



BRITISH COLUMBIA
HOTEL ASSOCIATION

INDUSTRY UPDATE

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Communications Manager



OUR REASON FOR *BEING*



SHAPING THE FUTURE OF HOSPITALITY

- ADVOCATE
- EDUCATE
- COMMUNICATE



YOUR PRIORITY

WORKFORCE



**POLICY CHANGES TO
CREATE EASIER
ACCESS TO FOREIGN
WORKERS**



**FUNDING TO SUPPORT
UPSKILLING AND
INDUSTRY
DEVELOPMENT**



**ALLEVIATE
FINANCIAL BURDEN
OF RECRUITMENT**



**DEVELOP
PARTNERSHIPS TO
GAIN ACCESS TO
WORKERS**



**POLICY CHANGES TO
FASTTRACK
IMMIGRATION INTO
OUR SECTOR**

WHAT WE'RE WORKING ON *WORKFORCE*



MEASURES EXTENDED TO AUGUST 30, 2024

- ✓ Special allowance for hotels to increase their **TFW caps to 30%** (other industries at 20%)
- ✓ Extending work permits to **families of Temporary Foreign Workers.**
- ✓ Keep maximum employment duration at **two years for positions under the median hourly wage.**

MAJOR WORKFORCE WINS



INTERNATIONAL *STUDENTS*

FROM NOV 2022 UNTIL DEC. 31, 2023



Expanded the **International Experience Canada program** by 20%



Removed **20 hour cap for international student work permits** (*increased to 40 hours per week*)



International students with expiring **status allowed to stay and work in Canada longer.**

OUR POSITION: PERMANENT REMOVAL OF CAP



VISA PROCESSING FOR *BUSINESS EVENTS*

ADVOCACY WIN

Federal Government Commits to Expedite Visitor Visas at Major Conference & Events:

- As of June 6, 2023, 13 more countries added to the partial visa-exempt list.
- Travellers from 67 countries can apply for electronic travel authorization (eTA).
- Significant win through a commitment to ensuring timely visa processing for attendees of registered major conferences and events in Canada.

