



Hotel Association of Canada Appoints Beth McMahon as President & CEO

Ottawa, August 14, 2024 – The Hotel Association of Canada (HAC) is pleased to announce the appointment of Beth McMahon, MES, as its new President & CEO, effective September 16, 2024. An award-winning association leader, McMahon brings extensive experience to the role and is poised to lead the HAC into an exciting new chapter of growth and advocacy success.

McMahon has been a transformative leader in association management for over twenty years. Most recently, she served as Chief Executive Officer of the Canadian Institute of Planners, growing its membership by over forty percent and substantially expanding its position with government and key partners. Prior to that, McMahon held the position of Vice President, Government and Public Relations, for the Canadian Vintners Association (now Wine Growers Canada).

"The Board is excited by the experience, expertise and energy that Beth brings as the new President & CEO of the Hotel Association of Canada," said Tony Cohen, Chair of the HAC Board of Directors. "Her proven leadership and strategic mindset, specifically within the association environment, will be instrumental in driving our initiatives forward and continue to build on the success of this Association. We are thrilled to welcome her as the new leader of this high functioning team and organization."

"I am honoured to join the Hotel Association of Canada at such a pivotal time for our industry," said McMahon. "The hotel industry is a vital part of Canada's economy and culture, and I look forward to working with our members and partners to continue to build momentum, promote our industry's value, and effectively influence and advocate on key issues."

The selection comes after a comprehensive search process led by the Board with the support of an executive recruitment firm.

The HAC extends its sincere gratitude to Claude Paul Boivin, who served as the interim President and CEO. His outstanding leadership and direction were crucial during this period of change and allowed the search committee the flexibility and time to find the right leader.

As the voice of the Canadian hotel industry, HAC remains dedicated to advocating for policies and initiatives that support the growth and success of its members. Under the guidance of Beth McMahon, the Association will continue to champion the interests of the hotel sector, with particular focus on addressing critical workforce issues, ensuring fair rules for short-term rentals, and strengthening Canada's position as a competitive travel destination.

For more information, please contact:

Elizabeth Tobin

Director of Communications
Hotel Association of Canada
etobin@hotelassociation.ca
819-271-8719



T: (226) 894-3901
F: (226) 894-3920



info@hotelassociation.ca
hotelassociation.ca



Suite 1206 - 130 Rue Albert St.
Ottawa, ON | K1P 5G4