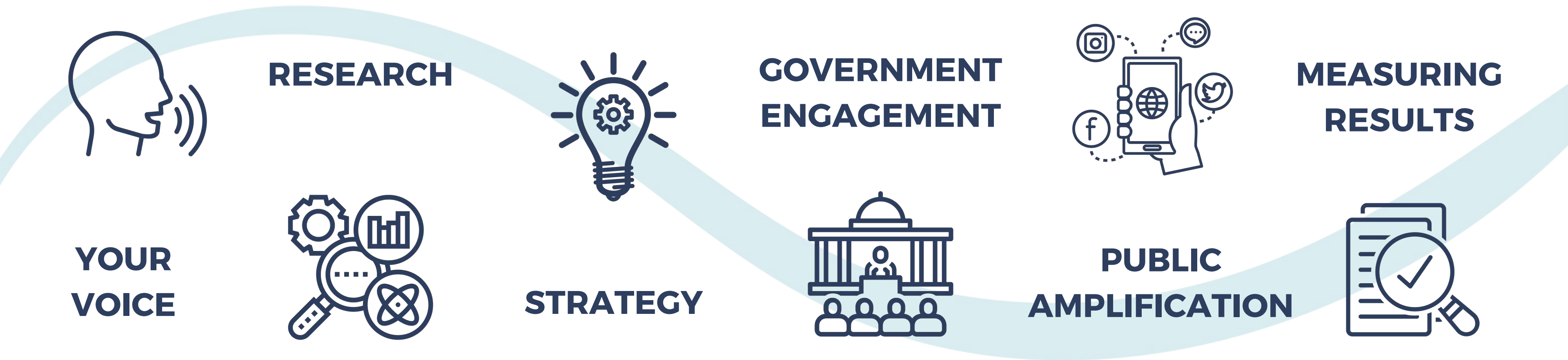




BRITISH COLUMBIA
HOTEL ASSOCIATION

MIKE MACLEOD
Director of Operations

OUR ADVOCACY *APPROACH*



OUR ADVOCACY APPROACH

ENGAGEMENT SURVEYS

- Insurance costs
- Increased business costs
- Workforce

DIRECTION FROM BOARD

MEMBER FEEDBACK & ENGAGEMENT

- Short-term rentals
- Access to housing
- MRDT

**YOUR
VOICE**

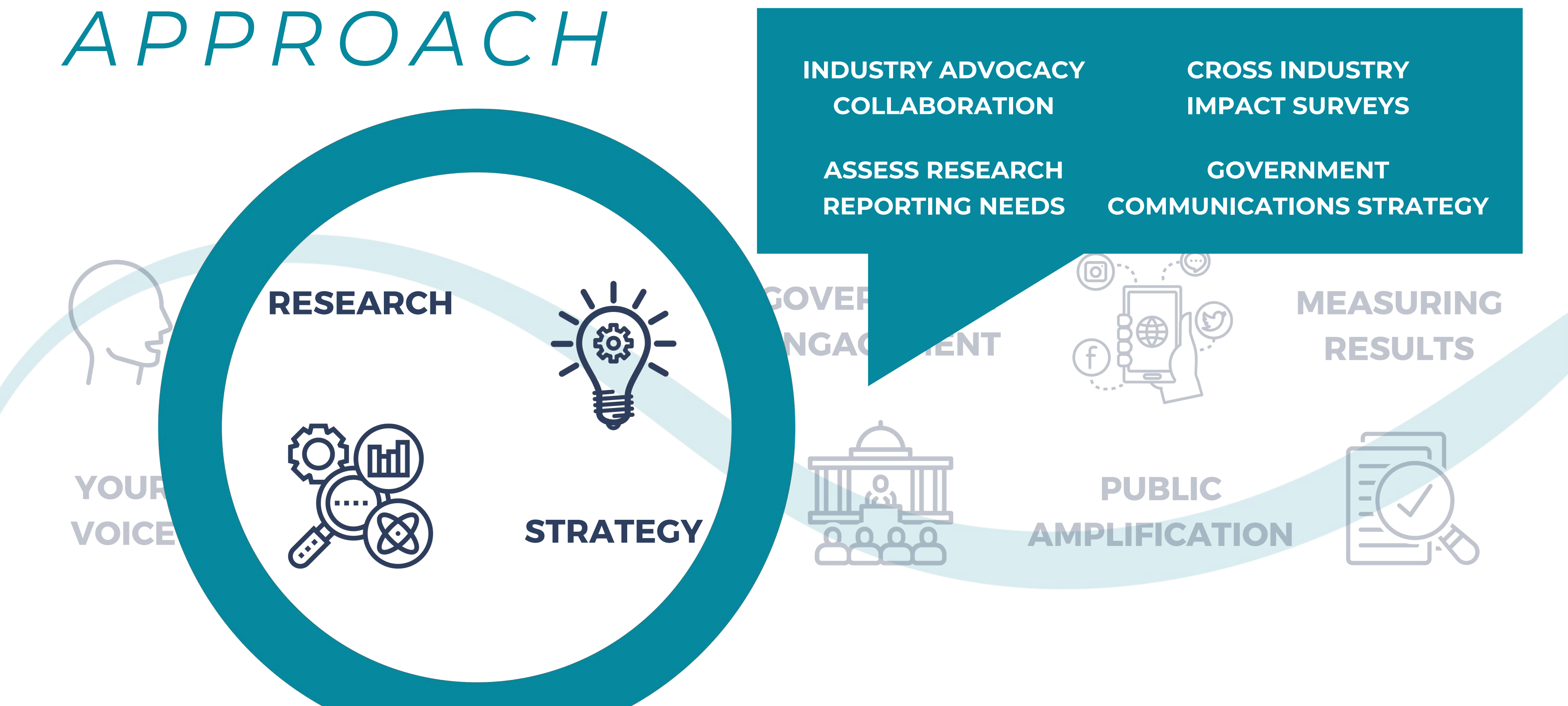
STRATEGY

**PUBLIC
AMPLIFICATION**

**MEASURING
RESULTS**

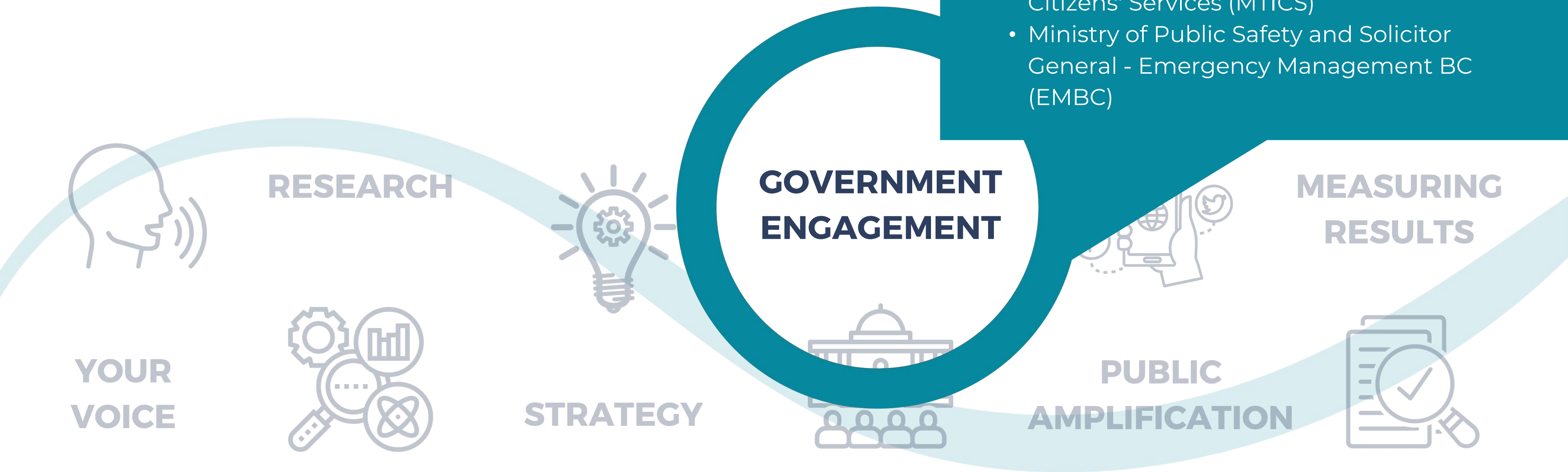


OUR ADVOCACY APPROACH



OUR ADVOCACY APPROACH

- Ministry of Tourism, Arts, Culture and Sport
- Ministry of Labour
- Ministry of Municipal Affairs
- Ministry of Housing
- Ministry of Finance
- Ministry of Jobs, Economic Development and Innovation (JEDI)
- Ministry of Technology, Innovation and Citizens' Services (MTICS)
- Ministry of Public Safety and Solicitor General - Emergency Management BC (EMBC)



OUR ADVOCACY APPROACH



MENTIONS:
606



AD VALUE:
\$3.8 Million



REACH:
419 Million

GOVERNMENT
ENGAGEMENT

MEASURING
RESULTS

**PUBLIC
AMPLIFICATION**

OUR ADVOCACY *APPROACH*





SHORT TERM RENTAL ADVOCACY WIN

OUR ASKS:

- Principal Residence Requirement
- Province-Wide Registry
- Platform Accountability
- Real-Time Data Sharing for efficient market monitoring within municipalities

OUR RESEARCH:

- 48.4% of active listings in June 2023 were owned by hosts with multiple short-term rental properties.
- As of June 2023, 16,810 housing units were converted from residential units to dedicated short-term rentals.

