



New National Leadership for Check In Canada

February 5, 2018

Check In Canada™ is an industry solution to drive direct accommodation bookings in Canada – and now it’s getting bigger. The Alberta Hotel & Lodging Association (AHLA) has transferred the rights to the Check In Canada™ program to the Canadian Hotel & Lodging Association (CHLA). In addition, the CHLA has entered into an exclusive agreement with CanadaDirect Reservations Inc. to manage the administration and operations of Check In Canada™ and to grow the brand across the country.

“This change will greatly expand the reach of Check In Canada. Dynamic national leadership and cutting edge technology solutions will create exciting new possibilities for destinations and marketing organizations across the country.” said AHLA President & CEO Dave Kaiser.

“We are excited about our new relationship with the CHLA and anticipate a seamless transition of services for all existing customers of Check In Canada” states Dr. Dragan Matovic, Chairman of CanadaDirect Reservations. Dr. Matovic is a recognized leader in Canada's tourism sector, with extensive experience as a developer and operator of numerous hospitality ventures in Canada and the United States. He is currently the longest serving member on the Board of Directors of Destination Canada.

About Check In Canada™

Check In Canada connects guests directly with hotels and lodging to drive direct bookings, delivering a better guest experience and improving the economic prosperity of Canada's tourism and hospitality industry. Check In Canada's industry partners include the CHLA and the Hotel Association of Canada.

About the Canadian Hotel & Lodging Association

The CHLA is a not-for-profit association, owned by British Columbia Hotel Association, Alberta Hotel & Lodging Association, Saskatchewan Hotel & Hospitality Association, Manitoba Hotel Association, and the Ontario Restaurant, Hotel & Motel Association. CHLA delivers activities, programs, and services that support hotels, motels, resorts, lodges, inns, bed & breakfasts, campgrounds and other temporary stay accommodations in Canada.

About CanadaDirect Reservations

CanadaDirect Reservations Inc. is an affiliate of Halex Travel Technologies (“HTT”). HTT is the Canadian-based parent company of Meridian Reservation Systems and SimpleRez Solutions Inc., companies that 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 to marketing organizations, accommodation providers and other key industry stakeholders.

For more information, please contact

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