



HOTEL ASSOCIATION OF CANADA  
ASSOCIATION DES HÔTELS DU CANADA

# 2025 ELECTION ADVOCACY TOOLKIT



# AMPLIFYING THE HOTEL SECTOR'S VOICE

Sharing local perspectives and ideas is a powerful way to shape federal legislation and influence public policy in Canada. It is also easier than you might think.

This toolkit equips you with key talking points to advocate for the hotel industry during the 2025 Federal Election. Choose the bullet points that resonate the most with you and tailor them to your conversations.

Hotel industry advocates can use personal examples to highlight the hotel sector's vital role in economic growth, job creation, and tourism development, and how government support can drive investments and community benefits.

Engage with your local candidates through letters, meetings, and community events, such as debates and meet & greets.

Your advocacy can transform candidates into champions who recognize that strategic government support is essential to unlock the full potential of Canada's hotel industry.

# MEETING GUIDE & TIPS

Find your local candidates by visiting and typing in your postal code. Remember to include your postal code(s) for both home and business, if different.

## Ways to Connect with Candidates



**Ask for a 20-min meeting** – Reach out to the candidate's office: introduce yourself, your company and how many employees your organization has, and request a 20-min meeting.



**Attend** your local debates, political fundraisers, or community events.



**Send a letter** – [Click here](#) to send a letter to your candidates.

## Meeting Outline

Whether you are meeting one-on-one with a candidate, after a debate, or at a community event, here are some tips to guide your conversation:

- **Start with Thanks** – Show appreciation for the candidate's time.
- **Introduce yourself** – Include information about your properties, employees, and community impact.
- **Be prepared to adapt** – Review their website in advance, so you understand their main priorities and how HAC policy recommendations fit into them. Stay flexible if the candidate begins with questions or an unexpected topic.
- **Share key stats to drive home the importance of our industry** – Use our key talking points from this toolkit to talk about the importance of this industry.
- **Use storytelling to create a connection** – Go beyond the bullet points and create a connection through storytelling with local examples.
- **Highlight the recommendations that matter most to you** – Focus on the top one or two HAC policy recommendations that will have the biggest impact on your business.
- **Be confident** – You are a subject matter expert and can confidently speak to issues that matter to you at your hotel.
- **Be Mindful of Time** – Respect their schedule.

- **Wrap Up** – Summarize key points, offer your contact information, and let them know the Hotel Association of Canada (HAC) can follow up on any technical questions. If you feel comfortable doing so, you might also want to offer them the opportunity to tour your property and meet your employees.

## **Additional Tips**

- Offer them best wishes on the campaign.
- Recognize past support from their party (the Liberals, Conservatives, NDP, and Green Parties have all been hotel industry supporters).

## **After the Meeting**

Please let Kafia Yusuf, Manager of Policy & Stakeholder Relations, know who you met with and how it went. If the MP or candidate asks for additional information, please follow up with HAC.

### **Kafia Yusuf**

Manager, Policy & Stakeholder Relations

Email: [kyusuf@hotelassociation.ca](mailto:kyusuf@hotelassociation.ca)

# KEY TALKING POINTS

## Critical Role of Hotels in Our Communities

- ▶ In 2023, hotels in Canada generate \$16 billion in revenue to Canada’s economy every year and employ 163,000 Canadians in communities across the nation.
- ▶ Hotels in Canada, even those under international brands, are overwhelmingly small and medium-sized businesses (85%), many of them family-owned and deeply embedded in local communities.
- ▶ Hotels are more than just places to stay - we're vital community hubs that strengthen the fabric of Canadian society. From hosting cultural gatherings to supporting communities during emergencies, hotels demonstrate their commitment to serving Canadians when it matters most (Insert your local hotel’s contributions to your local community).
- ▶ Canada’s tourism industry could outpace the Canadian economy by 2030, but hotels need government support to address critical barriers to growth.
- ▶ Due to economic uncertainty fueled by a tariff war with the United States, the government must foster investment conditions that allow its most resilient sectors to prosper.

**CHECK-IN TO 2025: Canada’s Hotel Industry in Numbers**

Explore our [2025 Hotel Industry Data Check-In](#) to learn more.

# KEY ISSUES AND RECOMMENDATIONS

## CREATE A COMPETITIVE BUSINESS ENVIRONMENT

**ISSUE:** Canada is losing international market share in leisure and business events.

### Supporting Messages:

- Canada lags in destination marketing investment compared to international markets, we have yet to reach pre-pandemic levels for international arrivals and are losing market share.
- Business events are at 84% booking pace of 2019 levels. Today's business travellers often become tomorrow's leisure travellers.
- Hotels are also facing higher operating costs, which is limiting new development leading to a lack of hotel supply.

### Asks:

- Invest in domestic and international tourism marketing through Destination Canada, including the expansion of the International Convention Attraction Fund (ICAF) program by \$10 million.
- Create a competitive investment climate for tourism products, including hotels, by lowering marginal tax rates; enhancing Capital Cost Allowance rules for new hotels and hotel renovations, and permanently reversing proposed changes to the Capital Gains Tax.