MAJOR INTERNATIONAL WORKFORCE WINS



Temporary Foreign Workers and Refugees

- ✓ Special allowance for hotels to increase their **TFW caps to 30%** (other industries at 20%)
- ✓ Extending work permits to **families of Temporary Foreign Workers.**
- ✓ The **expansion of the Economic Mobility Pathways Pilot (EMPP)** to include chefs and cooks and lower-skill hospitality workers



International Students & Youth

- ✓ Expanded the **International Experience Canada program** by 20%
- ✓ Removed **20 hour cap for international student work permits** (*increased to 40 hours per week*)
- ✓ International students with expiring **status allowed to stay and work in Canada longer.**

= 110,000+
**for tourism and
hospitality**



PROVINCIAL NOMINEE PROGRAM EXPANSION,
making hospitality a career of choice!



**50 POSITIONS GRANTED THROUGH
ECONOMIC MOBILITY PATHWAYS PILOT** with
Talent Beyond Boundaries



**ECONOMIC MOBILITY PATHWAYS PILOT
(EMPP)**

- Hotels can now access low-skilled workers through EMPP



TRAVEL VISA CHANGES

- 13 Countries Allowed Visa-Free Travel for eligible travellers

WE'VE
COME A
LONG
WAY

2023 WINS

YOUR PRIORITY

WORKFORCE





**POLICY CHANGES TO
CREATE EASIER
ACCESS FOR FOREIGN
WORKERS**



**FUNDING TO SUPPORT
UPSKILLING AND
INDUSTRY
DEVELOPMENT**



**ALLEVIATE
FINANCIAL BURDEN
OF RECRUITMENT**



**DEVELOP
PARTNERSHIPS TO GAIN
ACCESS TO WORKERS**



**POLICY CHANGES TO
FASTTRACK IMMIGRATION
INTO OUR SECTOR**

WHAT WE'RE WORKING ON
WORKFORCE

CONNECTING YOU WITH OUR *PARTNERS*

DOMESTIC

- Société de développement économique de la Colombie-Britannique (SDECB)
- Contract Labour Solutions (Integral Services Group)
- Educational Institutions (Western Community College)

INTERATIONAL

- MOUs
 - Barbados
 - El Salvador
 - Mexico
- Refugee Resettlement Opportunities
 - Talent Beyond Boundaries
 - Hires - be in touch by May 15
- Immigration Consultants
 - Bell Alliance, Radar Immigration, Crease Harmon LLP

