



For Immediate Release
13 December 2005

NEW PRESIDENT FOR THE BC & YUKON HOTELS' ASSOCIATION

Vancouver – The British Columbia and Yukon Hotels' Association today announced the election of Mr. Tim Rodgers, as President of the Board of Directors.

"Tim brings a wealth of industry experience to the board," said Craig Norris-Jones, outgoing President of the BC & Yukon Hotels' Association and General Manager of the Coast Plaza Hotel & Suites @ Stanley Park. "With over thirty years experience in the hospitality industry, his commitment and dedication to the hotel and tourism community in British Columbia is second-to-none. Our industry will definitely benefit from Mr. Rodgers' service as President, as he provides leadership to our strong and diverse Board of Directors."

"Mr. Rodgers has a firm grasp on the 'big picture' in tourism. Tim has been a leader in creating opportunities with marketing partnerships such as individual hotels, cities and tourism regions. He will be a strong leader," said Deanna Rainey, CEO of the Thompson Okanagan Tourism Association.

Tim Rodgers is the General Manager of the Best Western Kamloops. He has several years experience on the boards of not only the BCYHA, but also Tourism Kamloops and the Hospitality Industry Relations (HIR) Board.

Headquartered in Vancouver, the BCYHA is dedicated to improving and growing the tourism and hospitality industry within British Columbia and the Yukon. With 580 hotel members and nearly 200 affiliate members, it represents an industry with revenue in excess of \$3.1 billion, 48,000 rooms and more than 45,000 employees. A significant component of BC's \$9.3 billion tourism trade with member representation in almost every community throughout BC and the Yukon gives the association a strong voice at all levels of government. BCYHA members have invested heavily into their communities and as a result, are integral partners in steering the future development of the province and territory.

- 30 -

Contact: Mr. Ashley Haslett
Communications Manager
BC & Yukon Hotels' Association
604-443-4751