



# 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**

## Property-Level Membership

Branded and Independent Hotels

### Benefits

#### Advocacy

- Real-time updates on government policies and programs with a focus on what matters to hoteliers
- Opportunities to participate in HAC's Advocacy campaigns

#### 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
- Member Workforce Survey: participation and results

#### Education and Events

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

#### Networking and Member Recognition

- Member Branding Kit including 'proud member logo'
- HAC networking events

### Annual Fee Structure

**\$5.50/room**

RENEWED ANNUALLY

Branded properties join via their licensee agreements. Independent properties join HAC directly but must be a member in good standing of their Provincial Hotel Association.

**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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