



HOTEL ASSOCIATION OF CANADA
ASSOCIATION DES HÔTELS DU CANADA

NEWS RELEASE

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HAC Applauds Prime Minister in Achieving ADS with China

For Immediate Release:

December 3, 2009, Ottawa -- The Hotel Association of Canada (HAC) congratulates Prime Minister Stephen Harper on his success in achieving Approved Destination Status for Canada from China. The announcement, made today following Harper's meeting with Premier of China Wen Jiabao, means that it will now be easier for Chinese nationals to visit Canada.

"During a meeting with the Prime Minister on June 4th of this year we specifically requested that ADS be made a top priority," stated Tony Pollard, HAC President. "We applaud the Prime Minister for this accomplishment and thank him for recognizing the concerns of our industry."

During that meeting Prime Minister Harper responded to industry concerns by stating that "as we strive to further coordinate our efforts to sell Canada as a tourist destination for both domestic and international travellers we will continue to rely on your industry's input." The Prime Minister listened to that input and for that the Canadian tourism industry and the economy in general will undoubtedly be affected in a most positive manner.

Canada's newly obtained ADS status will now facilitate individual and group leisure travel for Chinese citizens travelling to our country. It will also provide easier access for the Canadian tourism industry to what is now the world's 4th largest travel market and growing.

In China, Travel & tourism accounts for 9.8% of the country's GDP and theirs is the only country to have surpassed a GDP growth of 8%. The country is expected to be the fastest growing economy in the world over the next 10 years in addition to being the leader in terms of travel & tourism growth.

The Hotel Association of Canada is the national organization representing the lodging industry in Canada. Our membership encompasses the provincial and territorial hotel associations, the corporate hotel chains, independent hotels, motels and resorts and the many suppliers to the hotel industry. Our objective is to assist both our national and international members as they endeavour to enhance their competitiveness and achieve their bottom line.

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