



BRITISH COLUMBIA
HOTEL ASSOCIATION

INDUSTRY UPDATE

British Columbia Hotel Association | December 9, 2025

Presented by xĈĩ ũq ĈJ Ũŋ

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ù Û"ÇÑž ž ' J ðŔé Û"J kŕh "ŸŨñĩ ŨŦŔ"Çž Ŕ "é ŸÇŔkŕi Ŕ Ũ"ŕh ÇŔ"J Û"ÇŸŨ"
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OUR PILLARS



✓ Advocate

Advocacy is at the heart of everything we do. We work relentlessly with government, industry partners, and stakeholders to advance the interests of British Columbia's hotels.



✓ Educate

OR ĩ NĈxĳ ž "Ĩ ŸŮĨ ĈŸŮñ"χ' R ĈłŮñ"χŮĈy ñ" Ĉż R"χ' y ' ŸŸ J ñ"J ' Ÿť ě ŸŮŮ "ŮñŸ Ĩ ě ĥ" Ĩ Ÿ ě ŸĈy ñ"Ůť Ů"ñĈñχ"ŮŸĈNť "H' Ĩ Ÿ" ĥĨ xĨ ŸŮ "J Ů"R ŮŮŮ ŮŸĨ ŸĈNχNĈŮxŸĈĳ ĳ ě ě" xĥ Ĉx"NĨ ĳ R ñ"ñť ĳŮñ"Ĉż R "ñχŸŮż ě xĥ Ůż ñ" Ĩ ŮŸĈxĳ ž ñ"



✓ Elevate

ù Ů"ŮŮŮĨ ĈxŮ"xĥ Ů"ñŮNχ' Ÿ"Nł" NŮŮŮŮŸĈxĳ ě ĈNĥ ĳŮĨ Ůy Ůż xñ"Ĉż R" ñĥ' J NĈñĳ ě "ŮĈR ŮŸñĥ ĳ "ŮñŸ Ĩ ě ĥ" xĥ Ů"? @q # "# J ĈŸRñ" ě"OŸNŮŮŮŮż NŮ " Ĩ Ÿ ě ŸĈy ñ"Ůť Ů"@q q x "Ĉż R"ñŮNχ' Ÿ" ñχ' ŸłxŮŮĳ ě

WORKING TOGETHER FOR ONE INDUSTRY

BC DESTINATION MANAGEMENT
ORGANIZATION ASSOCIATION

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TOURISM HR CANADA

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DESTINATION BC

INDIGENOUS
TOURISM BC

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RESTAURANTS
CANADA

BC'S ALLIANCE OF
BEVERAGE LICENSEES

ADVOCACY IN ACTION

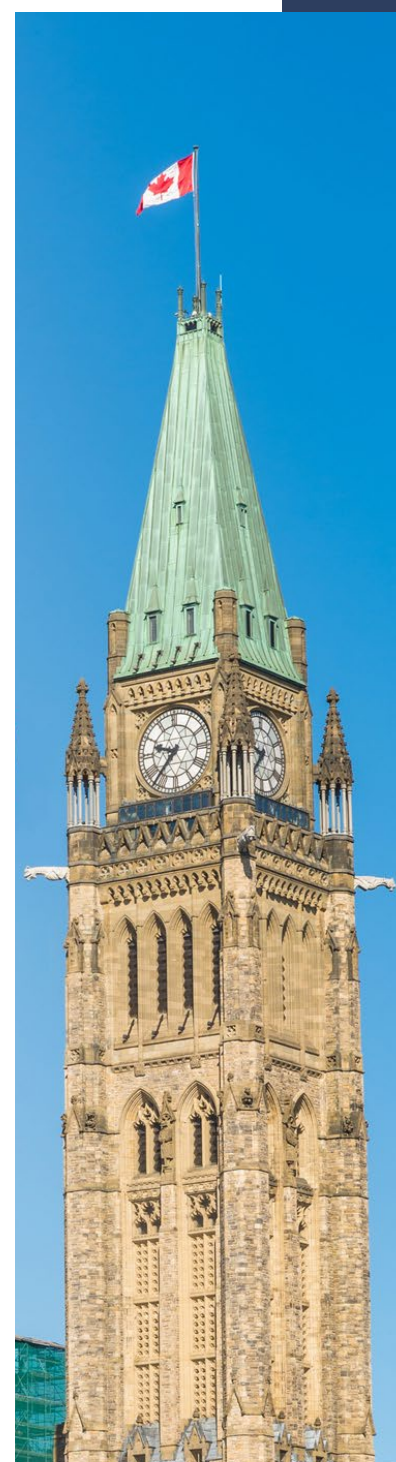
Driving Progress On The Issues That Matter Most



