



HI CANADA

Join the HI community
Become an affiliate partner





► WHY HI?

Affiliating your privately owned hostel with HI Canada means you'll be part of a worldwide community of hostels and benefit from HI Canada's national and international marketing efforts.

Our Hostel Standards

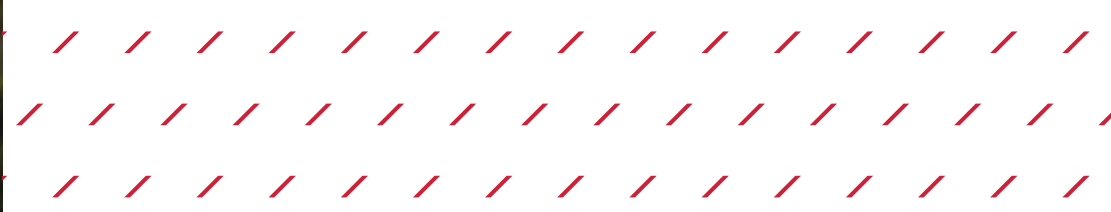
AN EXCEPTIONAL GUEST EXPERIENCE

All Hostelling International hostels in Canada strive to deliver a high quality, friendly, safe and comfortable accommodation experience.

While all hostels adhere to these standards, the level of services available at each hostel may vary. Hostelling International-Canada classifies each hostel according to such things as:

- Guest access
- Availability of private rooms
- Booking systems
- Facilities (i.e. laundry, self-catering kitchen, etc.)
- Equipment and activities (i.e. bicycle rentals and organized hikes, etc.)

HI Canada has hostels all across the country, from gateway hostels in major city centres with all the latest amenities discerning travellers are looking for as well as wilderness hostels which are off-the-beaten path, simple and rustic. All of our hostels are inspected regularly to ensure they meet the international standards for comfort, cleanliness, security, friendliness, environmental sensitivity, and privacy.



▶ ABOUT HI CANADA

Hostelling International Canada (HI Canada) is part of the largest hostel network in the world. This worldwide community brings together more than 3,300 hostels in 59 countries. In Canada, there are over 30 locations from coast to coast.



Mission

“To build a community of conscious travellers who share a greater understanding of people, places and cultures.”

Values



OPEN-MINDEDNESS

We welcome people and ideas from all places.

We believe everyone should be free to express their point of view.

We encourage the sharing of knowledge, experiences and beliefs.



TOGETHERNESS

We're on a mission to leave the world better than it was found.

We raise consciousness about a better way of travelling, to be thankful and respectful of the people and places that make each moment unique and memorable.



MINDFULNESS

We believe experiences are better lived when shared with others in friendship and understanding.

We believe in collaboration and the power of the collective: all for one and one for all.

Vision

“To shape a global movement of conscious travellers who strive to create a more peaceful, tolerant world.”

Priorities



ACCESSIBILITY

Providing affordable travel and insider information, and connecting travellers to even the most remote places.



COMMUNITY

It's how staff, HI members, travellers and locals come together, through experiences, partnerships, membership and volunteering.



RESPONSIBILITY

Commitment to sustainability, good governance and maintaining our standards.



SOCIABILITY

Spaces and experiences, curated for discovery.



HOSTELLING INTERNATIONAL

Hostelling International (HI) is a charity that manages a federation of not-for-profit hostels associations, which together, offer a global hostel network in 59 countries. HI believes that travel and hostelling contribute to a better understanding of other cultures, which, in turn promotes the creation of a better, more peaceful and tolerant world.





25,000+
members in Canada

3 million+
members worldwide



▶ JOIN THE COMMUNITY

Benefits

As an HI hostel, you will enjoy the benefits of the most recognized brand in hostel accommodations worldwide. This includes access to our trademark and branding efforts. Let us do the work for you!

A NETWORK OF EXPERTS

HI Canada started operating hostels in 1933. With a network of nearly 40 hostels across the country, your team will gain access to our broad knowledge base and industry experts. Here is an overview of the networking opportunities that will be available to you:

- An annual operations meeting for HI Canada hostel managers/owners
- An electronic forum (Workplace), allowing you to chat with HI hostel managers around the world
- A SharePoint library for affiliate partners offerings tools such as: online training seminars, HR and membership support, a signage making program, social media tips & tools, and more.

