



HOTEL ASSOCIATION OF CANADA
ASSOCIATION DES HÔTELS DU CANADA

ANNOUNCEMENT

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For Immediate Release:

Hotel Association of Canada Appoints Digital Communications and Member Relations Specialist



September 5, 2017 - Ottawa – The Hotel Association of Canada (HAC) is pleased to welcome Elizabeth Smith as Digital Communications and Member Relations Specialist.

An accomplished public relations and brand experience specialist, Elizabeth joins the Association with six years of professional experience in strategic communications.

Most recently, Elizabeth served as the Manager of Communications at Fertilizer Canada – a national industry association – where she led a comprehensive corporate rebranding effort and overhauled the organization’s communications and marketing activities. At HAC Elizabeth’s focus will be on strengthening member communications and building a strong external brand for the association.

“We are delighted to welcome Elizabeth. Her knowledge and experience will bolster our digital reach and ensure that this great industry has a strong and engaged voice,” said HAC President, Susie Grynol.

Ms. Smith assumed her new role effective Tuesday, September 5, 2017.

About the Hotel Association of Canada

The Hotel Association of Canada is the 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 more than 8,178 hotels, motels and resorts that encompass the \$18.4 billion Canadian hotel industry which employs 304,000 people across Canada.