

2022 TOURISM KAMLOOPS BOLD U SUMMIT



INGRID JARRETT, PRESIDENT & CEO
BC HOTEL ASSOCIATION

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ADVOCACY IN NUMBERS

- 2021:
 - Government Relations:
 - 60+ Meetings
 - 45+ Letters
 - Media Relations
 - 2.5K+ mentions
 - 4b+ Reach
 - \$4m+ Ad Value
- 2022 So Far:
 - Government Relations:
 - 14+ Meetings
 - 6+ Letters
 - Media Relations
 - 182 mentions
 - 120m+ Reach
 - \$1.1m+ Ad Value

ADVOCACY

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ADVOCACY 2021



- Awareness of the State of the Industry and Its Needs
- Rapid Response to Changing Orders and Fixed Cost Relief
- Emergency Response and Isolation Hotels
- Municipal Affairs and MRDT
- Strata Hotels and Speculation Tax
- Workforce Challenges
- Clean BC & Sustainable Tourism
- Federal Advocacy

Visit [BCHA.com/Advocacy-Timeline](https://www.bcha.com/Advocacy-Timeline) for more

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ADVOCACY PRIORITIES 2022



- Workforce Shortage
- Fixed Cost Relief
- Building Consumer Confidence
- Sustainable Solutions/Clean BC
- Short Term Rental/Affordable Housing
- Insurance Issues
- Speculation Tax
- OTA Commissions
- Best Practices
- MRDT
- Foreign Worker Visas
- Industry Myth Busting
- Tourism & Hospitality Recovery Program
- Canada Recovery Hiring Program
- Removal of International Barriers
- Propel Student Work Placement Program
- PR & Communication for Recovery
- Fair Tax

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BUDGET 2022

- Strong signals point towards borders staying open in the future
- Significant investments to reduce the immigration processing backlog for temporary and longer-term workers
- A new Federal Tourism Growth Strategy
- Noteworthy investments into affordable housing, including rental and new homes

BUDGET
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2022-2025 CANADIAN OUTLOOK

