



BRITISH COLUMBIA
HOTEL ASSOCIATION

MID-YEAR INDUSTRY UPDATE

August 2025

LAND ACKNOWLEDGMENT

In the spirit of Truth and Reconciliation, we would like to acknowledge that this meeting is happening on the unceded traditional territories of the xʷməθkʷə́yəm (Musqueam), Skwxwú7mesh (Squamish), and səliłwətał (Tsleil-Waututh) Nations.

We thank them for allowing us to live, work, and play on their traditional and ancestral territory.





TODAY'S AGENDA

01

Key Advocacy Files

Emergency Preparedness, Workforce & Immigration, Cost Pressures etc.

02

Cost-Saving Member Benefits

Exclusive programs designed to reduce operational expenses

03

Canadian Hospitality Health Plan

Employee benefits plan designed for hospitality businesses

04

Q&A

Your opportunity to get answers



ADVOCACY UPDATE

bcha.com

Mid-Year Industry Update 2025



COUNSEL PUBLIC AFFAIRS

- Counsel Public Affairs will lead **strategic provincial advocacy efforts** for BCHA
- Collaborating closely to strengthen and **expand our advocacy impact**
- Developing a **transparent framework** to support engagement with funding partners and stakeholders





COUNSEL PUBLIC AFFAIRS

Counsel delivers strategic, multipartisan advocacy by aligning BCHA's goals with government priorities, ensuring impactful communication and results across all levels.



Amanda Van Baarsen

Vice President



Jean-Marc Prevost

Vice President



Christina Rzepa

Senior Consultant



Steven Greenaway

Senior Consultant

EMERGENCY PREPAREDNESS



Emergency Management Booking Portal

Update on pilot program and status



\$200 Shelter Allowance

Shift toward self-booking signals
change in emergency accommodation
access | ess.gov.bc.ca



Key Resources to Support You

- [Prepared BC](#)
- [EmergencyInfoBC](#)
- [FireSmart BC](#)
- [BC Wildfire Service](#)

DESTINATION COMPETITIVENESS



01

MRDT Powers Tourism

MRDT funds tourism marketing, development, and visitor services - supporting vibrant visitor economies

02

Marketing Matters

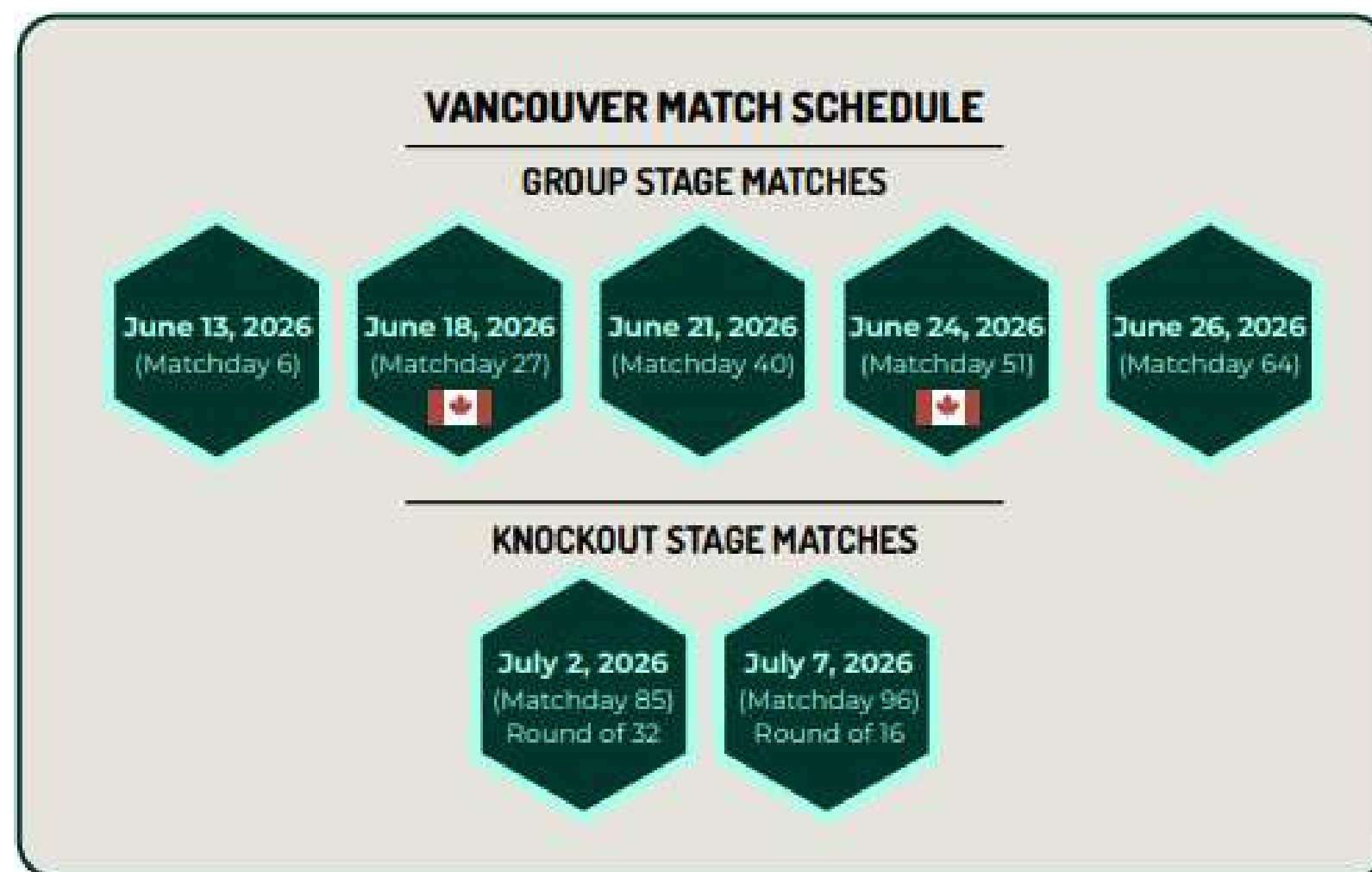
Destination BC drives demand, builds BC's global brand, and strengthens resilience

