

Financial Forum



New hotel going after conventions

Management at Horseshoe Valley Ski Resort say the new \$12 million hotel at the resort will bring convention trade northward from Toronto.

Inn entices conventioners to area

Horseshoe Valley Ski Resort officials say the resort will be a lot busier this year due to the opening of a \$12 million hotel.

It is hoped convention organizers looking for a location other than Toronto to book conventions, will cast an eye towards Horseshoe, and the new hotel.

To entice conventioners to the valley, the 100-room hotel is offering four conference rooms, dining featuring international cuisine and entertainment.

For relaxation, guests will have at their disposal an indoor pool, an exercise room, a billiard room and a sauna, says Brenda Webb, marketing assistant at the resort.

"With our location and proximity

close to Toronto, the convention business was something we wanted to attract," says Webb. She expects 50 per cent of the hotel's business will come from conventions.

The remaining 50 per cent will be filled by skiers taking advantage of packages offered by the resort, says Webb.

Guests of the Inn at Horseshoe Valley will be able to choose between three different types of rooms, says Webb. The standard room comes equipped with two queen-size beds.

The parlor room has a fireplace and a sunken living area. The loft

suite is a two-storey room with spiral staircase. Both loft and parlor are equipped with whirlpools, says Webb.


Owned by seven Barrie area businessmen, the hotel was financed by a \$5 million mortgage, \$3.5 million in equity and a loan of \$1.9

from the federal and provincial governments, says Webb.

The hotel has been open for business since July 3, catering to the golf trade. The official opening is Nov. 5, when dignitaries and invited guests will be given the grand tour.

With the hotel in operation this year, the resort will employ between 500 and 600 people, says Webb. "It provides an excellent employment base for the area."


The jobs are in the hospitality industry, and those related to the operation of a ski resort.



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