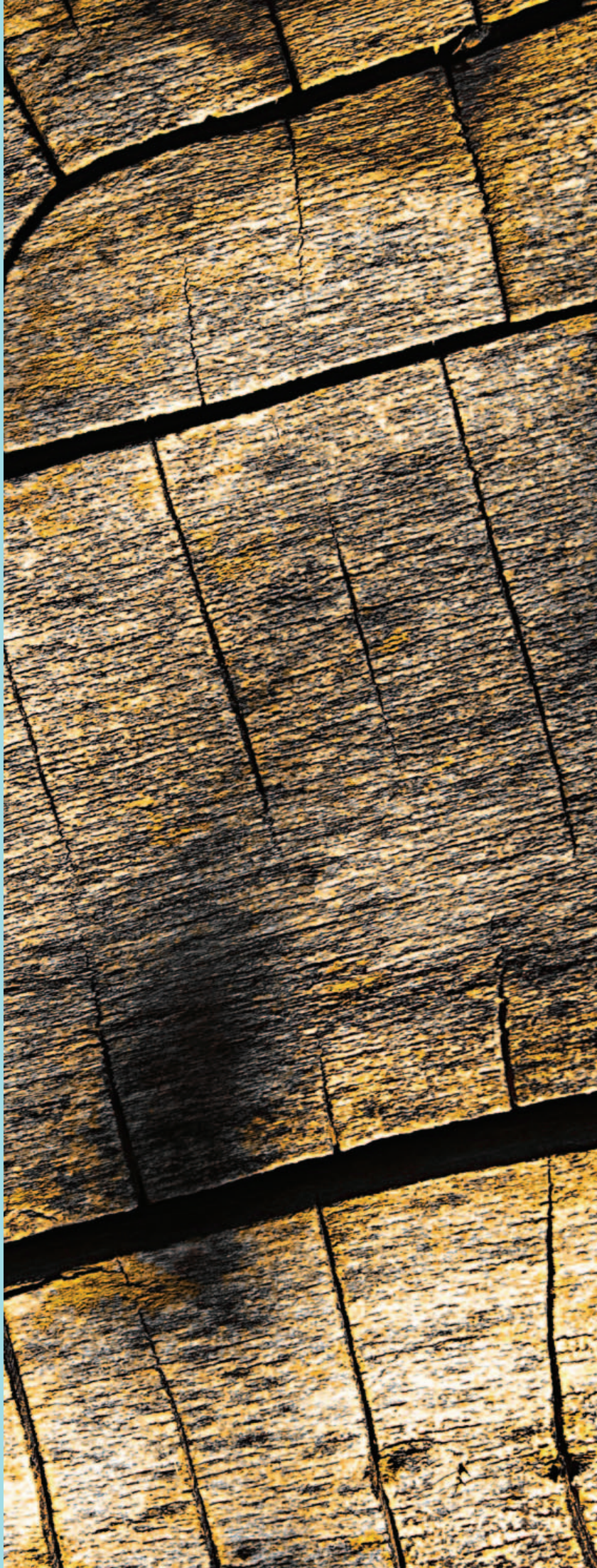




LAKE ATLIN
ECO-LODGE & RESORT



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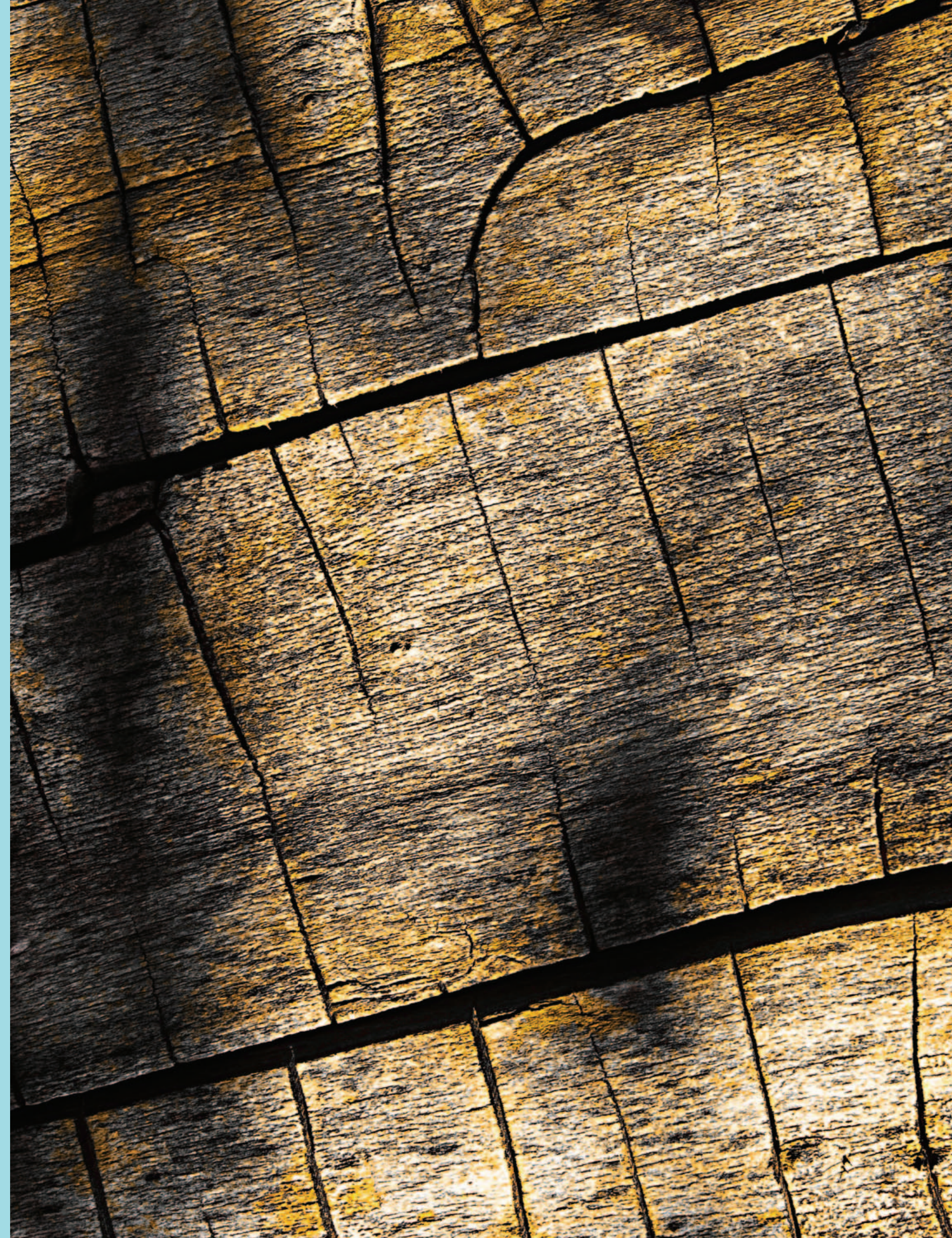
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The Lake Atlin Eco-Lodge and Resort strives to provide every guest with first class environmentally conscious, quality service and the ultimate Northern Canadian outdoor wellness experience in a pristine landscape.

The Resort is to be known as one of the top luxury wilderness destinations in Canada that offers the visitor a high-quality, first-class experience focused on nurturing the body, mind and spirit through unique natural, cultural and recreational opportunities.



