

An Overview

K. Turner and Associates,

1031 Trillium Drive,

Bracebridge, Ontario

P1L 1X2

705-645-7416

Cell: 705-787-8412

ken@kturnerandassoc.com

In 1980/81 we acquired a small family run fishing camp in the village of Magnetawan on Ahmic Lake. The property had an aging cliental and was in need of repair and upgrading. Recognizing this, we needed to diversify the cliental and extend the season from a June/July season and a little August (closing after Labour Day) to a May to October season. We embarked on a upgrading program and an aggressive marketing campaign.

We did not have a lot of cash to develop the property and realized the money to do so had to come from increasing revenue from rentals and providing increased services to guests.

In the early years we experimented with a number of ideas and projects. Many of them were very successful and others failed. – part of the learning curve! We did seek advice from as many sources as we could including; Ministry of Tourism, trade associations, fellow operators, and outside consultants.

Our first goal, to increase revenue, was very successful. It allowed us to add significant upgrades to the land and buildings at costs we could afford. In addition it allowed us to advertise more effectively. Our cliental began to change and we were able to increase occupancy, particularly in the shoulder seasons.

We recognized the market was rapidly changing, particularly after 1994/5 with the growth of the Internet. We made an effort to keep up with the trends and acquired the expertise to do so.

Over the years we earned a number of awards including:

- Trip Advisor # 3 of 10 most romantic locations in Canada
- The Bob Giles Award for contributions to Northern Ontario Tourism
- CAA 3 Diamond Award
- Magnetawan Area Business Association -Person of the Year 1999
- Tourism Professional – Ministry of Tourism

We have served on the following boards in many roles including chairperson:

- The Magnetawan Area Business Association - Founding member and Chairperson
- The Almaguin Highlands Information Center - Organizer and first industry Chairperson
- N.O.T.O -Board Member
- Discovery Routes Trails Organization – Treasurer
- Almaguin Nipissing Travel Association – Board member
- RTO 12 -Vice president in their 1st year
- Almaguin Fishing Improvement Association -Founding member and 1st Chairperson

Some of our accomplishments and hands on experience

- We have partnered with others to provide elopements, wedding services, fishing packages, dog sledding packages, ATV, and more.
- We were instrumental in registering the first section of the TransCanada Trail in Ontario, - the historic Rosseau Nipissing Development Road-Ontario's Ghost Road
- We were co-chair of the Millennium TransCanada Trail relay
- We have conducted seminars for a number of regional Tourism Organizations including NOTO, Resorts of Ontario, Calibishie Tourism Development Committee in The Commonwealth of Dominica, The Magnetawan Area Business Association, Loring Restoule Business Association, and The Municipality of Magnetawan
- We have provided advice to operators on the effective use of TripAdvisor
- We have provided advice to TripAdvisor on their Green Leaf Program.
- We have provided advise to operators as to the best channels for marketing on the internet
- We developed expertise in Data Base marketing (Using FileMaker Pro)
- We have extensive knowledge of HTML (Dreamweaver) and effective web page design
- We have a number of clients in Ontario and in Dominica with an Internet presence.

We have provided mentoring and training to operators wishing to develop packages and on line reservation systems.

We have provided advice to Canadore Collage in the development of their online Hospitality Programs, including providing advice on course content.

We conducted a survey of properties in the Explorers Edge region to determine their "Market Readiness" for fishing, which included using Google Maps and preparing fishing web content for the Explorers Edge web site.

We have provided content for a number of on line blogs to promote tourism activities for regional tourism organizations.

We have extensive knowledge of the "Fractional Cottage Ownership" and have developed programs for this market.

We are prepared to offer our expertise and over 30 years of experience to operators and organizations looking for advise on how to increase revenue, diversify product offerings, develop a significant web presence, streamline; inquiry – reservation – invoicing – banking -marketing, develop profitable packages and more. To assist small business start ups, by mentoring and providing marketing expertise.

Our team also includes persons who can provide advice on decorating and landscaping to enhance the look of a property.