IYHF & HIC WEBSITES

As part of HI Canada's network, your hostel will be included on both hihostels.ca (HI Canada's national website) and hihostels.com, Hostelling International's global website with almost 3,000 hostels in 59 countries worldwide.

National Website: hihostels.ca

HI Canada's national website is the premiere website for hostel travellers in Canada. Fully bilingual, the website receives an average of 50,000 unique visitors each month. The website directly links to a booking engine that integrates with various property management systems.

International website: hihostels.com

This international website has thousands of unique visitors each month, catering to a global network of backpackers.

TRADE SHOWS

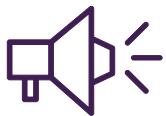
Benefit from being part of our promotional programs and promoted at international trade shows as a member of the HI Canada network.

MEMBERSHIP COMMUNICATIONS

As a membership organization, HI Canada communicates regularly with its thousands of members across Canada and around the world. As an HI hostel, you would gain access to our monthly national newsletter.

CUSTOMER FEEDBACK TOOLS

To continually improve our facilities, HI Canada has developed the tools necessary to obtain customer feedback. HI Canada comment cards are made available to all hostels.

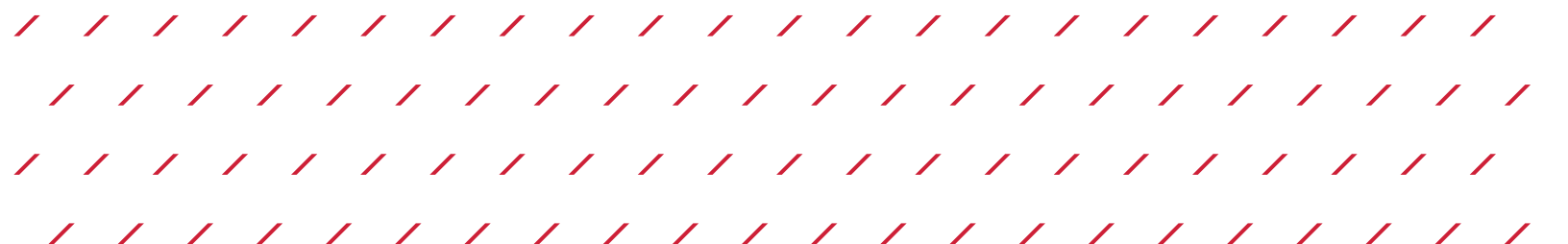


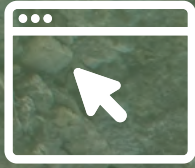
Marketing

NATIONAL AND INTERNATIONAL MARKETING

As an affiliate partner, your hostel will benefit from national and international marketing efforts undertaken by HI Canada. With 24,000 magazine subscribers, 180,000+ views/month on hihostels.ca, over 25,000 Facebook and 9,000 Instagram followers, your hostel will get increased exposure. HI Canada engages with members and guests in a variety of methods to increase brand awareness:

- HI Canada's online magazine
- HI Canada Instagram and Facebook pages
- Google and Meta ads
- National brochure
- Participation in various tourism fairs
- Promotion of your special offers within the network
- Influencer campaigns
- Various regional and national marketing partnerships





