



HOTEL ASSOCIATION OF CANADA  
ASSOCIATION DES HÔTELS DU CANADA



## FOR IMMEDIATE RELEASE

Contact CVOA: Jon Zwickel 604-306-1440

Contact: HAC: Alana Baker 613-237-7149 x.102

Media: Georgi Bohrod 619-255-1661

## Canadian Vacation Ownership Association and Hotel Association of Canada Announce Alliance

VANCOUVER, CANADA (June 5, 2018) –[The Canadian Vacation Ownership Association](#) (CVOA) and The [Hotel Association of Canada](#) (HAC) have announced they have reached a Memorandum of Understanding to begin working together as a unified force on complimentary objectives.

The new agreement aligns two important industries that have the common goal of delivering hospitality and memorable hotel experiences to the travelling public.

HAC is an industry-based association focused on enhancing the prosperity of the hotel industry through strong member engagement, effective advocacy and the provision of value added programs and services. CVOA is an industry-based association dedicated to furthering vacation ownership in Canada and throughout the world.

The objective of the agreement is to collaborate on issues of common importance including legislative, regulatory and policy matters that affect both industries. Information will be shared between the organizations so that an aligned message can be communicated to government.

According to Jon Zwickel, President and CEO of CVOA, “We are thrilled to be working alongside our colleagues at HAC as we both see this move as providing greater alignment, political strength and public visibility to our organizations.”

“This partnership will increase our reach and ensure collaboration on key issues,” adds Susie Gynol, HAC President. “One of HAC’s goals is to unify the industry around common objectives, and this partnership helps to serve that purpose.”

### About HAC

*The Hotel Association of Canada is the voice of the Canadian Hotel & Lodging industry. For over 100 years, it has worked to enhance the prosperity of the Industry through strong member engagement, effective advocacy, and the provision of value added programs and services. Our members are an important part of the HAC network; a network that encompasses hotel owners, management companies, brand companies, provincial and city associations, industry suppliers, educators and students. HAC represents more than 8,226 hotels, motels, and resorts which encompass the \$19.2 billion Canadian lodging industry which employs 304,000 people across Canada. For more information, please visit [www.hotelassociation.ca](http://www.hotelassociation.ca).*

### About CVOA

*CVOA is Canada’s only association dedicated to representing the interests of the vacation ownership and resort development industries. Since its founding 1980 (originally as CRDA), the organization has become Canada’s preeminent industry association representing all forms of vacation ownership. CVOA membership is a community of active industry leaders committed to promoting and maintaining a high standard of ethical conduct within the Canadian vacation ownership industry, creating B-2-B and networking opportunities between Members, and educating consumers as to the benefits of vacation ownership. For more information, please visit [www.CanadianVOA.org](http://www.CanadianVOA.org)*