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PRESS RELEASE

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RODD HOTELS & RESORTS OPTIMISTIC ABOUT 2022 - CONTINUE TO INVEST IN PEOPLE AND PROPERTIES

Charlottetown, PE – Rodd Hotels & Resorts is looking forward to a strong season and the return of leisure, group, and business travel. Over the past two years despite the uncertainty and massive decrease in tourism numbers Rodd's has continued to invest in staff, infrastructure, and upgrades.

"The last two years have been tough, but it is important for us to ensure we are ready when travel returns. Government supports have helped the industry, but in the end, as private sector we need to protect our investments and the jobs and economic impact we create," stated Mark Rodd, President and CEO. "We are in the midst of hiring for over 200 positions on PEI alone, many of our staff are from the communities surrounding our rural properties."

Pre Covid the company had plans for several renovations, upgrades, and expansions but like many, the disruption to business, the supply chain and resources stalled some of the larger projects. Other projects capitalized on the down time and proceeded offering refreshed rooms, meetings space, exterior and common areas at a number of the properties. Over the next 24 months \$12.4 million is budgeted across the chain for additional renovations.

"Ideally, we would have already completed renovations at some properties but with the bottlenecks in the construction industry we have to delay to accommodate the upcoming summer season. We are rescheduling and adapting," says Rodd. "But our long-term goal is to grow the company. That includes year-round offerings at our resorts that are seasonal, enhancing the guest experience, developing products offerings, renewing the brand, and building on the legacy started by my grandparents Wally and Sally Rodd in 1935 and continued by David Rodd, my father."

As the provinces release their strategies and marketing plans post Covid, Rodd Hotels & Resorts are working to ensure they are part of the plans and aligned. The Rodd resorts, Crowbush Golf and Beach Resort and Brudenell River Resort in Prince Edward Island in particular offer opportunity to capitalize on new travel trends and the shift in what guests are looking for as identified in research presented by Destination Canada. The latest strategy from Tourism PEI also speaks to a focus on higher yield visitors, year-round offerings, developing crown assets and public/private partnerships.

“With over 750 employees during high season and a plan to hire 450 in the next two months we recognize that we play an important role in the economy of the Maritimes and in rural communities providing job opportunities closer to home. It will continue to be a challenge over the next 12 months as we and the industry rebuild but we are excited and ready. 2019 was the best year we ever had, and it is time to move beyond survival and back to growth,” states Rodd.

About Rodd Hotels & Resorts

Rodd Hotels & Resorts is one of Atlantic Canada’s largest privately-owned hotel chain with 7 properties throughout New Brunswick, Nova Scotia, and Prince Edward Island. This family legacy has spanned over 80 years and has grown from a small collection of cottages in Winsloe, PE to a multi-province hotel and resort chain.

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For more information, please call Dee Enright at (902) 629-2319 or email denright@roddvacations.com.