



HOTEL ASSOCIATION OF CANADA
ASSOCIATION DES HÔTELS DU CANADA

ANNOUNCEMENT

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Attendance Surges at 2016 Hotel Association of Canada Conference

March 1, 2016 - Ottawa – The Hotel Association of Canada’s (HAC) Annual Conference, held February 29-March 1 at the Hilton Toronto Hotel, garnered enthusiastic reviews from the many delegates in attendance.

“The solid attendance is the result of a robust program which clearly resonated with the industry”, said Tony Pollard, HAC President. “A special thank you goes out to Minister Bardish Chagger for her excellent speech on government initiatives designed to support the tourism industry. Our members and guests came to share opinions and gain ideas on the key issues we all share. Everyone left with more than one takeaway.”

“I can’t think of an industry with more reach than tourism. It is part of every Canadian community” said Minister Chagger. “I look forward to working with stakeholders like the Hotel Association of Canada to increase tourism, strengthen the Canadian brand, and grow our economy from coast to coast to coast”.

This year’s conference featured speakers from across Canada including two exceptional keynote presenters Cindy Estis Green of Kalibri Labs and Sir David Michels. Both provided insight and ideas to drive business. Other panelists included specialists in human resources, operations, assets, revenue and sales management.

Throughout the day industry leaders including Fairmont’s Carolyn Clarke, Marriott’s Scott Allison, the Pemberton Valley Lodge and The International Centre were recognized for their human resources, humanitarian and environmental initiatives with the HAC Awards of Excellence Program. The HAC also celebrated Tony Pollard’s 25 years of service with the HAC and his upcoming retirement on August 31, 2016 with a champagne toast.

“We are honoured to have been able to celebrate with Tony”, said Philippe Gadbois, Senior Vice President, Operations for Atlific Hotels and Chairman of the HAC Board of Directors. “He is a true industry icon who has helped make the Canadian lodging industry into the success it is today.”

The Hotel Association of Canada’s 2016 Conference brought together several of the biggest names and brightest minds in the industry to share insights, nurture ideas and help formulate strategies to help drive business over the next twelve months and long into the future.

About the Hotel Association of Canada

The [Hotel Association of Canada](http://www.hotelassociation.ca) is the effective voice of the Canadian Hotel & Lodging industry. For over 100 years, it has worked to enhance the prosperity of the Industry through strong member engagement, effective advocacy, and the provision of value added programs and services. The Hotel Association represents the more than 8,100 hotels, motels and resorts that encompass the \$17.5 billion Canadian hotel industry which employs 288,000 people across Canada