



Hotel Association of Canada Announces 2025/2026 Board of Directors

OTTAWA, June 4, 2025 – The Hotel Association of Canada (HAC) today announced its 2025/2026 Board of Directors, following its Annual General Meeting.

HAC welcomes new Directors, Shazma Charania (ZS Holdings), Doug Hayes (Sandman Hotel Group), Jeff Hyslop (InnVest Hotels), Kevin Toth (Fox Harb’r Resort), and Mark Reeves (IHG). Returning to the Board are Michael Juce (Manitoba Hotel Association), Mark Kochhar (Hilton Hotels), and Olivier Rochefort (Atlific Hotels). The full HAC Board of Directors can be viewed on the [Association’s website](#).

“Our HAC Board of Directors is highly collaborative and brings tremendous depth and industry expertise to our organization,” said Tony Cohen, Chair of the HAC Board of Directors. “With their collective leadership, I am confident that HAC is well-positioned to guide our sector through both the challenges and opportunities ahead.”

“The Board is integral to helping our team deliver on our strategic plan and champion the interests of the industry,” said Beth McMahon, HAC President & CEO. “In the year ahead, we will keep up the momentum on key issues that position the sector for growth—tourism marketing, investment policies, and workforce—to position our industry for long-term success.”

HAC extends its sincere gratitude to long-serving, outgoing Directors – Robert Pratt (Sandman Hotels), Brian Leon (Choice Hotels Canada), Marc Staniloff (Superior Lodging), Tony Elenis (ORHMA), and Ingrid Jarrett (formerly of BCHA) – for their outstanding leadership, and unwavering dedication to the organization. Their contributions have been instrumental to our success.

Background: HAC’s Governance & Nominations Committee led a rigorous national search to identify highly qualified candidates from range of backgrounds. As a committed participant in the Canada 50-30 Challenge, HAC continues to advance diversity and inclusion within its leadership. With 10 women on the Board of Directors, the organization is making strong progress toward gender parity, while continuing its work to build more equitable and representative governance. The election process adhered to HAC’s Bylaws, with results formally announced at today’s Annual General Meeting.

[View the full 2025 Board of Directors.](#)



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About the Hotel Association of Canada

The Hotel Association of Canada (HAC) is the leading voice of the Canadian hotel and lodging industry. Representing more than 8,000 hotels across the country, HAC advocates on behalf of an \$18-billion sector that supports over 160,000 jobs. More than 85% of hotels in Canada are small and medium-sized businesses, with 90% proudly Canadian-owned. HAC works with government, industry stakeholders, and international partners to shape policies that foster a thriving, globally competitive hotel industry in Canada.

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