✈ EUROPEAN FLIGHTS

✈ WHITEHORSE

● ✈ SKAGWAY

● ✈ JUNEAU

● ✈ ATLIN

LAKE ATLIN ECO-LODGE & RESORT

● ✈ FORT NELSON

● ✈ FORT ST. JOHN

● ✈ PRINCE GEORGE

● ✈ EDMONTON

● ✈ CALGARY

✈ VANCOUVER

LAKE ATLIN ECO-LODGE AND RESORT IS LOCATED IN NORTHERN BRITISH COLUMBIA APPROXIMATELY 180 KILOMETERS SOUTHEAST OF WHITEHORSE. / **ON ATLIN LAKE.** THE LODGE IS ACCESSIBLE BY AIR AND ROAD. WHITEHORSE IS THE MAIN AIRPORT SERVICING THE REGION WITH DAILY AIR NORTH AND AIR CANADA FLIGHTS FROM CALGARY, EDMONTON AND VANCOUVER. INTERNATIONAL FLIGHTS FROM EUROPE ALSO SERVICE WHITEHORSE IN THE SUMMER AND VANCOUVER, CALGARY AND EDMONTON YEAR ROUND. CHARTER FLIGHTS TO ATLIN ARE AVAILABLE FROM WHITEHORSE, JUNEAU AND SKAGWAY. / **BY ROAD.** TRAVELERS FROM SOUTHERN BC FOLLOW THE TRANS-CANADA AND CARIBOO HIGHWAYS NORTH TO THE ALASKA HIGHWAY AND ROUTE 7 SOUTH TO ATLIN WHILE ALBERTA TRAVELERS FOLLOW THE ALASKA HIGHWAY NORTH FROM DAWSON CREEK, BC TO ROUTE 7 SOUTH TO ATLIN. EDMONTON, CALGARY AND VANCOUVER ARE ALL APPROXIMATELY A 2-3 DAY DRIVE.

The word Atlin originates from the Tlingit word, atlah, meaning big water.



THE OPPORTUNITY / Lake Atlin Eco-Lodge and Resort is well positioned to compete in a growing marketplace. Tourism BC’s identifies that the market for wilderness lodges in Northern British Columbia is forecasted to grow by 38% over the next two decades.

Lake Atlin Eco-Lodge and Resort will be managed by an experienced team of local residents with over ten years of combined industry experience. A five-member management team will include the resort operator, the lodge manager, the restaurant manager, the programme/activity manager, and the maintenance/grounds manager. There are opportunities to hire a number of local residents as managers or guides.

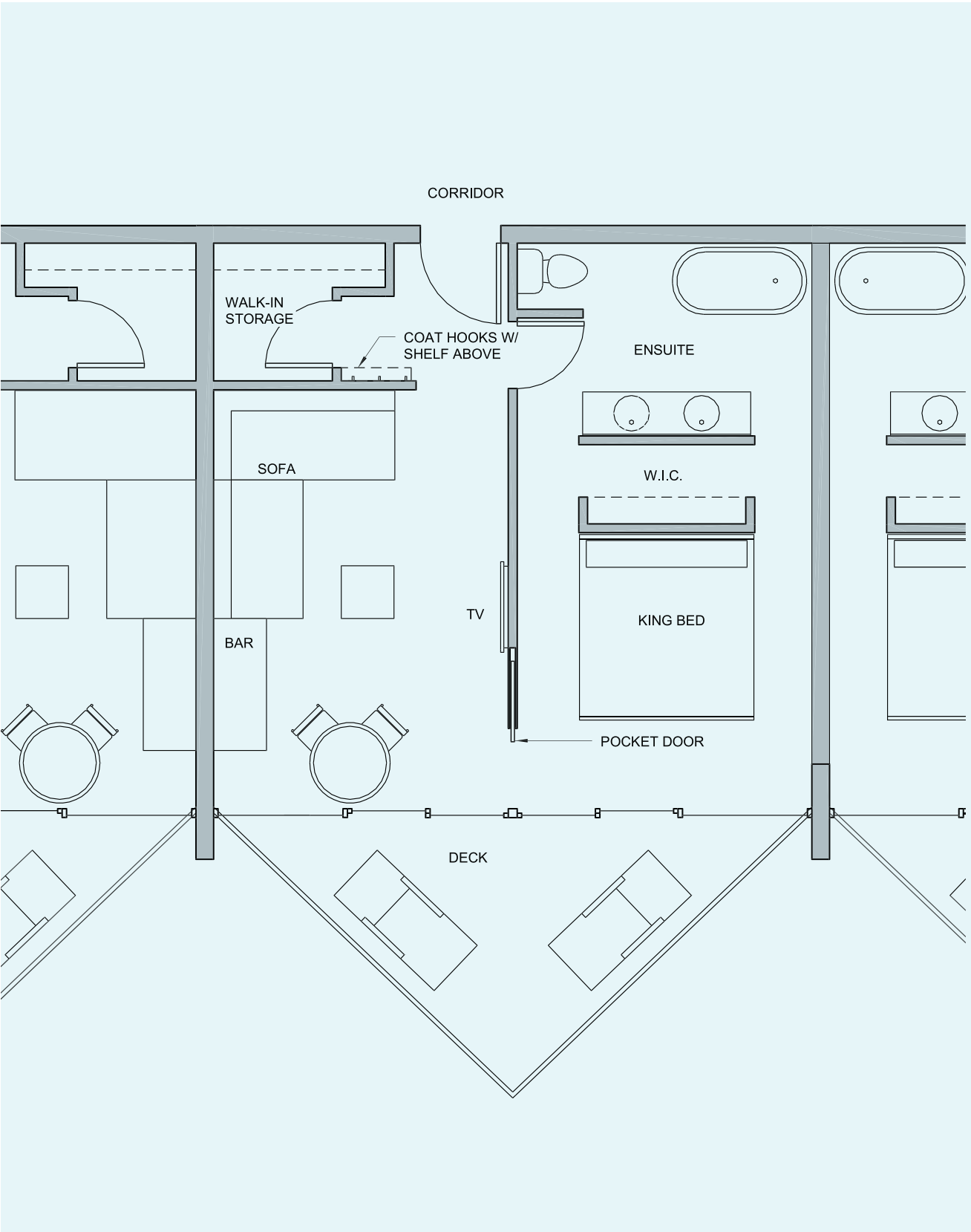
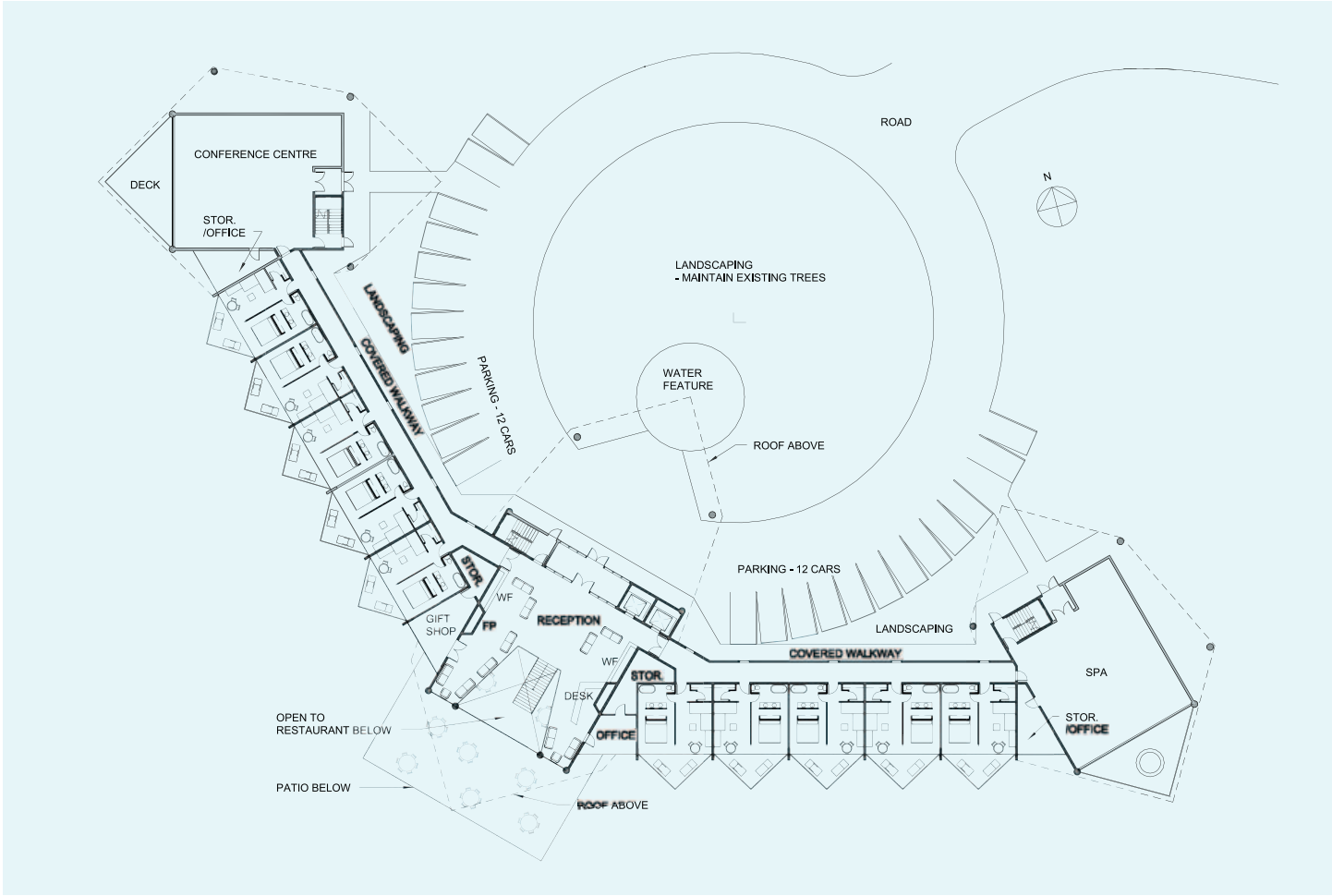
Lake Atlin Eco-Lodge and Resort will provide unlimited opportunities for high-quality cultural and nature-based visitor experiences. Atlin Lake is the largest freshwater lake in the province of British Columbia at 780 square kilometers. The region supports abundant wildlife and fish populations as well as the largest temperate ice fields in the world located in the majestic Coast Range Mountains. Culturally the region is home to the Taku River Tlingit First Nation. The Great Canadian Gold Rush of 1898 was discovered in nearby Pine Creek. The historic town of Atlin, population 400 is located a few kilometers south of the Lodge property and is home to an influential community of artists, musicians, and writers. These local attractions provide numerous opportunities for visitors to experience the unique natural and cultural heritage of the area.

