

FOR IMMEDIATE RELEASE

BC Hotel Association Welcomes Paul Hawes as President and CEO

Paul brings three decades of experience in travel and hospitality to his new role



VANCOUVER, BC (January 22, 2025) — The [British Columbia Hotel Association](#) (BCHA) is proud to announce the appointment of Paul Hawes as its new President and CEO, effective February 3, 2025. Bringing over 30 years of leadership experience across travel and hospitality sectors in Canada and the United Kingdom, Paul is poised to guide the BCHA into its next phase of growth.

Paul's journey in the industry began in the UK where he studied tourism and hospitality. In 1995, he moved to Canada and joined Banff Caribou Properties, marking the start of a distinguished career. He has since held leadership roles with Resorts of the Canadian Rockies, Travel Alberta, Fairmont Hotels & Resorts, the Canadian Tourism Commission (Destination Canada), and Destination Greater Victoria. During a period back in the UK, Paul also played a pivotal role in establishing the overseas offices in the UK, Germany and France, for Destination New South Wales (NSW), Australia.

Since 2021, Paul has served as vice president, destination development and marketing at Explore Edmonton Corporation, leading the entire visitor economy function. In this role, he was responsible for building industry relations including the region's hotel sector. He led the teams of global marketing, media relations, sales and business development, event attraction and destination stewardship, including the destination's tourism master plan evolution.

Under Paul's leadership, the city of Edmonton earned recognition among Lonely Planet's top places to visit in 2025. As a passionate advocate for sustainability, Paul has championed sustainability and regenerative tourism initiatives in Edmonton, ensuring the city's visitor economy continues to thrive into the future.

"We are honoured to welcome Paul to the BCHA," said Tanya Stroinig, Chair of the BCHA. "Paul's diverse career portfolio and skillset will serve him well in his role as president and CEO of our organization. For the past four years with Explore Edmonton Corporation, Paul has dedicated his time to driving business and establishing and managing relationships with the hotel community," she added.

"I am confident that Paul will lead the BCHA forward to achieve continued success," said Ingrid Jarrett, current president and CEO of the BCHA. "Paul will work with government at the provincial and federal level as I have, ensuring the best interest of the accommodation sector and advocating for our members. I am fully committed to supporting Paul in the transition to his leadership of the BCHA."

In his new role at the BCHA, Paul will leverage his global expertise and passion for hospitality to drive growth, fostering collaboration in British Columbia's hotel sector and continuing to strengthen relationships. "I am delighted to be joining the incredible team at the BC Hotel Association. This opportunity feels very much like a homecoming to my roots, with hotels playing such a pivotal role in shaping my early career," said Paul Hawes. "I'm eager to build on the remarkable work achieved under Ingrid's leadership and look forward to continuing BCHA's legacy of success."

To learn more about the BCHA's work in the hospitality sector through education, communication, and advocacy, visit bcha.com.

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About the BC Hotel Association

The British Columbia Hotel Association (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, affordable, available housing, immigration, the cost of doing business, and more. Through advocacy, education, and communication the BCHA promotes responsible and safe hospitality practices and drives economic, social, and environmental sustainability. For more information, visit www.bcha.com.

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