five of Sequel's managed properties from all sales channels. There will be a specific focus on electronic channels.

- We are developing a dynamic new web site that will focus on the Touchstone experience. We will focus on the senses, Taste, Touch, with great visuals. The offering will be compelling to the consumer.
- We are introducing a new RFP web tool to assist in the securing of Small Meeting, Wedding and Social business for the shoulder seasons. This tool provides a point of differentiation from our competition and will help bring us ahead of the pack.
- We have initiated a program directed to Emergency Services workers in Canada. They number over 300,000 and have a strong central communication network. We have already seen reservations coming to Touchstone from this network.

### **Wellness Tip of the Month: An Attitude of Gratitude**

Sometimes when life feels like an insane rush, stumbling from one problem to another in a desperate attempt to make it through the day, it may be difficult to remember how very privileged we really are. I would bet that everyone reading this newsletter has a roof over their heads, more than one outfit to wear, shoes on their feet, and an opportunity to choose what to eat from an abundance of delicious, quality food, not to mention people in their life that care for them. That alone puts us in the top echelon of the world! We are extremely lucky to have what we have, and when life is slinging its arrows into our hearts, it is helpful to remember that. Write down at least 20 things that you are grateful for. If you are going through a tough spell, notice as you are making your list, how your feelings change from negative to more open, accepting and positive. Read, think and be grateful about the items on your list upon awakening each morning, and starting your day right with such positive thoughts sets the tone for your day and makes it easy to be happy.

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 you at any time.

Sincerely,

Colin Morrison - General Manager  
Touchstone on Lake Muskoka  
cmorrison@sequelhotels.com  
705.783.8288

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