

Trades Resort Profile

InnSeason Resorts an Economic Winner in New Hampshire

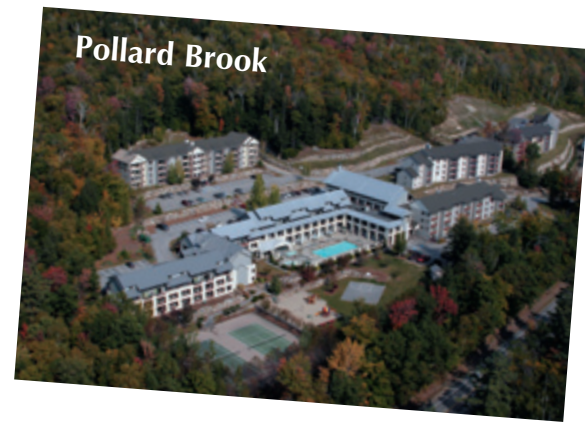
by William E. (Billy) Curran and Dennis M. Ducharme, RRP

The Granite State is not only home to our country's first-in-the-nation Presidential Primary, but also hosts one of New England's premier home-grown resort brands.

InnSeason Resorts™, a resort development, management and marketing company headquartered on Cape Cod, owns and manages two deluxe year round properties in the area: InnSeason Resorts South Mountain and InnSeason Resorts Pollard Brook. The South Mountain property is the state's newest mixed-use timeshare resort, continuing a tradition of development at one of the oldest timeshare resort areas in the state. The village-style complex is being brought to market by William E. "Billy" Curran, C.E.O. and Dennis M. Ducharme, RRP, President, whose plans include a multi-million dollar timeshare, hotel, shopping, dining and arts re-development center, offering purpose-built resort hotel timeshare units; and, facilities for the North Country Center for the Arts, and its signature Papermill Theatre. In addition, the two continue developing their other New Hampshire property, the brand's flagship property, the 130-unit InnSeason Resorts Pollard Brook, located a mile away across from Loon Mountain's original base.

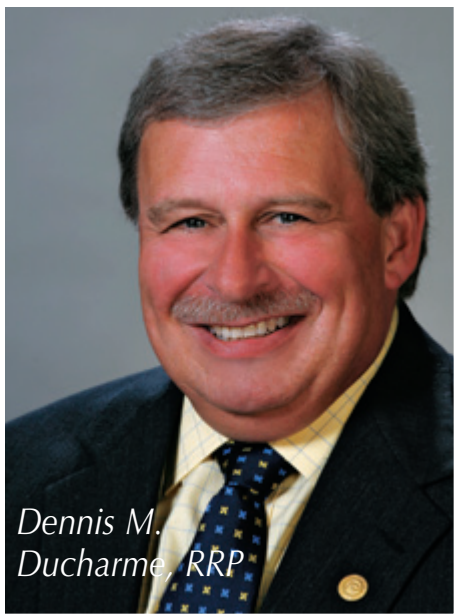
In the 1970's Lincoln, NH was one of the first areas in the state targeted for the development of vacation ownership because of its location at the foot of

New Hampshire's most popular ski resort, Loon Mountain, long-known for its classic New England ski trails and snowmaking capabilities.

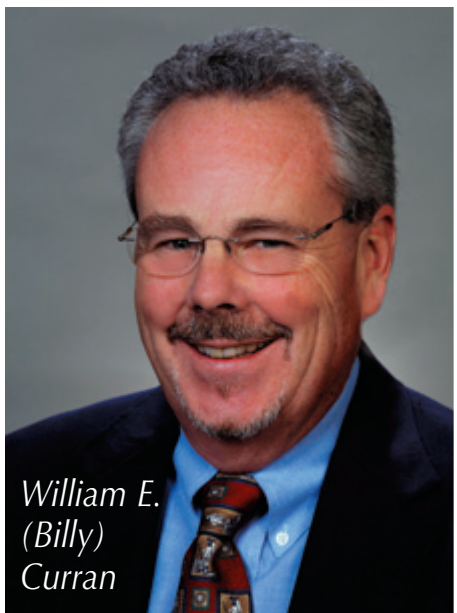


Pollard Brook

Today, almost a half century later, Loon Mountain is expanding its South Mountain property with the addition of with a new high-speed express quad chairlift, new trails, and base lodge. From the new 2,450-ft. South Peak, skiers look down to the village town of Lincoln, and the distinctive red roofs of InnSeason Resorts South Mountain. Noted for its four-season vacation experience, the resort is located at the gateway to Loon Mountain's new expansion, and is the centerpiece of a complex that includes an appealing mix of resort hotel and timeshare units, and a high-end marketplace of shops and restaurants. The shops, managed by Ducharme as well, combine the unique qualities of local boutique shopping and locally owned and managed dining with the convenience of a mall enclosure, and it provides a base for a myriad of year round activities.



Dennis M.
Ducharme, RRP



William E.
(Billy)
Curran

**InnSeason**
Resorts

The Northeast Experience™

Reprint from *Resort Trades* January 2008 - www.resorttrades.com

"Our plans envision a mix of resort hotel and timeshare units, a high-end marketplace of shops and restaurants," explained Ducharme.

