



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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