



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

City Association Membership

Benefits

Advocacy Input and Participation

- Provincial/City Association consultation meetings
- Invitation to join issue-specific committees/task forces
- Engagement and consultation in HAC advocacy priorities

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 Association 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

- City Associations must be a supporter of their Provincial Association, via membership or partnership, to participate as a HAC member

Annual Fee Structure

\$7,500

PER YEAR

**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.

Together, we are stronger.

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