

# MAJOR EVENTS VISITOR EXPERIENCE & ACCOMMODATION OUTLOOK

British Columbia Hotel Association | February 5, 2026

**Paul Hawes**, President & CEO



BRITISH COLUMBIA  
HOTEL ASSOCIATION

# LAND ACKNOWLEDGMENT

We acknowledge with respect and gratitude that we are on the traditional, ancestral, and unceded territories of the Ləkʷəŋən peoples.

We honour the enduring relationship between Indigenous peoples and this land, and we are grateful to live, work, and gather here.



# OUR PILLARS



✓ **Advocate**

Advocacy is at the heart of everything we do. We work relentlessly with government, industry partners, and stakeholders to advance the interests of British Columbia's hospitality sector.



✓ **Educate**

Education prepares today's teams and tomorrow's workforce. Through conferences and programs like Fast Track Your Future, we deliver practical training that builds skills and strengthens operations.



✓ **Elevate**

We elevate the sector by celebrating achievements and showcasing leadership. Through the BCHA Awards of Excellence, programs like CHHP, and sector storytelling.

# WHAT IS BCHA'S ROLE WITH MAJOR EVENTS

01

## **Policy & Government Input**

Ensuring hotel and hospitality realities are reflected in major event planning

02

## **Fair Operating Environment**

Supporting conditions that set hotels up for success and allow them to operate effectively

03

## **Member Communications**

Delivering clear, trusted information to operators

04

## **Data & Sector Insights**

Providing context to support informed decisions in the future

# CHALLENGES & SOLUTIONS



# WHY DO WE NEED A STRATEGY

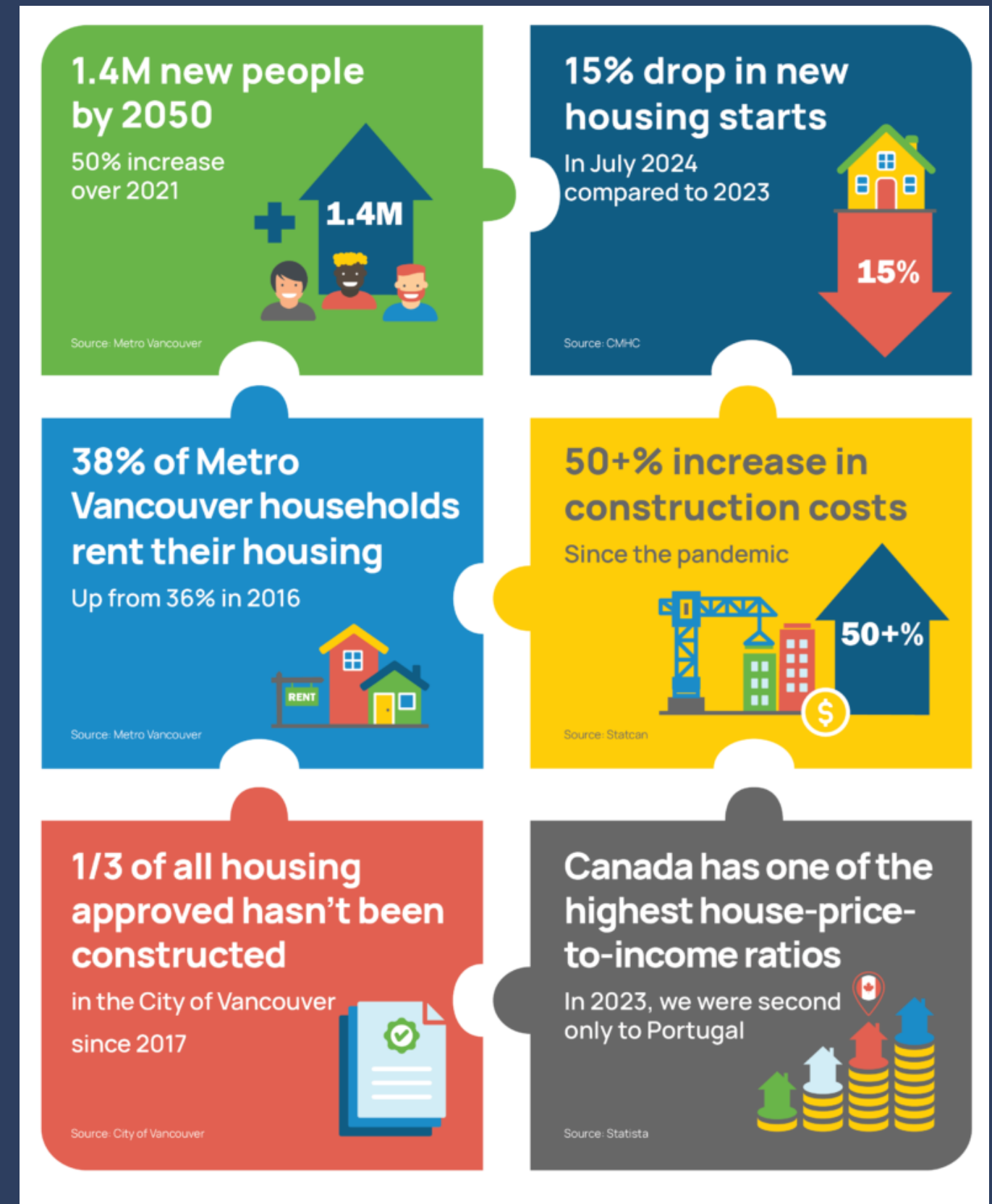
- 7 FIFA World Cup 26 matches hosted in Vancouver
- 1M+ out-of-province visitors projected **(2026–2031)**
- \$1B+ in **incremental visitor spending** province-wide
- Peak summer timing raises planning complexity
- Coordinated preparation is essential