DESCRIPTION OF BUSINESS / Lake Atlin Eco-Lodge and Resort will provide year round, cultural and nature-based holidays for outdoor enthusiasts. The proposed lodge will offer 20 luxury accommodations with panoramic views of Atlin Lake and will incorporate green building techniques and local materials to minimize impact on the environment. In addition, the lodge will adopt an environmental policy that promotes water efficiency, minimizes energy consumption, and implements a waste management program that includes a state of the art sewage treatment system.

Products and services will emphasize a wellness experience focused on nurturing the body, mind and spirit of the visitor through unique natural, cultural and recreational opportunities. In addition to the upscale suites and a fully licensed restaurant and bar, the lodge will also offer a wide range of amenities, including meeting facilities, a spa/fitness centre, gift shop selling local art, gold nugget jewelry and native art.

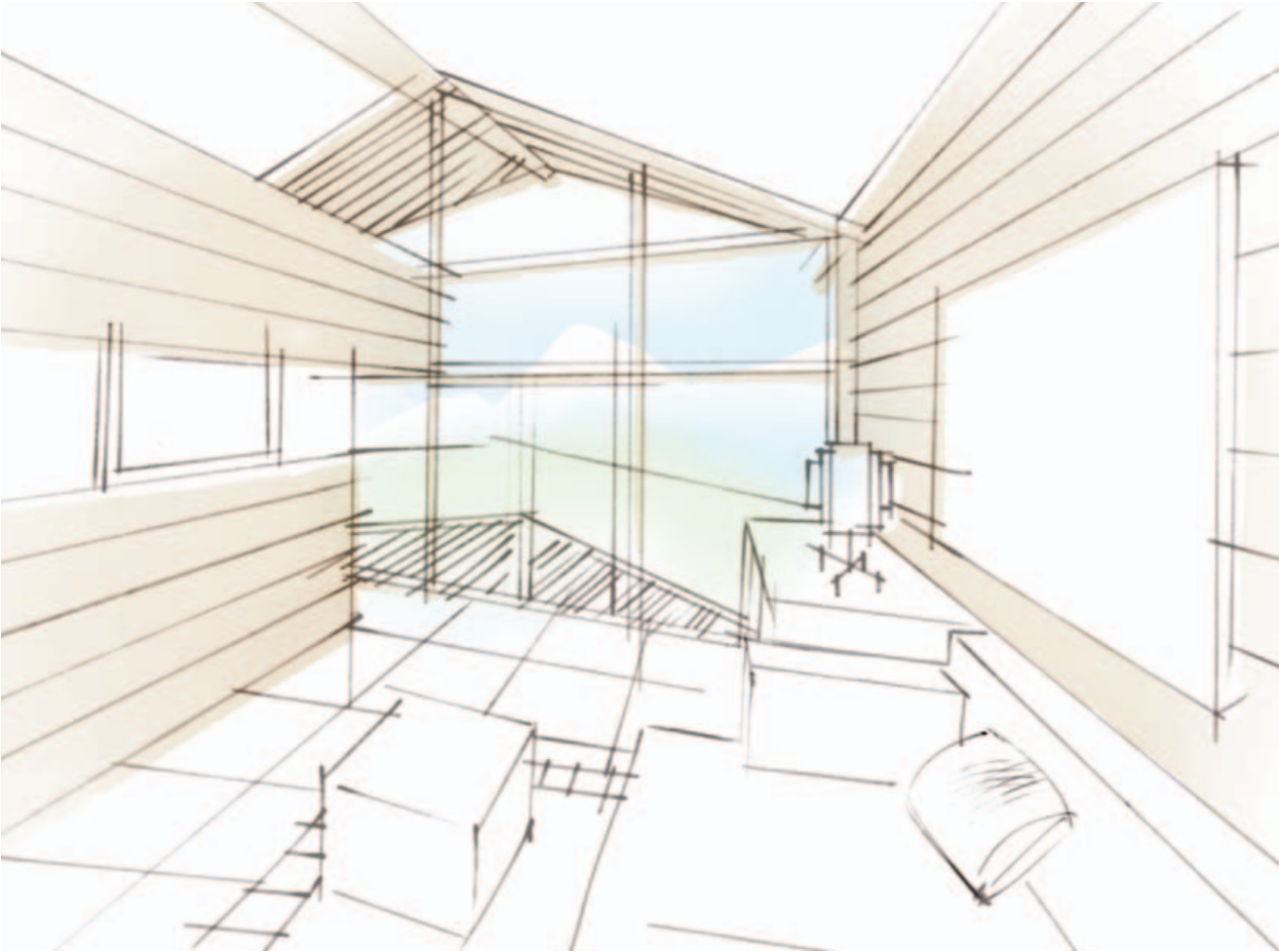
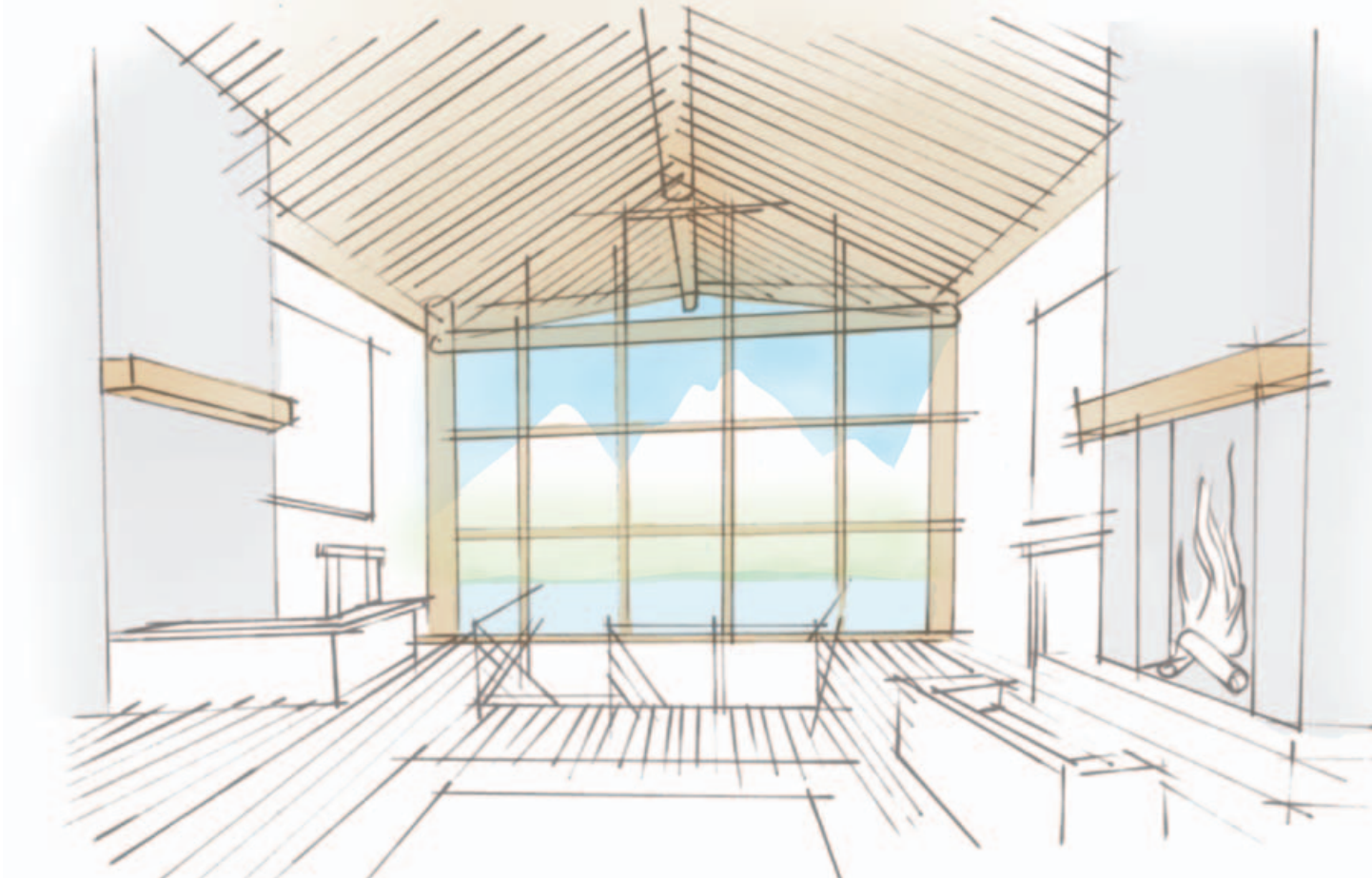
Excursions and onsite programs available through the lodge will include the following activities: aboriginal tourism, grizzly bear watching and wildlife viewing, hiking, biking, heli-sports, fishing, glacier viewing, cross-country skiing, snowmobiling, art-walks, nature photography, kayaking/canoeing, swimming, northern lights, spa, and yoga/relaxation classes. This broad range of activities will showcase Atlin’s natural and cultural environment.

