Chamber of Commerce Executives of Canada | Assoc. des cadres des chambres de commerce du Canada

MEMBERSHIP TRENDS ACROSS THE CHAMBER NETWORK

SURVEY RESULTS

March 2025

TABLE OF CONTENTS

Chamber Membership Growth **1**

Chamber Membership Retention **4**

Chamber Membership And Staff Size **5**

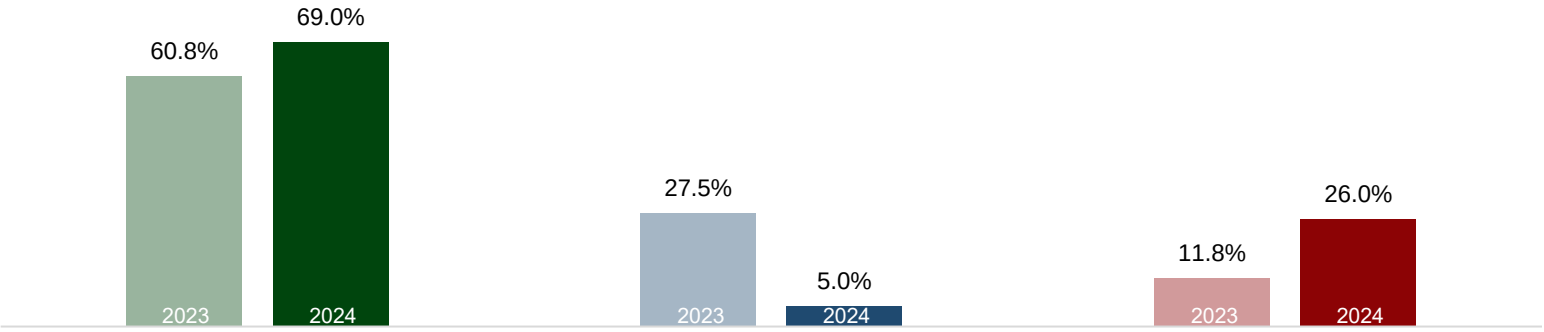
In January and February of 2025, we surveyed our members to collect information on membership trends across Chambers of Commerce and Boards of Trade in Canada. This report summarizes the survey results from 100 participating Chambers.

Just over two thirds of participants (67%) represent small Chambers with less than 500 members. More than a quarter (27%) came from medium Chambers with between 500 and 999 members, and the rest (6%) came from large Chambers with 1,000+ members.

Survey responses came from Chambers in Ontario / Nunavut (36%), British Columbia / Yukon (26%), Alberta / Northwest Territories (12%), Atlantic Canada (11%), Manitoba (9%), and Saskatchewan (6%). No responses were received from Chambers in Quebec.

CHAMBER MEMBERSHIP GROWTH

Year-Over-Year Changes in Chamber Membership Across Canada (n = 100)

