



BACK-OF-HOUSE TOURS **TOOLKIT**

This toolkit provides Hotels Canada members with the resources and guidance needed to plan and host a successful Beyond the Lobby back-of-house tour, helping showcase the important role hotels play in communities and economies across Canada.



Tour Objectives

PURPOSE OF THE TOUR

✔ Objective One

Highlight hotels as major economic drivers, employers, and community hubs

✔ Objective Two

Provide a behind-the-scenes view that demonstrates the scale and complexity of hotel operations

✔ Objective Three

Introduce hotel team members and showcase that hotel careers are stable, high-quality jobs

✔ Objective Four

Illustrate the broader economic impact of hotels, including on-site restaurants, bars, and cafés, and discuss upcoming investments

✔ Objective Five

Create an opportunity for open dialogue on key challenges facing the hotel sector, including the impacts of regulation and legislation



EXAMPLE

Key Messages

Hotels are a made-in-Canada business, with most properties owned by Canadians and 90% of hotel purchases over the past 10 years made by Canadian buyers.

The majority of Canadian hotels—about 85%—are small and medium-sized businesses, many of which are family-owned, whether operating under a brand or independently.

Our industry is an economic powerhouse, holding \$74 billion in capital assets and contributing \$32 billion to the economy, \$13 billion to government revenue, and employing 320,000 Canadians across the country.

Owners want to invest in Canada and increase hotel supply, but tax policy is discouraging investments and pushing capital out of the Canadian hotel market

Tourism has made strong progress rebuilding its workforce post-pandemic but targeted immigration pathways and domestic workforce supports are needed to address persistent labour shortages and sustain economic growth.

Tourism is tariff-free trade: it's Canada's second-largest service export, with hotels generating impact that exceeds their footprint.



Tips for the Tour

- ✓ Aim to keep it around 45 minutes

- ✓ Provide time for the MP to meet hotel staff (restaurant, back of house, laundry and housekeeping, etc.) throughout the tour.

- ✓ Ensure hotel staff are aware the MP is coming.

- ✓ Allow space for questions

- ✓ Take pictures



ENGAGEMENT

Invitation to Participate

Dear Mr./Ms. Last name,

On behalf of Hotels Canada (formerly the Hotel Association of Canada), I am pleased to invite you to our Beyond the Lobby: Back-of-House Tour at the **HOTEL NAME** in your riding.

We would be honoured to host you on date at time for a private tour co-hosted by General Manager **NAME**.

This personalized tour will give you a behind the scenes look at this \$27 million investment, including parts of the hotel most guests never see. You'll have the opportunity to meet the leadership team and staff, explore how the hotel operates, and learn more about workforce needs, infrastructure investment, and future plans. The tour also offers a window into Canada's hotel sector—an industry that employs more than 320,000 Canadians and contributes over \$30 billion annually to the national economy.

This tour is one of many across the country designed to give elected officials a meaningful, on-the-ground understanding of hotel operations and the role our industry plays in local communities.

We sincerely hope you will be able to join us and would be pleased to accommodate any questions in advance.

Sincerely,

YOUR NAME

USER GUIDE:

Use this template to invite your local MP to participate in a Beyond the Lobby: Back-of-House Tour. Customize the invitation with your hotel information, proposed tour date and time, and contact details before sending.



ENGAGEMENT

Know Before You Go

Location: [LOCATION NAME]

Date and time: [DATE AND TIME]

Dear MP last name,

We are looking forward to welcoming you at Hotels Canada's Behind the Lobby Back-of-House Tour at the HOTEL NAME on DATE at TIME.

This behind-the-scenes visit will provide you with a practical look at how hotels operate and the role they play as employers, investors, and contributors to Canada's economy and communities.

Arrival

- Participants will be met by NAME in the hotel lobby.
- Please reach out to NAME at EMAIL or PHONE NUMBER with any questions.

What to Expect

- Welcome remarks
- A 35-minute guided behind-the-scenes tour
- Access to operational areas that are not typically open to guests

Agenda

- 9:30 AM – Arrival and welcome
- 9:35 AM – Tour begins
- 10:10 AM – Group photo
- 10:15 AM – Tour concludes

We look forward to welcoming you.

[YOUR NAME]

USER GUIDE:

Send to participating MPs 2–3 days before the tour. Update the template with your event details and hotel contact information.



ENGAGEMENT

Thank You Email

Dear MP First Name Last name,

Thank you very much for taking the time to join us today for the back-of-house tour at the hotel.

Please find [linked some photos from today's event](#), along with [suggested language](#) should you wish to post on social media.

We have posted about the tour here.

Sincerely,

[YOUR NAME]

USER GUIDE:

Copy and paste this thank-you message, and e-mail the MP following the tour. Make sure to include photos.



ENGAGEMENT

Suggested Socials for MPs

SUGGESTED SOCIAL POST 1:

Thank you to [Hotel Name] and Hotels Canada for the opportunity to go behind the scenes during a Beyond the Lobby tour today. It was a great opportunity to learn more about the people, operations, and economic impact of Canada's hotel industry, and to see firsthand everything that goes into delivering a great guest experience.

SUGGESTED SOCIAL POST 2:

Great to visit [Hotel Name] today as part of Hotels Canada's Beyond the Lobby initiative. From housekeeping and food services to maintenance and guest services, it was impressive to see the many teams working together behind the scenes and the important role hotels play as employers and community partners.

SUGGESTED SOCIAL POST 3:

I enjoyed touring [Hotel Name] today with Hotels Canada to learn more about the operations behind Canada's hotel industry. Thank you to the hotel team for sharing their expertise and highlighting the important contributions hotels make to local jobs, tourism, and communities across Canada.

USER GUIDE:

Provide participating MPs with these sample social media messages following the tour to make it easy for them to share their experience.

NEED SUPPORT?

Hotels Canada is here to help participating hotels plan and deliver a successful Beyond the Lobby: Back-of-House Tour. For questions, guidance, or additional resources, **please contact Ava Maika at amaika@hotelassociation.ca**.