



Affiliate Membership

INFLUENCE
where
it
MATTERS

Your Industry. Your Voice.

The Hotel Association of Canada is a national association dedicated to identifying and understanding the most critical challenges faced by our industry today. We bring together hospitality leaders and key stakeholders to collaboratively problem-solve and mobilize for action.

We translate complex industry data into actionable insights. Through strategic advocacy efforts, we advocate for legislative solutions that create policy impact, while elevating our membership base through innovative and sustainable programming to ensure our industry's continued growth and success.



8,385
PROPERTIES



\$30 BILLION
INDUSTRY



476,364
GUEST ROOMS



320,100
CANADIAN JOBS



Strengthen the Hotel Industry,
by Supporting the Hotel Industry.

Showcase your support.

BECOME AN AFFILIATE MEMBER

As an affiliate member of HAC, you will have **access to an executive business audience** with **decision making authority**, and have **influence where it matters most**.

Membership
\$2,500 ANNUAL FEE

Partnership
Opportunities
CONTACT US

Affiliate Membership

2026 Benefits

Professional Presence

- Enhance your professional presence with our exclusive Affiliate Membership Branding Kit.
- Gain visibility as a new Affiliate Member with inclusion in HAC's welcome message in The Hotel Lobby newsletter, alongside your company logo.
- Showcase your brand annually as a returning Affiliate Member with your logo and website link featured in The Hotel Lobby, HAC's monthly e-newsletter.
- Submit your organization's lodging-related press releases to be shared with the HAC community, subject to HAC staff review and approval.

Networking and Visibility

- Enjoy year-round visibility in HAC's online Affiliate Directory, keeping your brand front and center for industry leaders.
- Access priority partnership opportunities for HAC events - including our Annual Conference, Calgary Stampede, Hill Day, Executive Owner's Network, webinar series, and more - to maximize your exposure and connections.

Support and Resource Access

- Unlock exclusive data and research insights through HAC's member-only website for you and key team members.
- Participate in issue-specific HAC Supplier surveys.
- Stay informed with regular industry updates through The Hotel Lobby, HAC's monthly e-newsletter, plus other top-line news to keep you ahead of the curve.

Discounts and Special Services

- Enjoy discounted Affiliate Member pricing to exhibit HAC's Annual Conference.
- Access member-only HAC sponsorship and partnership opportunities.



HOTEL ASSOCIATION OF CANADA
ASSOCIATION DES HÔTELS DU CANADA

Connect with Canada's largest
network of hoteliers.



To register as an HAC Affiliate Member please visit
hotelassociation.ca/register or contact the
HAC Membership team
at membership@hotelassociation.ca.

hotelassociation.ca/membership/join-hac

HOTELASSOCIATION.CA