



The Pure North Collection

What if you could tap into Canada's best ecotourism development and experiential travel experts who provide customized hospitality design, operations systems and management solutions along with a dynamic global marketing, sales, training and distribution platform dedicated to Canadian wilderness lodging, to increase your sales and profitability?

And what if you could belong to a collection of truly exceptional hospitality properties representing the very best of wild Canada?

Welcome to Pure North. On May 1st 2012, this first-ever branded collection created exclusively for extraordinary hospitality operators in Canada's legendary wilderness will be launched.

We invite you to join us in creating unforgettable journeys celebrating Canada's nature. To discuss your membership in more detail, please contact Deneen Allen, President, Pure North Canada:

Call direct: 416.659.6915 or Email: deneen@purenorthcanada.com

What is The Pure North Collection?

Let's begin by telling you what it's *not*. The Pure North Collection is not a traditional marketing association. We don't just evaluate your property and add you to our list of 'approved' properties on a website and promise sales and marketing for your business. Membership in The Pure North Collection has many more tangible **benefits** than that.

It's also not a loyalty program. We're not here to commoditize your business. The Pure North Collection builds real client loyalty, founded on the principles of amazing attention to hospitality detail, service and exceptional guest experiences.

Now, let's tell you what the Pure North Collection *is*...and *why* it exists!

A Big Gap in Canadian Wilderness Tourism

Pure North has identified a need in the Canadian rural, remote and wilderness tourism industry for a higher calibre of hospitality product. Our research shows that the biggest barrier in Canada to attracting a larger share of the lucrative global demand for high-end experiential wilderness and cultural tourism is our lack of accommodation providers with sophisticated, stylish accommodation, food, guest amenities and softer adventure travel itineraries that aging Baby Boomers and younger upscale consumers crave.

Our first-hand research during more than *4 years* of trans-Canada site inspections, interviews, mystery shopping and personal experiencing of wilderness tourism across the country reveals that many existing and new operators are expending money and energy on their hospitality businesses but are not optimizing their opportunity.

We see occupancy, rate, profits and guest satisfaction fall short of potential, again and again, yet it doesn't have to be this way!

Pure North is here to change all that. Pure North is raising the bar on Canadian tourism. If you are a new or already operating hospitality business dreaming of developing amazing ecotourism experiences and accommodation, or just looking for ways to do things better, a membership in The Pure North Collection offers you the tools and support to achieve new levels of sustainability, guest standards and performance.

Individual Solutions – Global Impact

The Pure North Collection is launching in May 2012 as a tourism trade-facing membership devoted to truly exceptional hospitality representing the very essence of wild Canada. During the first 12 months of membership, our Pure North team will coach and collaborate with each member to create the first branded collection of upscale accommodation and ecotourism operators in iconic Canadian wilderness destinations.

The Pure North Collection membership is designed to get you ready for prime time. It's about maximizing and fine tuning your individual assets to their full advantage. Together, we'll build and optimize your business while we build this exciting new Canadian ecotourism brand. Think of your membership as boot camp for rural and wilderness tourism operations.

Read more to find out how flexible The Pure North Collection membership is, what **benefits and services** are included, and how to become part of this first-ever, groundbreaking brand.

Trade Membership Benefits + Services

The Pure North Collection trade membership provides you with the building blocks for growing your business with economic, cultural and environmental sustainability. Think of belonging to The Pure North Collection as having ecotourism, marketing, management and operations experts 'on tap' to assist you with any challenge, any time.

We have set up the membership to deliver a series of services each year, beginning in the most important one: your **Foundational Membership** year. Among the many services included in your Foundational Year, your membership will provide you with an evaluation and opportunity analysis of your business to establish the best strategy for your property, and a Pure North Brand Compass™ to uncover and articulate your unique brand story that becomes your guide for all subsequent branding, marketing, product development and service delivery.

It doesn't matter if you are just beginning your business or have been operating for several years. We identify where your business is and where it can go from here. Based on the work we do with you in your Foundational Year, you can expect your business to start showing significant improvements in occupancy, guest satisfaction, market awareness, revenue growth and increased profits.

Belonging to The Pure North Collection means you have access to the best tourism resources available in Canada. We go beyond marketing to work with you on all aspects of your operations, physical plant, human resources and management. Being a member of The Pure North Collection is as transformational for your business as it will be for your guests.

Most importantly, belonging to Pure North means you share in the belief that our membership will raise the bar for Canadian wilderness travel and accommodation. It means you also share our commitment to Canadian tourism and hospitality excellence. Belonging to The Pure North Collection means you aspire to be the best.

That said, membership in The Pure North Collection must work for you! If you do not see the benefits to your business after your Foundational Year, there is no obligation to continue.

Foundational Year Membership Benefits + Services

This is your Foundational Year. We take a deep look at your business, provide the following opportunity analysis, make recommendations for optimizing your existing assets, and help you plan for restructuring systems and attracting new capital investment:

- Existing Finances and Management Analysis
- Physical Facility and Hospitality Operations Analysis
- Marketing + Communications Analysis
- Sales Channel Development & Optimization
- Competitive Analysis
- Establishment of Acute Requirements and Goals
- Optimization of Existing Operations
- Identification of New Opportunities and Industry Trends

We then create a **Pure North Brand Compass™** for your property to guide your first 12 months of re-pointing and repositioning your operations, physical plant, marketing, management and human resource systems according to your brand story foundation.

We provide the following strategic planning, redesign and restructuring recommendations according to a customized **360° Brand Story Building™** process* designed just for your business:

- Operations System Restructuring Recommendations
- Physical Facility Design or Re-Design Recommendations
- Brand and Market Re-Positioning Recommendations
- New Marketing + Communications Plan Recommendations
- Business Planning Consultation & Draft Financial Projections**

Your Foundational Year Membership will deliver exceptional value by assisting you in the necessary steps, market positioning and recommendations to truly realize you're potential.

* Foundational Year Memberships will be available beginning May 1, 2012. You will be able to start using your membership benefits immediately. Travel expenses are not included. Your Foundational Year Membership allowance is based on \$150 per hour to the upset amount of 75% of your annual membership fee. You may use the hourly allocation on any service you wish, in person, via email, Skype or phone. Pure North will assist you in establishing the highest and best use of the hourly allotment. Extra hours are always available from our team on an hourly or fixed contract rate. One on-site visit by Deneen Allen and Mark Campbell is required in order to conduct the vital information and insight discovery, and to initiate the Pure North Brand Compass™ process.

** Full business plans, including formal feasibility and market studies and financial documentation for sourcing capital through equity and debt financing are available for a separate fee.

On-Going, Annual Membership Benefits + Services

Once you have completed your Foundational Year you're ready to implement the achievable new course Pure North has collaborated on with you. We'll be with you every step of the way.

Your Annual Membership Benefits and Services after your Foundational Year will give you access to hands-on implementation, training and mentoring for*:

- Quintessentially Canadian Guest Experience Design
- Service Training, Mentoring and Delivery
- Financial Management + Tracking
- Existing Product Adjustment
- New Product and Service Development & Introduction
- New Operating System Implementation
- Introduction of Sustainability Standards
- Sales & Marketing Implementation
- Use of Pure North Logo (on brochures, website, and more to help bring additional credibility with your customers)

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