



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:

Scott Allison Named New Chair of Hotel Association of Canada



March 10, 2010 - Ottawa -- The Hotel Association of Canada (HAC) is pleased to announce the election of Scott Allison as the new Chair of the HAC Board of Directors. Mr. Allison's new role was effective as of the association's Annual General Meeting held in Toronto last month.

Scott is Vice President Sales & Marketing for Marriott Hotels & Resorts of Canada. In this role Scott is responsible for marketing Marriott brands in Canada and leading Marriott's national sales team. Key initiatives include driving market share premiums, increasing revenues from key Canadian customer segments and helping drive top-of-mind preference and awareness for Marriott's portfolio of brands.

Scott has an extensive background in hospitality, airline and tourism marketing and consulting in Canada and the United States. His work has included the development of strategic partner marketing programs, customer relationship management programs as well as new product development, brand development and strategic planning.

Based in Toronto, Scott serves on the board of directors of the Canadian Tourism Commission (CTC). He has been a member of the HAC board since 2006 and also sits on the advisory board for Seneca College's Business Administration program. Scott previously sat on the advisory board for the Canadian Tourism Research Institute, the CTC's brand development committee and has chaired the CTC's MC&IT working committee. Scott is also a frequent guest speaker on industry and marketing issues.

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.