

FOR IMMEDIATE RELEASE — *November 28, 2024*

BC Hotel Association Announces New Board Chair and Directors

Vancouver, BC — The BC Hotel Association (BCHA) is pleased to introduce several new Board of Directors, following the official announcement at their Annual General Meeting on November 19th at the Fairmont Vancouver, Waterfront. The Board is led by incoming Board Chair Tanya Stroinig, Chief Operating Officer at Prestige Hotels & Resorts.

The 2025 BCHA board comprises of a diverse team of industry leaders from regions across the province. They include:

Tanya Stroinig - **Prestige Hotels & Resorts**, Eastern BC (Chair)
Madone Pelan - **Oak Bay Beach Hotel**, Vancouver Island South (Vice Chair)
David McQuinn - **Coast Bastion Hotel**, At Large (Past Chair & Governance)
David MacKenzie - **Pemberton Valley Lodge**, Lower Mainland/Whistler (Treasurer & Executive Committee Director)
Erin Cassels - **Huntingdon Hotel and Suites**, At Large (Executive Director)
Gary Yu - **DoubleTree by Hilton**, Central BC (Executive Director)
Haris Bokhari - **Sutton Place Hotel**, Lower Mainland/Whistler
Jessica Dolan - **Balcom, a Ramada by Wyndham**, Central BC
Pablo Contreras - **Blackcomb Springs Suites**, Lower Mainland/Whistler
Heather Hamilton - **Pomeroy Lodging**, Northern BC
Cedric Younge - **Hyatt Place Kelowna**, Northern BC
Eday Fay - **The Royal Kelowna by Bellstar Hotels**, Central BC
Graeme Benn - **JW Marriott Parq** and **the DOUGLAS, Autograph Collection**, Lower Mainland/Whistler
Laura-Lee Lofgren - **Harrison Beach Hotel**, At Large
Karim Mohammadi - **Evergreen Hospitality Group**, Vancouver Island North
Michelle Le Sage - **Victoria Marriott Inner Harbour**, Vancouver Island South
Randall Williams - **Fairmont Waterfront**, Lower Mainland/Whistler

The board's incoming chair, Tanya Stroinig, is the Chief Operating Officer at Prestige Hotels & Resorts, a family-owned company with 19 properties located in 14 beautiful BC communities. Overseeing the team of General Managers and the daily operations of the corporate office, Tanya is also involved in development projects and the coordination of the chain's various renovations. Her 25+ year career with Prestige has coincided with the company's significant growth, and her roles have included sales & catering, purchasing, administration, project management, and managing hotel operations with a focus on revenue management and guest services.

"I am humbled to have this opportunity as Chair of the Board Of Directors for the British Columbia Hotel Association and want to thank Past Chairs Bryan Pilbeam and David McQuinn for their



commitment to achieving our 50/30 Diversification," said Stroinig. "I am honoured to sit at the table with this group of passionate and innovative industry leading hoteliers. Moving forward, I am confident that our membership is well represented as this organization continues to advocate, communicate & educate to shape the future of hospitality in BC."

The BCHA's reason for being is the hospitality community. Through advocacy, education, and communication the BCHA promotes responsible and safe hospitality practices and drives economic, social, and environmental sustainability.

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About the BC Hotel Association

The BCHA is a non-profit organization that has advocated for the best interests of the province's accommodation sector since 1917. Working closely with over 750 members, partner organizations, and all levels of government, the BCHA champions solutions to issues that affect the successful operations of accommodation businesses including the workforce shortage, labour mobility, the impact of short-term vacation rentals, and more.

Mission

Shaping the future of Hospitality. We advocate, communicate, and educate.

Values

Leadership | Respect | Collaboration

For more information, visit www.bcha.com.

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