

# CARIBOO CHILCOTIN COAST AGM



BRITISH COLUMBIA  
HOTEL ASSOCIATION



INGRID JARRETT,  
PRESIDENT & CEO  
BC HOTEL ASSOCIATION

[www.bcha.com](http://www.bcha.com)

NOVEMBER 2022



# Working with National & City Hotel Associations

## 43+ Association Partnerships

The BCHA represents British Columbia with

- Hotel Association of Canada (HAC)
- Tourism Industry Association of Canada (TIAC)
- Tourism HR Canada
- Destination Canada (DC)
- Restaurants Canada
- Canadian Hotel & Lodging Association (CHLA)



# You told us

## What benefits does the BCHA membership best provide?

- Advocacy & Government relations
  - Industry updates, newsletter
  - Insurance program
  - Access to Resources
  - Preferred Allied member pricing
  - Current market updates
  - Federal advocacy
- 



# ADVOCACY PRIORITIES 2022/23



- Federal Tourism & Hospitality Growth Strategy Submission
- Workforce Shortage
- Changing the narrative
- Short Term Vacation Rentals/Affordable Housing Strategy
- Insurance Solutions
- Taxation Issues (Fair Tax, OTAs' Speculation Tax)
- MRDT
- Emergency Management/Crisis response
- Sustainability Tools & Programs
- Rebuilding Corporate Meetings & Events Demand



PROPOSAL FOR CANADA'S FEDERAL  
**TOURISM GROWTH STRATEGY**

SUBMISSION FROM THE BC HOTEL ASSOCIATION



BRITISH COLUMBIA  
**HOTEL ASSOCIATION**



01

## PILLAR 1

Attract and Retain  
a Sustainable  
Tourism Workforce

02

## PILLAR 2

Develop  
Tourism Assets &  
Hotel Infrastructure

03

## PILLAR 3

Improve Access  
for Visitors  
to and Within  
Canada

04

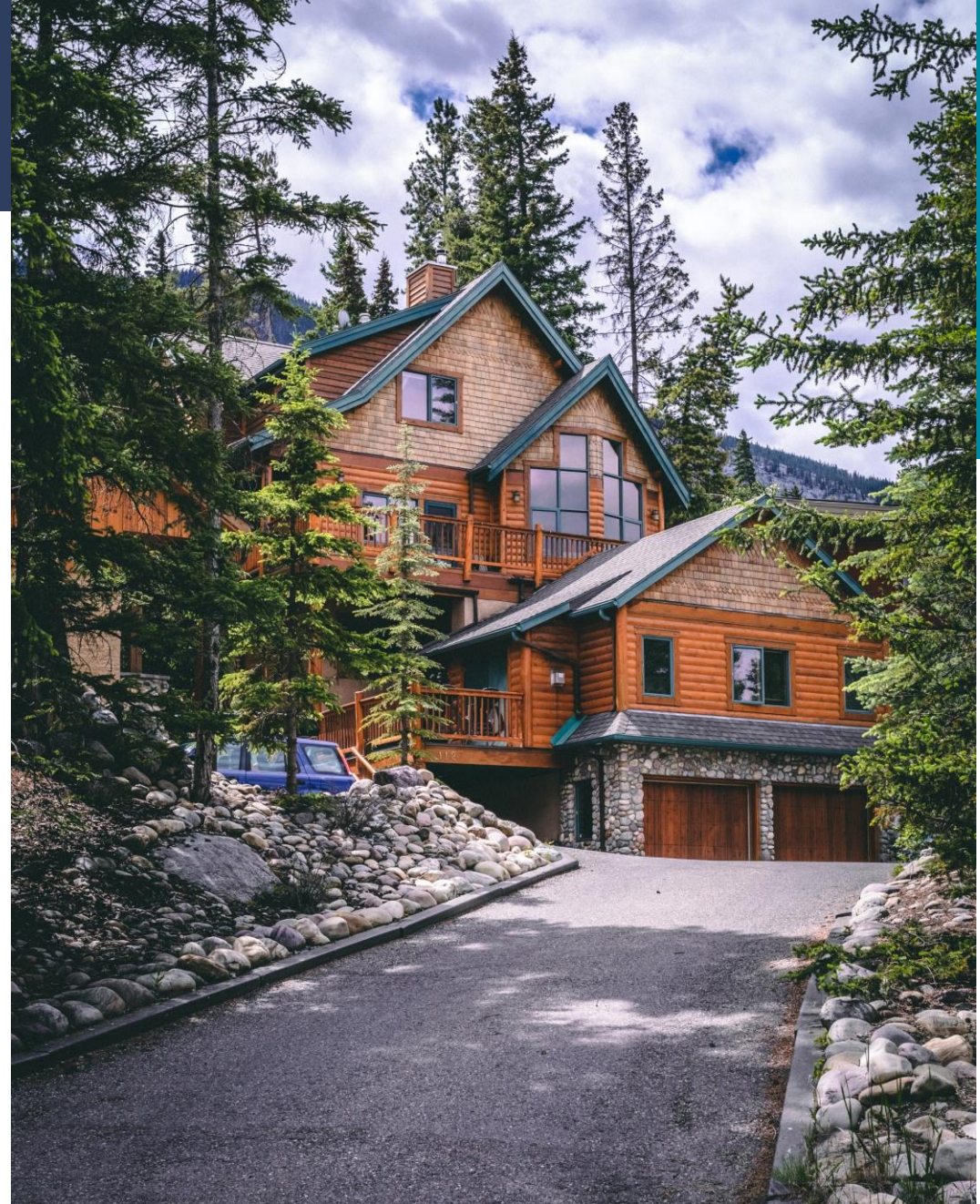
## PILLAR 4

Build a  
Regenerative and  
Inclusive Tourism  
Industry

# SHORT TERM RENTALS

This is work based on ensuring a fair playing field, livability, and affordable housing for long-term rentals, along with creating innovative policy to enforcement within communities.

