



Rec Property Returns to its Roots

Resort on Mara Lake gains popularity by getting back to basics

April 29, 2009, Sicamous, B.C. – Early indicators in the recreation property market are pointing to a rise in the popularity of traditional and practical vacation homes. Hummingbird Beach Resort, a four season, lakefront resort on Mara Lake, is offering a unique hybrid of cottages, cabins and town homes, and seeing a large amount of interest in their unapologetically simple, nostalgic offering.

According to Steele Jordan, president of Mara Lake Estates Ltd, developer of the Hummingbird Beach Resort, interest is high for unique beachfront community, particularly with young families.

“The speculators are completely out of the market so now we’re getting a lot of interest from families who are looking for a secure development that they can start building memories at this summer,” Jordan says, “We’re able to offer them a vacation home that is ready now. They can literally walk through the resort, pick the one that meets their needs, and move in.”

Photo Caption... Photo Caption... Photo Caption...



Crystal clear waters of Mara Lake as seen from the Hummingbird Beach Resort

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The Hummingbird Beach Resort was one of the few recreational property success stories in 2008, when it sold 1/3 of its resort last June. Its decision to adhere to a simple, low-density development model, focused on celebrating the Mara Lake tradition of family, community and leisure has been a hit with buyers. There is no build out as construction at Hummingbird is completed and the project is financially secure.

The Resort is designed to appeal to vacationers who are looking for an easy, simplified holiday experience that emphasizes memorable family experiences on the Shuswap lakes. Tucked away from the busyness of life, it is located near the Town of Sicamous, the house boating capital of Canada.

Hummingbird provides family vacationers with a variety of recreational home options designed with high architectural integrity and quality without breaking the bank. The ultimate objective is for buyers to be able to invest in their family. The site for the Resort is located on a former family owned and operated seasonal lakeside campground and there is a long tradition of community that extends to the entire Swansea Point community.

“Hummingbird has been designed to be the perfect family getaway location,” Jordan says. “We have already seen friendships develop from those who moved in last year and we receiving several referrals from happy homeowners anxious to have their friends and family join them this summer.”

With its warm year-round climate, excellent fishing, horseback riding, water skiing and house boating, Hummingbird Beach Resort offers families a quality alternative to the frenzy of activity commonly found at high-density resort properties. Its proximity to several ski resorts, snowmobile trails and heli-skiing makes the resort attractive to those seeking four season recreational activities. Hummingbird provides a quieter, simpler way of life for those wishing to escape and spend their summers with their family in quiet retreat from the hustle and bustle of the big city.

Online Media Kit (backgrounder, fact sheet, list of real estate pricing, photography):

<http://driveit.clickspace.com/linkTo/1247455/1000302/0>

For more information or to arrange a hosted media visit to Hummingbird Beach Resort, please contact:

Scott Henderson
dHz Media
403.921.2001
scott.henderson@dhzmedia.ca

Matt Stuart
dHz Media
403.229.9200
matt.stuart@dhzmedia.ca

Hummingbird Beach Resort www.hummingbirdresort.ca

Mara Lake Estates. Ltd

Hummingbird Beach Resort is a Mara Lake Estates Ltd. development. This private company's owners have strong roots in the Okanagan and a passion for quality real estate. Inspired by fond memories of spending summers by the lake as children, and deriving great joy from reliving the

experience with their own children, has shaped the developers' vision for Hummingbird Beach Resort. Great care has been taken to preserve the natural beauty of the site, to build town homes and cabins of exceptional quality, and to transform Hummingbird Beach Resort into a valued family tradition. Local trades completed the bulk of the building as part of the developer's commitment to supporting the community.