



SPROAT LAKE LANDING

RECEIVED

MAR 27 2023

Attention:  
Planning Department  
Alberni-Clayoquot Regional District  
3008 Fifth Avenue  
Port Alberni BC  
V9Y 2E3

March 25<sup>th</sup> 2023.

**Sproat Lake Landing Resort, Guest Marketing Brief.**

Sproat Lake Landing Resort, "Middle of Everywhere" will market to a guest demographic that draws from international, inter-provincial and B.C. guests. Our direction is to promote a three night stay that sees our guests arrive to Sproat Lake Landing Resort "Middle of Everywhere" and then enjoy the region as a whole and its world class experiences. Guests would spend a day making their way to Bamfield one day, on another day enjoying a world class fishing charter, a once in a lifetime float plane or guided alpine tour, a trip to Stamp River, playing golf or enjoying the local businesses in the region, First Nations culture, breweries, spa's, eateries, farmers markets and artisans. A final day would be a day trip to Tofino/Ucluelet.

As travellers and with an itinerary similar to that noted, our target market are not boat owners, they are coming to enjoy this entire region, a world class travel destination. Marked paths from our cabins directing guests to the resorts dock and swimming area, lounge and coffee shop/grocery store will be in place to draw guests into the other business operations at the resort. Our busy guests are not in the "Middle of Everywhere" to look for local lake access.

Our accommodation and cabins will be managed and operated by Sproat Lake Landing Resort. Operating procedures will be in place for our dock that takes into consideration local lake residents who travel to the resort for the lounge or coffee shop/grocery store, resort guests and the local neighbors and community. Regular quiet hours and respect for neighbors will be part of our operating procedures laid out in guest booking communication with immediate eviction for non-compliance, standard in any resort operation.

The addition of 15 cabins to our room inventory offers the region needed comfortable and enjoyable hotel rooms drives tourism revenue into the region as a whole and offers tax revenue to the region.

Sproat Lake Landing Resort, "Middle of Everywhere", our business is bringing tourism to the world class travel destinations of Alberni Valley and the West Coast of Canada.



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