THE FEDERAL OUTLOOK

News & Opportunities

- International Convention & Attractions Council (IACA) conference
- Destination Canada budget 5% increase in air travel
- National Arts & Heritage Foundation



News & Opportunities

- Flexibility on TFWs for rural and remote communities
- \$5B in transport infrastructure will support visitor movement
- \$21M for arts and heritage strengthens cultural tourism
- China's group tour returning – back to the future
- Short-Term Rental Enforcement Funds dispersed

UPDATE FROM MEETINGS WITH MINISTER KANG

- Workforce stability and long-term staffing solutions
- Encouraging hotel investment and growth
- Addressing rising operating and cost pressures
- Ensuring strong, consistent STR rules and enforcement



KEY ADVOCACY FILES

01

Workforce & Immigration

Workforce and immigration policies shape hotel staffing stability, ensuring operations stay strong and guest service standards remain high.

02

The Cost of Doing Business

Rising costs are putting pressure on hotel profitability, and the industry is facing challenges in managing these costs. Rising costs are putting pressure on hotel profitability, and the industry is facing challenges in managing these costs.

03

Emergency Preparedness

Coordinated emergency response systems help hotels provide safe accommodation during crises, supporting communities when they need it most.

chh.chh



HÔTELĂ DĚVĚLÔRNĚŇŤ

- Ćřěătĕř, Ćŵĉŵŕiă Ćĥŵĕł, Ćĉĕłŕ ņ ěŇŤĂ
Ŵŕĥ Ćĝŕŕ Ć' ťăĉŕ ĥĕđ
- Ĥŵĕł, Ćŕŕ ņ ůŇŤŷĂŇ r ăĉŤĂ' ě' ņ ěŇŤ
- Ĥŵĕł, Ćĉĕłŕ ņ ěŇŤĂ ôŕĭĉĕ' Ć
' ťŕăĝĕĭĉăŕ, Ćă' ěđĂŇĂŇĉŕŵĕř
- ĆŇđŇĝ' ĆŇđĂĉŕŕ ņ ěŇđăťiŕŇ' ĆăŇĂĕĂ
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Hotel Community Impact Assessment

