



BRITISH COLUMBIA HOTEL ASSOCIATION

WHO WE ARE

The British Columbia Hotel Association is a non-profit organization that works on behalf of the accommodation sector, advocating at federal, provincial, and community levels to action positive change for communities and their residents in every region of the province. The organization's reach extends far past hotels, as an integral proponent to supply chain growth.

Acknowledged as the champion of hotel related issues, the BCHA pursues matters of taxation, government relations, tourism, marketing, corporate relations, education, sustainability, labour and consumer services, labour relations, supply chain development, licensing, food and beverage advocacy, along with COVID-19 recovery and relief.

Foundational to the organization is education, diversity, inclusion, and inspiring new leadership. Through unwavering resolve, the BCHA leads the hospitality community with compassion and conviction, positively shaping the future of hospitality.

1,300+
ACCOMMODATORS
82%
SMALL | MEDIUM
BUSINESSES
104,000
EMPLOYEES
100,000
ROOMS
\$20.5 BILLION
2018 REVENUE
GENERATED BY
TOURISM IN BC

STATE OF THE INDUSTRY

The Covid-19 pandemic has ushered in devastation for accommodators across BC, with every community in the province impacted as a result. The serious plight of the industry will have a lasting negative impact on every region across the province, as well as the fiscal contribution the industry provides to government through taxation. With minimal revenue incoming, and significant compounding fixed costs, like property tax, insurance etc., many hotels are facing permanent closures, resulting in permanent layoffs, financial ruin, lack of essential infrastructure, among other issues.

49%

Indicated that without access to immediate government-supported financing, they will be forced to **PERMANENTLY CLOSE BY APRIL 2021**

54%

Have lost more
1 million+
in revenue since
April 2020.

Number of
employees laid off

32,000

78%

Identified CEWS
relief as #1
advocacy priority

Average Salary

\$54,000

Accommodators
operating at
reduced capacity

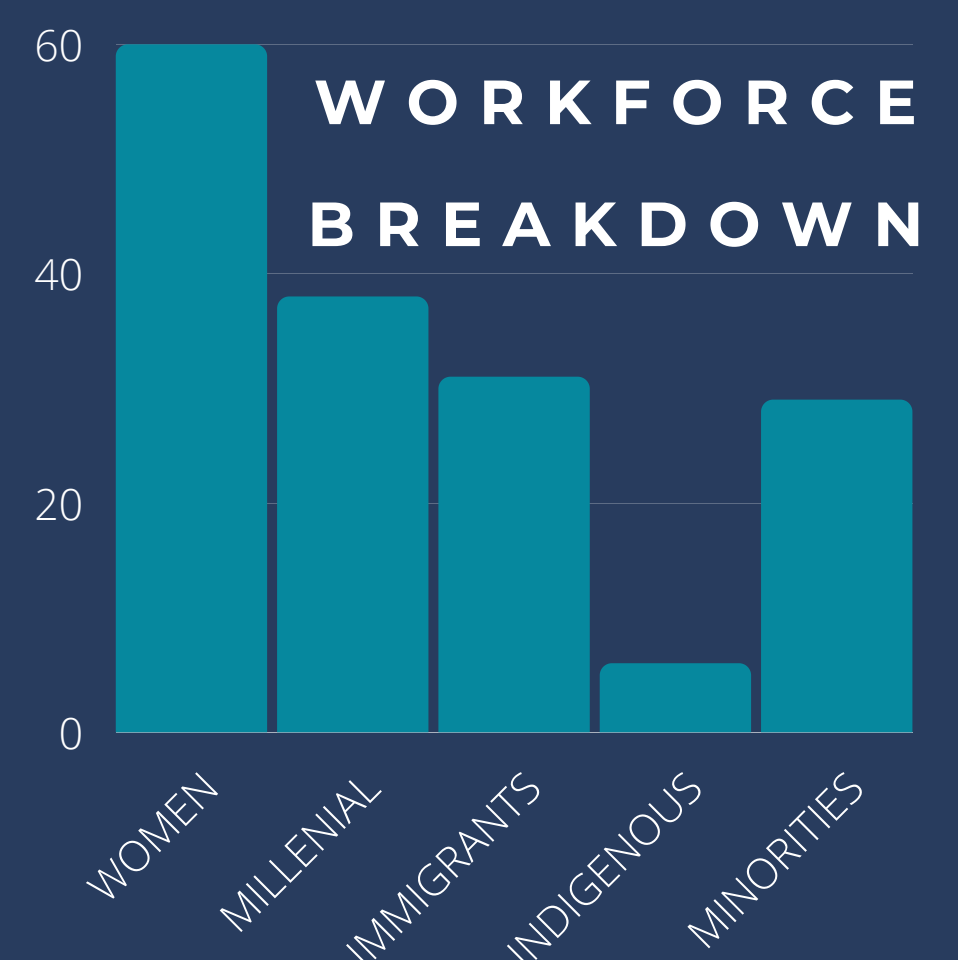
72%

40%
Have 3-6 months
of liquidity

11%
Have 30-60
days

Hotels that
do not qualify for
small medium sized
business grant

47%



Average provincial occupancy January - April, 2021: **29%**

OUR FOCUS

EDUCATION

CREATING TOOLS FOR GROWTH

- 15+ webinars hosted with over 3000 registrants - partnerships with go2HR, TIABC, IBC, CWSAA etc.
- 20+ industry presentations to City Hotel Associations, DMOs, RDMOs
- Dedicated online classes & education partnerships

