

Resorts of Ontario Wins Tourism Marketing Award at Ontario Tourism Awards of Excellence

[Ottawa, ON] – [October 29, 2025] — Resorts of Ontario is proud to announce that it has been recognized with the **Tourism Marketing Award (Over \$50,000)** at the **Ontario Tourism Awards of Excellence**, presented during the **annual TIAO Summit**.

This prestigious award celebrates outstanding achievement in tourism marketing and recognizes the success of **Resorts of Ontario's [redesigned website](#)**, which has elevated the way travellers discover, explore, and connect with Ontario's resort destinations.

The website redevelopment was driven by a vision to modernize the brand, enhance user experience, and provide a seamless platform that connects visitors with member resorts across the province.

Resorts of Ontario extends sincere thanks to the **Sparked Digital team, Liz Oke**, and the **Board of Directors** for their creativity, expertise, and unwavering support in bringing this project to life.

"This award is a true reflection of our team's creativity and commitment to innovation," said **Kerri Sass, Executive Director of Resorts of Ontario**. "Our goal has always been to create a digital experience that connects travellers with the beauty, hospitality, and diversity of Ontario's resort destinations. This recognition reinforces the importance of collaboration and forward-thinking marketing in helping our industry thrive."

Echoing that sentiment, **Shane Bage, Marketing Manager at Resorts of Ontario**, added, "Winning this award reaffirms our dedication to advancing Ontario's resort sector through strategic, data-driven marketing and innovative storytelling. The redesigned website is a key step in that journey — a powerful platform that inspires travel, enhances member visibility, and showcases the best-in-class resort experiences that define our province."

The **Ontario Tourism Awards of Excellence**, presented by the Tourism Industry Association of Ontario (TIAO), celebrate the individuals and organizations that have made significant contributions to Ontario's tourism sector through innovation, leadership, and dedication.

Resorts of Ontario

About Resorts of Ontario

Founded in 1942, **Resorts of Ontario** represents a collection of Ontario's finest resort properties, offering authentic hospitality and memorable experiences for visitors year-round. The association supports its member resorts through marketing, advocacy, and industry partnerships to strengthen Ontario's tourism economy.

Media Inquiries:

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Left to Right: Kerri Sass, Shane Bage, Yvonne Stephenson of Resorts of Ontario, and Andrew Siegwart of TIAO.