



HOTEL ASSOCIATION OF CANADA
ASSOCIATION DES HÔTELS DU CANADA

ANNOUNCEMENT

Contact:

Anthony Pollard, President
Hotel Association of Canada
Tel: (613) 237-7149
Cell: (613) 850-1685
pollard@hotelassociation.ca

For Immediate Release:

Nicholas Carson Assumes Role as New Chair for Hotel Association of Canada



March 31, 2010 - Ottawa -- The Hotel Association of Canada (HAC) announces that Nicholas Carson has assumed the role of Chair of the HAC Board of Directors. Mr. Carson's new role is effective immediately.

As a result of recent changes and new obligations, Scott Allison, who was elected HAC Chair in February, has asked Nicholas Carson, the current HAC vice-Chair, to take on the position of Chair earlier than expected. Mr. Allison will remain on the HAC Executive Committee.

Nicholas Carson has been General Manager of The Prince George Hotel, Halifax, NS since it opened in 1986 and is currently Executive Director of Operations for Centennial Hotels Limited. Born and educated in England, he apprenticed with Trust House Forte Hotels and gained

experience in the UK and Bermuda prior to becoming General Manager of a London Trust House Forte property. In 1978 he moved to Canada accepting the position of Executive Assistant Manager of the Delta Chelsea Inn, Toronto. One year later, he was transferred to Halifax, Nova Scotia to open their new Delta Barrington Hotel, a position held for five years until transferring to Centennial Hotels to open The Prince George.

Mr. Carson has always been actively involved in the Tourism Industry and his progressive vision has played a vital role in "raising the bar" with regard to the Halifax Tourism product. He was the founding President of the Hotel Association of Nova Scotia where he was instrumental in the creation of Halifax's successful marketing organization, Destination Halifax. Mr. Carson's interest in the development of young professionals led him to long time involvement with the Culinary Institute of Canada's Advisory Committee from 1987 to 1994. Mr. Carson currently sits on the board of the Tourism Industry Association of Nova Scotia (TIANS) having served as Chair from 2003 to 2006; and for the past 20 years has represented Nova Scotia on the board of the Hotel Association of Canada. During his career Mr. Carson has been honoured with a number of accolades over the years including: 1982 Hotelier of the Year (Commercial Traveler's Association); 2000 Golden Hospitality Award (Tourism Industry Association of Nova Scotia); and the prestigious Hotelier of the Year Pinnacle Award in 2002.

The Hotel Association of Canada (HAC) is a professional industry association representing the lodging industry in Canada. Its membership encompasses the provincial and territorial hotel associations, the corporate hotel chains, independent hotels, motels and resorts and the many suppliers to the hotel industry. HAC's objective is to assist both its national and international members as they endeavour to enhance their competitiveness and achieve their bottom line. The HAC accomplishes this through the collection and dissemination of information, research, advocacy, education, and operational support services designed to assist its members. The Hotel Association of Canada represents more than 8,400 hotels, motels and resorts across Canada.

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