



BRITISH COLUMBIA
HOTEL ASSOCIATION



Four Seasons Resort Whistler

THE VOICE OF THE HOTEL INDUSTRY

ADVERTISING & SPONSORSHIP
OPPORTUNITIES

**MEDIA
KIT**
2025



Delta Hotels by Marriott Grand Okanagan

ADVERTISING

The BCHA provides a variety of advertising opportunities to connect with the accommodation community and expand your business. Discover how you can reach your target audience effectively.

InnFocus Magazine — Promote your products to over 1,800 readers in BC through the BCHA's official magazine, published three times per year.

BCHA Weekly Industry Update — Communicate your offer to thousands of hotel owners and managers in our weekly newsletter.

BCHA.com — Drive traffic to your website with an ad on the association's site.

BCHA Brief — Promote your service or program in our monthly LinkedIn newsletter, reaching 3,300 subscribers.



“InnFocus magazine captures the conversations and challenges that truly matter in hospitality. The insights and updates are always relevant, and I know it consistently provides value to leaders across the industry.”

Laura-Lee Lofgren

*General Manager,
True Key Hotels & Resorts
at Harrison Beach Hotel*

BCHA Media Kit



SPONSORSHIP

The BCHA offers premium sponsorship opportunities exclusively to its allied members, providing unique platforms to connect with the accommodation community.

Roadshows — Hit the road with the BCHA team and showcase your company's offerings to hotel members in various regions.

Fast Track Your Future — Connect with the leaders of tomorrow by sponsoring BCHA's popular online education series.

BCHA Board Access — Share your solutions with the BCHA Board of Directors — influential voices shaping the future of BC's hotel industry.

Webinars — Host or sponsor an online webinar as part of BCHA's monthly webinar series.

Membership Engagement Events — Build direct connections with hoteliers at annual BCHA-hosted networking events, free to attend for members.

BCHA Summit | April 14-15, 2026 — Join BC's hotel leaders at the province's premier hospitality conference. [Access sponsorship packages here.](#)



InnFocus

BCHA'S OFFICIAL PUBLICATION

Published 3 times per year, this B2B magazine features articles on trends, operations, marketing, and people & careers. This highly respected trade publication is the go-to source for BC hoteliers to learn new strategies to deal with operations, recruitment, financing, sustainability, branding, and more.

The print issue of InnFocus is distributed by controlled circulation to Owners and General Managers of hotels and resorts in BC. The digital version of the magazine is read by a wide range of executive positions in the hotel industry.



READERSHIP

OWNERS

GENERAL MANAGERS

DIRECTOR OF OPERATIONS

DEPARTMENT HEADS

**1,800+
Print Copies**

Distributed to hotels and industry leaders across BC

**Thousands
Reached Online**

Shared across BCHA's website, social channels, and newsletters

RECURRING FEATURES

Featured Region in BC – See what's happening across the province.

President's Report – Receive an update on the most current issues facing the industry.

BCHA Member Engagement – The association highlights programs exclusively available to members.

Leaders of the Future – Meet an enterprising young person who is a future industry leader.

Featured Hotelier – Celebrate the accomplishments of a local BC hotelier.

Sustainability Spotlight – See how hotels can be sustainable and save money at the same time.

Property Management Focus – Explore innovative systems that enhance efficiency and guest experience

InnFocus Ads

Full Colour	Width	Height	1x*	3x*
¼ vert	3.5"	4.5"	\$755	\$680
¼ horiz	7.5"	2.5"	\$755	\$680
½ vert	3.5"	9.5"	\$1,425	\$1,285
½ horiz	7.5"	4.5"	\$1,425	\$1,285
Full page	8.5"	11"	\$2,640	\$2,380
Inside cover	8.5"	11"	\$2,940	\$2,650
Back cover	8.5"	11"	\$3,640	\$3,275

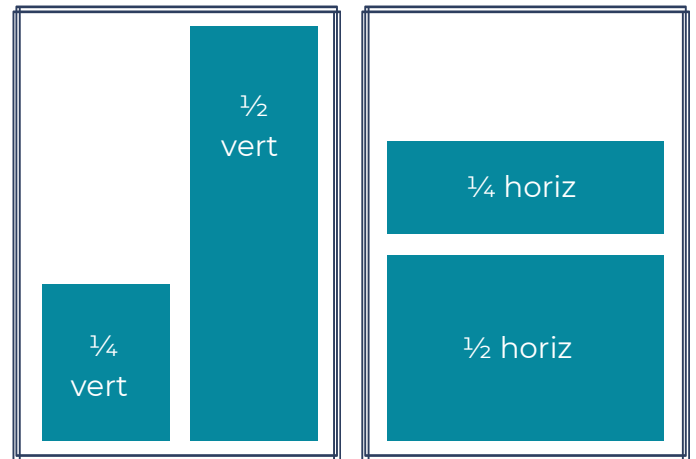
*Price per ad. Each ad invoiced upon signing of contract. Payment due on or before ad submission.