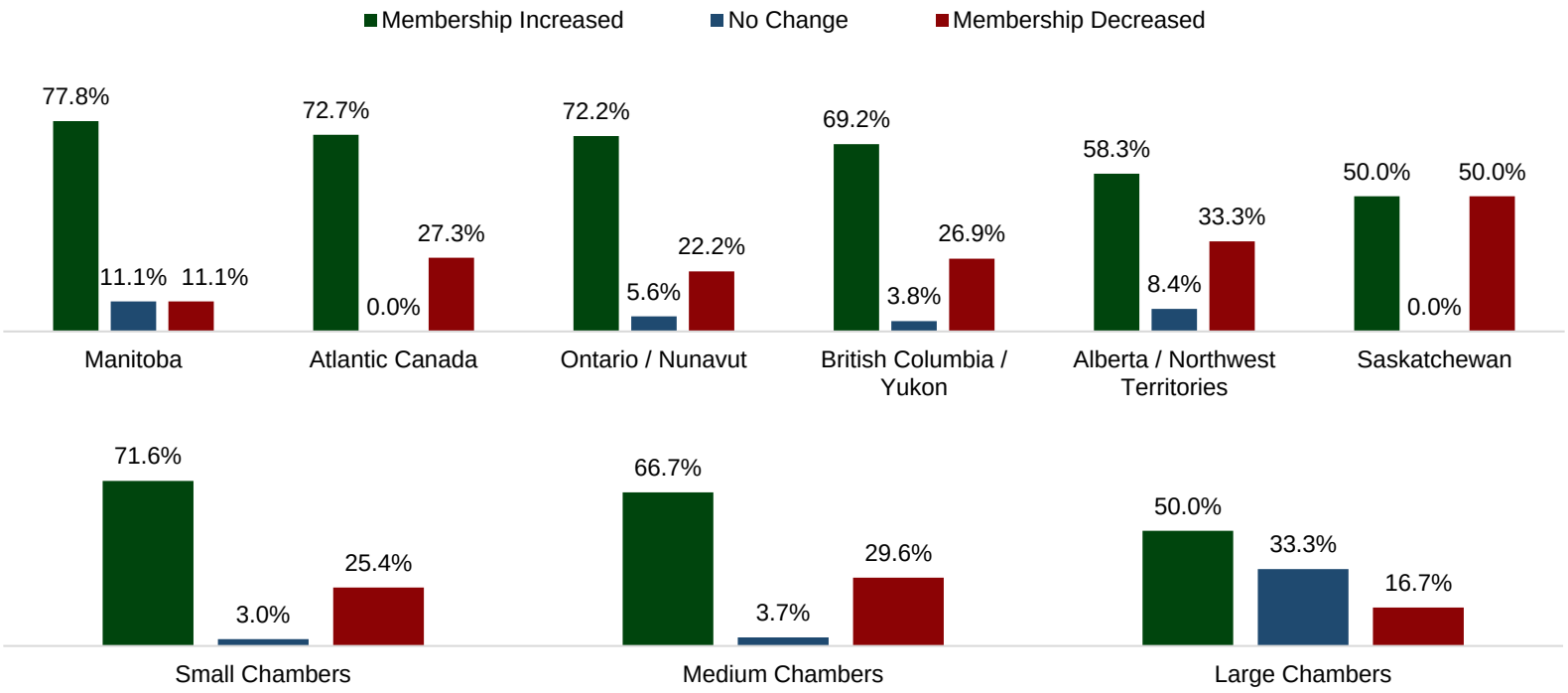


9.9%
Average Increase
(Up from 9.6% in 2023)

2.9%
Average Decrease
(Down from 5.7% in 2023)

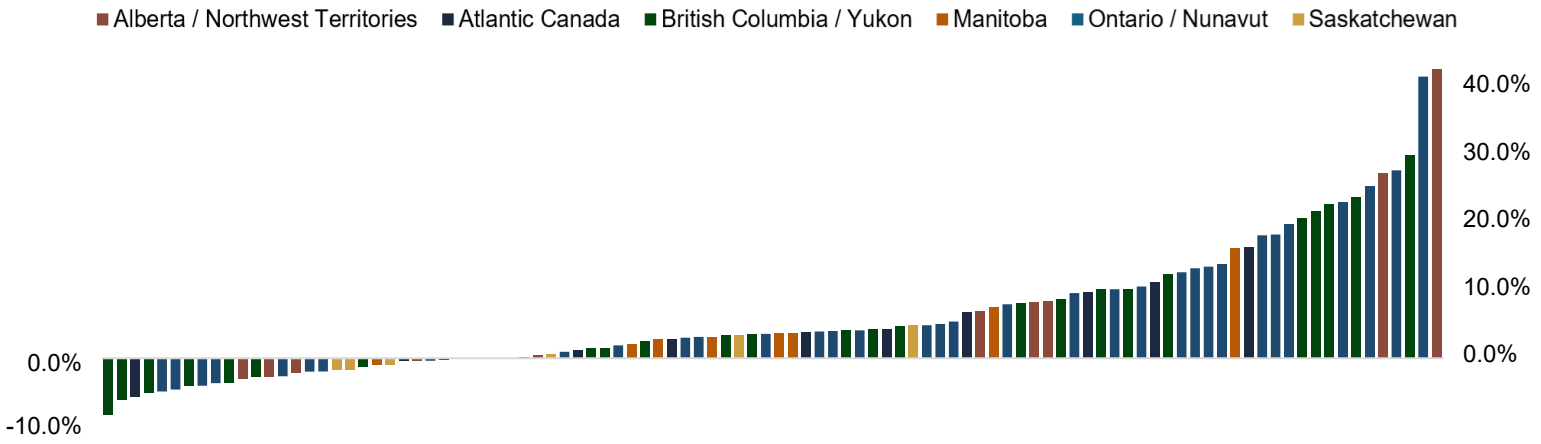
In 2024, 69% of Chambers across Canada gained members, 26% lost members, and 5% had no change in membership. More Chambers gained members in 2024 compared to 2023, and their memberships increased at a faster rate (rising from 9.6% to 9.9% growth on average). More Chambers also saw a decline in membership compared to 2023. On average, these Chambers lost 2.9% of their members – a smaller drop than the year before (5.7%).