# A DIFFERENT PLANNING MODEL

## WHY PAST MODELS DO NOT APPLY

- 2010 Winter Olympics assumptions no longer reflect current conditions
- Greater pressure on infrastructure, labour, and housing
- FIFA occurs during peak tourism season
- Shorter planning runway for industry



# MANAGING CONCENTRATED DEMAND

- 350,000+ additional visitors during peak tournament window
- Undersupplied hotel market in the core
- World Cup fans are accustomed to travelling for matches
- Hotels across the Lower Mainland and beyond will play a key role
- Regional travel and transit demand will increase



# PREVENTING HUMAN TRAFFICKING DURING MAJOR EVENTS

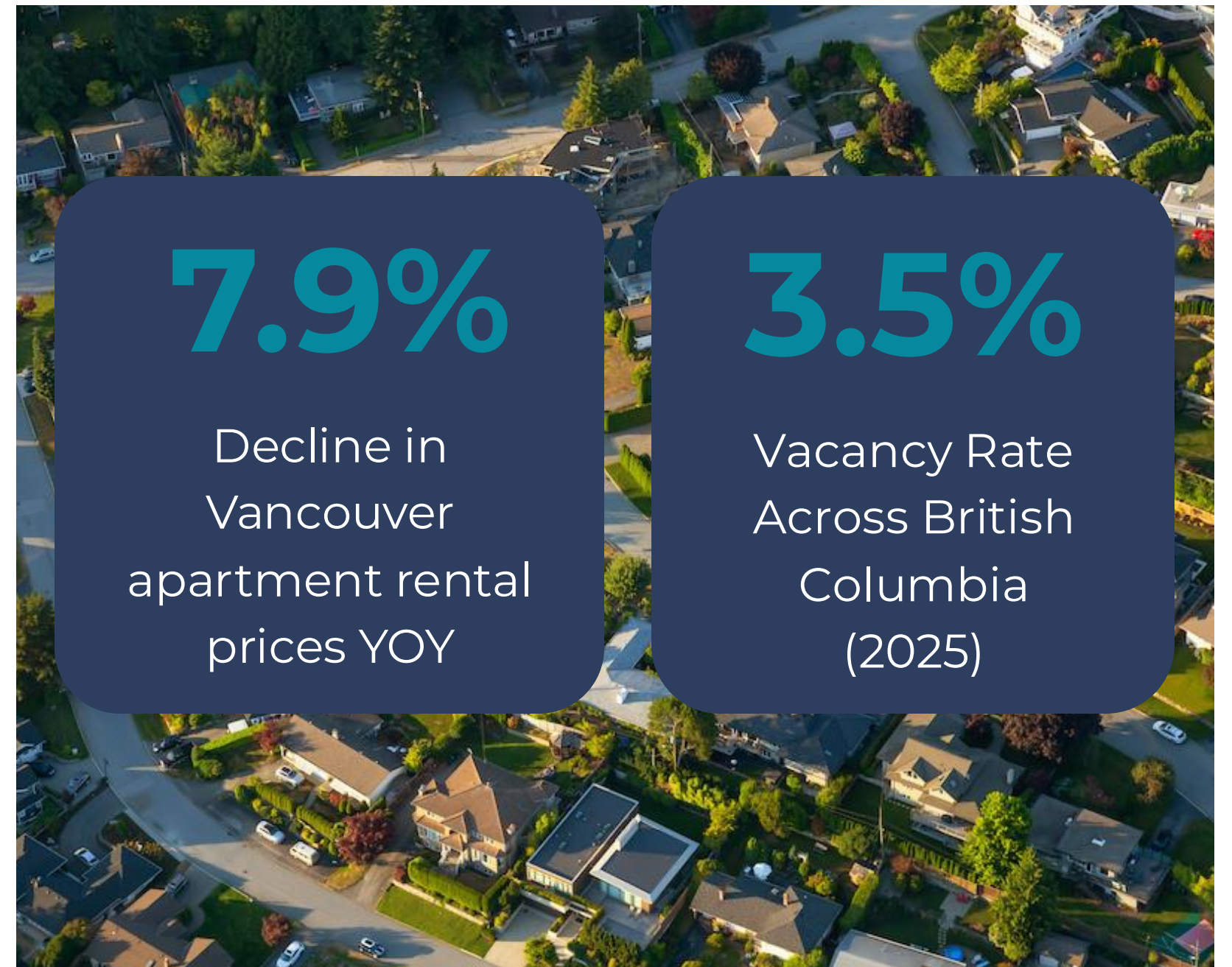
- Large-scale events can increase the risk of human trafficking
- International Labour Organization estimates **40.3 million people** are trapped in modern slavery globally
- BCHA has developed **Not in Our Hotel** to equip members with awareness and tools
- Prevention requires coordination across government, policing, and industry



# SHORT-TERM RENTALS AND HOUSING

## ***POLICY THAT IS WORKING***

- Housing must remain housing during major events
- Short-Term Rental Accommodation Act remains in place
- **BC rents down 5.4% year-over-year**



# STR's AND MAJOR EVENTS

## ***FACTS NOT FEAR***

- STRs are regulated, not banned, in British Columbia
- 30,000 hotel rooms projected in the Metro Vancouver region by 2026
