



Affiliate **MEMBERSHIP**



About **CANADA'S HOTEL INDUSTRY**

Hotels Canada is a national association dedicated to identifying and understanding the most critical challenges faced by our industry today. We bring together hospitality leaders and key stakeholders to collaboratively problem-solve and mobilize for action.

We translate complex industry data into actionable insights. Through strategic advocacy efforts, we advocate for legislative solutions that create policy impact, while elevating our membership base through innovative and sustainable programming to ensure our industry's continued growth and success.



Hotels across Canada

8,300

\$30 Billion

Industry

320,000

Canadian Jobs



+



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**HOTEL INDUSTRY
SUPPLIERS**

**AFFILIATE
MEMBERSHIP**

**STRONGER
CLIENT BASE**

Strengthen the Hotel Industry,
by Supporting the Hotel Industry.

BECOME AN AFFILIATE MEMBER

**Showcase your
support.**

As an affiliate member, you will have access to an executive business audience with decision making authority, and have influence where it matters most.



PROFESSIONAL PRESENCE

- Enhance your professional presence with our exclusive Affiliate Membership Branding Kit.
- Gain visibility as a new Affiliate Member with inclusion in Hotels Canada's welcome message in *The Brief* newsletter, alongside your company logo.
- Showcase your brand annually as a returning Affiliate Member with your logo and website link featured in *The Brief*, Hotels Canada's monthly e-newsletter.
- Submit your organization's lodging-related press releases to be shared with the Hotels Canada community, subject to Hotels Canada staff review and approval.

NETWORKING AND VISIBILITY

- Enjoy year-round visibility in Hotels Canada's online Affiliate Directory, keeping your brand front and center for industry leaders.
- Access priority partnership opportunities for Hotels Canada events - including our Annual Conference, Calgary Stampede, Hill Day, Executive Owner's Network, webinar series, and more - to maximize your exposure and connections.

SUPPORT AND RESOURCE ACCESS

- Unlock exclusive data and research insights through Hotel Canada's member-only website for you and key team members.
- Participate in issue-specific Hotel Canada's Supplier surveys.
- Stay informed with regular industry updates through *The Brief*, Hotel Canada's monthly e-newsletter, plus other top-line news to keep you ahead of the curve.

DISCOUNTS AND SPECIAL SERVICES

- Enjoy discounted Affiliate Member pricing to exhibit at the Annual Conference.
- Access member-only Hotels Canada sponsorship and partnership opportunities.