

STRATEGIC FRAMEWORK



Government & Partner Relations



Workforce Development



Community Wellbeing



Municipal Engagement

- Taxation service review
- Municipal election forum & member roundtables
- Provided leadership in emergency preparedness & interagency coordination
- Commissioning a comprehensive Economic Impact Study with MNP
- New branding & website to support membership communications
- Banff Communittee Plan Steering Committee

Provincial Collaboration

- Immigration advocacy in collaboration with TIAA and AHLA
- Support of the Provincial Tourism Strategy
- Representation at TIAA Advocacy Summit

Federal Advocacy

- Federal election forum
- Consultation on immigration/workforce stabilization
- Lake Louise Community Plan
- G7 community preparedness
- Federal investments in National Park infrastructure & emergency preparedness
- Advocacy at Hill Days in Ottawa & TIAC Congress

Workforce Development

In 2025, BLLHA prioritized workforce sustainability through immigration advocacy, mentorship, and industry alignment, ensuring Banff National Park remains a leader in attracting, retaining, and developing tourism professionals.



Immigration advocacy & guidance on provincial & federal policy changes and alternative workforce pathways.



Facilitated Banff & Lake Louise Mentorship Program with 166 participants across two sessions.



Three David M. Bayne Legacy Bursaries awarded through BCF.



Supported continuity & leadership of Banff Mental Health & Addiction Week.



BVIP Workplace Inclusion Charter supporting 70 workplaces and 5,933 employees.



HR Committee, HR Keynote & Social, Industry best-practices, advocacy efforts.



Housekeeping Olympics, 22 teams & 500+ employees



Promoted inclusive, safe and informed workplaces through training opportunities.

20+ Strategic Alliances



BLLHA deepened engagement with an expanded network of partners, including Bow Valley Immigration Partnership, Bow Valley Job Resource Centre, Scale Naturally, Bow Valley Settlement Services, BanffLIFE, YWCA, Alberta Hotel & Lodging Association, Tourism Canmore Kananaskis, Pauw Foundation, Banff Canmore Foundation, Calgary Catholic Immigrant Society, Banff Mental Health & Addiction Week and SAIT School of Hospitality.

Destination Sustainability

Banff Borrows

1,453 cups diverted, 92% return rate, and momentum growth.



Environmental Leadership

Housekeeping Olympics with 99.4% waste diversion.

Emergency Preparedness

Industry training and real-time member updates.



Member Value Equation



Emergency Preparedness Series featuring Basecamp resource hub, crisis communications workshop, agency led webinars, and ICS training.



Municipal Engagement: supporting reduced municipal tax increases and strategic use of VPP revenues to be re-invested in ROAM Transit. Active engagement in the Community Plan Steering Committee.



Election Forums & Advanced Roundtables: Public and member based forums in advance of both municipal and federal elections.



Research & Statistical Studies including 120-day occupancy forecast, daily room actuals, F& B historical sales Initiative, labour turnover statistics, labour forecasts, HR outlook survey, business, outlook survey, Economic Indicators report, and commissioning of Economic Impact Study.



Improved Communications including new member website, updated monthly member and HR newsletters and special member bulletins.



Professional Development: workshops including Inclusive Employment Workshop; Psychological Safety in the Workplace - Managing Team Conflict and Emotional Intelligence & Psychological Safety; Employment Law; Leading Change in your Organization; Economic Resilience & Workforce Support Session, HR Networking Socials.