- Earlier third-party estimates commissioned by Airbnb massively understated capacity
- Regional accommodation will absorb demand



# STR's - WHAT FIFA HOST CITIES ARE DOING

- FIFA 2026 spans 16 host cities / districts
- 11 of 16 have balanced restrictions or moderately restrictive STR rules
- Restrictions: Vancouver, New York City, Miami, Boston, Philadelphia, Toronto, San Francisco, Los Angeles, Mexico City, Guadalajara, Kansas City
- Few restrictions: Dallas\*, Houston, Seattle, Atlanta, Monterrey
- Principal-residence rules and zoning limits are common



# LONG-TERM SOLUTION

## ***BUILDING HOTEL CAPACITY WHERE DEMAND EXISTS***

- Metro Vancouver and Victoria face a documented hotel shortage
- 10,000 additional hotel rooms needed in Metro Vancouver by 2050. Greater Victoria suggests another 2,000 over coming years.
- New supply must align with demand and be delivered over time
- Regional growth supports future major events and business travel



# NEAR & MID-TERM SOLUTIONS

## ***WHAT WE CAN DO NOW***

- Centralized FIFA hotel room availability portal
- Temporary use of post-secondary housing where feasible
- Regional accommodation and extended transit strategy
- Congestion mitigation and work-from-home leadership
- Coordinated approach to prevent human trafficking
- “Stay longer, go further” tourism dispersal strategy





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