



**True Key Hotels & Resorts announces new leadership *Sooke Harbour Resort & Marina and SookePoint Ocean Cottage Resort* in Sooke, BC  
*Tony MacDonald appointed as Area General Manager - Sooke to oversee resort operations***

FOR IMMEDIATE RELEASE

**November 1, 2019 (Sooke, BC):** True Key Hotels & Resorts (True Key) is pleased to announce the appointment of Tony MacDonald as the new Area General Manager – Sooke. His role will be to manage the True Key properties located in Sooke, BC, including Sooke Harbour Resort & Marina and SookePoint Ocean Cottage Resort effective November 1<sup>st</sup>, 2019.

As a hospitality industry veteran with over 25 years of experience at hotels and resorts in Vancouver, Whistler, Osoyoos and Sun Peaks, MacDonald brings his excellent resume to Sooke. He is well-versed when it comes to operations, administration, guest services, reservations, revenue management and housekeeping and his considerable experience will make him a valuable asset to the True Key properties.

Prior to working with True Key, MacDonald worked with large branded chain hotels including Four Seasons, Hyatt Regency, Pan Pacific and Hilton. He also spent more than 7 years working in resort communities where he favoured working with independent branded hotels.

“Tony has a track record for results and operational excellence,” says Michael Anderson, President of True Key. “We look forward to having his invaluable knowledge, experience and passion at our True Key properties in Sooke.”

**About Sooke Harbour Resort & Marina** - Sooke Harbour Resort & Marina is the perfect year-round oceanside getaway. Each of the 34 fully-equipped, well-appointed 1-4 bedroom condo-style suite is steps away from the resort’s private 114-slip marina. Step out your door onto the marina for chartered fishing, embark on a whale watching or kayaking tour, and return to enjoy a soak in one of our Resort’s two outdoor hot tubs or grill your catch-of-the-day on your private patio. Visit [www.SookeHarbourMarina.ca](http://www.SookeHarbourMarina.ca) to learn more.

**About SookePoint Ocean Cottage Resort** – SookePoint Ocean Cottage Resort is set away from the village of Sooke on Possession Point, on southwester most tip of British Columbia and Canada. This premium resort is surrounded by nature and perched cliffside above the Pacific Ocean offering unparalleled ocean and marine life viewing opportunities from each beautifully fully-furnished studio, 1 or 2 bedroom suite. Visit [www.SookePointResort.ca](http://www.SookePointResort.ca) 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 build on their proven success, actively seeking to add new resort properties to its portfolio. Visit: [www.TrueKey.ca](http://www.TrueKey.ca) to learn more.

**Notes for Media:**

[High Resolution image of Tony MacDonald](#)

**To arrange an interview with Tony MacDonald 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](http://www.beattietartan.ca)

Connect with True Key:



**True Key Hotels & Resorts Ltd. | #2-7517 Main Street West | Radium Hot Springs, BC, Canada | V0A 1M0**

**Tel: 1-855-544-2323 | Fax: 250-347-2171**

**info@truekey.ca | www.truekey.ca**