



BRITISH COLUMBIA
HOTEL ASSOCIATION



FOR IMMEDIATE RELEASE

IHA International and BC Hotel Association Partner to Advance Hotel Valuation and Property Tax Expertise

Vancouver, BC | July 16, 2026 – IHA International (IHA) and the British Columbia Hotel Association (BCHA) have announced a new partnership to provide hotel owners across British Columbia with access to hotel valuation, brokerage and property tax expertise.

Through the partnership, BCHA members will receive market intelligence insights for key BC hotel markets while gaining access to specialized expertise in hotel valuation and property tax.

As part of the partnership, IHA will also launch a pilot program focused on one of the hotel appraisal industry's key technical questions: how to determine the portion of a hotel's value that is attributable to real estate rather than the business operating within it. The initiative will develop evidence-based analysis to support informed discussions around hotel property assessment.

"We're pleased to partner with the BC Hotel Association to bring specialized valuation expertise, brokerage services and market intelligence to hotel owners across the province," said Russ Reynolds, President, IHA International. "Our goal is to help advance a clearer understanding of hotel valuation through practical, evidence-based analysis."

"Hotels are unique assets that combine both real estate and an operating business, making valuation and assessment particularly complex," said Paul Hawes, President & CEO of the British Columbia Hotel Association. "This partnership gives our members access to valuable expertise and market intelligence while supporting work that will contribute to informed conversations around hotel property assessment in British Columbia."

For more information about the partnership, visit <https://bcha.com/hotel-valuation-and-property-tax-program/>.

To learn more about the pilot program and the principles behind hotel valuation and Business Enterprise Value, visit <https://hotelappraisals.com/insights/iha-bc-hotel-association-partnership>.

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