03

Alberta's Competitive Shift

Alberta will launch a province-wide DMF platform in 2026

FIFA WORLD CUP 2026



01

Drive Province-Wide Benefits

Advocate for regional dispersion to support hotels across BC

02

Showcase BC Hospitality

Position hotels as essential infrastructure and experience creators

03

Secure a Lasting Legacy

Ensure long-term gains for communities and the visitor economy



HOTEL DEVELOPMENT

Hotel
Construction in
BC at Record
High

68

Projects

11,077

Rooms

- Hotel Community Impact Report
- Hotel development policies strategically eased in Vancouver
- Findings and recommendations can be adopted by municipalities across BC

bcha.com

Source: Lodging Econometrics Q1 Report



THE COST OF DOING BUSINESS

- Insurance premiums have skyrocketed
- Inflation is driving up prices
- Labour costs are rising
- Supply chain disruptions and tariffs
- Small and medium-sized operators are most at risk



WORKFORCE TRENDS

01

51%

of hotels **anticipate workforce shortages this summer**, this is acutely felt **in resorts and small towns**.

02

46%

say **TFWP cap changes have hurt their business**.

Hoteliers are bracing for further losses due to expiring permits, LMIA rule changes, and difficulty accessing the program based on their CMA.

03

76%

of hoteliers **report difficulty hiring housekeepers**, up from 62% in Fall 2024

WORKFORCE SOLUTIONS

International Recruitment

- Alicat Immigration Consulting
- Bell Alliance
- RaDar Immigration Inc.
- VVS Global

Domestic Recruitment Partners

- Career Contacts
- JRoss Recruiters





Workforce Survey

Share your feedback
to improve workforce
support



Scan QR Code

MEMBER BENEFITS & PROGRAMS





YOUR ALLIED PARTNERS

Membership has its perks



**150+ ALLIED MEMBERS WITH
DISCOUNTS AVAILABLE**

Save Money on Products + Services



**8 EXCLUSIVE BCHA MEMBER
"PREMIER" PROGRAMS**

Improve Purchasing Power

bcha.com



2025-26 Series Launched

1. Hospitality Financial Literacy
2. Leadership for Hospitality Professionals
3. Housekeeping Leadership & Operational Excellence
4. Human Resources Foundations
5. Communication & Marketing Strategies for Hospitality
6. Managing Food & Beverage Operations
7. Guest Experience & Service Excellence

FAST TRACK YOUR FUTURE



“Best training!”

“Great to have such a cross-section of properties as we often only have focus from our own brands”

“I plan to rewatch all of the recordings of the entire program”

“I took so many things away from sessions that I will be implementing in my day-to-day!”