Chamber Membership Changes in 2024 by Region and Chamber Size (n = 100)



Canada-wide, 71.6% of small Chambers gained members over 2024. Fewer medium (66.7%) and large Chambers (50%) reported membership growth. Over three quarters of Chambers in Manitoba (77.8%) gained members in 2024, more than any other region of the country.

Chamber Membership Growth Rates Across Canada in 2024 (n = 100)



Each of the bars on the graph above represents a single Chamber, sorted by their membership growth rate over 2024. The largest membership increase at any Chamber was 42% and the largest decrease was 8.2%.

Canada's Top 10 Fastest Growing Chambers in 2024

Small Chambers with less than 500 Members

		Province	Membership Growth Rate
#1	Fort Macleod & District Chamber of Commerce	Alberta	42.0%
#2	King Chamber of Commerce	Ontario	41.0%
#3	Revelstoke Chamber of Commerce	British Columbia	29.5%
#4	Huron Chamber of Commerce	Ontario	27.3%
#5	Bow Valley Chamber of Commerce	Alberta	26.9%
#6	Bobcaygeon & Area Chamber of Commerce	Ontario	25.0%
#7	Anonymous Chamber of Commerce	British Columbia	23.4%
#8	North Grenville Chamber of Commerce	Ontario	22.7%
#9	Lillooet Chamber of Commerce	British Columbia	22.4%
#10	Port Hardy & District Chamber of Commerce	British Columbia	21.4%

