

Resorts of Ontario

2025 Resorts of Ontario Media Kit

About Resorts of Ontario

Resorts of Ontario (ROO) is a not-for-profit association representing Ontario's leading resorts, lodges, country inns, and cottage resorts. For more than 80 years, we have connected travellers with memorable, authentic Ontario experiences while supporting our members with marketing, advocacy, and industry leadership.

Independent operators are busy running their properties, often with limited time and resources to devote to larger-scale promotion or policy issues. That's where ROO steps in. We provide a unified marketing platform that raises the profile of Ontario resorts year-round and an advocacy voice that ensures the interests of our members are represented.

With nearly 100 member properties, ROO brings together the strength of the industry into one clear voice — promoting Ontario's resorts as destinations of choice while protecting the long-term health and vitality of the sector.

Connect With Us

Website: resortsofontario.com

Facebook: facebook.com/resortsofontario

Instagram: @resortsofontario

Tiktok: @resortsofontario

Media Contacts:

Kerri Sass, Executive Director | kerri@resortsofontario.com | 705-330-6824

Shane Bage, Marketing & Communications Manager | shane@resortsofontario.com | 705-994-5008