



Supporting Canada's Hotel Industry

AN OVERVIEW OF THE HOTEL ASSOCIATION
OF CANADA'S 2025 PRIORITIES, BENEFITS,
AND FEE STRUCTURE

Priorities for 2025



**Election
Readiness**



Workforce



**Fraudulent
Bookings**



**Growth &
Investment**

Corporate Management Membership

Benefits

Advocacy Input and Participation

- Brand and Management policy consultations
- Exclusive Invitations to Executive Level events
- Join Issue-specific committees/task forces
- Hill Day or similar Political Outreach event

Governance

- HAC voting rights
- Nominate a company representative to run in annual Board of Directors Elections
- Invitation to Annual General Meeting

Exclusive Insights and Analysis

- Access to HAC research, analysis, and stats
- Access to Member-only Area (Member-only webinar recordings and presentations, other Member-only research)
- Receive HAC's Hotel Lobby newsletter
- Real-time updates on government policies and programs with a focus on what matters to hoteliers
- Member Workforce Survey: participation and results

Networking and Member Recognition

- Member Branding Kit including 'proud member logo'
- Listing in HAC Corporate Member Directory
- Event Sponsorship Opportunities
- HAC Awards

Education and Events

- Preferred member pricing for HAC annual conferences
- HAC Webinar Series (Expert talks, policy clarification, industry trends, etc.)

Membership Obligation

- Encourage Portfolio participation as Property-level Members via Brand franchise/license agreements

Annual Fee Structure

\$22,500

**HAC MEMBERSHIP
For a stronger
tomorrow**

Your contributions strengthen HAC's advocacy work. Our ability to deliver successful political outcomes is a result of your support.

Please consider supporting your Provincial Association(s). Together, we are stronger.

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