The fully licensed restaurant and bar will be run by a chef with Red Seal certification and experience in one of the leading restaurants across Canada. The menu will include locally-inspired offerings, respectful of the regional cuisine. Efforts will be made to integrate and develop new local suppliers that offer healthy, fresh alternatives for visitors.



LEFT / SITE PLAN OF LAKE ATLIN ECO-LODGE AND RESORT / TOP VIEW, FLOOR PLAN, LAKE ATLIN ECO-LODGE AND RESORT
ABOVE / TOP VIEW, FLOOR PLAN, LODGE SUITE, LAKE ATLIN ECO-LODGE AND RESORT

LEFT / SITE LOCATION, LAKE ATLIN ECO-LODGE AND RESORT / INTERIOR LODGE SUITE
BELOW / INTERIOR MAIN LOBBY



At approximately 274m/900ft deep, Atlin Lake is the largest freshwater lake in British Columbia, (780 sq. km).



According to the United Nations Health Organisation, the region is amongst the very few places on earth where you can enjoy the cleanest air in the world.





DL 7349 Photography



ATLIN HAS A VAST WILDERNESS AREA OF MOUNTAINS, LAKES AND BOREAL FOREST SUPPORTING ABUNDANT WILDLIFE POPULATIONS.













The extraordinary scenery
and pristine environment
are important reasons
for living in town.



“TODAY AN INFLUENTIAL COMMUNITY OF ARTISTS, MUSICIANS AND WRITERS RESIDE IN TOWN. THEY HAVE OPENED A GALLERY AND HOST A SUMMER ARTS AND MUSIC FESTIVAL.”

“THERE ARE AMPLE OPPORTUNITIES FOR FISHING, BOATING, HIKING, CAMPING AND MOUNTAINEERING AVAILABLE AS WELL AS A SIMPLE BUT RARE CHANCE TO EXPERIENCE TRUE SOLITUDE AND WILDNESS.”

“IN THE 1920S, THE REGION WAS AN EXOTIC TOURIST DESTINATION, NICKNAMED THE “SWITZERLAND OF THE NORTH.” AT THAT TIME, ATLIN WAS ONLY ACCESSIBLE BY STEAMBOAT WITH VISITORS TRAVELLING ALONG THE INSIDE PASSAGE TO STAY AT THE WHITE PASS AND YUKON ROUTE COMPANY’S LUXURIOUS ATLIN INN.”

