



HOTEL ASSOCIATION OF CANADA  
ASSOCIATION DES HÔTELS DU CANADA

## NEWS RELEASE

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FOR IMMEDIATE RELEASE

### **FEDERAL GOVERNMENT ANNOUNCES CANADA’S INAUGURAL FEDERAL TOURISM STRATEGY**

*October 6, 2011 - Ottawa* - Today the federal Government and the Honourable Maxime Bernier, Minister of State for Small Business and Tourism, announced Canada’s inaugural Federal Tourism Strategy. “Hoteliers across Canada congratulate and endorse the new Federal Tourism Strategy,” said Tony Pollard, President of the Hotel Association of Canada. “This is a momentous and historic occasion for tourism development in Canada.”

In June 2009 the Hotel Association of Canada and other Tourism leaders met with Prime Minister Harper when he announced a framework for the Federal Tourism Strategy. Extensive government and private sector consultations followed culminating with the announcement today.

“The Hotel Association of Canada commends Minister Bernier for steering the Federal Tourism Strategy through Cabinet and receiving full support from his colleagues. The establishment of a ‘whole-of-government approach’ including all 15 departments affecting tourism is truly precedent setting,” said Pollard. “Undoubtedly this will ensure greater alignment across government departments and lead to a tourism agenda that is supported by all involved.”

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Members of the Hotel Association of Canada spent the summer meeting with MPs across Canada advocating the four priorities detailed within the Strategy - increasing awareness of Canada as a premier tourism destination through the Canadian Tourism Commission, facilitating ease of access for travel to Canada, encouraging product development and investment and fostering the supply of skills and labour through the Canadian Tourism Human Resource Council.

**About the Hotel Association of Canada**

The Hotel Association of Canada is the national voice and resource for the Hotel and Lodging Industry in Canada. For over 98 years, it has worked to enhance the prosperity of the Canadian Hotel and Lodging Industry through strong member engagements, effective government advocacy, and the provision of value added programs and services. The Hotel Association represents more than 8,400 hotels, motels and resorts that encompass the \$16 billion Canadian hotel industry which employs 284,000 people across Canada. [www.hotelassociation.ca](http://www.hotelassociation.ca)

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