- ReformBNB
  - FairBNB
- 





# MUNICIPAL & REGIONAL DISTRICT TAX (MRDT)

Keeping tourism-led funding within the  
tourism community.

---



# LEADING WORKFORCE STRATEGY FOR BC

- Upskilling
  - Hotel Operations Skill Services Training Program for Underemployed/Unemployed
  - Federal Application for Province Wide Supervisor and Management Training Pilot
- PNP
- HIRES partnership
- Talent Beyond Boundaries
- 6 Partnership including signed MOUs with Barbados, EL Salvador and Mexico
- Connecting Employers with Students
- Industry Consultations
- Destination Canada Mobility Forum

WORKFORCE SOLUTIONS



## **BCHA WORKFORCE STRATEGIST:**

- Alison Langford | [Alison@bcha.com](mailto:Alison@bcha.com)
- BCHA members receive a complimentary recruiting consultation
- Alison will review needs and discuss different local and international options

[www.bcha.com](http://www.bcha.com)

NOVEMBER 2022

# GOING GREEN



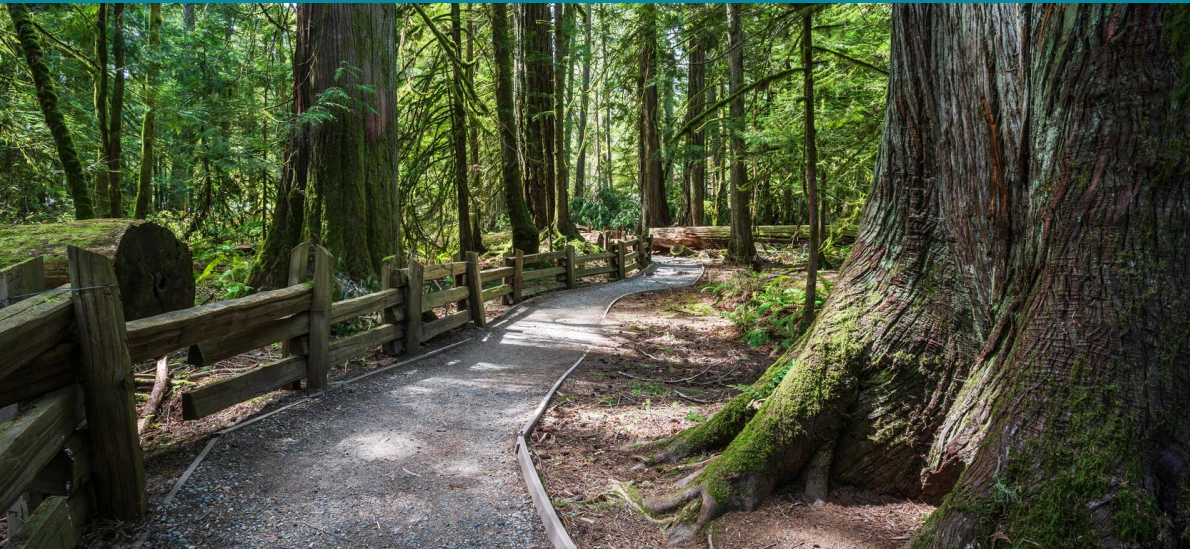
**Pilot Project** A comprehensive approach to identify, prioritize and fund projects to reduce energy, waste, carbon, and costs

1. GoGreen energy analysis
2. Carbon footprint measurement
3. Onsite waste audit
4. Food waste measurement
5. EcoFund program pilot
6. Comprehensive report from all assessments with recommended action plan

Timeframe: 3-month pilot project and report within 30 days

**GoGreen Property Assessment** a full analysis of your property to identify cost and energy savings. 87 full property assessments completed

Please reach out to [Dylan@bcha.com](mailto:Dylan@bcha.com) to register for your assessment today!



# CAPTIVE INSURANCE



- Insurance solutions for the hospitality industry
  - In partnership with the Alberta Hotel & Lodging Association
-

# ECONOMIC GROWTH



- BC outperformed all provinces across Canada for rate, occupancy, and REVPAR
  - Meetings/Conference
  - International Travel
  - Government Travel
  - Corporate Travel
-

# UPCOMING EVENTS



SPARK Hotel & Liquor Conference w ABLE BC

- **Granville Island November 15<sup>th</sup>**

BC Tourism & Hospitality Conference w TIABC

- **Prince George March 1-3, 2023**

BCHA Summit Marketplace

- **Kelowna April 24 & 25**
-

# THANK YOU

We Advocate. Educate. Communicate

Please visit the [bcha.com](https://www.bcha.com) contact us page and get in touch with one of our team members today



☎ TELEPHONE  
(604) 681-7164

🌐 WEBSITE  
[www.bcha.com](https://www.bcha.com)

📍 ADDRESS  
948 Howe Street, Vancouver, BC