Canada's Top 10 Fastest Growing Chambers in 2024

Medium & Large Chambers with 500+ Members

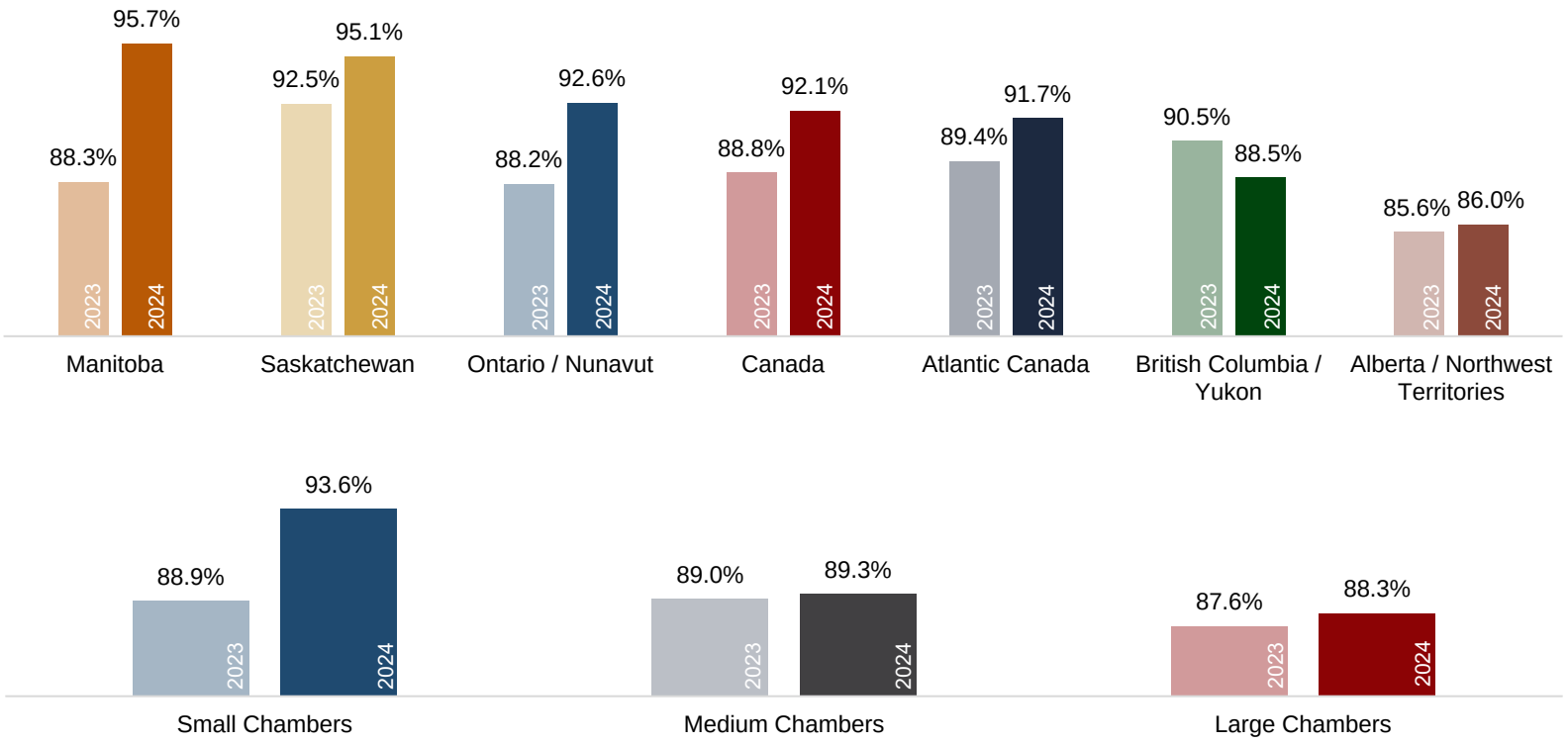
		Province	Membership Growth Rate
#1	Sarnia Lambton Chamber of Commerce	Ontario	18.0%
#2	Steinbach Chamber of Commerce	Manitoba	16.0%
#3	Greater Langley Chamber of Commerce	British Columbia	12.2%
#4	Chilliwack Chamber of Commerce	British Columbia	8.6%
#5	Southeast Alberta Chamber of Commerce	Alberta	8.3%
#6	Fort McMurray Chamber of Commerce	Alberta	6.8%
#7	Brampton Board of Trade	Ontario	5.0%
#8	Greater Saskatoon Chamber of Commerce	Saskatchewan	4.8%
#9	Guelph Chamber of Commerce	Ontario	4.1%
#10	Greater Vernon Chamber of Commerce	British Columbia	4.0%

CHAMBER MEMBERSHIP RETENTION

92.1%

2024 National Average Membership Retention Rate
(Up from 88.8% in 2023)

Year-Over-Year Chamber Membership Retention Rates (n = 100)



On average, Chambers across Canada retained 92.1% of their existing members over 2024. Retention rates were highest among Chambers in Manitoba (95.7%), and among small Chambers with less than 500 members (93.6%) – these two groups also improved their retention rates the most compared to 2023.

CHAMBER MEMBERSHIP AND STAFF SIZE

Chamber Membership Levels at 2024 Year-End by Chamber Staff Size (n = 99)

	Chamber Staff Size	Average Number of Members	Fewest Members	Most Members
n = 14	0 full-time + part-time	**173**	91	330
n = 12	1 full-time	**183**	118	258
n = 20	1 full-time + part-time	**222**	51	370
n = 8	2 full-time	**333**	101	506
n = 11	2 full-time + part-time	**411**	273	603
n = 5	3 full-time	**440**	301	675
n = 9	3 full-time + part-time	**643**	462	1,140
n = 1	4 full-time	**552**	-	-
n = 4	4 full-time + part-time	**779**	643	927
n = 1	5 full-time + part-time	**593**	-	-
n = 3	6 full-time + part-time	**972**	653	1,387
n = 1	7 full-time	**630**	-	-
n = 4	7 full-time + part-time	**705**	408	907
n = 1	8 full-time	**742**	-	-
n = 3	8 full-time + part-time	**870**	553	1,031
n = 2	14+ full-time	**1,687**	1,400	1,974

Almost one third (33.2%) of survey responses came from Chambers with one full-time staff person. These Chambers have 183 members on average – but if they employ part-time staff as well, the average rises to 222 members. The largest Chamber in Canada with one full-time staff person has 370 members, while the smallest has 51 members.