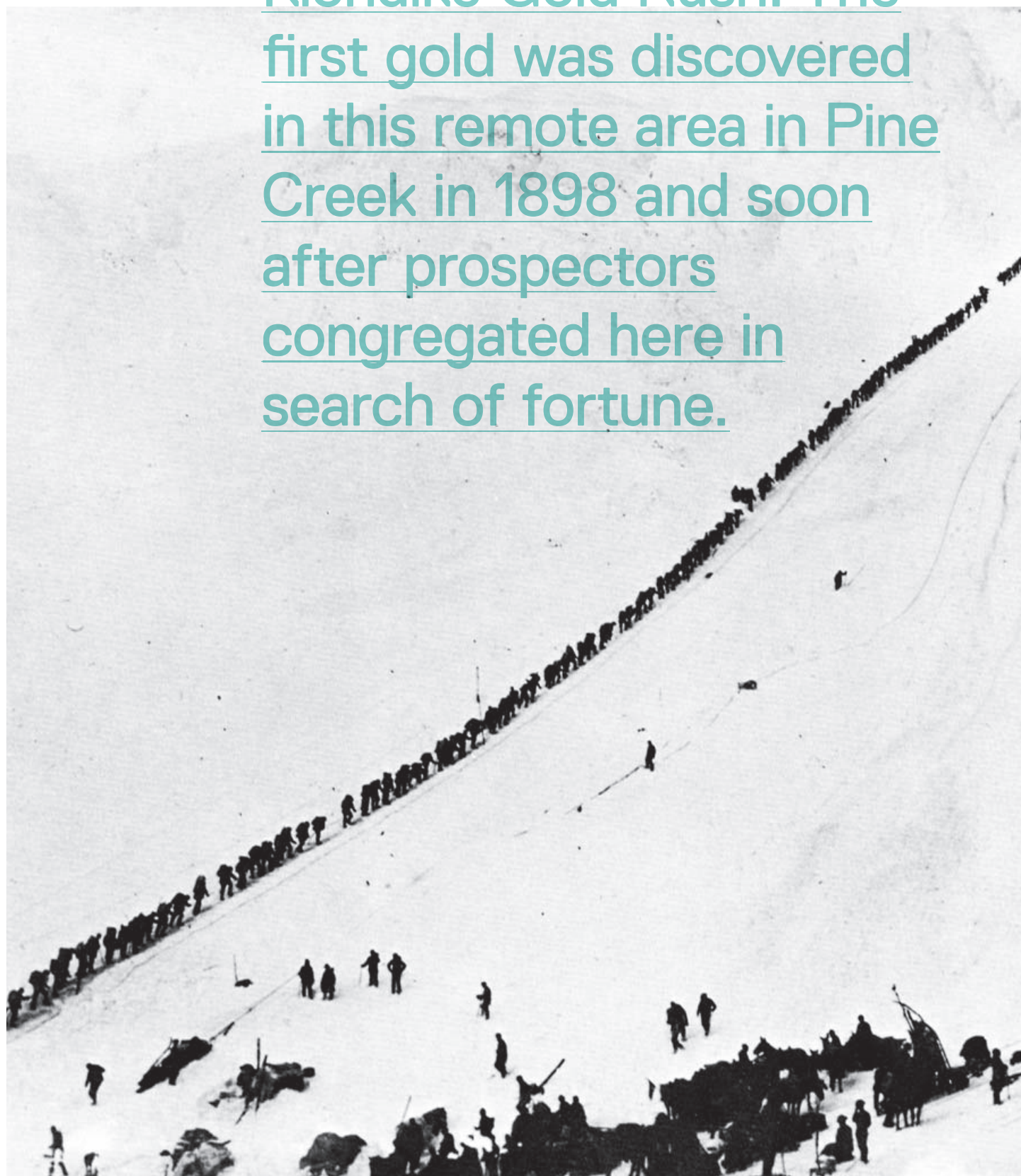
“NOBODY COULD HAVE GUESSED THAT ATLIN WOULD BECOME THE HELISKI AREA WITH THE BEST CONDITIONS IN CANADA. THIS AREA OFFERS EVERYTHING A SNOW ENTHUSIAST COULD ASK FOR, FROM PERFECT TREESKIING TO SUPERB HIGH ALPINE AND GLACIER SKIING. THE POWDER IS AWESOME.”

“THE TAKU RIVER IS THE HOME AND TRADITIONAL TERRITORY OF THE TAKU RIVER TLINGIT FIRST NATION. IT IS INDEED A VERY SPECIAL PLACE. OUR VISION IS FOR THE TAKU RIVER TO REMAIN A WILD FLOURISHING ECO-SYSTEM WHERE VISITORS MAY WITNESS ITS ALLURE AND BE HUMBLLED BY ITS MAGNIFICENCE.”



Lake Atlin Eco-Lodge and Resort is pleased to offer customized packages for our clients. The following cultural, natural and recreational opportunities are available as part of a visit to Lake Atlin Eco-Lodge and Resort. We are committed to providing a high-quality experience for our visitors that will guarantee memories to last a lifetime.

Atlin formed during the Klondike Gold Rush. The first gold was discovered in this remote area in Pine Creek in 1898 and soon after prospectors congregated here in search of fortune.



HISTORIC RAILROAD Fly in from Atlin to Bennett Lake and ride the White Pass Railroad on a vintage train to Skagway, Alaska. Pass through the 2,855 foot elevation at White Pass, experience sky-high trestles, cascading waterfalls and spectacular scenery. Tour the historic coastal town of Skagway.

HIKE CHILKOOT TRAIL Follow in the footsteps of the Goldminers of 1896-98 when the Klondike Goldrush was on. Overnight in tents along the trail.

ATLIN GOLDMINERS With a former goldminer as your guide, learn about the life of a goldminer in the region. Visit the shops where they picked up their supplies, overnight in one of their cabins and pan for gold.

TOUR ACTIVE GOLDMINES Visit Otter Creek, Ruby Creek, and Pine Creek to see where Atlin Gold has come from.

ART-WALKS Tour the art gallery and Atlin museum with a local artist, and learn about Atlin's vibrant arts community of painters, photographers, sculptors, and artisans. Available during summer months.

ARTS AND MUSIC FESTIVAL Annual festival in July featuring Celtic, Old Time, Blues, Cajun, Folk and more. The festival is recognized as one of the best kept festival secrets in the country. Experience traditional Taku River Tlingit First Nation traditional dance.

THEATRE/FILM NIGHTS Catch a movie at the historic Globe Theatre, constructed in 1917. The Theatre hosts movie nights, musical performances and community celebrations 3-4 times during the summer months.

ATLIN IS THE TRADITIONAL HOME OF THE TAKU RIVER TLINGIT FIRST NATION (POP. 500) A SEMI-NOMADIC PEOPLE WHOSE CULTURAL HERITAGE, INCLUDING TRADITIONAL ARTS AND DANCE, IS ON DISPLAY AT THE TAKU RIVER TLINGIT CENTRE OF CULTURE.



THE ATLIN ARTS AND MUSIC FESTIVAL, ONE OF THE BIGGEST EVENTS OF THE YEAR IN ATLIN, HELD IN THE SUMMER, AND FEATURING UNIQUE AND DIVERSE PERFORMANCES FROM LOCAL AND TOURING ARTISTS.

Atlin has some beautiful northern lights (aurora borealis) visible 260 nights a year.



GLACIER VIEWING Flightseeing opportunities to view the spectacular 3,000 -year old Coast Range icefields, some of the largest in North America. Hiking and ice climbing trips are also available.

GRIZZLY BEAR WATCHING Fly into Nakina and other wilderness rivers and come face to face with grizzly bears. Observe them in their natural habitat.

WILDLIFE VIEWING Encounters with black bears, Dall and Stone sheep, mountain goats, moose, wolverine and woodland caribou. Bird-watching trips to Davie Hall Lake a noted bird watching area. Spot Bald Eagles.

NORTHERN LIGHTS / NIGHT SKY In winter, enjoy the wonder of the aurora borealis right from your own room. Learn about the constellations in the Northern Sky. In summer, experience the brilliance of the mid-night sun.

NATURE PHOTOGRAPHY Half and full day trips with a professionally trained photographer. Capture images of the unique flora and fauna and spectacular scenery of Atlin.



ALTIN HOSTS 53 SPECIES OF MAMMALS INCLUDING THE BLACK AND GRIZZLY BEAR, THE RARE GLACIER BEAR, MOOSE, WOODLAND CARIBOU, WOLVERINE, RED FOX, AND DALL SHEEP.



ATLIN HOSTS FORTY SPECIES OF BIRDS INCLUDING TRUMPETER SWANS, PEREGRINE FALCONS, GREAT GREY OWLS, PTARMIGAN AND BALD EAGLES.



LAKES AND RIVERS TEEMING WITH RAINBOW, BULL, STEELHEAD AND LAKE TROUT, ARCTIC GRAYLING, NORTHERN PIKE, SALMON, AND DOLLY VARDEN CHAR.

BIKING Mountain bike in Atlin, known for its outstanding terrain or travel further afield to the Tashenshini-Alsek Provincial Wilderness Park on their extensive system of trails.

