



Exciting New National Leadership for Check In Canada™

April 15, 2018

The Canadian Hotel & Lodging Association (“CHLA”) is now the proud owner of Check In Canada™. Among other services, the organization is working with provincial hotel associations across the country and the Hotel Association of Canada to provide lodging operators with affordable reservation services to help reduce customer acquisition costs.

CanadaDirect Reservations Inc. has been licensed by the CHLA to administer the operations of Check In Canada™ and to grow the brand across the country. As of March 1, 2018 CanadaDirect became the official technology provider for Check In Canada™ and they have successfully transitioned all hotel properties listed on the Check in Canada system to the new reservations platform.

CanadaDirect Reservations Inc. is an affiliate of Halex Travel Technologies (“HTT”), the Canadian-based parent company of Meridian Reservation Systems and SimpleRez Solutions Inc. These companies provide innovative and comprehensive software systems and services for the travel and tourism industry, including reservation and ticketing technology, consulting services, booking platforms and channel management solutions to accommodation providers, marketing organizations and other key industry stakeholders.

The Canadian Hotel & Lodging Association and CanadaDirect Reservations Inc. look forward to serving you and the Canadian hotel industry for many years to come with superior service and leading-edge reservations technology. For more information on the new Check In Canada™ program, please visit https://www.checkincanada.com/Admins_Property/faq.asp

In addition, Ms. Jordan McKay will continue to serve as the Program Coordinator for Check In Canada to ensure a smooth transition to CanadaDirect Reservations Inc. If you have any questions regarding the Check In Canada program and its features, please feel free to contact Jordan at (416) 999-6735 or email her at jmckay@checkincanada.com.