PROVINCIAL *IMMIGRATION*

Making hospitality a career of
choice

PROVINCIAL NOMINEE PROGRAM EXPANSION

Skilled and unskilled workers



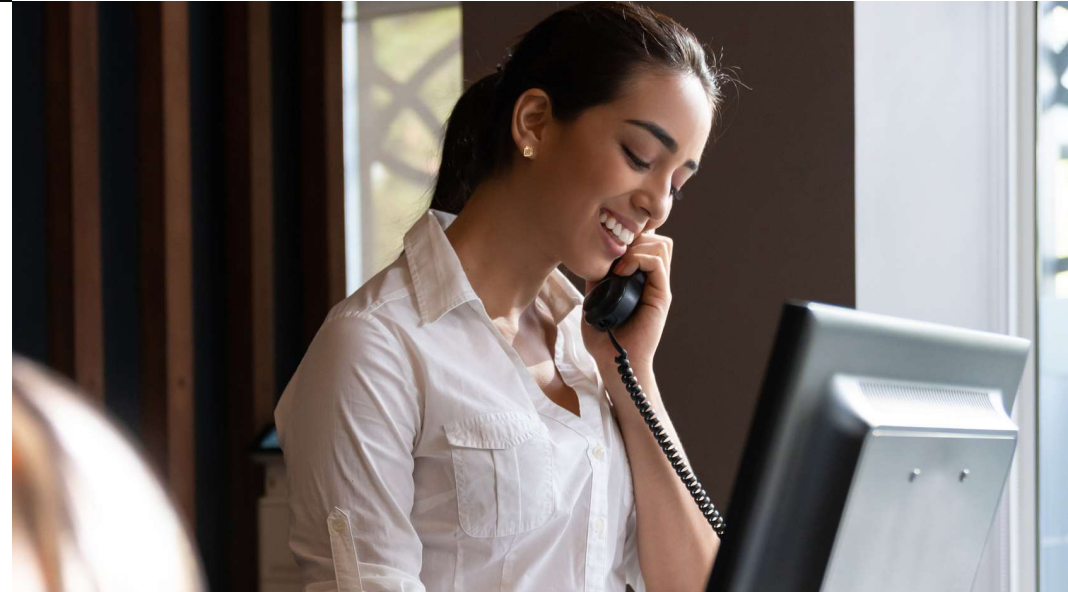


50 POSITIONS GRANTED THROUGH ECONOMIC MOBILITY PATHWAYS PILOT

with Talent Beyond Boundaries

ECONOMIC MOBILITY PATHWAYS PILOT (EMPP) EXPANSION

Hotels can now access low-skilled
workers through EMPP



WORKFORCE *STRATEGIST*



ALISON LANGFORD



**YOUR DEDICATED
WORKFORCE SUPPORT**

CONTACT:
alison@bcha.com

INTERNATIONAL *PARTNERSHIPS*



CONSULATE OF
BARBADOS

CONSULATE OF
EL SALVADOR

CONSULATE OF
MEXICO



**LEADERSHIP & BEST
PRACTICES IN HOUSEKEEPING**

**PROPERTY OPERATIONS &
MAINTENANCE**

**HUMAN RESOURCES
LEADERSHIP & BEST
PRACTICES**

**LEADERSHIP FOR HOSPITALITY
PROFESSIONALS**

FINANCIAL LEADERSHIP

FAST TRACK *YOUR FUTURE*

INVESTING IN YOU AND YOUR TEAM

UPCOMING SURVEYS



1

WORKFORCE

NOV 2023

- Do you have enough employees for 2024?
- What are your hiring needs?

2

ENGAGEMENT

JAN 2024

- What priorities do you most want the BCHA to focus on for 2024?
- What services can we support with?



YOUR PRIORITY

HOUSING SOLUTIONS TO SUPPORT EMPLOYEES

40%

Of hotels have been forced to limit room availability due to a severe shortage of staff.

Some report using their own rooms to house staff.

HOTEL EMPLOYERS:

“Lack of affordable housing is a significant barrier to hiring.”

THE *REALITY* OF SHORT-TERM RENTALS



WHEN LONG-TERM HOUSING IS REPURPOSED

Housing supply is reduced

HOUSING COSTS GO UP & WE ENTER AN UNFAIR PLAYING FIELD

OUR *RESEARCH*

URBAN POLITICS AND GOVERNANCE RESEARCH GROUP AT MCGILL

- **48.4%** of active listings in June 2023 were owned by hosts with multiple short-term rental properties.
- As of June 2023, **16,810 housing units** were converted from residential units to dedicated short-term rentals.



PROVEN *SOLUTIONS*



OUR RECOMMENDATIONS:

- Principal Residence Requirement
- Province-Wide Registry
- Platform Accountability
- Real-Time Data Sharing for efficient market monitoring within municipalities



BILL 35

PASSED WITHOUT REVISIONS



- Short-term rental legislation
- Collaborative advocacy years in the making
- The golden Canadian standard for STR regulations

**OUR AIM: PROTECT HOUSING FOR
OUR EMPLOYEES**

MUNICIPAL TOOLKIT

ENGAGING OUR COMMUNITIES

- Tool to support municipalities develop their own policy

A FRAMEWORK FOR CANADIAN REGULATORS

DEVELOPING A MODERN APPROACH TO SHORT-TERM VACATION RENTALS IN A DIGITAL ECONOMY

THE LANDSCAPE

Governments at all levels are grappling with the implications of the growing short-term rental industry. There is an acute need for federal, provincial, and municipal governments to put in place a modern regulatory framework to address the stresses and unintended consequences created by short-term accommodation rentals.

OBJECTIVES

- Minimize the displacement of affordable and accessible housing
- Minimize community nuisance while protecting public safety and with adherence to municipal bylaws
- Ensure a level competitive playing field by collecting appropriate taxes and tourism levies
- Enable compliance while minimizing the administrative burden for hosts, home-renting platforms and governments.

THE ROADMAP

Based on emerging best practices, municipal regulators should adopt these five steps when developing regulations.

- 01 RESEARCH**
 - Understand how short term rentals and the commercialization of principal residences are impacting on communities and neighborhoods. Consider leading and best practices from other jurisdictions.
- 02 EXISTING REGULATION**
 - Review the policies and regulations that are in place today. Canadian municipalities should also review what is in place and being contemplated at the provincial level. Provincial registry with platform accountability is the best practice, as it allows the municipal governments and/or regional districts to identify all STRs in their jurisdiction which enables appropriate enforcement and reduces the administrative burden of municipal staff.
- 03 CONSULTATION**
 - Consult with the local tourism, hotel, and housing sectors to assess the impact of short-term rentals on the community. Also review the community plan, neighbourhoods, and livability goals of the community along with access to transportation and amenities.
- 04 APPLY REGULATORY TOOLS**
 - Review each of the eight key tools and how they can best be applied in response to local conditions.
 - Engage stakeholders on proposals and pass regulations that are sustainable and effective over the long term. This could include specific locations and/or home sharing only, and implement commercial licenses for one year to review the impact of commercialization.
- 05 MONITOR AND ASSESS**
 - Actively monitor the reported results against expected outcomes. Pay close attention to resident complaints.
 - Proactively investigate regulatory compliance and refine policy as circumstances and experience dictate.

A close-up photograph of a person's hands working at a desk. One hand is holding a pen and writing in a spiral-bound notebook. The other hand is using a calculator. In the foreground, there are several gold coins stacked on a wooden surface. The background is softly blurred, showing the person's blue sleeve and the notebook's pages.

