

LEADING FORWARD 2030

VISION

The hotel and lodging industry is recognized and respected for its leading contribution to people, communities, the economy, and the planet.

MISSION

To enable the success of the Canadian hotel and lodging industry through trusted, impactful advocacy, and strong member programs.

ADVOCACY THAT DELIVERS

Advance bold, evidence-based advocacy that positions Canada's hotel sector as the trusted, future-focused, and influential advocacy group shaping Canada's tourism and economic growth.

INFLUENCE THROUGH PARTNERSHIP

Expand the hotel sector's influence across Canada's business and tourism ecosystems to inspire collective action on shared priorities.

FUTURE FOCUSED LEADERSHIP

Equip members to lead through change and seize opportunities to adapt, grow, and contribute meaningfully to Canada's communities, economy, and global destination reputation.

BUILDING OUR FOUNDATION

EFFECTIVE GOVERNANCE & FINANCIAL RESILIENCE

Strengthen organizational impact through modern governance, purpose-driven leadership, and diversified revenue that leverages partnership and membership growth.



A MESSAGE FROM THE PRESIDENT & CEO

The Hotels Canada 2026–2030 Strategic Plan marks the beginning of a new era for our industry.

This is our moment to “Lead Forward”, responding to change, aligning our efforts, and acting with purpose.

This plan sets the stage for a stronger, more connected association: one that expands our influence, modernizes how we operate, and positions hotels as drivers of Canada's economic, investment, and export growth potential.

Together, we're building a more connected, resilient industry that's ready for the future.

BETH MCMAHON

President & CEO
Hotels Canada



A MESSAGE FROM THE CHAIR

This Strategic Plan is a call to strengthen our collective voice and shape a stronger future for Canadian hospitality.

It sets a clear direction for how our association can support members, strengthen our voice, and make a positive difference in communities across the country.

We're so proud of this plan and what it represents for our industry.

MANDY FARMER

Chair, Hotel Association of Canada
CEO, Accent Inns Inc.