



## **HOTEL ASSOCIATION OF CANADA REBRANDS AS HOTELS CANADA, MARKING A NEW ERA FOR THE INDUSTRY**

### **FOR IMMEDIATE RELEASE**

**March 5, 2026 – Toronto, ON**

Today, Beth McMahon, President & CEO, announced a bold new era for the national voice of Canada’s hotel sector: the Hotel Association of Canada is introducing a new name and brand identity—Hotels Canada.

The new name and brand identity reflect a modern, united, and forward-looking hotel industry. Hotels Canada captures the economic leadership and growth of more than 8,300 hotels operating in every community across the country, businesses that support over 300,000 jobs and contribute \$12 billion in annual government revenues. This updated identity better reflects the scale and influence of a sector that plays a foundational role in Canada’s visitor economy.

“The launch of Hotels Canada marks a natural evolution for an organization that has steadily expanded its role in national policy, economic advocacy, and leadership within the broader tourism sector,” said Beth McMahon, President & CEO. “This new identity reflects that trajectory: a clear, confident brand that elevates hotels as a cornerstone of Canada’s visitor economy—an industry with \$74 billion in assets and a powerful driver of jobs, investment, and growth across the country.”

Hotels Canada is proud to build on its strong legacy as a member-centred organization, founded in 1913 as The Hotelkeepers’ Association of The Dominion of Canada, and known for providing trusted thought leadership and inspiring collective action on shared priorities. The new brand builds on this foundation while positioning the organization for the opportunities and challenges of the future.

The full implementation of the new name and brand will roll out over the coming months, including updated digital assets, member communications, advocacy materials, and sector-wide engagement.

### **ABOUT HOTELS CANADA**

*Hotels Canada is the national voice of the Canadian hotel sector, representing more than 8,300 hotels operating in every province and territory. The organization advocates for policies that support a competitive and sustainable hotel industry, provides research and insights to strengthen business performance, and works to advance Canada’s visitor economy. Originally founded in 1913, Hotels Canada continues to champion the interests of hotel operators, workers, and the communities they serve.*