InnSeason Resorts South Mountain's unique layout incorporates spacious hotel rooms (perfect for the short term visitor) and deluxe 1 and 2 bedroom condo suites all tastefully designed and decorated by InnSeason's own in-house design team. Suites feature the popular master bedroom whirlpool and living room fireplace both highly desired amenities. Guests are welcomed by a spacious, warmly furnished lobby and a cozy guest library with a roaring fire in its fireplace, and a grand piano for the musically inclined. Add the giant indoor pool, fitness room, game room and outdoor pool with its panoramic mountain views and you can see why this has become such a popular addition to InnSeason's Vacation Club resorts. Its location at the base of the new South Peak trails and proximity to the Village Shops only adds to the allure.

"The new South Mountain resort area is now officially well on its way to becoming a key vacation destination and an economic stimulus for the North Country as a region," notes Ducharme. "And with the conversion from a tourist-class hotel into a purpose-built, luxury resort hotel, the Village of Lincoln is realizing the goal of economic revitalization that has eluded it for generations."

The village-style complex is being developed on the site of the former Mill House Inn, Millfront Marketplace and the abandoned Franconia Paper Mill. Remodeling was completed in 2006, resulting in new first-class units and suites. Ducharme said he expects the dilapidated paper mill will come down

within 12-24 months. The tear down project has taken over 2 years of planning thus far and the cooperation of several state and federal agencies, yet has forged a place in the hearts of all the community because of the value it brings the town.

"In making plans for the paper mill site, Billy and I are sensitive to both environmental concerns and to historical preservation issues," Ducharme assured. "We want to showcase the Town of Lincoln's heritage inside and outside the facility by preserving many of the historic artifacts of the mill era and its logging tradition."

"Our plans envision a mix of resort hotel and timeshare units, a high-end marketplace of shops and restaurants," explained Ducharme. "From what was once a dying mill town, Lincoln is quickly becoming a key four-season vacation destination and an economic engine."

This "year-round destination" philosophy is what drives the marketing of these two resorts. In conjunction with the local Chamber of Commerce, InnSeason Resorts at Loon works to present this region as a year round vacation destination. In an area known for its winter skiing and fall foliage, marketing must educate consumers to gradually establish a reputation for family friendly summer getaways and the more difficult niche market of active vacationers for the spring outdoor experience. A combination of traditional print advertising and



electronic web and email marketing in conjunction with more regional marketing cooperatives has enabled InnSeason to raise its brand recognition in the major metropolitan Boston market thereby increasing occupancy year round.

Loon Mountain's easy access to I-93, New Hampshire's major north-south highway leading from Boston and points south, lent the resort its early popularity, as it continues to do today. Tucked away on the western edge of the Kancamagus Highway, it peaks at 3,050 feet., offers a vertical of 2,100 feet, and contains 50 varying trails and 10 lifts, including a gondola, nine different eating options, rental equipment operations, daycare, day and night tubing, an adaptive and snowsports program, Nordic skiing and several terrain parks.

After decades of bureaucratic wrangling between environmental groups and the mountain's corporate overseers, Loon Mountain's much-anticipated South Mountain Peak opened in December of 2007, with a new, high-speed quad chair, 40-acres of new intermediate and advanced terrain, and a connector quad chair, which will link South Peak to the existing lift and trail network at North Peak. These new lifts and terrain, which represents only 35% of the total planned on-mountain expansion at

South Mountain



build out, are just a few of the facets that this economic expansion project will bring to New Hampshire's most-popular mountain destination.



As a result of this expansion and the on going commitment to year-round marketing InnSeason Resorts™ continues to expand its bed-base at Loon Mountain with plans for additional development, with InnSeason Resorts RiverWalk. This next phase includes construction of 120-150 resort hotel condominium units with full amenities on the site of the old paper mill, located on the north bank of the East Branch of the Pemigewasset River, adjacent the base of the current South Mountain expansion. The Site overlooks the South Mountain ski area, and is comprised of 24+/- acres of prime riverfront property, with over 800 feet of river frontage.

InnSeason Resorts™, is a regional brand of family-oriented resorts that combine the marketing resources of Curran Management Services and its founder, William E. "Billy" Curran, president and CEO; and the development and operations expertise of Dennis M. Ducharme, RRP, president. InnSeason Resorts™ provides professional property

management services to its resorts and affiliates, with locations stretching from the beaches of Massachusetts' Cape Cod and coastal Maine, to the mountains of New Hampshire and Western Maine.

InnSeason Resorts, "The Northeast Experience", include: InnSeason Resorts Pollard Brook and InnSeason Resorts South Mountain, Lincoln (NH); InnSeason Resorts Falls at Ogunquit (ME); InnSeason Resorts HarborWalk, InnSeason Resorts Captain's Quarters, InnSeason Resorts Surfside, Falmouth (MA) and their affiliate Mountainview Resort, Jackman, ME.

InnSeason Resorts™ was created as a regional brand of family-oriented resorts to combine the marketing resources of Curran Management Services (CMS®),

and its founder, William E. (Billy) Curran, Chief Executive Officer, and the development and operations expertise of Dennis M. Ducharme, RRP, President and owner of Southern Peaks Resorts, LLC, a real estate development and resort management company headquartered in Lincoln, NH.

Curran, a sales and marketing executive with over 25 years experience, has operated one of the Northeast's premier telemarketing business for the past 15 years, generating over \$200 million in sales since 1997.

Ducharme, a 25-year veteran of the hospitality industry, with experience in resort development, management and finance entered the resort development industry in 1985 on Cape Cod.

Ducharme has served on the ARDA Board of Directors since 2003, and is currently an ARDA Trustee.