200,000+
views/month on the website



13,000+
views/month on the magazine



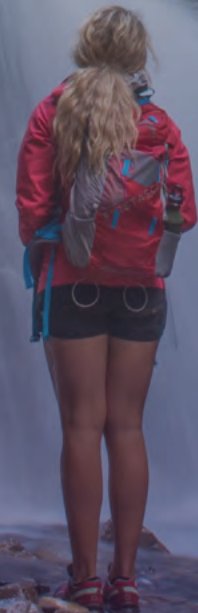
30,000+
newsletter subscribers



26,000+
Facebook fans



10,300+
Instagram followers



Requirements



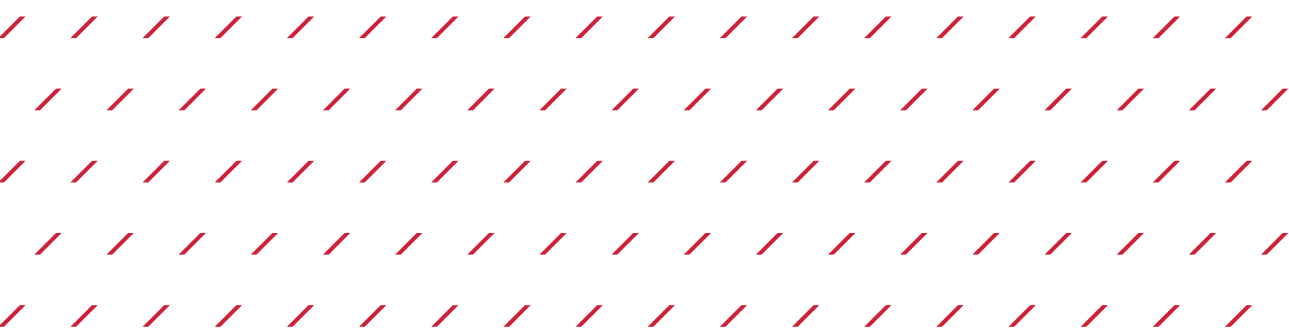
QUALITY STANDARDS

- Operate its facility in compliance with local building and safety laws and meet HI Canada's quality standards and mission.
- Allow HI Canada representatives to inspect its facilities as part of the inspection program and commit to making the requested corrections and/or follow up if further delay is required.
- For the duration of the affiliation, must have a public liability insurance policy with a minimum coverage of \$2 million and must list HI Canada as an "Additional Insured". The proof of insurance is to be sent to HI Canada annually, showing the name of the insurer, the policy number, expiry date.
- Comply with HI Canada's methodology for collecting statistics on overnight stays or other statistical data requested by HI Canada.



VISIBILITY

- Visibly use the HI Canada logo to identify the hostel as an affiliate of the network on the website, on the hostel's exterior, and in some printed communications.
- Have HI Canada approve any use of the brand image, including the logo.
- Participate in the sale and promotion of products and contests negotiated by HI Canada as well as any other agreements aimed at promoting the HI network, its accessibility and its mission.
- Not to be affiliated with networks competing with HI or to advertise in favour of a competing network or hostel, whether in the same locality or not.
- Distribute or display promotional material sent by HI Canada within the property.
- Your hostel will be assigned an HI name for all communications made by HI Canada's communications, consisting of the prefix HI, followed by the name of the city in which the hostel is located, followed by the hostel's original name.





MEMBERSHIP

- Always offer the best rates on hihostels.ca
- Offer HI members exclusive overnight promotions.
- Comply with the HI Membership policy by checking for membership status at check-in.
- Offer HI Canada membership cards for free to guests and ensure they are entered accurately into the HI Canada member database.
- Work with the Director of Partnerships to negotiate local discounts for HI members.

Annual Fees

The HI Canada Affiliate Partner Agreement is valid from April 1, 2023 to March 31, 2026. The annual fee is based on the number of pillows multiplied by the per pillow rate.*

*exceptions may apply.





► HI AFFILIATE PARTNER APPLICATION

Process

The Canadian Hostelling Association (operating as HI Canada) is a national membership-based, non-profit association and all of our hostels are regularly inspected to ensure high quality standards.

STEP 1: PRE-APPLICATION

Contact HI Canada at sylvianne.lallier@hihostels.ca to discuss the opportunities in your location.

STEP 2: APPLICATION

Once it is determined that there are opportunities within your location, submit a business plan to HI Canada for review and assessment. The business plan should include some or all of the following items (but is not limited to):

- Applicant profile
- Facility data sheet (number of beds, on-site services etc.)
- Photos and floor plans
- Brochures or other marketing material already in publication

At this time, you may be required to produce documents indicating your facility meets all necessary local/provincial/federal codes (including, but not limited to: fire, zoning, building, and health and safety).

STEP 3: ON-SITE INSPECTION

Once the business plan has been approved, the facility will be inspected according to the HI Canada quality standards by a HI Canada certified inspector. A fee may be requested prior to inspection, which may be deducted from the initial enrollment fee once the facility is licensed.

STEP 4: LICENSING

Once the site inspection has been completed and approved, the parties would review and sign the affiliate agreement. This step includes completion of the Trademark Registration Form, and all other documentation related to the agreement and includes providing HI Canada with a copy of the insurance certificate which includes HI Canada and the HI Canada regional association as “Additional Insured”.



An aerial photograph of a coastal road, likely the Pacific Rim National Park Reserve in Canada. The road is paved and curves along the edge of a steep, forested cliff. A small, white lighthouse with a red band is visible on the left side of the road. The ocean is on the right, and the sky is overcast.

For any questions, please contact:

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Director of Marketing and Operations

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