



FOR IMMEDIATE RELEASE

BC Hotel Association Appoints Shawna Lang as Director of Sales & Revenue Optimisation

VANCOUVER, BC (June 11, 2025) — The [BC Hotel Association](#) (BCHA) is pleased to announce the appointment of Shawna Lang as Director of Sales & Revenue Optimisation, effective June 16, 2025.

Shawna brings over two decades of experience in tourism and hospitality, with a career spanning destinations, attractions, and agencies known for their innovation and impact. Most recently, she served as Director of Destination Marketing and Member Engagement at Tourism Squamish, where she led strategic efforts to increase hotel occupancy, elevate the region's profile, and enhance the visitor experience.

Her previous leadership roles include successful tenures at Destination Think, the Sea to Sky Gondola, and Tourism Whistler. This experience adds depth to a career that blends destination marketing, visitor experience, and strategic sales. Shawna also spent seven years with the Fairmont Chateau Whistler, where she advanced travel trade and leisure sales and sharpened her understanding of hotel operations and revenue drivers.

"I'm delighted to have Shawna joining our team," said Paul Hawes, President & CEO of BCHA. "Shawna brings over two decades of incredible experience in the tourism and hospitality sectors, and her leadership will be invaluable. I know her contributions will greatly benefit our hotel members and stakeholders, and I can't wait to see the great things we'll achieve together."

Throughout her career, Shawna has demonstrated a strong ability to translate stakeholder insights into effective strategies, aligning goals across destinations, clients, and communities. She is recognized for her collaborative leadership style, data-informed planning, and commitment to delivering measurable results. Shawna also holds a Master's in Tourism Management from Royal Roads University.

The BCHA welcomes Shawna to the team as we continue to strengthen the province's accommodation sector through strategic leadership, stakeholder engagement, and results-driven initiatives.



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.

Media Contact

Gareth Allen-Symmons
Communications Manager
British Columbia Hotel Association
communications@bcha.com