April 2025

DESTINATION
VANCOUVER

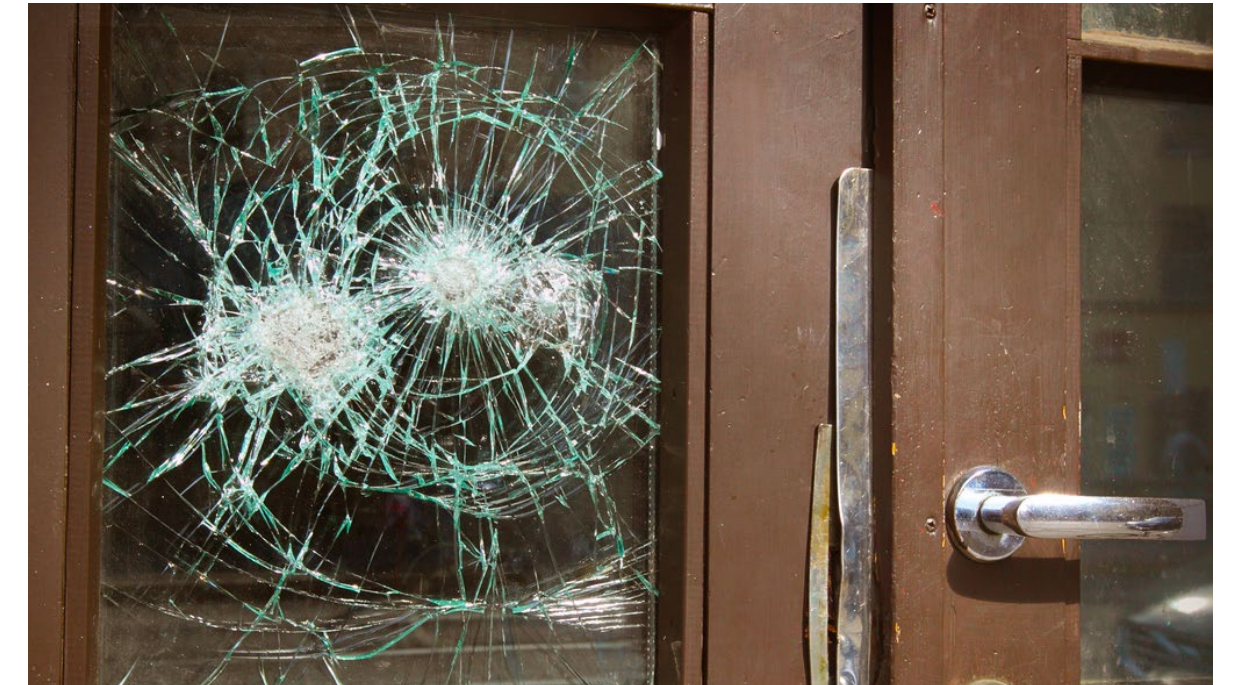


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HOTEL ASSOCIATION



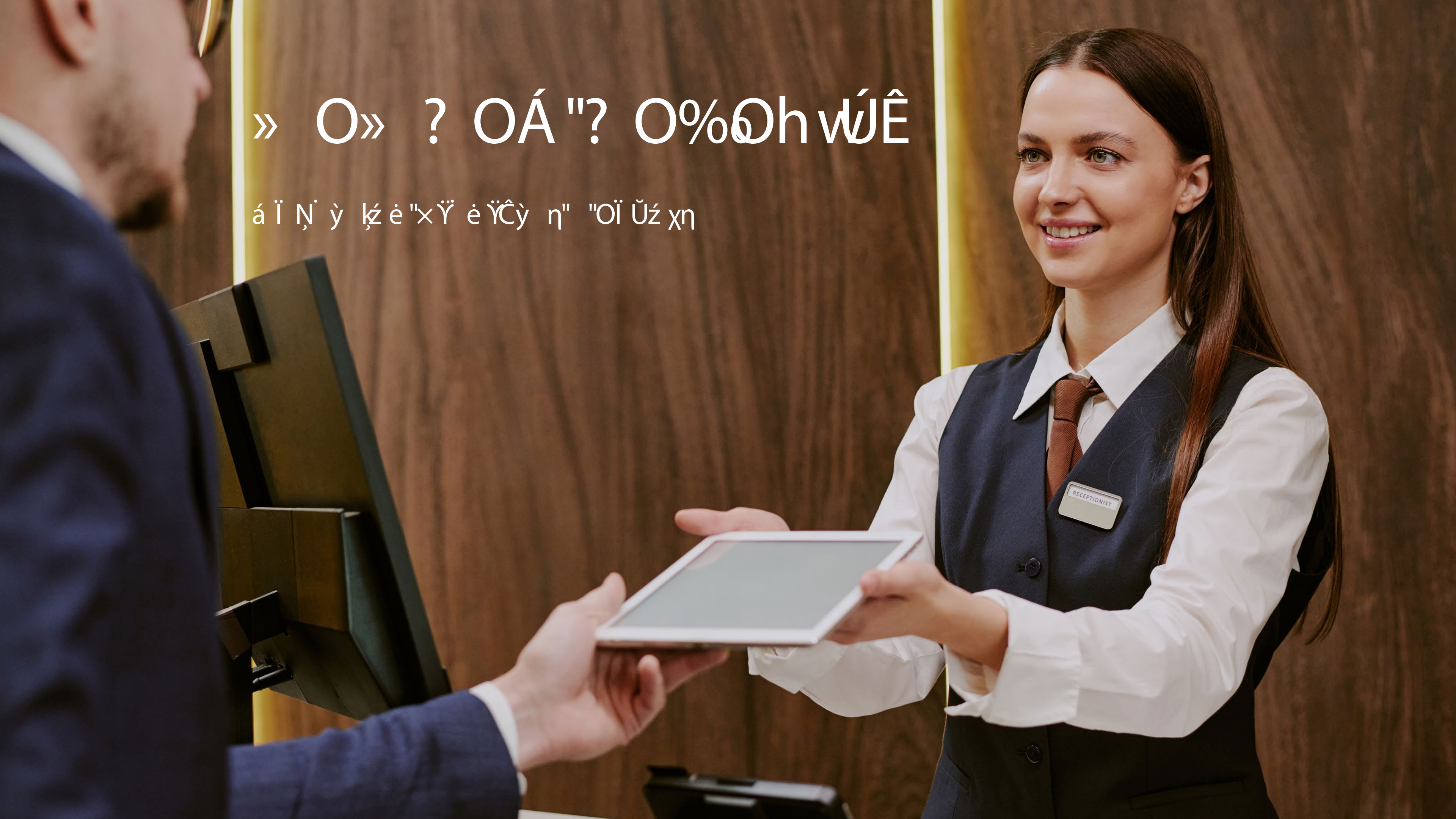
ADDITIONAL ADVOCACY FILES

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YOUR ALLIED PARTNERS

Membership has its perks



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Save Money on Products + Services



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FAST TRACK YOUR FUTURE



Upcoming 2026 Series'

1. Human Resources
Foundations
2. Communication & Marketing
Strategies for Hospitality
3. Managing Food & Beverage
Operations
4. Guest Experience & Service
Excellence

“Best training!”

