Surrey Hotel and Motel Association

Purpose

The association is concerned with advocating on behalf of both large and small Surrey hotel and motels to jointly market the destination for an increase in the number of groups and visitors to Surrey. With the announced Innovation Boulevard and various Arts & Cultural Festivals hosted in Surrey, the goal is increase the visibility of the hotel community, through partnerships with the Surrey Board of Trade and to market all Surrey Hotel and Motels.

We represent the hotel and motel community of Surrey with a unified voice with such diverse organization as the City of Surrey, Surrey Tourism and Convention Association, BC Hotel Association, Destination BC and Tourism Industry Association of BC.

Member meetings are held regularly to update the members on activities of the association as well as the various advocacy files. Information such as incoming conventions, sporting events, concert information, and report on demand generating activities and events that are occurring not only in Surrey, but surrounding areas Langley, Burnaby, Richmond and Vancouver are discussed.

Objectives

1. To represent the hotel and motel community in a unified voice with such diverse organizations as the City of Surrey, Surrey Tourism and Convention Association, the BC Hotels Association, and the Provincial DMO.

2. To advocate for and jointly market the destination for an increase to the number of groups and visitors to Surrey, with the advent of Innovation Boulevard and various arts and cultural festivals hosted in Surrey.

3. To advocate for change in the governance of Surrey Tourism and Convention Association.

4. To advocate for direct marketing efforts which are results oriented and that such marketing efforts be measured by ROI (Return on Investment) of “heads in beds” in the community.

5. To increase the visibility of the hotel and motel community, through partnerships with the Surrey Board of Trade and to market all hotels and motels through the various channels available.

6. To advocate with the City of Surrey for events to take place in Surrey. Such event participants and spectators, as a condition of obtaining fields, recreation centers and general access to facilities, are recommended to be housed in Surrey hotels and motels.

7. To jointly participate, as accommodation partners in marketing of the destination with City of Surrey Parks and Recreation and Culture. Surrey is to be promoted as a destination through travel and trade industry events participation between the City, DMO and industry partners.

8. To work jointly with the City of Surrey and accommodation providers for attendance at certain sport tourism related sales events in order to secure group/tournament business for available dates in Surrey.

9. To market in partnership, direct advertising in feeder markets such as Washington, Alberta and British Columbia.

10. To advocate for regulation and appropriate taxation of short-term rental providers in the community of Surrey.

Fees & Assessments

Upon joining the Surrey Hotel and Motel Association

$100 Initiation Fee
$10 per room available for sale

Annual Dues

$6 per room billed Quarterly.

For further information concerning the Association please contact Surrey Hotel and Motel Association, Ms. Debbie Morris at dmorris.shma@gmail.com