



Golf Vancouver Island Partnership Celebrates Positive Announcements For Island Golf

FOR IMMEDIATE RELEASE

January 23rd, 2014 (VICTORIA, BC) - Golf Vancouver Island, the marketing partnership of eleven Vancouver Island golf courses, 16 hotel partners and transportation providers, is celebrating the great news announced recently by Bear Mountain Resort. New owners, Ecoasis Developments LLP, (Ecoasis), recently verified the future build out plans for the destination resort community including the confirmation that The Mountain Course and The Valley Course - Canada's only 36 holes of Nicklaus Design golf, will remain fully intact as the Resort continues to develop its already impressive amenities.

"This is great news obviously for the Bear Mountain family but also very good news for the entire golf industry on Vancouver Island. Since its inception, Bear Mountain Resort and the two Nicklaus Design golf courses have been a draw that benefits all golf courses on this beautiful island." stated Golf Vancouver Island President Ward Stouffer. "On behalf of Golf Vancouver Island and its stakeholders, we congratulate Bear Mountain Resort, Westin and Ecoasis on this fantastic announcement."

Dan Matthews, managing partner and founder of Ecoasis comments "Bear Mountain will continue to be Canada's only 36-hole Nicklaus Design golf experience, we are moving forward with our contract agreement with the Westin, and we are introducing more amenities to enhance the lifestyle advantages of coming to Bear Mountain year round – whether you are coming to stay at the Westin or to live in the community."

Bear Mountain Golf:

Ecoasis will maintain 36 holes, and take the golf experience at Bear Mountain to the next level broadening its appeal and reputation. Golf members and the Bear Mountain golf team will provide input into alterations to The Mountain Course that will enhance play and strengthen the real estate portfolio bringing to market highly desirable, high-value residential opportunities. Golf and real estate – two primary lines of business - must align in order to move forward.

Hole 10 will come out, effective Jan 27th and hole 19 will come into play enabling Ecoasis to move ahead with the build-out of Upper Hedgestone. The long-awaited continuation of development will commence immediately with the expansion of the Hedgestone neighbourhood bringing new golf course lots to market this summer.

To appeal to a wider group of golfers, two returning 9's will be offered on The Valley Course in 2014. "This will be great for the course, and the community," said Jordan Ray, Director of Golf at Bear Mountain. "People are busy and we get asked all the time if it's possible to play 9 holes. Two returning 9's will open up our facility to more golfers including young golfers who are the sport's future. Even 'the Golden Bear', our golf course architect, the legendary Jack Nicklaus, is looking at ways to grow the game. His 12 hole, two and a half hour golf tournaments at Muirfield Village Golf Club are a huge success."

Darren Burns, Golf Superintendent at Bear Mountain, welcomes the changes along with an increased budget to improve the courses. "We are thrilled to receive the recognition and support for new equipment that will improve the quality of the courses and the play experience for everyone. Ecoasis is making a genuine commitment to the greens department and the maintenance program here at Bear



Mountain.”

The Westin Bear Mountain Golf Resort & Spa:

In order to fulfill the contractual agreement with the Westin, Ecoasis will add a new outdoor swimming pool and fitness centre to the Westin Bear Mountain Golf Resort & Spa as part of a property improvement plan valued in excess of \$4-million.

The pool will be heated year round, will overlook The Valley Course and will feature a grotto-style hot tub with an area of almost 250 square feet. Enhanced pool-area food and beverage service, and a series of fire pits and gathering places will encourage family outdoor enjoyment. Construction will begin immediately on these upscale amenities. Future plans call for the addition of a second adult-only hot tub offering a more private setting off the back of the hotel. An indoor family games area will round out the resort experience.

New Partners Of Golf Vancouver Island:

It is an exciting year for golf on Vancouver Island. Not only has Bear Mountain confirmed its commitment to the 36-hole golf experience, there is an additional golf course on the Vancouver Island Golf Trail! New for 2014, The Quadra Island Golf Club has joined the northern tip of Canada's longest golf trail. The 9 hole, par 36 course opened to the public in 2013 and provides a new playing experience for destination visitors and Island residents alike, and adds additional “skins” to Golf Vancouver Island’s ever popular “Fins and Skins” golf and fishing packages!

The addition of Quadra Island to the Vancouver Island Golf Trail Card has also re-affirmed this golf frequency card as the best value in golfing for Vancouver Island residents. For \$329, card holders receive 1 round of golf at each of the 11 member golf courses on Vancouver Island. This popular card sells out every year and only 70 cards remain at time of publication. Visit GolfVancouverIsland.ca/trailcard for details.

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About Golf Vancouver Island

Golf Vancouver Island is a recognized leader of innovative golf destination marketing in the province of British Columbia, complete with a central reservation service for booking golf vacations on the Vancouver Island Golf Trail. Golf Vancouver Island promotes Vancouver Island as a unique golf vacation destination through cooperative marketing initiatives, while providing equitable return on investment for its thirty stakeholders. Owned and operated by the golf courses on Vancouver Island, consumers save time and money, while choosing from 11 golf courses and 16 accommodation options on the Vancouver Island Golf Trail. Golf Vancouver Island provides complimentary information, vacation planning assistance and reservations for Vancouver Island golf vacations. For more information about Golf Vancouver Island, visit GolfVancouverIsland.ca or call 1-888-465-3239.

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