

Resorts of Ontario

FOR IMMEDIATE RELEASE

JASON STANTON NAMED PRESIDENT, RESORTS OF ONTARIO

Sixth-generation hospitality industry veteran to head Ontario's leading resort marketing association

ORILLIA, ONTARIO May 14, 2026: Jason Stanton, General Manager of Bayview Wildwood Resort, a historic lakeside destination on Sparrow Lake in Severn Bridge, Ontario, has been named Resorts of Ontario Board of Directors' new President. Jason, a sixth-generation member of the Stanton family to work at Bayview Wildwood, brings a lifetime of experience and passion for the future of the resort industry. With his election as President, he becomes the fourth member of the Stanton family to lead the association over its 84 year history, a legacy that is virtually unmatched within the Ontario resort industry. Jason succeeds President Yvonne Stephenson of Blue Water Acres, whom he thanks for her leadership.

Prior to assuming the presidency, Jason served as Marketing Chair for Resorts of Ontario, where he championed the worldwide promotion of Ontario's resort destinations. His experience encompasses all facets of resort operations, including guest experience, sales, human resources, food and beverage, and financial performance.

Beyond his leadership role at Bayview Wildwood, Jason is a part-time faculty member at Georgian College, where he participates in the development of the next generation of hospitality professionals. He believes a strong industry begins with well-trained, passionate people.

"I am honoured to step into the role of President of Resorts of Ontario. This association represents some of the most dedicated and passionate hospitality operators in the province, and we are entering an exciting period of change. My focus will be on listening, bringing forward a clear vision, and finding new ways to support the people who make this industry what it is, keeping our members at the centre of everything we do. I look forward to working alongside our Board, our members, and our partners."

— Jason Stanton, President, Resorts of Ontario

At the recent Resorts of Ontario Annual General Meeting, held on May 11, 2026 he welcomed three new board members:

- Jessica Brookshaw of Cobble Beach Resort
- Anthony Mazzaferro of Talent Employment Inc.
- Alyssa Waldes of White Oaks Resort & Spa

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The Resorts of Ontario Board is comprised of experienced hospitality leaders from across Ontario and include:

Executive Committee

- Christine Chaplin – Springwood Cottage Resort
- John Langford – Algonquin Log Cabin & Cottages
- Ken Murray – Hockley Valley Resort
- Yvonne Stephenson – Blue Water Acres Resort

Board of Directors at Large

- Melanie Coates – Dimensions Retreats
- Didier Dolivet – JW Marriott The Rosseau Muskoka Resort & Spa
- Henry Elmhirst – Elmhirst's Resort
- Dean MacNeil – Sherwood Inn
- Hani Roustom – Friday Harbour Resort

The newly included trio will be serving on the Membership and Marketing Committees to support the direction of Resorts of Ontario Strategic Plan 2026-2028.

As President, Jason Stanton's focus will be practical and member-driven: strengthening marketing support, generating quality leads, advancing advocacy efforts, and supporting sustainable growth. He is committed to expanding Resorts of Ontario's membership and building a stronger, more resilient association for the future.

Ontario resorts are experiencing a renewed surge of interest from travellers choosing to explore their own backyard. With staycation travel on the rise, more Ontarians than ever are turning to the province's world-class resorts for their vacation experiences. For a preview of the many enticing offers being featured by Resorts of Ontario members this summer, for a full line-up of summer getaways, visit - resortsofontario.com/resorts/

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Resorts of Ontario Board and Staff (L-R): Henry Elmhirst, Jo-anne Snyder, John Langford, Ken Murray, Anthony Mazzaferro, Kerri Sass, Dean MacNeil, Jessica Brookshaw, Christine Chaplin, Shane Bage, Melanie Coates, Hani Roustom.

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About Resorts of Ontario

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

Learn more at www.resortsofontario.com or follow us on [Facebook](#), [Twitter](#), [Instagram](#), or [LinkedIn](#).