



True Key Hotels & Resorts announces new leadership for *Nootka Marine Adventures* in Nootka Sound, BC

FOR IMMEDIATE RELEASE

August 17, 2020 (Nootka Sound, BC) - True Key Hotels & Resorts (True Key) is pleased to announce the appointment of Jason Johnson as the new General Manager for Nootka Marine Adventures in Nootka Sound, British Columbia, effective August 24th, 2020.

As a hospitality industry veteran with over 23 years of experience, Johnson has shown he is a multifaceted leader focused on driving sustainable financial growth. He has demonstrated results in building award-winning teams who are passionate about the guest experience while maximizing revenues and minimizing costs.

“Jason has an impressive resume with a track record for delivering results,” says Michael Anderson, President of True Key. “We look forward to having his invaluable knowledge, experience and passion at Nootka Marine Adventures.”

Johnson most recently served as the Director of Food & Beverage for Ocean Wise Conservation Association. Headquartered at the Vancouver Aquarium, he was responsible for all aspects of leadership for the food and beverage division that consisted of catering and events sales, banquet operations, and outlet operations, serving up to 6500 guests a day and catering over 200 events a year.

Prior to Ocean Wise, Johnson was the Regional Manager – BC South at Northland Properties Corporation, the force behind brands such as Sandman Hotel Group, The Sutton Place Hotels, Moxie’s Grill & Bar, Chop Steakhouse & Bar, Denny’s Restaurants, the Dallas Stars, and Northland Asset Management Company. He was responsible for the overall operations and financial performance of five hotel properties consisting of multiple restaurants, lounges, room service and banquet operations.

-30-

About Nootka Marine Adventures – Operating three incredible fishing resorts on the spectacular west coast of Vancouver Island, Canada, Nootka Marine Adventures is focused on offering a wilderness experience for everyone with a variety of custom adventure packages including salmon fishing and halibut fishing charters, historic and wildlife tours, ocean kayaking, and more. Accommodation options range from a full-service RV park, 8 lodge suites, 7 luxury yurts, 2 chalets, 6 camping yurts and a 70-boat slip marina at Moutcha Bay Resort, and all-inclusive vacations at two first-class floating fishing resorts, Nootka Sound Resort with 27 well-appointed rooms and Newton Cove Resort with 22 King rooms. Visit www.NootkaMarineAdventures.com to learn more.





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 their proven success, actively seeking to add new resort properties to its portfolio. Visit www.truekey.ca to learn more.

Notes for Media:

[High Resolution image of Jason Johnson](#)

To arrange an interview with Jason Johnson or True Key's President, Michael Anderson, please contact:

Jessica Harcombe Fleming

Director - Alberta + The Prairies

Beattie Tartan

Phone: 403.614.6175

Jessica.harcombefleming@beattiegroupp.com

www.beattietartan.ca

Connect with True Key:

