

## ADVOCACY Meeting Guide

### BEFORE THE MEETING

#### Background work

- Look at their biography and related information online
  - Any particular interests or experience that may be relevant?
  - Possible knowledge of the hotel industry?
- If attending with someone else, discuss who will say what. For example, if you're attending with another local hotel owner, one may be more comfortable with a particular issue over the other.
- Prepare what you will say. Even if the meeting is scheduled for 30 minutes, prepare for 15 minutes as the candidate may be late or have to leave early. Your 60 second elevator pitch will be key.
- Read the key messages provided in this toolkit and try to incorporate them into your discussion.

#### Preparing

What you can do to prepare:

- Be prepared to discuss your important role as an Alberta employer.
  - Highlight how many people are employed by you and the overall benefits offered to employees.
  - Highlight your economic impact in your community. As a hotel owner or operator you bring in much needed revenue for the local community.
    - When visitors spend money their dollars have a far-reaching impact beyond tourism businesses alone.
- Be prepared to discuss your labour needs and why you are experiencing a shortage in workers.
- The goal is to highlight your important role as an employer and contributor to the economy. We want the government to get excited about tourism and hospitality as an economic driver and means for diversification.

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### DURING THE MEETING

#### Key Messages

Introduce the tourism and accommodation sector:

- The tourism and accommodation sector is one of Alberta's most significant economic engines and the backbone of many local and regional economies.
- Pre-pandemic, Alberta's accommodation sector generated over \$3 billion in value-added revenue to the economy each year and employed over 20,000 individuals.
- Alberta hotels offer meaningful, lifelong careers with many opportunities for upward mobility.

Discussing the AHLA's priority issues of concern in a local context is a strategic direction to achieve success and will create a more interesting and relevant dialogue between you and the candidate.

#### Introduce the Issues

AHLA members identified the following areas of concern related to their business operations:

- Labour – attraction and retention
- Inflation and supply chain disruption
- Rising costs associated with utilities, insurance and food
- Crime and safety

#### Our Asks

1. Create a long-term labour strategy that will enable Alberta hotels to recruit and retain highly qualified workers.
2. Dedicate 100% of the revenues collected through the 4% Tourism Levy to Travel Alberta to fund tourism initiatives in Alberta.
3. Provide inflation relief to struggling businesses by increasing VLT Commissions paid to retailers from 15% to 18%.
4. Continue to invest in and support programs that keep our communities and streets safe from crime and social disorder.



ALBERTA HOTEL &  
LODGING ASSOCIATION

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### AFTER THE MEETING

#### Follow up

Let us know how it went. Call Laurie Chandler at 780.242.0202 or email at [lchandler@ahla.ca](mailto:lchandler@ahla.ca)

### CONTACT US

#### Questions? Need help?

If you have any questions, want to spend 20 minutes preparing, or need some extra encouragement please contact: **Laurie Chandler**, Director, Communications & Advocacy, Cell: 780.242.0202 | Email: [lchandler@ahla.ca](mailto:lchandler@ahla.ca)