

## 2022 Resorts of Ontario Media Kit

### **Background of Resorts of Ontario**

Resorts of Ontario celebrates its 80<sup>th</sup> Anniversary! Established in 1942, its lodges, country inns, American Plan resort hotels and housekeeping cottage resorts offer four-season vacations that symbolize the Resorts of Ontario hallmark: Quality, Service and Dependability. 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. Resorts of Ontario's mission is to serve, represent and further the collective interests by providing marketing, membership and advocacy services for the resorts, lodges and inns of Ontario's tourism industry.

There are four resort types: resort hotel, resort lodge, cottage resort and country inn. Some are open year round. Others operate from May to October. Some are family-based. Some are suited more to couples, adventure, and so much more.

### **News Sources**

Facebook: [www.facebook.com/resortsofontario](http://www.facebook.com/resortsofontario)  
Instagram: [www.instagram.com/resortsofontario](http://www.instagram.com/resortsofontario)  
Twitter: [@ResortsOntario](https://twitter.com/ResortsOntario)  
Website: [ResortsOfOntario.com](http://ResortsOfOntario.com)  
Blog: <https://resortsofontario.com/blog/posts/general>  
Pinterest: [www.pinterest.com/goresorting](http://www.pinterest.com/goresorting)

### **Media Contact:**

If you are interested in a resort experience, need help finding interview prospects, high-resolution photography or looking for the latest press release from Resorts of Ontario, please contact:

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### **New Website**

Resorts of Ontario's website includes helpful "Find a Resort" featured resorts, hot deals, seasonal packages more. The administration features allow for content to be updated easily making it more user friendly. The site portrays a vibrant look and is dynamic.

### **Resorts of Ontario Meetings Program**

Resorts of Ontario offers a Meetings Program to promote the wide range of facilities and amenities offered by Ontario conference and meeting resorts. Ontario conference resorts have so much more to offer business and

conference clients than a city hotel or conference centre. Many resorts and inns have the facilities and the expertise to host business and group conferences of any size and who are ready to work with business clients to ensure a successful company event. This is one of the reasons that Resorts of Ontario have decided to promote our member conference resorts with the Resorts of Ontario's new Meetings Program. Focus is on the unique selling features that resorts can offer business clients such as the option of golf tournaments, team building, affordability and convenience. The new website is easily navigated offering helpful information on these resorts.

### **Eco-Tourism**

The pristine setting, the abundant wildlife, the clean air and fresh water... these are the attributes which shows the resorts commitment and improvements towards limiting their impact on the environment. Green Key Eco-Rating Program which looks at "... opportunities to reduce operating costs and environmental impacts through reduced utility consumption, employee training, and supply chain management. Resorts in Ontario are committed to the environment and practice care in their operations.

### **Story Ideas:**

These Resorts of Ontario story ideas represent different experiences (family, romance, food lovers, weddings, spa, golf, fishing, empty nesters, attractions and adventure), the four seasons, and different Ontario regions (central Ontario, eastern Ontario, greater Toronto, Niagara Falls, northern Ontario, Ottawa, and southwestern Ontario).

### **Adventure Bound**

With adventure sports and thrills becoming increasingly popular some Ontario Resorts are taking advantage of offering new exciting adventures. Bouncing down hill in a giant ball, zip flying over 2000 feet, downhill mountain biking, and even a ridge running roller coaster provide new thrills for the adventure seeker.

The Zip flyer at Horseshoe - Riders take the chairlift to the top of the hill, get strapped in and ready for an adrenaline rush as they soar over the treetops over 2000 feet down. Horseshoe Resort have added 4 new downhill trails for mountain bikers. The trails range from beginner to advanced and feature ladders, boxes and bridges.

Another new attraction is located at Blue Mountain Resort near Collingwood ON. Set to open in the near future is Ontario's First "Ridge Runner" mountain coaster. Putting the rider in the driver's seat, the person will be able to control their own speed, and velocity as the cart travels down the escarpment. This is the first attraction in a multi year plan for Blue Mountain which also has plans for Rock Climbing, Euro-Bungee, Tree top walk and a mountain top park.

Adventure-seeking couples gravitate to eastern Ontario's Couples Resort on the east side of Algonquin Park. The lodges have access to over 100 km of park trails where snowmobiles are not allowed. You can also try dog sledding.

Couples who sled, ski and even skeet-shoot flock to Sir Sam's Inn & WaterSpa in the Haliburton Highlands close to Algonquin Park. Sir Sam's has its own ski hill, a fabulous water spa and outstanding cuisine.