“Fantastic training series to learn how to improve your F&B operations”

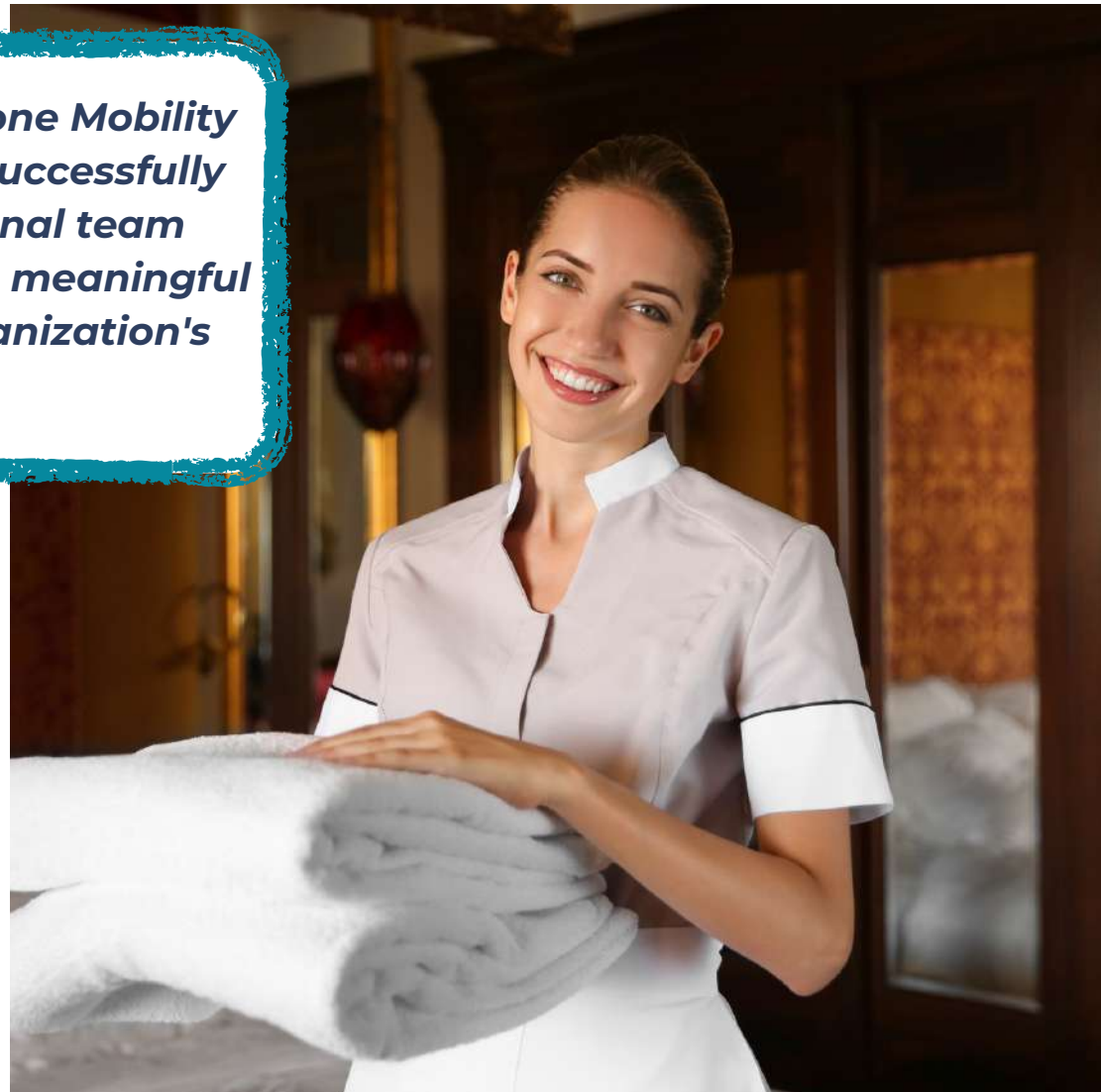
“The team management session helped me understand more about the interests of my team members and how to lead accordingly”

DESTINATION CANADA MOBILITY FORUM



Karissa Bourgeault,
Project Manager
karissa@bcha.com

"Thanks to the Francophone Mobility Program (DCMF), we've successfully added several exceptional team members who are making meaningful contributions to our organization's success."