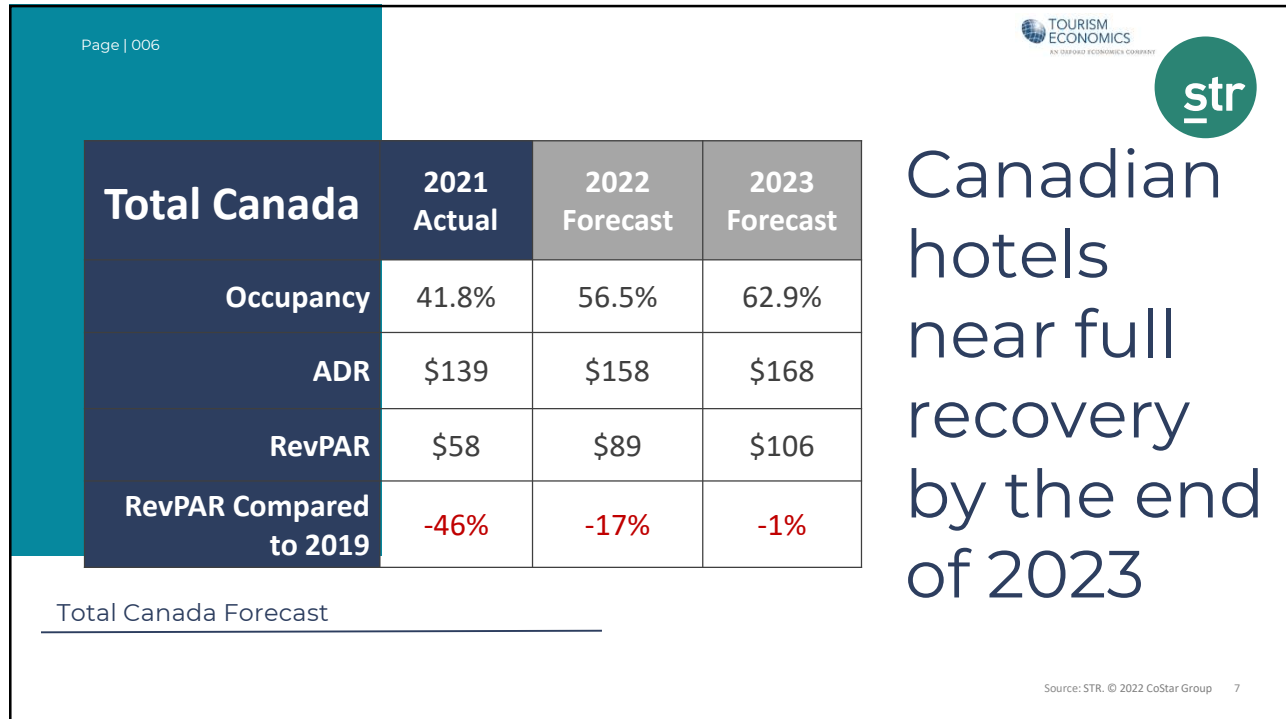
CBRE OUTLOOK

National Outlook

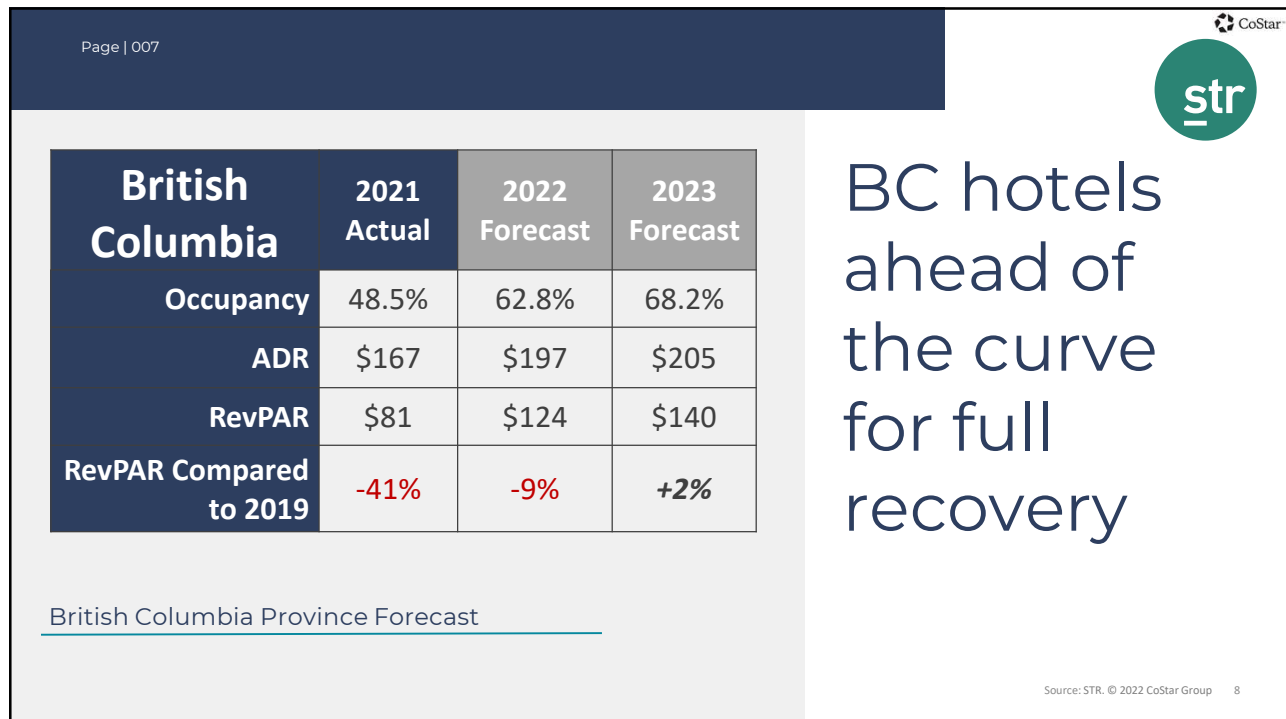
	Indicator			Year Over Year Change				
	Occ	ADR	RevPAR	Supply	Demand	Occ	ADR	RevPAR
HISTORIC								
2019	65%	\$163	\$106	1.4%	0.8%	-1 pt	5%	5%
2020	30%	\$128	\$39	0.8%	-53%	-35 pts	-21%	-64%
2021	42%	\$135	\$57	0.6%	40%	12 pts	6%	47%
OUTLOOK								
2022	55%	\$148	\$81	1.1%	32%	13 pts	9%	43%
2023	62%	\$157	\$97	1.5%	14%	7 pts	6%	19%
2024	65%	\$164	\$106	1.5%	6%	3 pts	5%	10%
2025	66%	\$169	\$111	1.0%	3%	1 pt	3%	5%

