

Press Release

For immediate release



Destination Owl's Head unveils its development plan

Relaunch of a four-season resort

Mansonville, February 14, 2020

To enhance this resort's four-season appeal for the community and visitors, Destination Owl's Head today presented a master development plan, including an upgrading of facilities and redevelopment of its site, for a total of over \$26M of investments into mountain infrastructure since its acquisition.

Overview

- Ski centres in Quebec face the challenge of diversifying their activities and operating profitably throughout the year. This is precisely what Destination Owl's Head hopes to achieve with its master plan.
- The goal of Destination Owl's Head's master plan is to enhance the resort's attractiveness so that the community and visitors can enjoy nature and outdoor activities, while remaining faithful to the spirit of the resort.
The plan features:
 - A *soft resort* developed with a commitment to tranquility and respect of the landscape which blends into its environment rather than transforming it.
 - Recreational activities that are in tune with the site's ecological capacity.
- Desiring a project that will maintain the residents' quality of life, Destination Owl's Head quickly established a "*Comité de bon voisinage*" composed of people from the community, the village of Mansonville and Potton, as well as residents of the Owl's Head area.

Quotes

"Today, we are excited to reveal the master development plan for Destination Owl's Head and to pursue the Korman family's dream. We are proposing a project that is the result of a citizens' participation process, which included a *Comité de bon voisinage* composed of people from the community, the business sector of Mansonville and Potton, and residents of the Owl's Head area. It was important for us to conduct a citizens' participation process to seek their feedback and address specific concerns, which have been integrated into our plan. This will boost the reputation of our beautiful Eastern Townships region with a vision in tune with an extraordinary landscape which boasts a unique combination of lake, plain and mountain."

Until March 1, the public and residents are invited to read the document and submit their comments on the Destination Owl's Head website in the real estate section.

– Pierre Bourdages, President and CEO of Destination Owl's Head

About Destination Owl's Head

Just 1.5 hours from Montreal and 30 minutes from Magog, Owl's Head offers incredible views of Lake Memphremagog while overlooking the Eastern Townships of Quebec. For more than 50 years, skiing has been the star attraction with 50 trails and acres upon acres of glade runs. Golf, hiking, landscapes with breathtaking colours, and a marina; countless one-of-a-kind experiences all year round!



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For more information

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