YOUR PRIORITY

COST OF DOING BUSINESS

STRATEGIC *ALIGNMENT*

BUSINESS ASSOCIATIONS ARE ALIGNED:

The cost of doing business is crippling growth and profitability



A Shared Voice



United Advocacy Approach



YOU TOLD US

WHAT KEEPS YOU UP AT NIGHT





INSURANCE SOLUTIONS

- Developing a member-owned insurance solution
- Ensuring that in a hard market the program cannot be dissolved
- **GOALS:**
 - Multi-year insurance pricing
 - Palatable deductibles
 - Hotel owned/hotel managed

EMPLOYEE BENEFITS *PROGRAMS*

Western Financial

Avance Insurance Solutions



SAVE
MONEY
THROUGH
OUR
MEMBERS



**200+ ALLIED MEMBERS
WITH DISCOUNTS
AVAILABLE**

Save Money on Products

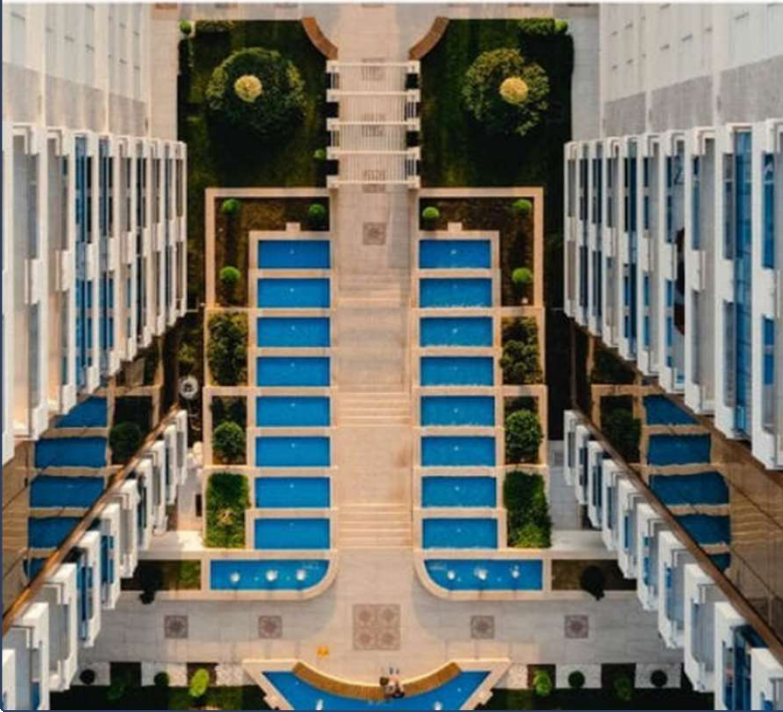


**8 EXCLUSIVE BCHA
MEMBER PROGRAMS**

Improve Purchasing Power

SUSTAINABILITY  BRITISH COLUMBIA
HOTEL ASSOCIATION

PLAYBOOK



THE *GREEN* EFFECT

**HELPING OPERATORS ACHIEVE THEIR GOALS AND
*REDUCE COSTS***

- GOGREEN PLAYBOOK
 - Operational manual for greening the industry
 - GoGreen energy analysis
 - Carbon footprint measurement
 - Onsite waste audit
 - Food waste measurement
 - EcoFund program pilot
 - Comprehensive report from all assessments with a recommended action plan