Glen House Resort is in the Thousand Islands, a popular US-Canada summer playground. The islands are part of the Frontenac Arch Biosphere, part of a UNESCO World Network of Biosphere Reserves. Glen House is a good base to explore the reserve from. The resort's canoes, kayaks and pedal boats are used for water-based exploring and its mountain bikes on land. Nearby trails include a paved 25 km path along the Thousand Islands Parkway. This resort has its own 18 hole championship golf course too. Samples of mini golf and explorer packages can be found at <http://www.glenhouserestort.com/>

### **“Bond” ing with nature**

Bondi Village is a haven for birdwatchers and wildlife viewers at any time of year. The cottage resort is one of several you'll find close to Algonquin Park, the granddaddy of Ontario's provincial park system. Located on upper Lake of Bays not far from the “East Gate” of Algonquin Park, deer are birds of prey, beaver, fox, and even moose are often spotted close by. A Bondi Village blog keeps you abreast of the latest wildlife sightings and the resort's family programming is designed with nature-lovers in mind. <http://www.bondi-cottage-resort.com>

### **Culinary**

From French cuisine to good home cooking made with pride, resorts across the land of “shining waters” are full of culinary surprises.

### **Cooking lessons**

At the Waring House Inn & Cookery in Prince Edward County, weekly hands-on cooking lessons range from learning Indian or Thai cooking to learning how to preserve. Most lessons include lunch made by cooking participants.

Resorts of Ontario properties pride themselves on their culinary fare. After all, good food is a significant aspect of “Resorting”.

### **The Perfect Steak**

You can't get more local than Elmhirst Resort food especially its steak and frites dinner. Black Angus are bred right on site at the Elmhirst family farm and the resort's million dollar all-Canadian vintage wine cellar offers the perfect wine match. A large vegetable and herb garden supplies the resort kitchen with fresh veggies all summer long. And what doesn't get eaten in summer is carefully preserved to last through the winter months. A dessert specialty is Wild Rice Pudding which has a wonderful connection to Rice Lake. Historically, the lake's wild rice was a major food source for local Ojibwa.

### **Locally-tied, Four Diamond, historic, family-related recipes and many more**

There are countless great food stories associated with Resorts of Ontario. Killarney Lodge in Algonquin Park, for example, is noted for its rib dinners, the Waring House's cheddar biscuits are made from a favourite family recipe, Fern Resort's tagline “the home of rolls and honey” is almost a century old but it's as applicable today as it was when it was first used in the resort's marketing back in 1918. For more great resort food story ideas, contact Resorts of Ontario and get them to steer you to more.

## **FAMILY**

### **Classic Christmas celebrations**

Many Resorts of Ontario have been owned by the same families for generations. A classic example is Bayview Wildwood Resort. The Stanton family has been running it since the 1880s. The lakefront resort is 90 minutes north of Toronto, on Sparrow Lake. During the Christmas season, besides skating, snowshoeing and tobogganing, broomball is big draw for families. Horse-drawn sleigh rides are popular too. The Jolly Old Elf pays a visit on Christmas Eve at the resort's annual family music revue. Christmas week family packages include meals, supervised children's programs, and evening entertainment.

### **March Break**

March Break is when elementary and high school students across Ontario take a one week break from their studies. This is a popular time for families to take a resort vacation.

### **Themed March Break at resorts**

Competition is fierce among Ontario resorts leading up to March Break. Many resorts theme their March Breaks to make their properties more enticing to families. "Around the World" has been a successful theme at Deerhurst Resort in Huntsville. Every day of the break a different part of the world is celebrated. Themed dining and activities represent countries like Italy, France, Ireland and Japan. Activities range from origami and wine tastings to indoor soccer skill sessions taught by a former World Cup player.

Kids love Niagara Falls at any time of the year but during March Break, the Falls is the perfect spot for kids who love water. The Americana have elaborate indoor .

Great deals for all themed March Break resort packages across Ontario can be found at [www.resortsofontario.com](http://www.resortsofontario.com).

### **Old fashioned pond hockey to NHL sized arena play**

Cottage resort owners spend days perfecting their outdoor skating rinks for their guests. Lights are often added so evening games of shinny or broomball can be played. Other resorts clear the snow off their lakes for pond-style skating. For a complete listing, search resorts by the winter season.

### **Stargazing**

Stargazing is popular in resort country where there is less light pollution. In the Kawarthas of central Ontario, the Pine Vista Resort has a big outdoor hot tub under the stars that gets a lot of use when the night skies are clear

### **Thanksgiving**

The statutory holiday for the Canadian Thanksgiving is always the second Monday of October. Ontario's brilliant fall foliage is often at peak and many families choose a resort celebration where they can either and let someone else do the cooking or they can cook their own turkey. Prices and amenities range at the one plus Resorts of Ontario. Some offer accommodation with fully equipped kitchens while others have American Plan or Modified American Plan, and include meals in their pricing.