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*“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”*

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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:

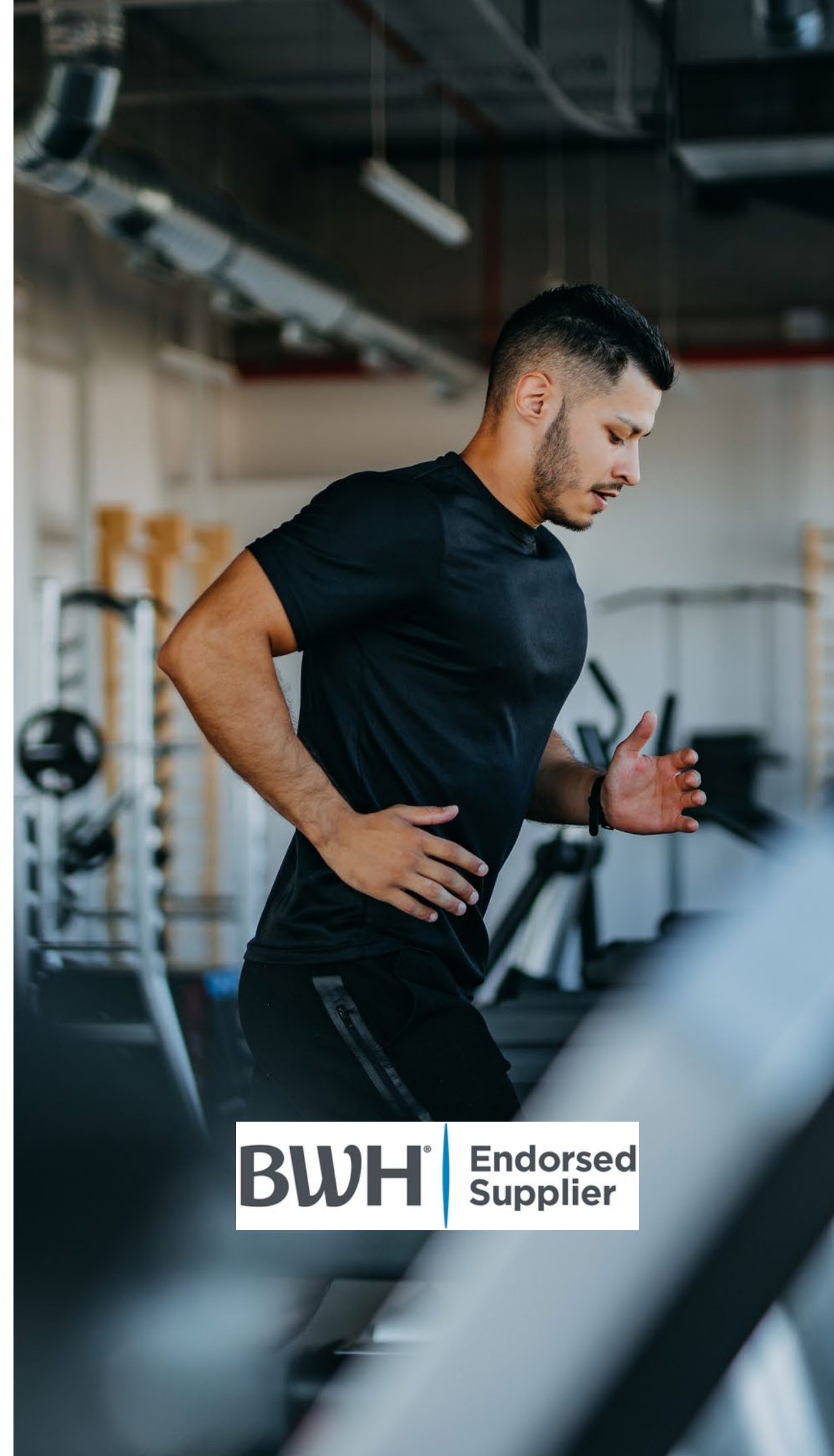
- ✓ Job order matching
- ✓ LMIA-Exempt
- ✓ Cost-effective hiring solution

Destination Canada Mobility Forum 2026

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

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CANADIAN HOSPITALITY PENSION PROGRAM

What is the CHHP Pension Program?

- Structured after Canada's leading pension plans
- Governed by a Pension Consultant (top Canadian pension lawyers)
- Actively managed by an Investment Management team
- Administered by Co -operators

Result:

- A secure retirement income vehicle designed to perform in hospitality workers' best interests





REGISTER NOW
AND SAVE



SUMMIT
BRITISH COLUMBIA HOTEL ASSOCIATION

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Presented by Paul Hawes