

## **VETERAN TOURISM MARKETER NAMED TO TAKE A LEAD ROLE WITH THE VANCOUVER HOTEL DESTINATION ASSOCIATION**

**VANCOUVER, BC, September 28<sup>th</sup>**, 2010 –Russ Cowan, a 20-year marketing veteran, has been appointed Executive Director of the Vancouver Hotel Destination Association (VHDA).

Cowan has held a number of positions in the tourism industry over the last decade, most recently as an independent consultant. Previously, he held the position of Executive Director Marketing and Sales Bear Mountain Resort and for 7 years, he was Director of Marketing for Tourism Victoria. Cowan has been on the board of Tourism Victoria as a Director, Secretary of the Greater Victoria Sport Tourism Alliance, Chairman of the Team BC Meetings Market Consortium, as well as a member of the Canadian Tourism Commission's Asia Pacific and European Marketing committees.

“We are thrilled to have Russ join the association in this lead role. His destination marketing experience and knowledge of the tourism industry will take the efforts of the VHDA to a new level” said Marion Harper -Treskin, chair of the Board for the Vancouver Hotel Destination Association. “The 2010 Winter Olympics opened the eyes of the world to our great destination and we now need to convert this excitement into bookings. Russ’ mandate will be to drive awareness of our city through this marketing fund, using his strong communication skills and working directly with our DMF member hotels and partners to deliver results.”

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Established in June 2008, The Vancouver Hotel Destination Association represents the 30 Vancouver hotels(8500 rooms) , making up 70% of the hotel rooms in downtown Vancouver, that collect the voluntary 1.5% Destination Management Fee. The fee is collected for the sole purpose of providing additional funding for marketing initiatives, resulting in increased exposure of Vancouver as a tourist destination

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