

New luxury and exclusive chalet at Blue Mountain

The launch will mark the first chalet built by Stay at Blue Mountain.



Toronto, Ontario Nov 3, 2021 ([Issuewire.com](https://www.issuewire.com)) - Stay at Blue Mountain is a hospitality company founded by two local entrepreneurs, Israel Ellis and Jason Rubinoff, from Toronto, Ontario. Israel and Jason are proudly announcing the launch of the [107 Birch View Trail](#), a new luxury 10 bedroom chalet for up to 20 people comfortably in the most prominent location in the city of Blue Mountain, overseeing the expanse of the mountains range from every view.

The COVID-19 pandemic dramatically affected the hospitality industry with closures and cancellations, and The Blue Mountains were hard hit. Typically a bustling destination with over 2 million visitors, the village was reduced to an almost eerie ghost town. However, co-founders Israel and Jason saw this period as an opportunity to grow and improve their company. They worked hard to renovate all existing chalets during the pandemic and build this new and exclusive luxury 10 bedroom short-term rental.

The Blue Mountains is unique because it is one of the only townships to designate tourist areas and

have an STA (Short Term Accommodation) licensing program. This means that companies operating STA's must comply with safety, fire, and noise regulations. While this can be a barrier, the licensing program helps maintain the decorum of respect for the area, its residents, and safety for guests. Short-term accommodations are a great alternative to a hotel stay. If you calculate the per head cost in an STA in addition to the idea of your private property - a family, group of friends, or corporate getaway becomes far more economical. All Stay at Blue Mountain properties is COVID cleaned with specially designed fogging anti viral equipment after each stay.

"It's not work if you love what you do. I learned to ski here, I proposed to my wife here, and have enjoyed countless hours of family time in this incredible recreational area just under 2 hours from Toronto. I love being able to provide a quality guest experience and share the wonderment of the Blue Mountains with others. Especially during these times, The Blue Mountains offer a wonderful respite to people looking for something to do outside of their regular routine. Jason and I love what we do, and have put our heart and soul into our business. This has been a very challenging year, but we are happy to come back strong and be better for it"

Israel Ellis, Co-Founder, Stay at Blue Mountain

Designed to be a unique place to stay, the 107 Birch View Trail is a luxury 10 bedroom chalet and offers a new way for staying at the Blue Mountain.

Features and benefits of 107 Birch View Trail include:

- 10 bedrooms equipped with luxury beds Canadian custom-designed by Munros and premium linens.
- Licensed up to 20 guests
- 3 distinct social areas - including a classic games room with actual pinball and video machines from another time.
- Expansive views of the Blue Mountain range from wall-to-wall windows and decks
- Complete and fully equipped gourmet kitchen
- Large and comfortable seating areas everywhere
- Electric vehicle charger - we are the only rental property in the region to offer this.
- Wonderful sunk in Hot Tub overlooking the mountains on the second level
- Sustainable, built with the most advanced HVAC and R factor materials.

About Stay at Blue Mountain: Stay at Blue Mountain is an Ontario-based company founded in 2012 by Israel Ellis and Jason Rubinoff. Stay at Blue Mountain currently has 11 spacious and luxury chalets at the city of Blue Mountain and are proud to accommodate various groups and events, always having positive reviews. We accommodate up to 20 persons licensed to stay at most of our properties.

The co-founders started their relationship as friends and had not planned to open this business. They purchased their first property in 2012 with an indoor pool and realized that the property was

grandfathered as a legal non-conforming STA. They started renting and were so busy that they soon purchased another property on Birch View Trail. The company has doubled in size almost every year for the past 10 years. Stay at Blue Mountain is unique and an excellent offering for larger gatherings because its properties are grouped next door to each other: 3 are on Birch View Trail; 6 are on a cul de sac off Arlberg, 1 is located steps from the Southern Chairlift and 1 close to the Apple Orchard run.

For more information, visit <https://www.stayatbluemountain.com/chalets/107-birchview-trail/> or contact Mariana Amorim at direct (437) 240 2910 or by email at mariana@stayatbluemountain.com



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