### **Summer**

Resorts in Ontario offer family vacations and getaways like no other. Our Family Resorts offer well planned family programs throughout the summer and at Holiday times. From "Kids Night Out" at Fern Resort to the WaterParks of the Niagara region to the Sports related children's programs, we truly do have it all

Ontario family playgrounds are popular summer vacation destinations. This year, Resorts of Ontario are offering unbeatable deals right across the province including the Thousand Islands, Niagara, Muskoka, Haliburton, Kawartha Lakes, and the beaches of the Great Lakes. Whether you crave soft adventure, love the beach, enjoy good food and wine, like to fish or you're simply looking for a reasonably-priced vacation for your young family, you'll find the perfect fit at an Ontario resort: <http://www.resortsofontario.com/>

Sandbanks Provincial Park is on Lake Ontario in Prince Edward County, 2 hours east of Toronto. It has the largest freshwater sand dunes in the world. Isaiah Tubbs Resort has a view of the park's dunes from its own private beach. Summer travelers have the choice of a resort room, cottage or luxurious beach house suite.

<http://www.isaiahtubbs.com/> Two Resorts of Ontario country inns are also located in "The County" close to the park and the County's popular wineries: Waring House Inn & Cookery, <http://www.waringhouse.com>.

### **Golf Ontario**

With over 800 golf courses to choose from, Ontario is a golfers' paradise. Several Resorts of Ontario either have their own championship golf or they partner with nearby courses. The best golf deals at the resorts are found in mid week in spring and fall:

In Muskoka, Deerhurst Resort is home to one of Ontario's best, the Deerhurst Highlands course. The resort also packages with Bigwin Island, a private course where non-member play is seldom offered. At Bayview Wildwood, guests have the choice of five area courses on a two-night package offered all summer long with dinners and breakfasts included (Hawk Ridge, South Muskoka GC, Bonaire GC, Lake St. George GC and Settler's Ghost).

On Lake Simcoe, The Briars has its own championship 18 including an original nine designed by Stanley Thompson.

A favourite among Ontario Golf Resorts in the Muskokas, and Lakeside at Rocky Crest Resort, this premier Ontario golf course is presided over by an imposing pine-log lodge-style clubhouse and incorporates all the spine-tingling qualities of the Muskoka golf experience. With tees stretching from 6,936 yards down to 5,131, Rocky Crest is a delight for golfers of all abilities.

In the Thousand Islands, Glen House Resort and Smugglers Glen, a spectacular course that opened in 2005, offer "stay 'n play" rates all season, but watch for their early bird spring "golf quickies" which includes accommodation, continental breakfast, 18 holes with cart and a twilight replay.

To view all of the Resorts of Ontario that offer golf to guests, click on to "golf" under "experiences" at <http://www.resorts-ontario.com>

## **SPA**

### **Ontario's spa history**

The word spa is the Latin acronym for "salus per aquam" or "health through water". The Romans built baths around hot springs. In North America, First Nations traditionally used hot springs for healing. In the early 1800s, William Hamilton Merritt discovered an artesian well in the Niagara region of Ontario that had mineral water flowing from a deep cavity in the earth.

The water could be boiled to produce salt, a valuable commodity at the time. By the late 1800s, similar mineral springs had been discovered across Ontario and spa travel became fashionable. Today, many Resorts of Ontario spas are located near their 19th century counterparts including three near Merritt's artesian well in Niagara; the Inn on the Twenty, the Pillar & Post Inn and White Oaks Inn & Spa.

### **Local ingredients inspire seasonal treatments at Resorts of Ontario spas**

In Muskoka, the maple sugar used in Deerhurst Resort's Maple Sugar Scrub treatment is sourced locally. In Niagara, the Pillar & Post Inn & Spa uses grape products from Chateau des Charmes, a Niagara winery. The spa's own "Vinotherapy" spa products come under the "Vitality" name. The White Oaks Inn & Spa's popular Fire & Ice package includes a one hour Nectar of Niagara spa experience. The spa treatment incorporates local Niagara honey, grape pulp and wine. Near Orangeville an hour north of Toronto, the Millcroft Inn and Centre for Well-Being has an extensive men's spa menu including a Beer Pedicure. It features locally crafted Hockley Valley Brewing Company beer. In the Thousand Islands area, the Gananoque Inn & Spa has recently introduced lotions and body scrubs from the 1000 Islands Soap Company of Gananoque.

