

FOR IMMEDIATE RELEASE

Hotels Canada and AHLA Foundation Formalize Partnership to Strengthen Industry Action Against Human Trafficking

(JULY 29, 2026) WASHINGTON, D.C. – Hotels Canada and the American Hotel & Lodging Association Foundation (AHLAF) today signed a Memorandum of Understanding (MOU), formalizing a partnership to combat human trafficking across the hotel industry.

The agreement builds on Hotels Canada's No Room for Trafficking campaign and the AHLA Foundation's initiative of the same name. Together, the organizations will align resources, expand industry participation, strengthen awareness, and education and enhance survivor support efforts across Canada and the United States.

"Human trafficking is a complex issue that requires collective action," said Beth McMahon, President & CEO, Hotels Canada. "This partnership will create a stronger, more coordinated international response by expanding awareness, increasing access to resources, and strengthening our industry's capacity to help prevent and combat human trafficking."

"Human trafficking knows no borders and our response should not either," said Kevin Carey, President & CEO of the AHLA Foundation. "By partnering with Hotels Canada, we are reinforcing our shared commitment to equipping hotel employees with the training and resources they need to help identify and prevent trafficking. Together, we can build a stronger, more united hospitality industry committed to protecting vulnerable individuals."

Through the Memorandum of Understanding, Hotels Canada and AHLAF have committed to:

- Aligning *No Room for Trafficking* programming and educational resources.
- Promoting free anti-human trafficking training opportunities for hotel employees in both Canada and the United States.
- Strengthening survivor support by promoting employment opportunities and fostering connections with survivor-serving organizations.
- Expanding collaboration through advisory council participation, regular knowledge sharing, and coordinated industry engagement.

The agreement will amplify Hotels Canada's next *No Room for Trafficking* awareness campaign, planned for early 2027.



The partnership with AHLAF reflects a shared commitment to ensuring that the hotel industry remains a leader in combating human trafficking and supporting survivors.

To learn more about Hotels Canada's *No Room for Trafficking* initiative and access free training resources, visit <https://hotelscanada.ca/no-room-for-trafficking/>.

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About Hotels Canada

Hotels Canada is the national voice of the Canadian hotel sector, representing more than 8,300 hotels and 320,000 employees 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.

Media Enquiries:

Elizabeth Tobin
Director of Communications
Hotels Canada
elizabeth@hotelscanada.ca