

OVERVIEW

CANADA'S HOTEL INDUSTRY

Hotels are the infrastructure behind Canada's visitor economy—creating the capacity to welcome visitors, attracting private investment, and supporting jobs across the country.

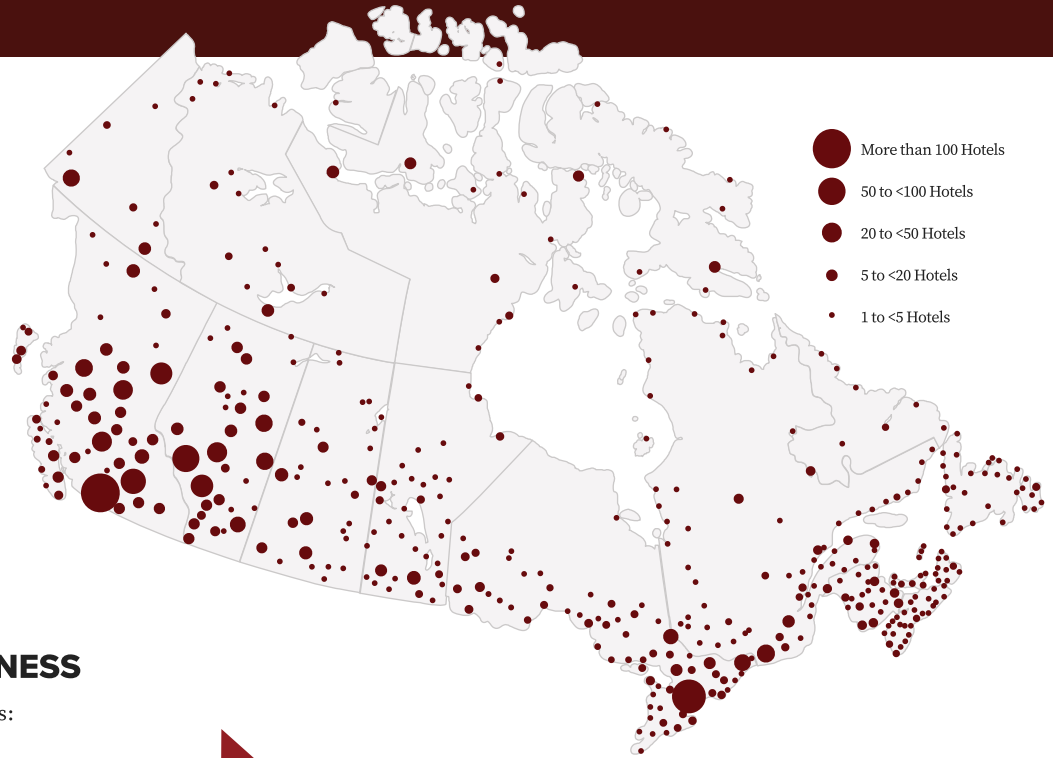
HELPING POWER CANADA'S ECONOMY

Hotels are a capital-intensive, revenue-generating industry with a major investment footprint in communities across Canada.

\$81B

Value of current hotel infrastructure

Source: Hotels Canada estimate based on the average price of hotel keys/rooms from 2021 to 2025



A MADE-IN-CANADA BUSINESS

A single hotel can have up to three partners:

OWNER

Provides capital investment

BRAND

Provides marketing, reservation, and loyalty programs

MANAGEMENT

Runs day-to-day operations

Canada's hotel industry is overwhelmingly Canadian-owned, even under international brands.

97%

of hotel purchases in the last 15 years were made by Canadians

Source: Colliers Hotels

CRITICAL INFRASTRUCTURE FOR CANADA'S TOURISM EXPORTS

International visitors bring foreign spending directly into Canadian businesses and communities.

\$35B

Annual tourism export revenue

Source: Destination Canada & Statistics Canada

POSITIVE IMPACT ACROSS THE COUNTRY

\$13B

Annual government revenue

320K

Canadian jobs

Source: CBRE & Hotels Canada 2025 Business Intelligence Report