BOATING Kayak/canoe on the network of rivers and lakes in the region or spend a few days sailing or on a houseboat on Atlin Lake. Travel by boat to Atlin Provincial Park and discover the hidden bays and enjoy the tranquility of the wilderness that only a few places in the world can offer.

FISHING Atlin offers its visitors world-class fishing. Fly in to the Taku River and enjoy some of the best angling in British Columbia. Witness the annual salmon run of 3 million Sockeye, King or Coho. Troll Atlin Lake where anglers have caught 18kg/40 pound trout. Fish Lake Como, MacDonald or Pike Lake.

HELI-SKIING Atlin offers some of the finest alpine and glacier skiing condition in Canada. Over 300 possible runs from January to April. Experienced guides will lead the way.

HIKING/MOUNTAINEERING Guided day hikes to experience the sights, the sounds and stillness of Mother Earth. Trips include the Monarch Mountain Trail Tour, the Eldorado Creek Tour, the Ruby Mountain Tour and the Llewellyn Glacier Tour.

In winter months, 155 cms of annual snowfall, with long periods of sunny weather, followed by brief, heavy snowfalls.





THE LARGEST TEMPERATE-LATITUDE ICE FIELDS IN THE WORLD LOCATED IN THE MAJESTIC COAST RANGE WITH PEAKS RISING TO OVER 4,000 METRES.





Atlin is often referred to as the Switzerland of the North.



TARGET MARKETS for Lake Atlin Eco-Lodge and Resort will first and foremost focus on the luxury traveller who is an outdoor enthusiast interested in a range of complementary outdoor experiences that promote the overall health of the body, mind and spirit. The marketing mix will focus on reaching domestic and international visitors through: an interactive, web-based strategy; engaging key media contacts and; attendance at travel trade shows. There are three objectives necessary to increase market demand that require building partnerships locally, domestically and internationally.

FIRST OBJECTIVE:

Partnerships with local tour operators in the Atlin region will be explored to determine the demand for accommodations with present tour providers.

In developing partnerships with local tour operators, service provider agreements will be formalized through signed contracts.

SECOND OBJECTIVE:

Tourism BC’s study of Activity-Based Tourists in Canada identifies that BC wilderness lodges have the greatest market potential in the Vancouver, Edmonton and Calgary markets domestically. This market is forecasted to grow from 390,000 to 537,000 over the next two decades. Toronto is also identified as a secondary market with a forecasted 18% growth rate. Popular year round activities of these markets include kayaking/ canoeing, hiking, cycling, Aboriginal cultural tourism, wildlife viewing, fishing, local arts and crafts, general history museums and art galleries. Winter activities include heli-skiing, ice climbing, snowmobiling, alpine skiing and snowboarding. The most popular activities are fishing and wildlife viewing, shopping for arts and crafts and visiting history museums for these markets. These activities have been identified as part of the Lake Atlin Eco-Lodge and Resort’s activity offerings. In terms of demographics, these domestic markets are older (42 average age), primarily male (65%). Approximately 17% fall into the highest income group (\$100,000+) in Western Canada with 22% from the Toronto region. Eighty-seven percent of wilderness lodge guests are born in Canada.

In reaching domestic markets, the majority of these travelers are members of automobile clubs (48%), sports clubs (30%) and nature organisations (15%). These geographic and activity-based markets will be targeted through a marketing mix that focuses on web-based marketing using social media, media contacts, and attendance at travel trade shows in Canadian markets.

THIRD OBJECTIVE:

In order to attract international visitors, new customized, destination trips focused on specific ecotourism and outdoor-activity based markets will be developed for German and English speaking clients from Europe and North America, the largest international markets to BC at present (annual visitation -- UK 235,696 visitors, Germany 80,995 visitors). The UK market has high incomes, travels in couples, and is between the ages of 45-75. Their trip duration is 4-10 days and usually takes place from May to September. They are environmentally conscious, status is important, and they are interested in learning something new. German travellers are between the ages of 25-65, are mature children or empty nesters that travel as couples or individuals and have high disposable incomes. Their trip duration is between 17-30 days and they travel from May to September. They are environmentally conscious, and require quality service and experiences. The US market (7,025,878 over two year period 2006-2008) is a largely mature couple over 45 years of age with post-graduate degrees and high incomes. They enjoy nature-oriented activities and culture and entertainment pursuits. Asia markets will be secondary markets for future development (ie Australia). These packages will be flexible with clients having an opportunity to build their own package focused on the many activities available through the lodge. Theme-based packages will include: angling, wildlife viewing, outdoor adventure, winter sports, culture and the arts, and spa/wellness.

International markets will be targeted through a marketing mix focused on web-based marketing using social media, media contacts, and attendance at travel trade shows in Austria, Germany, Switzerland, the UK, and the USA.



THE STRATEGY will be market-driven with practical recommendations on how to reach and sell to potential clients based on their market profiles. The marketing coordinator for Lake Atlin Eco-Lodge and Resort will focus on the following:

- Develop a web-based strategy that maximizes the use of a high-quality, interactive website, combined with Web 2.0 technologies and social media (ie, facebook, twitter, You Tube) to promote the Lake Atlin Eco-Lodge and Resort to domestic and international target markets. The website will be available in English, German and French.
- Preparation of a media kit and print collateral (lure brochure with website address) that includes professional photography, information on the unique attractions and activities of the Lake Atlin Eco-Lodge and Resort, and contact and booking information. This will be used for travel trade shows and for media contacts.
- Foster partnership with Tourism BC and Northern BC to develop a database of media contacts that can be invited annually from Canadian and international magazines and guidebook companies to write stories about Lake Atlin Eco-Lodge and Resort and its offerings. Travel writers will include representatives from luxury travel and nature/outdoor magazines in Canada, the UK, Germany, and the USA, onboard airline magazines of the Star Alliance network, and a selection of guidebook companies and North American automobile associations.
- Through partnership with Tourism BC and Northern BC, attendance at a number of travel trade shows will be identified to develop partnerships with tour operators focused on the luxury market and the outdoor enthusiast. Shows will include: Rendez-vous Canada (Canada), Educational Travel Conference (USA), ITB Berlin (Germany), World Travel Mart (UK), Luxury Travel Fair Conde Nast Traveller London (UK), International Luxury Travel Market (France), FESPO (Switzerland), Meeting Luxury – International Luxury Travel Exhibition (Switzerland), Ferien-Messe Wien (Austria).



ADOPTING AN ENVIRONMENTAL ETHIC Lake Atlin Eco-Lodge and Resort will be owned and operated as an incorporated sole proprietorship. The lodge and resort will adopt the following main principles of an eco-lodge as identified by the UNWTO and the International Ecotourism Society:

- Help conserve the surrounding flora and fauna
- Work together with the local community
- Offer interpretive programmes to educate employees and tourists about the surrounding natural and cultural environments
- Use alternative, sustainable means of water acquisition, and promote water conservation
- Provide for careful handling and disposal of solid waste and sewage
- Meet energy needs through passive design and renewable energy sources where possible
- Use traditional building technology and materials and combine with modern counterparts for greater sustainability
- Have a minimal impact on the natural surroundings during construction
- Fit into the specific physical and cultural contexts through careful attention to form, landscaping and colour, as well as the use of vernacular architecture
- Contribute to sustainable local community development through education programmes and research
- Recommending the use of electric vehicles on the property to reduce air and noise pollution
- In order to preserve the tranquility of the surroundings motorized boats are available for use at nearby Atlin Marina

ENSURING HIGH QUALITY CUSTOMER SERVICE IN DAY-TO-DAY OPERATIONS A team of experienced professionals from the hospitality and tourism industry will manage the Lake Atlin Eco-Lodge and Resort with specialized skills within their respective fields. A policy and procedures manual and staff training programme will ensure that the resort is set apart from competitors. The following team will manage the day-to-day operations:

GENERAL MANAGER	MAINTENANCE SUPERVISOR
	LODGE SUPERVISOR
	PROGRAMME / EVENT SUPERVISOR
	HEAD CHEF
	MARKETING
In addition an accountant and lawyer will provide support for running the business.	

