



HOTEL ASSOCIATION OF CANADA  
ASSOCIATION DES HÔTELS DU CANADA

# A United Industry

LEND YOUR VOICE TO CANADA'S NATIONAL  
HOTEL AND LODGING SECTOR

The **Hotel Association of Canada (HAC)** is the exclusive national organization representing corporate hotel companies, ownership groups, provincial and regional hotel associations, and independent hotels.

The HAC drives advocacy success on targeted issues that matter most to the hotel industry and delivers member value and engagement through powerful industry programs and services designed to strengthen the hotel industry across Canada.

## Influence Where it Matters

Owners are directly impacted by the two key issues HAC is currently addressing on a national scale: The new HAC Property-Level Membership facilitates engagement with branded and independent hotels while showcasing the united voice of Canada's industry via representation from all lodging segments.

**8,253**  
PROPERTIES

**\$19 BILLION**  
INDUSTRY

**455,959**  
ROOMS

**306,600**  
EMPLOYED  
ACROSS  
CANADA

# The Value of Property Level Membership



## ADVOCACY

HAC brings legislative solutions on a national scale to the issues and challenges facing our lodging members. We bring industry representation to high-profile media issues and distribute alerts on priority issues. We work proactively alongside our provincial colleagues to raise the industry's profile and ensure political capital.



## KEEP UP-TO-DATE ON INDUSTRY TRENDS BY RECEIVING HAC'S REGULAR COMMUNICATIONS

Choose the types of communications that are of value to you and your team: The Hotel Lobby e-newsletter, the monthly Top 5, events and webinars, advocacy updates, and the latest national research.



## QUARTERLY CBRE HOTELS WEBINAR

Join these complimentary quarterly overviews of national, regional, and provincial year to date performance with highlights of the most recent performance statistics for some of the country's smaller regional markets.



## INDUSTRY RESEARCH, REPORTS, AND SURVEYS

Access to exclusive monthly, quarterly, and annual statistics from sources such as CBRE Hotels, HVS, and Statistics Canada.



## HAC ANNUAL CONFERENCE

The HAC Conference is the place to be for industry professionals, including corporate management, regional and general hotel managers, hotel owners, directors of operations, industry suppliers, and educators. Some of the biggest names and the brightest minds in the industry will come together to share insights, nurture ideas and help formulate strategies for the issues facing our industry.