

ADVOCACY Talking Points

Alberta Hotels

Introduce your Business

Alberta hotels are at the center of communities across Alberta – they are family owned and operated, employing over 20,000 Albertans. Alberta hotels are in the business of people, serving guests and providing lifelong careers for employees.

If applicable, describe your ownership structure. Its important candidates understand that hotels are family owned, locally operated businesses.

Be prepared to discuss:

- Discuss the current state of your business, including employment, occupancy, rate, and revenue.
 - What is driving business?
 - What are the biggest challenges you face?
- Economic data like:

TOURISM'S ECONOMIC IMPACT IN ALBERTA

IN 2019, THE SECTOR GENERATED:



TOURISM
INDUSTRY
ASSOCIATION ALBERTA

- [Economic data broken by provincial riding](#). Please use this tool as a resource to connect similar issues you are facing at your property.

ADVOCACY Talking Points

Allocating the Full Amount of the Tourism Levy to Travel Alberta

- Hotels support the decision to expand Travel Alberta's mandate to include:
 - Marketing Alberta's tourism assets, attractions and opportunities;
 - Promoting & supporting the development and growth of the visitor economy in Alberta;
 - Promoting Alberta as a destination for tourists and other visitors;
 - Helping Alberta communities and tourism industry operators to develop and market their products, and
 - Providing visitor services.
- To grow tourism revenues to \$20 B by 2035, significant investment in the sector is needed. Tourism was one of the hardest hit sectors during the pandemic and we are still recovering.
- To achieve this goal, the government should fully allocate the Tourism Levy to Travel Alberta. This ensures the monies generated by the levy are going directly into the tourism economy, allowing hotels and other operators to find innovative ways to attract visitors to our communities, benefiting Alberta as a whole.

Labour Supports

Be prepared to discuss:

- Labour challenges you are experiencing as a result of the pandemic.
 - Hiring and retention
 - Revenue loss
 - Barriers within the provincial immigration process
- The impacts labour challenges have on the guest experience.
 - Have you kept floors or rooms closed due to low staffing levels?
 - Have you had to close restaurants or bars on the property?
- Without adequate staffing, hotels cannot operate at their full capacity, resulting in lost revenue for the hotel industry and the broader economy.
- It is essential that the provincial government encourage investment, growth and employment in our sector by implementing labour policy and strategies that enable Alberta hotels to create jobs and employ highly qualified workers.

ADVOCACY Talking Points

Increasing VLT Commissions to 18%

Be prepared to discuss:

- Cash flow and liquidity challenges you are experiencing as a result of the pandemic.
- Rising costs in insurance, utilities, and labour.
- An increase in VLT Commissions to 18% would certainly help relieve our continuing challenges in cash flow management. Our costs for insurance, labour and utilities in relation to the VLTs have increased significantly.

Public Safety

Be prepared to discuss:

- The issues you are facing as a local business owner due to the increase in crime and social disorder.
 - What this means for staff and guest safety.
- We encourage the provincial government to continue to invest and support programs that keep our communities and streets safe from crime and social disorder.