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Hotels Canada and AHLA Advance North American Sustainability Collaboration Through Responsible Stay

(November 24, 2026) OTTAWA, ON – Hotels Canada and the American Hotel & Lodging Association (AHLA) signed a memorandum of understanding (MOU) at AHLA's Sustainability Committee meeting in Miami to strengthen collaboration through Responsible Stay and advance sustainability across the Canadian and U.S. hotel industries.

Hotels Canada has long championed sustainability in the hotel industry, including through the creation and development of Green Key Global, a sustainability certification program designed specifically for hotels. Now operated in partnership with AHLA, Green Key Global helps properties measure, improve, and demonstrate their environmental performance.

"Canada's hotels have a strong foundation of sustainability leadership, and greater North American alignment strengthens our ability to support the industry," said Beth McMahon, President & CEO of Hotels Canada. "Through Responsible Stay, we are strengthening our partnership with AHLA to bring a more aligned industry voice to sustainability and support hotel owners and operators on both sides of the border."

The Responsible Stay collaboration builds on this foundation, bringing the two national associations together to strengthen alignment and advance the industry's collective sustainability efforts.

"Our partnership with Hotels Canada underscores the close ties between our industries and our shared commitment to advancing sustainability across the hotel sector," said Rosanna Maietta, AHLA President & CEO. "Through Responsible Stay, we are bringing the North American hotel industry closer together, creating opportunities to share knowledge, support hoteliers, and build on the progress toward a more sustainable future."

Together, Hotels Canada and AHLA will support hotels with a shared direction and practical guidance to help them build on their progress.

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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

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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.

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