YOUR PRIORITY

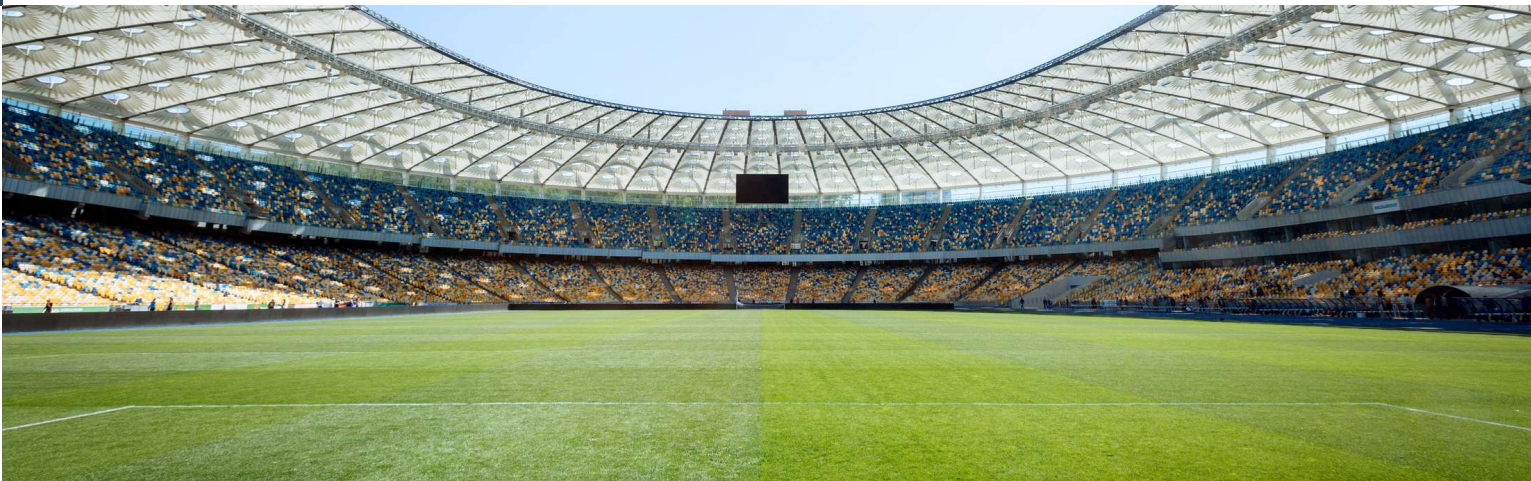
MRDT & TAXATION

SYSTEM *REVIEW*


REVIEW AND SUSTAIN EXISTING TRI-PARTY SYSTEM

- Collect money
- Agree on strategy
- Invest in allocation





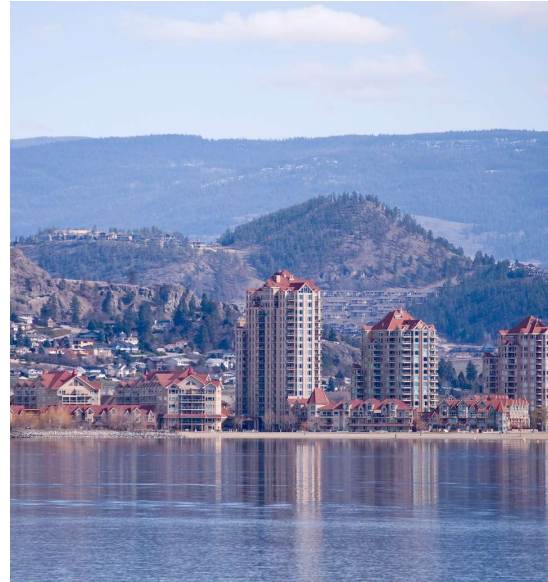
MAJOR EVENTS *TAXATION*

A blue helicopter is shown in flight, positioned in the upper right quadrant of the frame. It is dropping a large volume of water or fire retardant, which creates a thick, billowing plume of white mist or smoke that fills the right side and bottom of the image. The background consists of a dense forest of evergreen trees under a clear blue sky. The overall scene suggests an aerial firefighting operation.

EMERGENCY
PREPAREDNESS &
CLIMATE CHANGE

OUR AIM: PLANNING *NOT REACTING*

- Over 100,000 rooms contracted for floods and fires from 2021 - 2023
- Travel ban hastily enacted to ensure hotel availability
- Excess in hotel capacity across the entire Okanagan region






OUR *RESPONSE*

- 01 ——— Travel ban lifted with strategic effort
- 02 ——— Emergency Preparedness Task Force
- 03 ——— Industry survey & impact submission



A MODERN SOLUTION TO AN EVOLVING ISSUE

Online Booking Portal


Sort By: None ▼ 63 Properties found on August 12 - August 15









SUPER 8 KELOWNA
2592 Hwy 97 N, Kelowna, BC, V1X 4J4, Canada
250-762-8222

P  


[Website](#) [Map](#)









HOLIDAY INN EXPRESS & SUITES KELOWNA EAST
1620 Powick Road, Kelowna, BC, V1X 7G5, CANADA
778-484-2999


P      

[Website](#) [Map](#)



ACCENT INN - KELOWNA
1140 Harvey Ave., Kelowna, BC, V1Y 6E7, CANADA
250.862.8888 Toll Free: 800.663.0298

 **P**     

[Website](#) [Map](#) 



JOIN US AT THE *BCHA* SUMMIT

MAY 1 - 2, 2024
FAIRMONT CHATEAU
WHISTLER

INDUSTRY REPRESENTATION

- Opportunities to provide feedback and be heard

TIMELY COMMUNICATION

- Stay informed on advocacy, resources, and expert advice

INDUSTRY SUPPORT

- Advocacy and strategic development for your priorities
- Workforce assistance and consultations with our strategist

COST SAVING PROGRAMS

- Exclusive discounts for the hospitality industry

NETWORKING & EDUCATION

- Access to conferences and events
- Networking and educational opportunities

YOUR MEMBER *BENEFITS*



THANK YOU

