



Honourable Bruce Ralston (Vice Chair)

EMPR.Minister@gov.bc.ca

Dear Honourable Bruce Ralston:

My name is Ingrid Jarrett and I am the President & CEO of the BC Hotel Association. BCHA has been in business for 103 years, our membership represents over 700 Hotels, most of which have food and beverage restaurants/pubs and catering services. Our membership employs over 80,000 people in the province. I am writing to ask for your support to implement a “hospitality price” to help BC’s small hospitality businesses recover from the devastating impacts of the COVID-19 emergency.

British Columbia’s liquor and hospitality industry is in the midst of an unprecedented crisis. While the global COVID-19 pandemic has reverberated throughout our economy, our industry was hit first, hit hardest, and will be among the last to recover. The very survival of our industry’s businesses and the jobs they create now depend on urgent leadership and bold action from our provincial government partners.

In particular, this crisis has impacted our industry with over 40% of all hotels closed in the province, all food and beverage operations closed and over 64,000 people laid off.

We strongly support and commend government for their ongoing efforts to keep British Columbians safe as we all work together to re-start our economy. As our industry gets ready to re-open, my business will incur substantial costs to meet various necessary public health directives, modify our operations, and supply our staff with PPE. We also expect to be operating at dramatically reduced capacity for the foreseeable future, meaning that controlling expenses will be key to our survival.

One of our largest expenses is liquor products, the majority of which we purchase from government stores at the full retail shelf price. Being able to purchase liquor products at discounted wholesale prices will provide essential breathing space so we can re-employ workers and get back on our feet.

We understand BC’s liquor industry associations have submitted a proposal to create a “hospitality price” for BC’s on-premise liquor licensees. We strongly support this proposal and believe it is essential to implement “hospitality pricing” immediately and for at least the next two years.

Thank you for your time and attention to this matter.

Sincerely,

Ingrid Jarrett, President & CEO

BC Hotel Association

CC: Jeff Guignard, Executive Director of ABLE BC (jeff@ablebc.ca)



BRITISH COLUMBIA
HOTEL ASSOCIATION