For a complete listing of all member spas, log on to [www.resortsofontario.com](http://www.resortsofontario.com)

## **COUPLES**

### **Popular resort wedding locations**

*The Briars Country Inn & Spa is on Lake Simcoe in Jackson's Point, Ontario's first cottage country. This is a popular wedding location for many couples and their families. The resort commands a magnificent view of Lake Simcoe. Accommodations include family lakeside lodges that can sleep up to twelve comfortably. The Briars' grounds are particularly photogenic and St. George's Anglican Church is a five minute drive away along the lakeshore. Historically, Jackson's Point and The Briars are interesting. A radial railroad once transported thousands of Torontonians every summer to this part of the Lake Simcoe shoreline. There is a strong literary tradition associated with Ontario's first cottage country and with The Briars. The area's literary ties include well known Canadian authors Stephen Leacock, Mazo de la Roche and Peter Gzowski. Inspire the writer in you with a stay in The Briar's Birdee Cottage which was a favourite of Mazo de la Roche. The former Leacock family cottage is also part of the Briars. A nice spa and The Briars own 18 hole championship golf course are attractive to wedding parties that want to include resort activities in their celebrations.*

*Hockley Valley Resort Hotel has its own ski hill, 18 hole golf course and spa so for active wedding couples and their families. A large spa commands a view of the resort's own ski hill and guests often don terry robes, sip tea between treatments and watch other family members ski. For the ultimate spa bridal party, Hockley rents out its entire spa to groups of friends after hours.*

*The Waring House Inn & Cookery in Prince Edward County backs on to a pretty pastoral setting. Its Amelia Gardens and banquet hall are popular with wedding couples and its stone Vineyard View Cottage is a perfect place for couples to end their special day together. An on site wedding coordinator is a member of the Waring House staff.*

*The Millcroft Inn & Spa's beautiful Victorian Manor House Garden and its spectacular Millpond and waterfall create the perfect setting for a wedding. An onsite wedding coordinator and outstanding cuisine prepared by an award-winning chef add to this inn's wedding expertise.*  
<http://www.vintage-hotels.com/millcroft/weddings.htm>

*Port Cunnington Lodge & Resort offers you luxury accommodations, scenic surroundings, spectacular lake views, fine dining and dedicated staff to guarantee a successful event every time. They are experienced at navigating the many aspects of staging a memorable event.*

### **Honeymoons**

*There are over a hundred honeymoon choices at Resorts of Ontario. From resort members in the honeymoon capital of the world, Niagara Falls, to a log cabin resort in the heart of Algonquin Park, you'll find all kinds of honeymoon ideas at Resorts of Ontario. At Couples Resort, Valentine's Every Day is their motto. Gourmet 1<sup>st</sup> Class Dining and relaxing Eco Spa indulgences all at this exclusive Couples Only resort. Nestled among towering pines on the shores of majestic Lake Joseph, home to Muskoka's premier dining destination, Vintages Dining Room, Sherwood Inn seamlessly blends the rugged beauty of Muskoka with the elegance and sophistication of a luxury resort.*

## **FISHING**

### **Fishing For Fun Stories**

With over 250,000 freshwater lakes in Ontario, there are countless opportunities to hook the big one. We have many resorts located on some prime fishing waters such as Rice Lake, the French River, Georgian Bay and many others that offer Walleye, Bass, Pike, the elusive Musky, pan fish and different species of trout. Each year Resorts of Ontario holds its big fish competition which gives resort guests the opportunity to submit their trophy catches in a number of categories for both catch and keep as well as catch and release.

Rice Lake is regarded as one of the best fishing hot spots east of Toronto. With many species available to be caught, drop a line to Southview Cottages or Golden Beach Resort and find out when the best time of year is to head out on the waters for your fish of choice.

The Kawartha Lakes region also has an abundance of big fish. Scotsman Point Resort features some of the big catches their guests have reeled in on their website and to find out what you've been missing visit <http://www.scotsmanpoint.com/FishNotes.html> for information on their 8lbs + walleye, 5lbs + large and small mouth and their musky catches over 40" long. They have the impressive numbers to prove they mean business when it comes to fishing.

The Georgian Bay area is another hot spot for big bass and great places to stay for excellent fishing is on the North Eastern side consider Pleasant Cove Resort. The deep bays and granite drop offs provided by the Canadian Shield are a perfect place to find hiding bass but there are also channels to reel in large lake trout and weed beds hiding monster pike and musky.

In closing...

Resorts of Ontario have been welcoming new and repeat guests for well over a century. We represent a unique collection of Resorts, offering a plethora of vacation and getaway experiences.