



Supporting Canada's Hotel Industry

AN OVERVIEW OF THE HOTEL ASSOCIATION
OF CANADA'S 2026 PRIORITIES, BENEFITS,
AND FEE STRUCTURE

Priorities for 2026

1

**Industry
Prosperity**

2

**International
Competitiveness**

3

Workforce

Corporate Brand Membership

Benefits

Advocacy Input and Participation

- Brand and Management policy consultations
- Exclusive invitations to Executive Level events
- Invitation to 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 Networking Events

Education and Events

- Preferred member pricing for HAC annual conference and regional workshops
- Member exclusive webinar series (expert talks, policy clarification, industry trends, etc.)

Membership Obligation

- Encourage full portfolio participation as Property-level Members via opt-out in franchise/licensee agreements

Annual Fee Structure

Corporate Fee:

\$2/room

Floor: \$22,500
Ceiling: \$50,000

+

Property Fee:

\$5.50/room

collected via Brand franchisee/
licensee agreements

**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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