Special Offer: Book an advertisement slot for the full year and receive a 25% discount. Payment due at time of annual booking confirmation.

All rates are subject to local tax and are based on receiving completed digital artwork. Design services are available at an additional charge; please ask for a quote.

Premium positions are subject to a 10% surcharge. Insert rates are available upon request.

SAMPLE AD SIZES



SPECIFICATIONS FOR SUPPLIED ADS

Please read carefully

- All ads must be 300 dpi, including all text and images.
- Ensure that all fonts are converted to outlines.
- Digital files must be supplied as a high-resolution PDF.
- Full page ads must include 1/4" bleed.
- All text within 1/2" from trim edge.
- Files less than 5 MB can be emailed to **mike@bcha.com**.
- For files over 5 MB, please send via Dropbox, Hightail or another file sharing service.
- Ad art needs to be received **30 days** before publishing date

ADVERTISING FEATURE

Each issue provides an opportunity for one supplier to be profiled in an exclusive 2-page advertising feature. This profile is a great sales tool for your team to show prospective clients.

A BCHA staff member will interview key staff at the company and compile the story. You are given the opportunity to edit the article before it goes to print. Our graphic designer will incorporate the company's image into the double-page spread so that it is consistent with your other marketing materials.

The **investment for this supplier profile is \$3995 + tax.**





Fairmont Hot Springs Resort

Weekly Newsletter Ads

1,800 SUBSCRIBERS

Fall	Winter	Spring	Summer
September	December	March	June
October	January	April	July
November	February	May	August

40% OPEN RATE

TOP STORY

BC Government Puts Bill 12 on Hold

Earlier today, the British Columbia government, in collaboration with social media influencers, released a joint statement indicating that Bill 12, also known as the **Public Health Accountability and Cost Recovery Act**, has been temporarily suspended. The timing of the bill comes as the social media platforms and BC Government assemble a new BC Online Safety Action Table.

This decision is warmly received by the BCMA and BC Hotel Association, who have long advocated for the potential impact of this bill on businesses and professionals within the province.

We value the B.C. government's openness to listen to our concerns and collaborate with the business community for a more approach.

[Read the full statement](#)

YOUR AD HERE

SUMMIT SPOTLIGHT

Get Ready! We're One Week Away from the BCMA Summit

There's nothing out to secure your seat at the 2024 BCMA Summit, and no more early a week away from the premier accommodation event of the year!

On May 1-2, industry leaders, influential voices and community, upcoming stars and innovative vendors and professionals will come together at the Fairmont Chateau Whistler.

This two-day event offers an opportunity to:

- Enhance your expertise
- Network with industry peers
- Drive your profitability
- Learn about emerging trends

And did we mention we have a special 10% discount for those who register today!

[Register Today!](#)

MEMBER PORTAL | BCHA.COM

YOUR AD HERE

INDUSTRY UPDATE

WE ADVOCATE. EDUCATE. COMMUNICATE.

BCHA NEWS

Emergency Management Booking Portal - Progress Update

Since May '24, when the announcement and [press release](#) was issued that BCHA was contracted by Emergency Management and Climate Readiness (EMCR) to lead a pilot project to support Emergency Services in housing evacuees during emergencies, significant work has been done on the Emergency Management Booking Portal (EMBP). We are thrilled with the level of engagement, input, and collaboration with the camp partners. I am pleased to share the latest developments on the creation of the booking portal, supported by the Ministry of Tourism, Arts, Culture, and Sport (TACS).

The purpose of the portal is to assist Emergency Support Services (ESS) responders and commercial accommodation operators to coordinate, expedite and track accommodation booking for evacuee placements. It is designed to streamline the administration of booking commercial accommodation as well as provide a snapshot of the availability as well as room booking through administrative users for reporting. Funding for this project has been provided by a grant from EMCR to BCHA. The pilot program will focus on Kamloops, Kelowna, and Prince George, with the potential of adding additional communities to the system during the Summer of 2024.

Here's a roundup of our efforts to date, as we move toward the anticipated launch of June 28, 2024.

