

MUSKOKA

LUXURY RETREATS

MUSKOKA LUXURY RETREATS IS A CANADIAN BASED COMPANY PROVIDING LUXURY VACATION RENTAL EXPERIENCES FOR THEIR GROWING CLIENTELE. AFTER STRUGGLING TO SOURCE A CREDIBLE VACATION RENTAL PROVIDER FOR HIS OWN RENTAL PROPERTY ON NOTORIOUS LAKE JOSEPH, MLR'S FOUNDER; REID SOPER DISCOVERED THERE WAS AN UNREALIZED GAP FOR LUXURY BESPOKE CUSTOMIZED COTTAGE RENTAL SERVICES.

Q. Tell us about Muskoka Luxury Retreats? How did it begin? Who is the founder?

MLR: We are deeply committed to making a difference in the Muskoka vacation marketplace. A dedication to service is crucial to its culture. We capture the very essence of the personal and exclusive travel experience by providing luxury cottages for rent that guarantee a memorable vacation that meets the high standards of a five-star hotel.

We review and propose luxury retreats in Muskoka, based on firsthand experience, consistently adding new gems to our collection. We are committed to our mission of being the chosen Luxury Vacation Rental company in Muskoka. We serve a full range of high-end bespoke concierge services with the intent of taking your unique vacation experience to the next level! We are entrusted with some of Muskoka's finest vacation rental properties on behalf of their owners.

Q. What makes Muskoka so special? Why do people come out there? We hear about Billionaires Row on Lake Joseph, what is it that drives tourism to Muskoka?

MLR: Muskoka is made up of a collection of quaint, interesting towns that make up one of Canada's most popular tourist areas. With over 1,600 lakes and thousands of acres of forestry, there is no shortage of things to do. There are many famous restaurants, boutiques, hiking and boating opportunities that lure tourists to this region year after year. In the past few years, there have been several wineries and craft breweries that have also sprung up adding to the allure of this region. For discerning tourists who wish to see and experience the most prestigious locations in the Muskoka Lakes region, Lake Joseph, Rosseau

and Muskoka need to be at the top of their list. It's where the most exclusive homes and cottages can be found. In fact, it's where the infamous "Billionaires Row" is home to many famous people including actors, star athletes, famous business owners and aristocracy. The Muskoka region is historically a sought-after Canadian tourism hub and should be number one on everyone's vacation wish list!

Q. Properties range from \$10,000-\$50,000 per week for rentals. Why does it cost this much?

MLR: Although Muskoka has always been a popular tourism destination in Canada and abroad, the demand and cost for purchase and rental of vacation properties has drastically increased in this region for two main reasons:

The Pandemic significantly increased the number of people working from home or vacation rental properties en masse. Professionals were able to trade in their urban offices for beautiful, picturesque homes in the Muskoka and surrounding northern Ontario regions allowing for better quality of work/life balance.

Most vacationers are still opting to vacation closer to their homes versus travelling abroad which has created a hyper demand for the purchase and rental of Muskoka properties which is causing steep price inflation. There is also an increased number of purchasers in the market looking to secure their Muskoka family property and due to significant shortages of properties for sale they have turned to the Luxury Vacation Rental market to get a foot hold in this competitive marketplace.

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REID RELIED HEAVILY ON HIS PRIOR EXPERIENCE AND KNOWLEDGE AS A MUSICIAN, WRITER, COMPOSER PERFORMING ACROSS CANADA AND THE UNITED STATES, AND LEVERAGED HIS SKILLSET AS AN ARTIST TOWARDS HIS CURRENT CAREER AS A FOUNDER/CEO OF MUSKOKA LUXURY RETREATS.