In order to provide a high-quality, customer experience, the following eight rules for customer service will be implemented at Lake Atlin Eco-Lodge and Resort in an effort to foster a personal relationship with the client, to encourage repeat customers, and to generate positive feedback to other potential clients through word of mouth.

- Understand the needs of the client before they arrive
- Personal contact with client during their stay
- Keeping promises when working with customers
- Listening to customers to understand their needs
- Dealing with complaints immediately
- Training staff to be helpful, courteous, and knowledgeable
- Taking the extra step in making sure customers have a memorable experience
- Throwing in something extra and unexpected as part of the stay

Management Risks

Solution

1 / INEFFECTIVE, UNDER-TRAINED MANAGEMENT TEAM:

- Staff unable to keep up with growth of business
- Staff unable to thrive in designated area
- Staff misunderstanding job descriptions

Provide continuous training and staff rewards to acknowledge work.

Ensure staff understands their job roles and responsibilities by having clearly defined job descriptions.

Adopt policies and procedures manual for staff.

2 / SEGMENTED MANAGEMENT TEAM:

- Management team working independently of one another, no cohesion

Provide staff opportunity to communicate to one another (staff meetings, staff room, daily de-briefs, etc)

Ensure staff all get along as part of management team

3 / HIGH STAFF TURNOVER RATE/LACK OF PASSION:

- Staff unhappy in current conditions
- Unable to maintain constant staffing levels
- Continuously understaffed
- Employees fail to see direction and vision of business

Ensure staff are happy in their current position by communicating on a regular basis

Create a platform for staff to voice concerns, comments, and/or suggestions

Provide incentives and training opportunities for staff

Hire staff with long-term intentions

Marketing Risks

Solution

1 / FAILURE TO REACH APPROPRIATE MARKET:

- Marketing to inappropriate segment
- Failure to attract guests

Identify target market characteristics, location, size, preferences, desires, and demands to market effectively

Utilize information gathered on target market to create successful marketing mix

2 / ATTEMPTING TO REACH TOO MANY MARKETS:

- Promotional mix spread too thin across a multitude of markets
- Lack of focus

Thorough research of desired target market

Devote marketing strategy to specific desired target market

3 / INEFFICIENT MARKETING BUDGET:

- Failing to provide efficient amount of funds to successfully implement marketing mix

Undergo thorough research of marketing tactics, ensure cost of each promotional strategy is identified and budgeted for

4 / FAILURE TO UTILIZE EFFECTIVE MARKETING TOOLS:

- Using ineffective marketing tools that do not fit the characteristics of desired target market

Continuous research on popular marketing avenues (ie, online, social networking sites)

Understand desired target market characteristics and trends

Operating Risks

1 / SAFETY:

- Programme activities prove to be unsafe
- Guides under-trained and in in-experienced

Solution

Creation of a safety measures guidebook to ensure all guiding staff are aware and competent of all safety requirements

Provide continuous training (first-aid) and hire experienced staff

2 / LACK OF SUPPLIES/PROGRAMMES:

- Lack of supplies present on location
- Suppliers/contractors unable to travel to location

Ensure suppliers are established before business opens to guests

Create contract between business and suppliers/contractors to ensure reliability

3 / UNPREDICTABLE WEATHER:

- Guests unable to partake in array of activities due to weather conditions

Create guest satisfaction guarantee

Create indoor activities which provide equal value to guest (ie spa)

4 / POLITICAL INSTABILITY:

- Local community angered with business existence
- Local community refuses to co-operate or supply necessary daily requirements
- Local culture jeopardized

Communicate with local community

Ensure community of benefits and value they will receive and hold community values at the forefront of business

Purchase equipment, hire labour primarily from local community

5 / ECONOMIC RECESSION:

- National and international economies fall into recession, preventing guests from purchasing service/product

Complete effective economic forecasting, adapt business model to successfully withstand economic forces through diversified offerings

Financial Risks

1 / INABILITY TO REPAY INVESTORS:

- Lack of continuous profit resulting in an inability to repay initial investors
- Investors remove support of operations

Solution

Create repayment plan (dependent on forecasting) which is both feasible and accepted by both parties

Continuous communication with investors on progress and operations

2 / INABILITY TO CREATE NET INCOME, UNSUSTAINABLE, BANKRUPTCY:

- Business remains in net loss
- Profits do not cover costs

Financial books, business expenditures (fixed and variable) must be reviewed on a regular basis

Dissolve business and sell assets in order to re-pay debt

PLANNING STRATEGY
AND IMPLEMENTATION:

1	2	3	4
2012-2013	2013	2014	2014
SEEKING INVESTORS/ SECURING LICENSES	INFRASTRUCTURE DEVELOPMENT / TARGET MARKETING	LODGE CONSTRUCTION	STAFF TRAINING AND HIRING
In the first phase of business planning, the owners will network with industry groups and personal business contacts to seek a buyer (or lease with option to buy) for the Lake Atlin Eco-Lodge and Resort property. A business plan and promotional brochure will be available for distribution and discussion. Once a buyer or leasee is secured, the necessary licenses and permits for constructing and operating the resort will be obtained through local and provincial jurisdictions.	Upgrades to the property (hydro-line, surveying, site access) will be completed to support lodge construction. An environmental scan will be completed to preserve fragile habitat, to comply with environmental laws, to maximize open space on the property, and to ensure that there is minimal impact on the site and Lake Atlin during lodge construction and resort development. A promotional website will be launched that features the programmes, activities and accommodations available through Lake Atlin Eco-Lodge and Resort. The website will be available in English, German and French and integrate use of social media to build a network of interested clients from across Europe, North America and the South Pacific. The website will offer the latest news and information about Lake Atlin Eco-Lodge and Resort.	Working with an architect and builders, the Lake Atlin Eco-Lodge and Resort will be constructed to maximize use of local materials and labour. Use of passive solar design, energy and water conservation measures, recycling of stormwater through quantity and quality control, construction of an environmentally friendly sewage treatment system, modern spa/wellness facilities, and use of local plant materials in landscaping, will all be considered as part of an innovative design for the Lake Atlin Eco-Lodge and Resort.	The owners of Lake Atlin Eco-Lodge and Resort will hire a staff with expertise in resort management, lodge operations, programming and guiding, gastronomy, onsite maintenance, and marketing to manage the day-to-day operations of the resort. These individuals will be highly trained and certified in their respective fields. The staff will work with the owners to develop job descriptions for new employees. Staff training and evaluation as well as reward incentives will be a part of the business model to recognize staff contributions onsite.