CBRE

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LEADING WORKFORCE STRATEGY FOR BC



Ukrainians coming to Canada escaping crisis are looking for jobs. Are you interested in supporting & hiring?
www.jobbank.gc.ca

RECRUITMENT

- Upskilling – Hotel Operations Skill Services Training Program with Western Community College
- Federal Application for Province Wide Training Pilot
- PNP
- Talent Beyond Boundaries Pilot project Immigration
- HIRES partnership with Camosun College
- Additional Recruitment & Training Partners

GET IN TOUCH:

- Connect with our Workforce Strategist, Alison Langford at **Alison@bcha.com**
- BCHA members are eligible for a complimentary recruiting consultation
- Alison will review your needs, discuss different options available to your business

MEETINGS, CONFERENCES & EVENTS



- 11 DMOs eligible in the province
- 2022/2023 fiscal year
- Strategic investment to fund international long-haul demand
- Funds allocated based on 2019 meetings sector investment
- BCHA framework developed for government

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

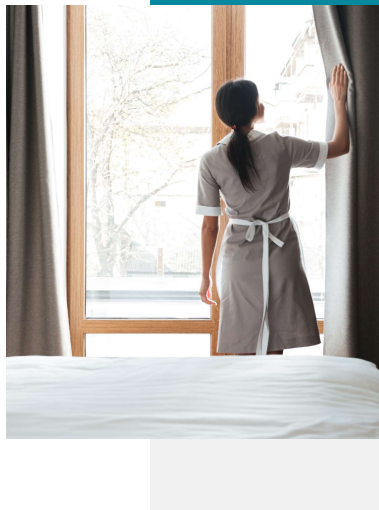


STRs

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MUNICIPAL & REGIONAL DISTRICT TAX (MRDT)

Keeping tourism-led funding within the tourism community.

MRDT

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INSURANCE

- BCHA & provincial hotel associations (CHLA) conducting feasibility study
- We are evaluating partners and insurance structures for our program – pooled or captive
- Stay tuned for hotel owner/brand meeting in Victoria this May
- To support this work, please send your claims history to Kiera Bourgeault, Project Coordinator at Kiera@bcha.com



GOING GREEN



Pilot Project Scope of Work

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

Timeframe: Feb 2022 with report delivery in June 2022

CREATING A FAIR & EQUITABLE INDUSTRY FOR ALL



The British Columbia Hotel Association is wholeheartedly committed to creating a fair, equitable, and safe tourism and hospitality industry for all individuals regardless identity.

Decisive action and an unwavering commitment to equality to drive positive change. Our role is to lead by example and support our hospitality industry.

- 50-30 Challenge | Goal for Nov 2022 AGM
- Championing DEI Educational Resources
- Team and Board of Directors Training
- Board of Directors Gender Equity workshop
- go2HR DEI & Safer Spaces Training
- bcha.com/diversity-equity-inclusion

DEI

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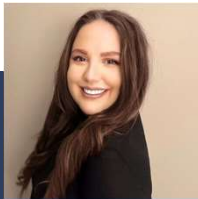
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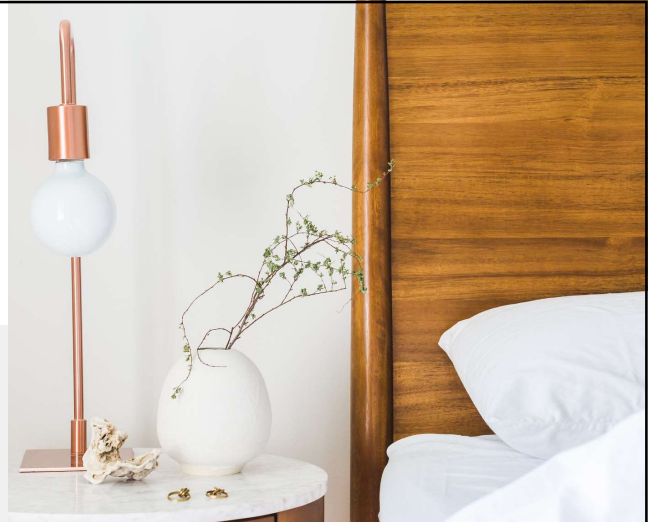
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THANK YOU

We Advocate. Educate. Communicate

Please visit the bcha.com contact us page and get in touch with one of our team members today



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