

Advocate, Communicate, Educate. Belong!

Over 700 members strong, the BC Hotel Association is the voice of the hotel industry. That voice has never been more valuable than now as we advocate on your behalf to aid the industry through unprecedented times.

During the early days of the COVID – 19 pandemic crisis the BC Hotel Association recognized that the hotel industry in British Columbia was going to need support as never before. Our mission is to advocate, communicate and educate and as such we quickly moved to make sure that all accommodators in the province had access to the latest public health orders, resources and best practices for re-opening safely and tools to adjust to our new reality. Throughout the summer as many parts of the province re-opened to a new landscape we have continued to be at the forefront of advocacy and support for the industry.

Now as our efforts turn to recovery, the association is focussed on delivering timely and relevant educational offerings, exclusive partnership opportunities, revenue generation and innovative benefit programs all underpinned by our relentless advocacy work on your behalf.

We invite you to join the association, as a full-time member and participate in this recovery together as we all optimize our futures. We have created a membership summary which you can share with your stakeholders that looks at the work we have completed as well as what is ahead. We are all in this together, we are here to help, and we would be thrilled to have you on board.

On the following pages, please see a summary on the work we have done on your behalf, the road ahead and some of the exclusive benefit programs available to you. We also invite you to get to know our team! We pride ourselves on being accessible, approachable, and easy to work with. Please come join us as we navigate the road ahead.

[Meet the BCHA team!](#)

[2020 Advocacy Efforts](#)



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. Acknowledged as the champion of hotel related issues, the BCHA pursues matters of taxation, tourism, marketing, corporate relations, education, labour and consumer services, labour relations, along with COVID-19 recovery and relief.

1,300+
ACCOMMODATORS
60,000
EMPLOYEES
80,000
ROOMS

ACROSS BRITISH COLUMBIA

BCHA seeks to drive change to issues affecting the hotel community, both before, and as a result of, COVID-19 to ensure the prosperity of the provincial accommodation community. The BCHA has also partnered with provincial advocacy groups and tourism collectives that include TIABC, ABLEBC, Restaurants Canada, the BC Regional Tourism Secretariat and more. Current priorities include:

RECENT ISSUES

Property Tax Relief
Formal Relief Recommendations
Business Grants
Employee Recall Rights
Temporary Layoff Provision
BCHydro Relief
PHO Amendments
Short Term Rental
Election Toolkit

- **Reduce Compounding Fixed Cost**
 - With reduced revenue, accommodators are unable to meet fixed costs
- **Secure Government Relief**
 - Hotel industry requires significant support to survive COVID-19 crisis with industry pushing for liquidity support
- **Support Growth of Industry with Recognition of Severe Labour Crisis**
 - 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 the foundation of hospitality and their jobs and wellbeing must be protected
- **Push Provincial Action on Short Term Rentals**
 - Short term rentals offer a significant issue to provincial accommodators where regulations and taxation that impact hotels are not extended to companies like Airbnb

ACROSS CANADA

The BCHA works intimately with the Canadian Hotel Association and provincial associations across Canada to align and push advocacy work on the federal level. Current priorities include taking action to:

RECENT ISSUES

Canadian Emergency
Wage Subsidy Extension (CEWS)
Canada Emergency
Rent Subsidy Program (CERS)
Canada Emergency
Business Account (CEBA)
New Loan Program

- **Protect Employment**
 - Canadian hotels offer meaningful employment to over 310,000 workers; these jobs must be protected
- **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

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SHAPING THE FUTURE OF HOSPITALITY
LEADERSHIP | RESPECT | COLLABORATION

Recovery & Resiliency

The BC Hotel Association has worked very hard over the past several months to identify and collaborate with industry leaders to deliver the tools and programs that the industry will need in the months and possibly years ahead. Many experts agree that the recovery for the industry in Canada will be 4-6 years. Therefore, it is imperative that we work together to support each other, support the industry, and secure our future.

The BC Hotel Association is committed to delivering the following in the next year:

- Access to [STR benchmark reporting](#) for all hotels in the province.
- [Educational](#) content focussed on Strategic Planning, Financial Management, Revenue Management and Service Skills.
- Sustainability programs that are equal parts approachable and financially beneficial. [Sustainability](#)
- Collaborative efforts around access to labour and training from partners such as Go2HR. [Training](#)

Membership Resources

Becoming a BCHA member provides you with a voice for the industry and unlimited access to resources that will help further your property and your team. Membership does have its privileges and the BC Hotel Association is pleased to provide exclusive access to the following:

- [Hospitality Insurance Program](#)
- Premier Programs – including [Foodbuy](#), [SonaPay](#), [Globalpay](#), [Check in Canada](#) and more. Many of these programs feature member discounts, exclusive offers and value additions.
- [Recovery Resource Guide](#)

Membership plans vary by organization type, hotel size, location, # of liquor licenses and union status. We would be pleased to answer any questions.

Please use this link to complete your application. [Join the Association](#)

Book an appointment to review your options: membership@bcha.com

Contact us by phone:

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