



HOTEL ASSOCIATION OF CANADA  
ASSOCIATION DES HÔTELS DU CANADA

## ANNOUNCEMENT

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**For Immediate Release:**

### **Hotel Association of Canada Appoints New Director of Government Relations**



**April 25, 2017 - Ottawa** – The Hotel Association of Canada (HAC) is pleased to welcome Alana Baker as Director of Government Relations.

An award-winning, seasoned government relations, public relations and communications professional, Alana joins the HAC with over 10 years of advocacy experience. A vibrant and passionate trained spokesperson and public speaker, Alana has a proven track record of executing high impact government relations and public relations campaigns.

Alana joins the HAC from Impact Public Affairs where she served as Director of Public Affairs since 2008. Alana has been instrumental in providing government affairs and public relations advice to clients throughout North America and now joins the HAC to further develop its growing advocacy portfolio.

“Alana’s wealth of experience and knowledge will make her a key addition to the Association”, said HAC President, Susie Grynol. “Her appointment signals our renewed focus on advocacy as a top priority for this industry and we are delighted to have her on board.”

Ms. Baker assumed her new role effective Monday, April 24, 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.