YOUR NEW WORKFORCE



CONTACT:
alison@bcha.com



FAST TRACK YOUR FUTURE

LEADERSHIP & BEST PRACTICES IN HOUSEKEEPING

**Human Resources Leadership &
Best Practices**

**PROPERTY OPERATIONS &
MAINTENANCE**

Financial Leadership

**Leadership for Hospitality
Professionals**

INVESTING IN *EDUCATION*

FOR YOU AND YOUR TEAM

BENCHMARKING SUCCESS

STATE OF THE INDUSTRY





BC HOTEL PROJECTS

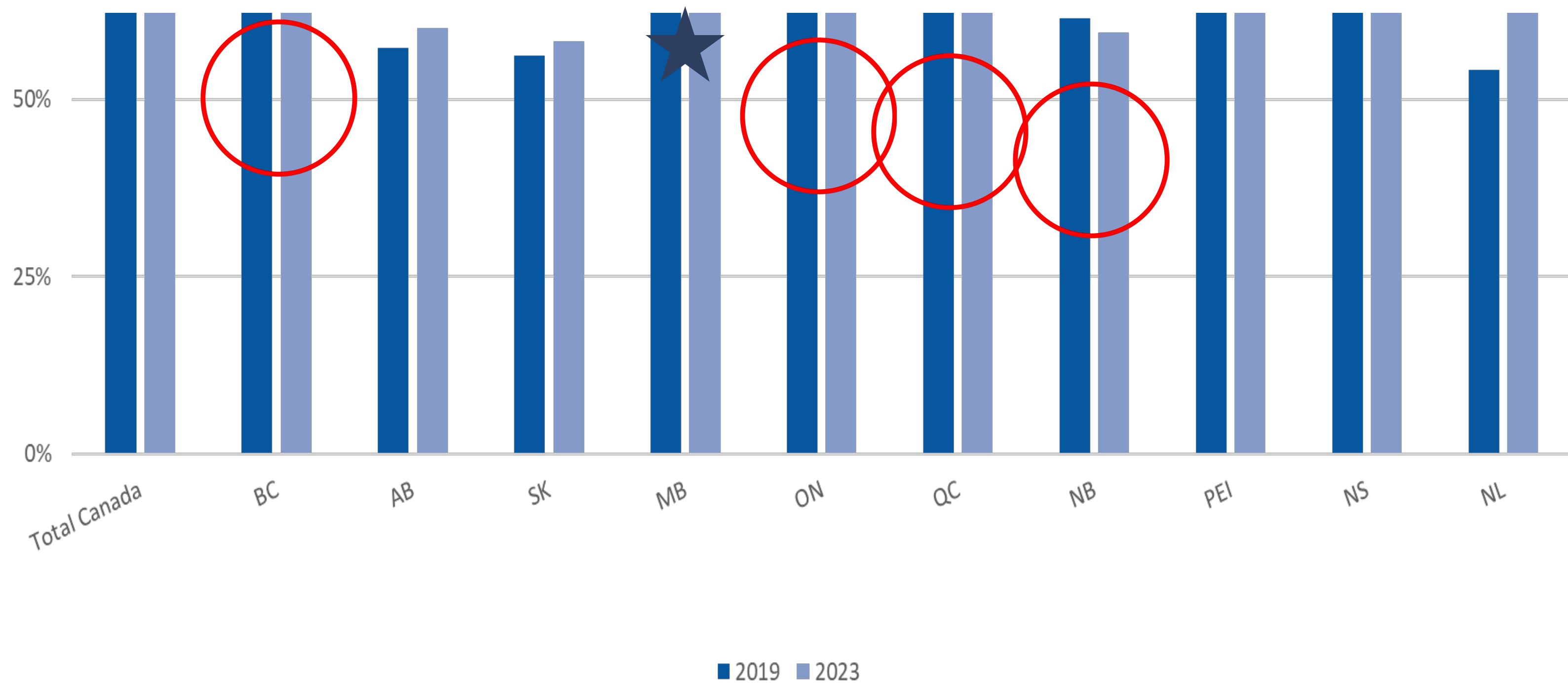


CURRENT PIPELINE:

- **79 Hotels**
- **10,107 rooms**

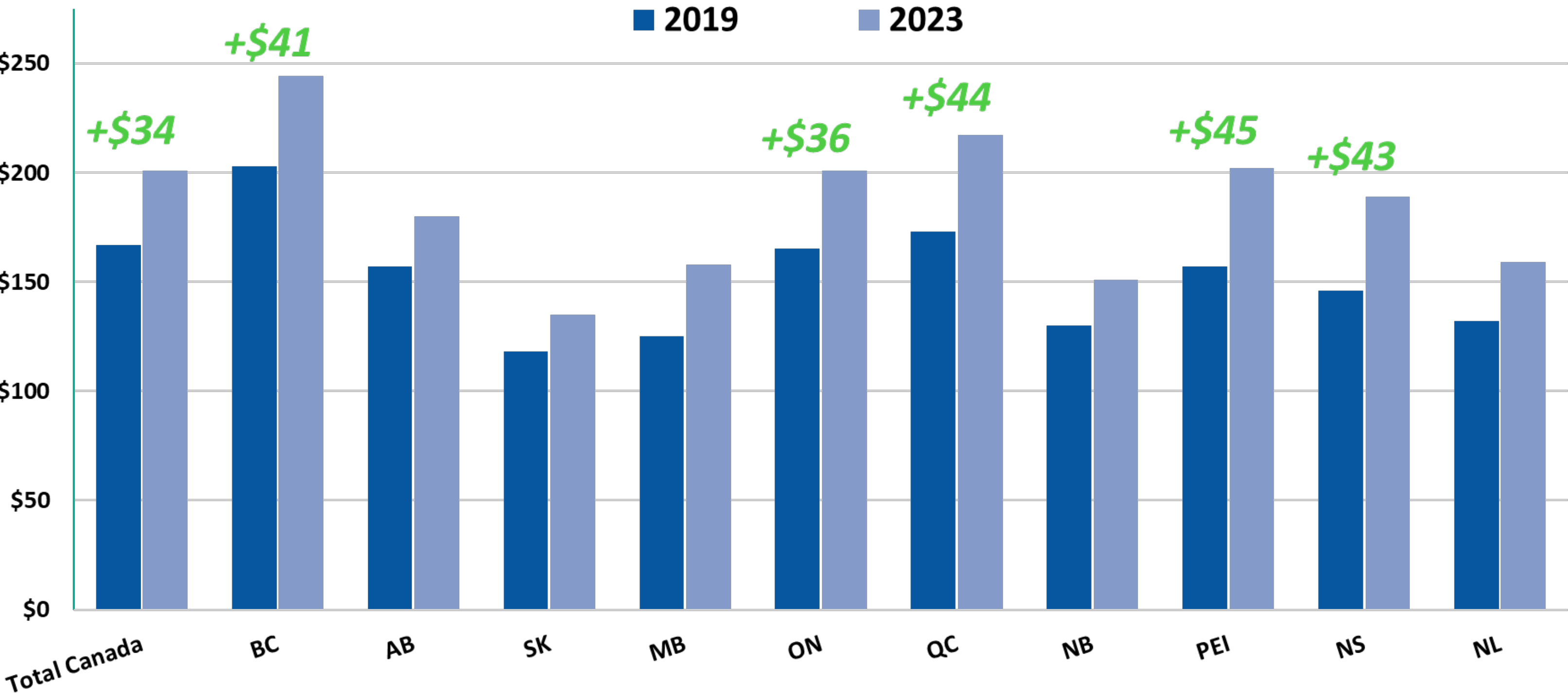
BC IS JUST SHY OF FULL OCCUPANCY RECOVERY

