

Resorts of Ontario



# SEASON SUMMIT

**FOR IMMEDIATE RELEASE**

## **Resorts of Ontario Set to Host Rebranded 2024 Annual Conference at Hockley Valley Resort**

*Season Summit Theme Promises an Assembly of Hospitality Excellence*

February 1, 2024

ORILLIA - Resorts of Ontario, the leading marketing and advocacy association for Ontario's resort industry, is pleased to announce Season Summit, its newly rebranded Annual Conference, scheduled at Hockley Valley Resort from April 2 to 4, 2024. Ken Murray, General Manager of Hockley Valley Resort and Kerri King, Executive Director of Resorts of Ontario anticipate welcoming industry leaders from more than 100 resorts across the province.

"As we convene at the Resorts of Ontario Annual Conference 2024 under the theme 'Season Summit,' we invite industry professionals to seize the opportunity to elevate our sector, celebrate achievements, network, share learnings, and collectively explore new opportunities" remarked Yvonne Stephenson, Conference Chair, Resorts of Ontario. "Our shared dedication to excellence and innovation will undoubtedly establish the tone for a season marked by growth in Ontario's dynamic resort landscape."

Conference highlights include:

- Engaging keynote presentations from industry experts
- Interactive workshops and panel discussions
- Networking opportunities with fellow resort industry leaders
- Exclusive previews of upcoming resort innovations

The conference agenda kicks off with an insightful town hall session with presentations by the Ministry of Tourism, Culture & Sport, Destination Ontario, Canadian Federation of Independent Businesses (CFIB), Ontario Tourism Education Corporation (OTEC), and the Regional Tourism Organizations. Day two will feature in-depth sessions, including a discussion of regenerative tourism by Angela Nagy of Green Step, and insights into embracing the "taste of place" with Rebecca Mackenzie of Culinary Tourism Alliance.

The President's Reception & Dinner will take place on the evening of day two, showcasing awards and bursaries to set the stage for sustained success in Ontario's resort sector. The final day will conclude with insightful presentations from industry experts from Google and Compass Content Marketing.

Learn more about the summit, and buy tickets, at [www.seasonsummit.ca](http://www.seasonsummit.ca).

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**For media inquiries, please contact:**

**Kerri King**

Executive Director

Resorts of Ontario

Cell: 705-330-8824

1-800-363-7227

Email: [kerri@resortsofontario.com](mailto:kerri@resortsofontario.com)

[www.resortsofontario.com](http://www.resortsofontario.com)

**About the Season Summit**

The Season Summit is not just a conference; it's a unique experience tailored specifically for Resorts of Ontario. This themed gathering will bring together industry leaders, resort owners, marketers and hospitality professionals to explore the latest trends, exchange insights, and collectively shape the future of the resort industry.

**About Resorts of Ontario**

Resorts of Ontario represents more than 100 Ontario resorts that are focused on all facets of the vacation and leisure experience. Resorts of Ontario member resorts, lodges, country inns, American Plan resort hotels and housekeeping cottage resorts offer four-season vacation opportunities and accommodations equated with quality and value.

Learn more at [www.resortsofontario.com](http://www.resortsofontario.com) or follow us on [Facebook](#), [Twitter](#), [Instagram](#), or [LinkedIn](#) to find out more.