### Your Perspective:

- Describe your bookings outlook.
- Why are the business events & travel segment slow to come back – what are you experiencing?
- Speak to difficulties of new hotel construction and renovations– how input costs are preventing more hotel room supply.

## **FIX THE BORDER**

**ISSUE:** A well-managed border is essential to Canada's security and economic prosperity.

### **Supporting Messages:**

- A well-managed border is essential to Canada's security and economic prosperity. As scrutiny of the border is now at heightened levels, fixing what's broken in a way that won't thicken the border, should be a top priority.
- Fraudulent bookings connected to visa applications are costing hoteliers millions in lost revenue and compromising the integrity of the immigration system
- Visa processing is also a challenge, and Canada must modernize and improve leisure and business travel visa processing to attract more visitors and ensure a seamless entry process that strengthens the economy, while maintaining border integrity.

### **Asks:**

- Prevent visitor visa applicants from making fraudulent hotel bookings using fake credit cards for their applications.
- Collaborate with hotels to investigate and immigration consultants to prevent hotel bookings made with fake credit cards.
- Modernize visitor visa systems for leisure and business events travellers to streamline and expedite processing.

### **Your Perspective:**

- Describe the impact of fraudulent bookings at your hotel properties, how is this impacting your employees and their workload?

## ADDRESS CRITICAL WORKFORCE GAPS

**ISSUE:** Labour shortage is easing, but headwinds persist.

### Supporting Messages:

- A recent HAC member survey reveals hoteliers in rural, remote, and resort hotels continue to limit available rooms and refuse bookings due to staff shortages.
- Hotels have intensified efforts to recruit more Canadians with increased flexibility, salary, and benefits.
- There is an opportunity to develop under-employed labour pools, such as youth, newcomers, and other underemployed Canadians to bolster the hotel workforce.
- A domestic workforce alone simply cannot fill all our vacancies; we need a dedicated strategy to match international workers with tourism careers in rural, remote, and resort communities.

### Asks:

- Ongoing funding for Tourism HR Canada to match underemployed Canadians with careers in tourism.
- Adjust Temporary Foreign Workers Program by:
  - Issuing multiple-entry visas and work permits for temporary foreign workers in rural, remote, and resort hotels to retain the same well-integrated workers multiple years in a row.

### Your Perspective:

- Describe the situation on the ground and its impact
- Highlight new initiatives and competitive pay/benefits programs showing that hotels are doing everything they can to recruit Canadians.

# SOCIAL MEDIA TOOLKIT

Remember to customize these messages with your own hotel's story and impact in your local community. Together, our voices will ensure Canada's hotel industry is recognized for its vital economic and social contributions.

**Step 1:** Select a social post from the options below. These are examples, but feel free to customize them for a more personal touch.

**Step 2:** Choose **3 hashtags** (must-use, issue, and regional)

**Step 3:** Pick a social media platform

**Step 4:** Post!

## Social Copy

<p>Hotels don't just provide beds—we generate \$16 billion in revenue annually, creating economic ripple effects in communities nationwide. Every dollar spent at a hotel fuels prosperity.</p>	<p>Hotels are the heart of communities across Canada. Beyond economic impact, we serve as gathering places, emergency shelters, and vital infrastructure in every riding.</p>
<p>Canadian hotels are deeply woven throughout our nation's economy. With 9,800 hotels providing 163,000 jobs across every province and territory, we drive local economic growth, create meaningful employment opportunities, and contribute to fostering community across our country.</p>	<p>Hotels are more than just places to stay — we're vital community hubs that strengthen the fabric of Canadian society. From hosting cultural gatherings to supporting communities during emergencies, hotels demonstrate their commitment to serving Canadians when it matters most.</p>
<p>When disasters strike, hotels open their doors. We're proud to stand with Canadians during emergencies—now, we need leaders who stand with us.</p>	<p>85% of Canadian hotels are small to medium-sized businesses—many family-owned. They're the backbone of regional economies, creating jobs and supporting local suppliers.</p> <p>Explore how hospitality powers your riding: <a href="https://www.hotelassociation.ca/advocacy/2025-election-recommendations">hotelassociation.ca/advocacy/2025-election-recommendations</a></p>

# Hashtags

We recommend using no more than 3-4 hashtags per post, with **#HotelsVote2025** and **#CDNPoli** as consistent anchors across all election-related content.

These hashtags will help us join the broader election conversation while maintaining our industry focus.

Must-use Hashtags	Issue-based Hashtags	Regional Hashtags
<p><b>#HotelsVote2025</b></p> <p><b>#CDNPoli</b></p>	<p><b>#HotelJobs</b></p> <p><b>#TourismCan</b></p> <p><b>#TourismBuildsCanada</b></p>	<p><b>#AtlanticHotelsVote</b> (for NB, NS, PEI, NL)</p> <p><b>#PrairieHotelsVote</b> (for AB, SK, MB)</p> <p><b>#NorthernHotelsVote</b> (for YT, NWT, NU)</p> <p><b>#WestCoastHotelsVote</b> (for BC)</p> <p><b>#CentralCanadaHotelsVote</b> (for ON, QC)</p>