

FOR IMMEDIATE RELEASE — November 20, 2025

BC Hotel Association Announces New Board of Directors

Vancouver, BC — The British Columbia Hotel Association (BCHA) has announced its 2025/26 Board of Directors, welcoming several new leaders who bring strong regional insight and a deep commitment to the accommodation sector. The new board was confirmed at the BCHA Annual General Meeting held earlier this week in Vancouver.

The Board continues to be led by Chair Tanya Stroinig, Chief Operating Officer at Prestige Hotels & Resorts, with governance supported by a diverse group of industry professionals representing communities across British Columbia.

2025 BCHA Board of Directors (*New Board Members in Italics*)

Executive Directors

- Tanya Stroinig, Prestige Hotels & Resorts, Kelowna (Chair)
- Gary Yu, DoubleTree by Hilton, Kamloops (Vice Chair)
- David McQuinn, Coast Bastion Hotel, Nanaimo (Past Chair and Governance)
- Heather Hamilton, Pomeroy Lodging, Calgary (Treasurer)
- Erin Cassels, Huntingdon Hotel and Suites, Victoria (Executive Director)
- Laura-Lee Lofgren, The Sundial Hotel, Whistler (Executive Director)

Directors

- Jessica Dolan, Balcomo, a Ramada by Wyndham, Penticton
- Cedric Younge, Mundi Hotel Enterprises, Kelowna
- Eday Fay, The Royal Kelowna by Bellstar Hotels, Kelowna
- Graeme Benn, JW Marriott Parq and the DOUGLAS, Autograph Collection, Vancouver
- Karim Mohammadi, Evergreen Hospitality Group, Vancouver Island
- Michelle Le Sage, Victoria Marriott Inner Harbour, Victoria
- Randall Williams, Fairmont Waterfront, Vancouver
- *David McBean, Watermark Beach Resort, Osoyoos*
- *Jan Brylowski, Blackcomb Springs Suites by Clique Hotels and Resorts, Whistler*
- *Brandy Beliveau, Bellstar Hotels and Resorts, Rocky Mountain Properties, Golden*
- *Susan Strome, The Sutton Place Hotel, Vancouver*
- *Sandra Gregory, Sun Peaks Grand Hotel and Conference Centre, Sun Peaks*

As Board Chair, Tanya Stroinig reflected on the year ahead, noting the strength of the board and the importance of representation from every region.

"It is a privilege to serve alongside such dedicated and forward-thinking leaders," said Stroinig. "Our sector is evolving quickly and our board is ready to champion solutions that support long-term growth for hotels across British Columbia. This team brings collaboration, insight, and care for our members, and I look forward to the work we will accomplish together."

Paul Hawes, President and CEO of the BCHA, welcomed the new directors and acknowledged the value they bring in a critical moment of time.

"Each of our board members plays an important role in shaping the future of the accommodation sector in British Columbia," said Hawes. "Their experience and perspectives reflect the diversity of our province, and together they will help guide the advocacy, education, and industry support that remain central to our mandate."

The BCHA also extends sincere thanks to David MacKenzie, who has completed his tenure on the Board. His thoughtful leadership and steady commitment have left a clear mark on the association, and his time on the Board will be remembered fondly by members and colleagues alike.

The BCHA exists to serve British Columbia's hospitality community. Through advocacy and education, the association elevates our sector, supports responsible practices and drives economic, social, and environmental sustainability across the province.

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About the BC Hotel Association

The BC Hotel Association is a non-profit organization that has represented the interests of British Columbia's accommodation sector since 1917. Working with more than 750 members, partners, and all levels of government, the BCHA advances solutions to key issues including workforce sustainability, labour mobility, cost pressures, and regulatory challenges.

Mission

Shaping the future of hospitality. We advocate, educate, and elevate.

Values

Leadership | Respect | Collaboration

For more information, visit www.bcha.com.

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