



## FOR IMMEDIATE RELEASE

True Key Hotels & Resorts Welcomes New General Manager to Harrison Beach Hotel

**Harrison Hot Springs, BC – October 23, 2025** – True Key Hotels & Resorts is proud to announce the appointment of Sam Javaheri as the new General Manager of the Harrison Beach Hotel, bringing with him a wealth of global hospitality expertise and a passion for creating memorable guest experiences.

Hailing from the Lower Mainland, Sam joins the Harrison Beach Hotel with over a decade of experience in the luxury travel and hospitality sector. His impressive career includes more than seven years in senior leadership positions with world-class cruise lines such as Princess Cruises and Celebrity Cruises, where he oversaw hotel operations, service excellence, and revenue performance across premium travel programs.

Most recently, Sam led a successful independent travel consultancy, curating bespoke itineraries for discerning travelers around the globe. His entrepreneurial approach, paired with a deep understanding of hospitality operations, human resources, and strategic planning, makes him a dynamic addition to the True Key leadership team.

“We are thrilled to welcome Sam to the Harrison Beach Hotel,” said Michael Anderson, True Key President & CEO. “His depth of experience, people-first leadership style, and innovative mindset align perfectly with our commitment to delivering exceptional guest experiences in remarkable destinations.”

Sam holds an MBA in Human Resources and multiple industry certifications, including SHRM-SCP, CHRM, and CCBP, reflecting his dedication to professional growth and organizational excellence. Known for fostering team performance, cultivating positive culture, and leveraging data-driven insights, Sam is well-positioned to lead Harrison Beach Hotel into its next exciting chapter.

**About True Key Hotels & Resorts** - Established in 2010, True Key Hotels & Resorts manages a collection of premium strata and condo resorts in Western Canada. It has a strong team that shares the company’s commitment to garnering operational results and focusing on exceptional guest experience, while developing solid working relationships with guests, suppliers, owners and employees. Looking to the future, True Key will continue to build on their proven success, actively seeking to add new resort properties to its portfolio. Visit [www.truekey.ca](http://www.truekey.ca) to learn more.

**About Harrison Beach Hotel** - Located in Harrison Hot Springs, BC, the Harrison Beach Hotel offers guests the top-rated choice for accommodations. Conveniently situated just a short drive from Vancouver, Harrison Beach Hotel invites guests to immerse themselves in the tranquility and beauty of Harrison Hot Springs with unparalleled style and comfort. For more info or to reserve a stay, visit [www.harrisonbeachhotel.com](http://www.harrisonbeachhotel.com).





**Notes for Media:**

[High Resolution image of Sam Javaheri](#)

**To arrange an interview:**

Katie Wallace  
Director of Sales & Marketing  
True Key Hotels & Resorts  
E: [katiwallace@truekey.ca](mailto:katiwallace@truekey.ca)  
P: 250-347-2983

**Connect with True Key:**

