



CORPORATE MEMBERSHIP BRAND

Inner Circle: Privileges Reserved for Corporate Members

ADVOCACY INPUT & PARTICIPATION

- Exclusive invitation to Hotels Canada's Executive Advocacy Council to gain valuable advocacy insights and shape policy
- Participation in political outreach activities
- Real-time updates on government policies and programs impacting hotels

GOVERNANCE

- Voting rights within Hotels Canada
- Opportunity to nominate a company representative for election to the Board of Directors
- Opportunity to participate in issue-specific committees and task forces
- Invitation to the Annual General Meeting

EDUCATION AND EVENTS

- Preferred member pricing for the annual conference and regional events
- Access to member-exclusive webinar series covering policy developments, industry trends, and operational insights
- Access to Hotels Canada's *No Room for Trafficking* program and supporting educational resources

We encourage members to support their provincial hotel associations as part of a strong and coordinated industry voice.

EXECUTIVE NETWORKING AND RECOGNITION

- Exclusive invitations to executive-level events, including the Calgary Stampede
- Recognition as a Corporate Member on the Hotels Canada website
- Priority access to additional partnership opportunities to elevate your company's profile

EXCLUSIVE INSIGHTS AND ANALYSIS

- Access to Hotels Canada research, analysis, and industry statistics
- Participation in the Hotels Canada Workforce Survey for General Managers, with access to survey findings and industry insights
- Access to the Member Portal, including webinar recordings, presentations, and exclusive resources
- Receive *The Brief*, *The Advocacy Monitor*, and other member communications

MEMBERSHIP COMMITMENT

- Encourage full portfolio participation as Property-level Members via opt-out in franchise/licensee agreements

ANNUAL FEE STRUCTURE

Corporate Fee:
\$2/ROOM

Floor: \$22,500
Ceiling: \$50,000

+

Property Fee:
\$5.50/ROOM

Collective via brand
franchisee/licensee
agreements

**A STRONGER VOICE FOR
CANADA'S HOTEL INDUSTRY.**

Your membership supports Hotels Canada advocacy, research, and industry leadership on the priorities that matter most.

CONNECT WITH US

LEARN MORE