

## EXCITING NEWS

# A NEW CHAPTER FOR *INNFOCUS* MAGAZINE

## BC Hotel Association Partners with Canada Wide Media to Elevate *InnFocus*

The BC Hotel Association (BCHA) is proud to announce a new partnership with Canada Wide Media (CWM), the largest magazine publishing company in western Canada, to produce *InnFocus* Magazine.

This exciting transition reflects our commitment to delivering a refreshed, high-quality *InnFocus* publication that informs, connects, and represents the voice of British Columbia's dynamic hospitality sector: hoteliers, property managers, suppliers, tourism professionals, and industry decision-makers.

**"Canada Wide Media brings extensive experience in association publishing, strong editorial sensibilities, and a deep understanding of the industries that power British Columbia,"** says Gareth Allen-Symmons, Communications Manager at BCHA. "We're excited to work with them to develop and refresh *InnFocus* Magazine—ensuring it continues to be a vital resource for our members and the broader hospitality community."

**"We are honoured to be the publishing partner for BCHA's *InnFocus*,"** says Nina Wagner, Group VP, Publishing & Operations at Canada Wide Media. "The magazine has long played a critical role in BC's hospitality sector, and we look forward to building on its legacy: amplifying member voices, sharpening editorial focus, and modernizing the reader experience across print and digital."

### What This Means for You:

- **For Readers:** You'll continue to receive the same essential reporting on policy, operations, workforce trends, innovation, and hospitality success stories—now with enhanced storytelling, modern design, and digital extensions.
- **For Advertisers & Sponsors:** With expanded publishing capabilities, Canada Wide Media will deliver more effective, measurable opportunities to connect with leaders, operators, and influencers in BC's hospitality sector.

### LET'S CONNECT

Our team will be reaching out in the coming weeks to learn more about your priorities and explore how we can better serve you through *InnFocus*.

In the meantime, if you have questions about this transition, ideas to contribute, or interest in advertising and partnership opportunities, we'd love to hear from you.

### CONTACT US:

#### Canada Wide Media

Chad Brealey - VP Custom  
604 250 4959  
cbrealey@canadawide.com