

Hello! I'm

SOL ZIA



Sol Zia spent a decade with the Calgary Hotel Association (CHA), serving most recently as Executive Director. Over a 25+ year career, he has held senior leadership and growth-focused roles across the travel and tourism sector, including Air Canada/Canadian Airlines, Sears Travel, TransAmerica, McCann Worldwide, Loyalty One/AIR MILES, WestJet, and the Calgary Hotel Association. In addition to his work in travel and tourism, Sol brings more than a decade of experience in political advocacy, intergovernmental relations, and board leadership. He has also served as an academic leader in the areas of loyalty programs, revenue management, and membership programs.

Throughout his tenure with the CHA, Sol was an active advocate for Calgary's visitor economy, working collaboratively with members, partners, and all orders of government at both the municipal and provincial levels. His efforts supported the association's strategic plan and its mission to create an optimal business environment for Calgary's hospitality, travel, and tourism industry through collaboration, investment, and advocacy.

Following his time with the Calgary Hotel Association, Sol has since pursued other professional interests.

Sport
Summit