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True Key Hotels & Resorts wins big at the Columbia Valley Chamber of Commerce Business Excellence Awards

Radium Hot Springs, BC – October 24, 2016 – True Key Hotels & Resorts (True Key) is pleased to announce that their flagship property, Bighorn Meadows Resort, was honoured with the 2016 Tourism & Hospitality Award at the Columbia Valley Chamber of Commerce Business Excellence Awards on October 20th.



“We are so grateful to be nominated and to win this award”, says Katie Wallace, True Key Marketing Manager. “Bighorn Meadows Resort and its team members go out of their way to make guests feel like there is no better place to be. Our outstanding service creates an environment that keeps guests returning year after year.”

In addition, Michael Anderson, President & CEO of True Key Hotels & Resorts won Business Leader of the Year Award. Michael has grown True Key Hotels & Resorts from a small company that managed two resorts and employed 65 people in 2010 into a continually growing company currently managing seven resorts and employing over 200 people during peak season. His reputation for honesty and integrity is evidenced through the tenure and career paths of his team members. Through the development of his business interests around the province, Michael has remained engaged and committed to supporting the Columbia Valley.

“I’m honored and humbled to receive this recognition and award from the Columbia Valley Chamber of Commerce. It’s a pleasure to call the Valley home for our business and my family” says Michael, “Although this award has my name on it, I feel like it’s really an award for our team. Without them supporting me, our achievements would not be possible.”

About True Key - Established in 2010, True Key Hotels & Resorts has grown fast and developed the resources and expertise to strategically market resorts and manage complex operations. It has a strong team that shares the company’s commitment to operating results and service while developing solid working relationships with guests, suppliers, owners and employees. Looking to the future, True Key intends to build on this success and is actively seeking to add new resort properties to their portfolio.

True Key views resort management as a team sport; its team displays diverse talents, skills and experiences. The services these team members provide include senior management, accounting, sales & marketing, administration, facilities management, front line services and management consulting. True Key’s dedication to performance drives industry leading results.

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