

True Key Hotels & Resorts awarded Tourism & Hospitality Award

Award highlights excellence in tourism and hospitality

July 4, 2023 (Parksville, BC) - True Key Hotels & Resorts is excited to announce that our incredible team has been honoured with the Tourism & Hospitality Award through the Parksville Chamber of Commerce, sponsored and chosen by Parksville Qualicum Beach Tourism Association.

The Tourism & Hospitality Award recognizes businesses, organizations and individuals that support the tourism and hospitality industry and encourages visitors to the region. Winners and nominees promote the area as a world-class, all-season tourism destination and provide visitors with unforgettable experiences.

"This award is a testament to our team's dedication and hard work," said Michael Anderson, President of True Key Hotels & Resorts. "Congratulations to our exceptional team members at Sunrise Ridge Waterfront Resort who continuously go above and beyond to provide outstanding service and create memorable moments for our guests when visiting Parksville. Their unwavering commitment, passion, and attention to detail are the driving force behind our success."

With properties across British Columbia, True Key Hotels and Resorts is committed to excellence in all its locations, including Sunrise Ridge Waterfront Resort near Parksville, BC.

Sunrise Ridge is at the center of all the amenities and activities one could wish for in a beautiful Central Vancouver Island setting. Enjoy the beaches, golfing, hiking and much more, all from the comfort of a modern, west coast-styled resort. Sunrise Ridge Waterfront Resort pampers you with in-suite features, including top-quality furnishings, soaker tubs, open and spacious kitchens, and natural timber, stone, granite, and stainless-steel appliances. Our guest services and friendly approach will ensure that this resort experience is one you will want to repeat again and again.

For more information, visit [SunriseRidge.ca](https://www.sunriseridge.ca).

About True Key Hotels & Resorts - Established in 2010, True Key Hotels & Resorts has grown rapidly, developing the resources and expertise to strategically market and manage daily resort operations. Managing a collection of eight resorts in Western Canada, it has a strong team that shares the company's commitment to garnering operational results and focusing on exceptional guest experience, while developing solid working relationships with guests, suppliers, owners, and employees. Looking to the future, True Key will continue to build on its proven success, actively seeking to add new resort properties to its portfolio. Visit www.truekey.ca to learn more.

High res images available upon request. To arrange an interview with True Key's President, Michael Anderson, for editorial inclusion, please contact:

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