BCHA attends the Forum, recruiting and vetting candidates on your behalf:

- ✓ Job order matching
- ✓ LMIA-Exempt
- ✓ Cost-effective hiring solution

Canada Mobility Days 2025

- Brussels, Belgium – September 20, 2025
- Rabat, Morocco – September 23–24, 2025

Destination Canada Mobility Forum 2026

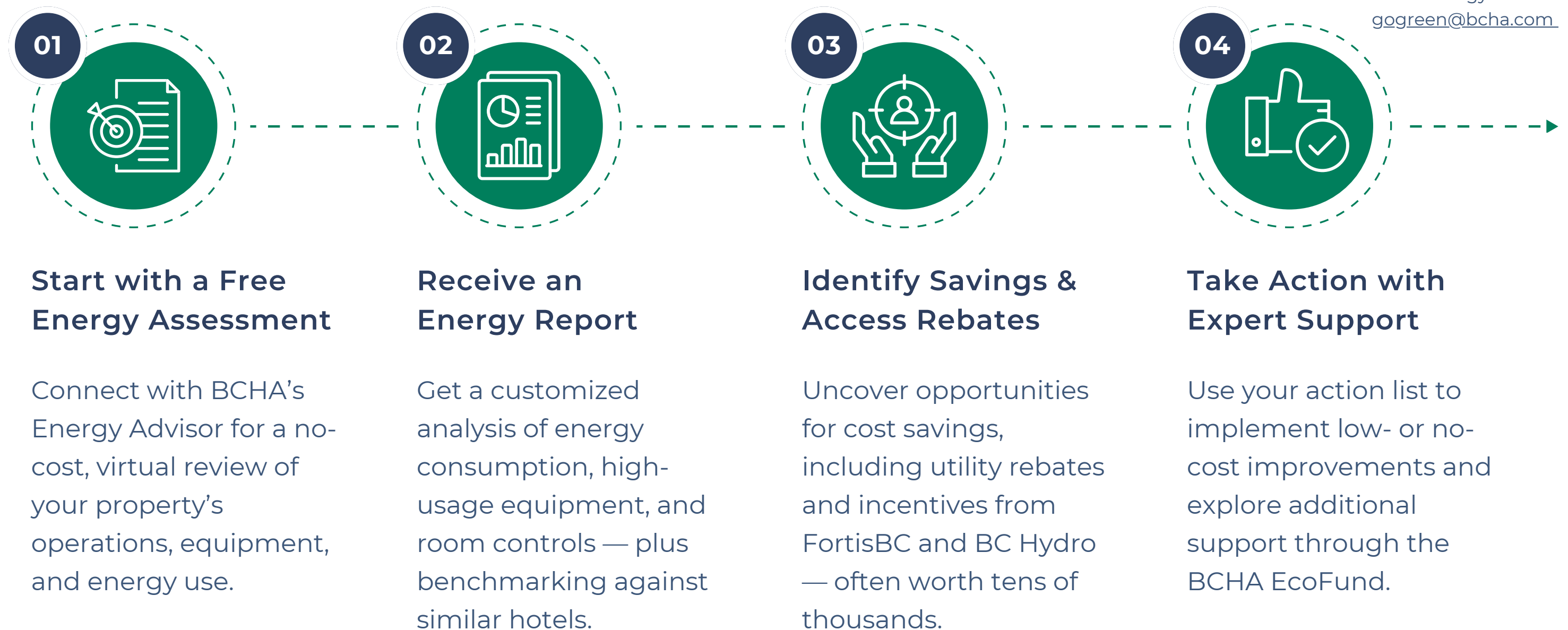
- Online – February 2–4, 2026
- Tunis, Tunisia – February 9–11, 2026
- Paris, France – February 14, 2026

GO GREEN PROGRAM

Receive a complimentary **energy assessment**



Ali Parekh,
Energy Advisor
gogreen@bcha.com



BCHA SUMMIT

RETURNING APRIL 2026



Stay Tuned!

Location and dates to be announced soon!



CANADIAN HOSPITALITY HEALTH PLAN

- Brings together hotels to leverage their purchasing power through an industry-owned, pooled benefits program
- CHHP reduces premiums for our members by cutting out insurer mark-ups on health & dental benefits





CANADIAN HOSPITALITY HEALTH PLAN

Affordable Coverage

Built for hospitality businesses, the plan offers flexible, cost-effective health benefits tailored to the unique needs of hotels - from seasonal staff to full-time teams.

Attract and Retain Talent

Offering health coverage **helps you stay competitive in the labour market**, showing employees you value their wellbeing and making it easier to recruit and retain staff.





BRITISH COLUMBIA
HOTEL ASSOCIATION

THANK YOU!



Paul Hawes

PRESIDENT & CEO
**BC HOTEL
ASSOCIATION**
PAUL@BCHA.COM



Shawna Lang

DIRECTOR OF SALES &
REVENUE OPTIMIZATION
BC HOTEL ASSOCIATION
SHAWNA@BCHA.COM



Justin Friesen

PROGRAM MANAGER,
**CANADIAN HOSPITALITY
HEALTH PLAN**
JUSTIN@AVANCEGROUP.CA