Ingrid Jansen,
CEO & President, BC Hotel Association

[READ THE FULL UPDATE](#)

Position	Size	Quarterly
Top Banner	1456 x 180 px	\$700 for 1 time per week
Middle Banner	1456 x 180 px	\$600 for 1 time per week
Lower Banner	1456 x 180 px	\$500 for 1 time per week
Sponsored Content	100 words & logo	\$500 for 1 time



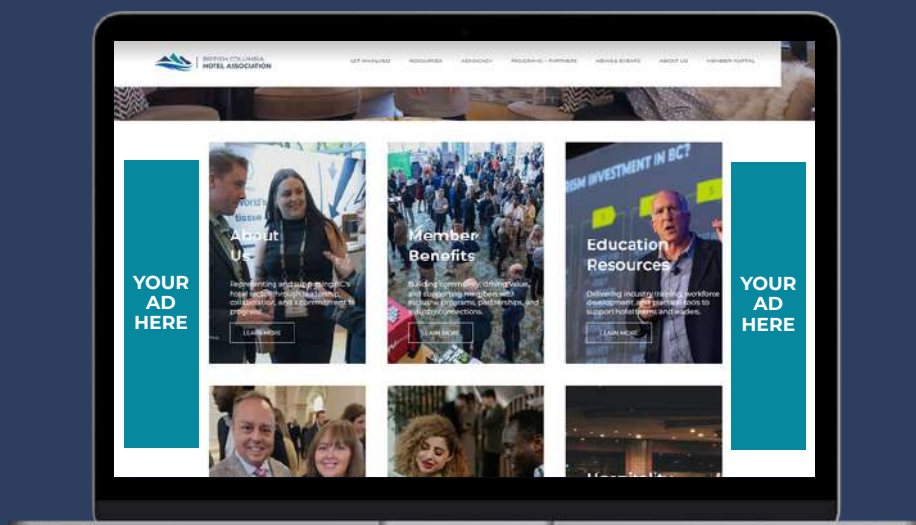
Inn at Laurel Point, Victoria

Website Ads: BCHA.com

7,500 PAGEVIEWS
PER MONTH

The BCHA represents hotels and resorts across BC and members are owners and senior managers of those properties. The BCHA has been the trusted voice of BC's hotel industry for over 100 years.

The site is promoted on LinkedIn, Facebook, X, Tik Tok, YouTube, and Instagram.



Position	Size	Quarterly	Annual
Home Page Leaderboard	160 x 600 px	\$1350	\$4860

E-BLAST

Provide your own customized content to be sent to our accommodation members. Spots are exclusively available to BCHA members and are limited so please ask for availability. **\$1000 per blast.**

BCHA BRIEF

Secure title sponsorship of our monthly LinkedIn newsletter, reaching 3,300 subscribers. Your brand featured prominently every month, plus three sponsored stories annually to spotlight your service or program. **\$1000 for 12 months.**

Fast Track Your Future Sponsorship



A professional development program helping hoteliers strengthen skills in key operational areas. Each series, led by an industry expert, tackles practical challenges to boost knowledge, performance, and long-term success.

Series Sponsor | \$1000

Includes:

- Logo on website with a custom link
- Logo and acknowledgement on weekly opening session slides
- Mentions in Zoom links and recordings
- 3-minute speaking opportunity in a session
- Contact info shared with attendees
- Promotion via socials and newsletters



2025/2026 Series Schedule:

- ~~Hospitality Financial Leadership | Sept 17 – Oct 22, 2025 (SOLD)~~
- Leadership for Hospitality Professionals | Oct 7 – Nov 13, 2025
- ~~Housekeeping Leadership & Operational Excellence | Oct 29 – Dec 3, 2025 (SOLD)~~
- ~~Human Resources Strategy for Hospitality | Jan 14 – Feb 18, 2026 (SOLD)~~
- Communication & Marketing Strategies for Hospitality (NEW) | Jan 27 – Mar 3, 2026
- Managing Food & Beverage Operations | March 4 – April 8, 2026
- Advanced Leadership for Hospitality Professionals – level 2 (NEW) | Apr 15 – May 20, 2026
- ~~Guest Experience & Service Excellence (NEW) | Apr 21 – May 26, 2026 (SOLD)~~

Past Sponsor Testimonial:

"Sponsoring BCHA's Fast Track Your Future education series has been a game-changing opportunity for Fox Fold... We received numerous referrals, requests, and high-quality leads, directly contributing to new partnerships and expanding our network... This opportunity elevated our brand visibility and demonstrated our commitment to supporting the future of hospitality in BC."

— Ludo Siouffi, Co-Founder & CEO, Fox Fold



Webinar Sponsorships

WEBINARS

The BCHA frequently hosts educational webinars for our members, offering a fantastic opportunity to showcase your product directly to our engaged audience. Registration averages 60 people per session.

Sponsorship includes:

- Pre-Session announcements via E-Blast
- Exposure on the registration landing page
- Promotion via social media
- BCHA Facilitator/Host
- Recordings live on BCHA website

Presenting Sponsor

\$1000

Present high value content (45 mins)



CONTACT US TODAY!

Lien Chang
Member Development Coordinator

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[236.428.5610](tel:236.428.5610)

*****Payment in full is required prior to any ad placement or sponsorship.***

All rates in this document are subject to taxes.