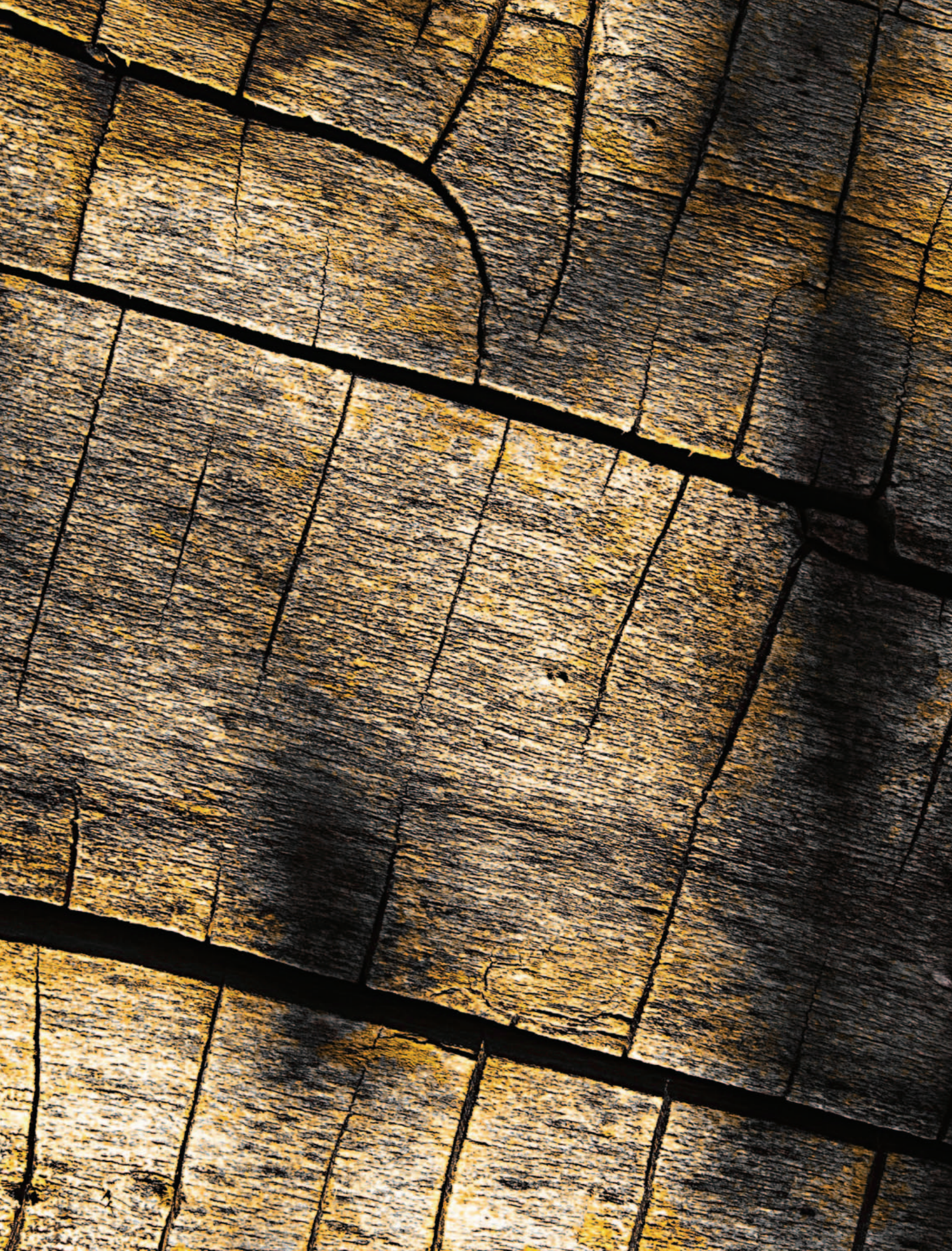
5	6	7
2015	2015	2015 <i>ONWARDS</i>
OPENING	MANAGEMENT OF FACILITY	MANAGEMENT OF SERVICES
The opening of Lake Atlin Eco-Lodge and Resort will be not only a celebration for visitors but also for the community with local residents having an opportunity to tour the lodge and facilities and to sample local cuisine from the lodge’s kitchen. Members of federal and provincial tourism agencies, local and international business partners and the media will be invited to the celebration and also to report on the event.	Lake Atlin Eco-Lodge and Resort will adopt an environmental policy and code of conduct that is based on minimizing the impact of the lodge on the local environment. A “green building scheme” will be implemented during construction and audited annually to monitor progress and to support the fact that “going green is good for business.” Membership in a green hotel or eco-lodge programme will be adopted to assist in marketing and promotion efforts.	In order to ensure the delivery of quality customer service onsite, a service-training programme will be required for all staff. There will also be a policy and procedures manual for ensuring that staff is meeting the needs of visitors. The programme will emphasize building a personal file on each guest prior to the visit to understand their needs, personal interests, level of physical fitness, and to identify any special health requirements as part of their stay. Attending immediately to complaints and offering “the unexpected” will be part of a service environment focused on personal attention and customer care.

ATLIN IS ONE OF
THOSE PLACES
YOU JUST HAVE
TO SEE.

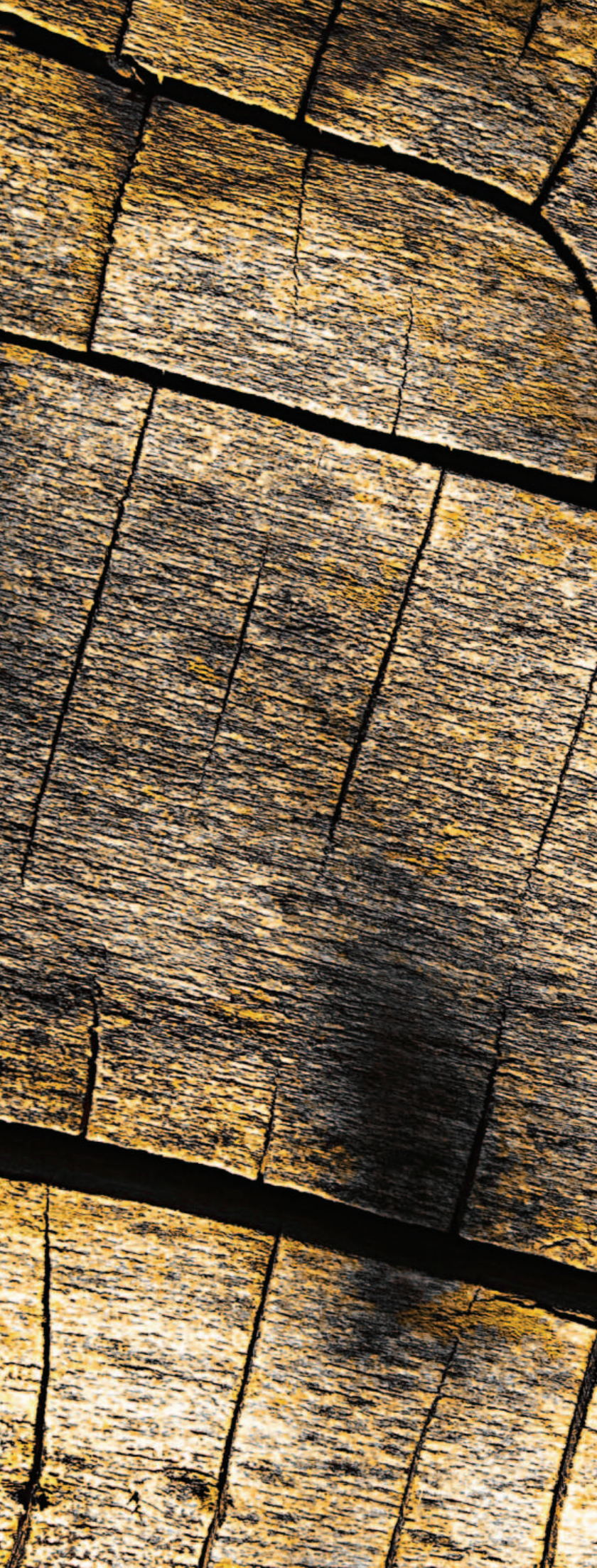
WE LIVE IN ONE
OF THE QUAINTEST
AND MOST COLOUR-
FUL LITTLE TOWNS,
NESTLED IN THE
HEART OF A VALLEY
THAT IS SIMPLY
STUNNING IN ALL
OF ITS BEAUTY
AND GRANDEUR!

LOCAL ATLIN RESIDENT /





| Contact



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