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Canadian Hotels Strengthen Commitment to Combat Human Trafficking

Free training program empowers hotel staff to recognize, prevent, and respond to trafficking

VANCOUVER, BC (July 30, 2025) — As Canada observes World Day Against Trafficking in Persons on July 30, the BC Hotel Association is stepping up its commitment alongside hotels across the country by promoting the Not in Our Hotel training initiative—a free program that empowers hotel staff to recognize and respond to signs of trafficking.

Human trafficking is one of the fastest-growing crimes in Canada, and hotel employees are uniquely positioned to be part of the solution. The Not in Our Hotel program provides essential training that helps staff identify warning signs, understand proper response protocols, and contribute to community-wide efforts to protect vulnerable individuals.

"Our industry has always been committed to creating safe environments for our guests and employees," said Paul Hawes, President & CEO of the BC Hotel Association. "This training reflects our shared responsibility to take a stand against human trafficking. By equipping our teams with awareness and response tools, we're strengthening hotel safety and supporting broader community efforts to protect the vulnerable."

Hotels across the country continue to integrate Not in Our Hotel into their operational culture—not as a one-time action, but as part of a long-term commitment to safety and vigilance. The program has gained momentum among properties of all sizes, reflecting the industry's dedication to being part of the solution.

The training includes:

- Online educational modules for hotel staff with certificates of completion
- Practical reference materials including posters and on-the-job guides
- Management tools to support property-wide policy and awareness

The training is available at no cost to hotel owners, general managers, and staff across Canada. Provincial hotel associations from British Columbia to Ontario continue to encourage participation, recognizing that when the industry works together, meaningful change is possible.

This year's observance of World Day Against Trafficking in Persons serves as an important reminder of the ongoing commitment required to address this critical issue and the hotel sector's growing leadership role in the fight against human trafficking.

The Not in Our Hotel training program can be accessed at the following link:
<https://www.tourismworks.ca/training/learn>.

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About the BC Hotel Association

The British Columbia Hotel Association (BCHA) is a non-profit organization that has advocated for the best interests of the province's accommodation sector since 1917. Working closely with over 750 members, partner organizations, and all levels of government, the BCHA champions solutions to issues that affect the successful operations of accommodation businesses including the workforce shortage, labour mobility, affordable, available housing, immigration, the cost of doing business, and more. Through advocacy, education, and communication the BCHA promotes responsible and safe hospitality practices and drives economic, social, and environmental sustainability. For more information, visit www.bcha.com.

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