Total Canada and Select Provinces, August YTD Occupancy, 2023 vs. 2019



BC ADR IS UP \$41 OVER 2019

Total Canada and Select Provinces, August YTD ADR (CAD), 2023 vs. 2019



LABOR COSTS CONTINUE TO EAT INTO PROFITS

Profitability KPIs per-available-room | Indexed to same month 2019
Total Canada | CAD

	TRevPAR	GOPPAR	EBITDAPAR	LPAR
August 2022	\$468.69	\$213.30	\$180.55	\$134.62
August 2023	\$475.55	\$194.34	\$94.41	\$152.65
% Change	1.5%	-8.9%	-47.7%	13.4%
Sep 2022	111%	114%	115%	106%
Oct 2022	107%	111%	111%	101%
Nov 2022	105%	95%	85%	104%
Dec 2022	114%	98%	117%	115%
Jan 2023	101%	88%	20%	103%
Feb 2023	111%	107%	69%	112%
Mar 2023	115%	128%	108%	111%
Apr 2023	108%	98%	70%	112%
May 2023	112%	112%	83%	111%
Jun 2023	115%	115%	82%	116%
Jul 2023	113%	114%	66%	109%
Aug 2023	107%	100%	60%	109%

EMERGENCY MANAGEMENT


- Emergency Preparedness Task Force
- Industry survey and impact submission




Sort By:

None

63 Properties found on August 12 - August 15







1 - 20 of 63 [Next>](#)





SUPER 8 KELOWNA

2592 Hwy 97 N, Kelowna, BC, V1X 4J4, Canada

 250-762-8222



 Website  Map

3.7


1031Reviews

Fair

Best Average Rate


\$192³³








Book Now »





HOLIDAY INN EXPRESS & SUITES KELOWNA EAST

1620 Powick Road, Kelowna, BC, V1X 7G5, CANADA

 778-484-2999



 Website  Map

4.7


953Reviews

Excellent

Best Average Rate


\$299⁰⁰








Book Now »






ACCENT INN - KELOWNA

1140 Harvey Ave., Kelowna, BC, V1Y 6E7, CANADA

 250.862.8888 Toll Free: 800.663.0298



 Website  Map 

4.3

535Reviews

Very Good

Best Average Rate

\$205⁰⁰

Book Now »

A MODERN SOLUTION
TO AN EVOLVING ISSUE

AN EXTENSION OF YOUR TEAM

UNLOCKING MEMBERSHIP VALUE

SAMANTHA@BCHA.COM



INDUSTRY REPRESENTATION

- Opportunities to provide feedback and be heard

TIMELY COMMUNICATION

- Stay informed on advocacy, resources, and expert advice

INDUSTRY SUPPORT

- Advocacy and strategic development for your priorities
- Workforce assistance and consultations with our strategist

COST SAVING PROGRAMS

- Exclusive discounts for the hospitality industry

NETWORKING & EDUCATION

- Access to conferences and events
- Networking and educational opportunities

YOUR MEMBER *BENEFITS*



JOIN US AT THE *BCHA* SUMMIT

**MAY 1 - 2, 2024 |
FAIRMONT
CHATEAU WHISTLER**



THANK YOU