SUSTAINABILITY

BUILDING A GREENER FUTURE

- Offers Eco Analyst to help hotels become energy efficient and reduce costs. Over 100 hotels have signed up or are interested
- Partners with Rethink2gether, committing to the he PLEDGE on Food Waste

DIVERSITY + INCLUSION

COMMITTED TO AN INCLUSIVE FUTURE

- Pledged a corporate leadership goal that reflects 50% gender parity and 30% under-represented groups
- Supports go2HR diversity and Inclusion training, leaders of the future initiative, partnership with Worth Women's Association among others

COMMUNICATIONS

KEEPING INDUSTRY AND PUBLIC INFORMED

- 200+ member + stakeholder communications
- 900+ media mentions | 2.1 billion in outlet reach
- Partners with BC Regional Tourism Secretariat to quantify monthly Pulse surveys, sharing industry impact profiles with Government

CAMPAIGNS

BUILDING STRATEGIES FOR RESILIENCY

- Campaigns include Check in Canada, Venture West, Harvest Wine, STR, Air North, Innovation Science & Economic Development etc.

ADVOCACY ACROSS BRITISH COLUMBIA

The BCHA is a lead entity in the province forming partnerships and working groups to address current issues that the Hospitality & Tourism Industry faces. BCHA is a bridge builder and positive force for change; partner organizations include: TIABC, ABLE, Restaurants Canada, the BC Regional Tourism Secretariat, STR, HIR, HAC, MVRRTF, BC Tourism Coalition, DBC.

CURRENT INDUSTRY ISSUES

Best Practices & Protocols
Property Tax Relief
Business Liquidity
Pay Equity
BC Hydro Relief
Large Business Solvency
Short Term Rental
Insurance Issues
Check in Canada

- **Acknowledge Hotels are Clean & Safe**
 - Communicates the industry's leadership, partnership and adherence to PHO orders and guidelines. We are a safe, clean and reputable sector and need to be acknowledged as such
- **Best Practices and Protocols**
 - Leader in developing and training industry on standards.
 - Develop opening plan for each sector ie. Meetings and events, sports events, corporate and government travel
- **Secure Government Relief**
 - Hotel industry requires significant liquidity support to survive COVID-19 crisis
- **Support Growth of Industry in Face of Severe Labour Crisis**
 - Support education programming to assist in recovery, innovation and retention for industry
 - Promote careers in hospitality in advance of COVID recovery to combat severe labour crisis
- **Protect Workers of All Levels**
 - Workers of all levels are integral to hospitality and their wellbeing must be protected
- **Resolve Online Travel Agency (OTA) & Tax Leakage Issue**
 - Due to OTAs like Booking.com, Expedia.com, and AirBNB, the province has witnessed the following tax leakage: GST \$4,766,708; PST \$7,626,733; MRDT \$2,860,025; Federal Corporate Tax \$3,266,321
Provincial Corporate Tax leakage: \$2,690,269 | **Total Leakage - \$21,210,056**

ADVOCACY ACROSS CANADA

The BCHA works intimately with the Canadian Hotel Association and provincial associations across Canada to align and advocate on the federal level.

CURRENT INDUSTRY ISSUES

Canadian Emergency
Wage Subsidy Extension (CEWS)
Canada Emergency
Rent Subsidy Program (CERS)
Highly Affected Sectors
Credit Availability Program
(HASCAP)
Canada Emergency
Business Account (CEBA)
New Loan Program

- **Protect Employment & Employees**
 - Canadian hotels offer meaningful employment to over 310,000 workers
 - Secure sick pay under EI support for workers
- **Provide Accessible Liquidity and Financial Supports for Hotels**
 - Government's loan programs are largely inaccessible to hotels, and do not address the pressing need to cover fixed costs
- **Support Industry-Led Health & Safety Programs**
 - Investments in health and safety standards have come at great cost to the hotel industry in the face of a crippling losses in revenue.
- **Reduce Use of Short-Term Rentals**
 - Unregulated short-term rental platform do not meet health and safety standards are linked to housing shortages, community crime and take away jobs
- **Stimulate Canada's Hotel Sector**
 - Push to invest in a series of stimulus measures to encourage Canadians, and eventually, international visitors to experience Canada again

43+ ASSOCIATION PARTNERSHIPS