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Resort Community Chambers Unite to Strengthen Advocacy and Collaboration



Photo: Caroline Lachapelle, Chair of the RCCC, speaking at the Canadian Chamber AGM & Conference, Oct 2025.

October 28, 2025 – *Chambers of Commerce representing resort communities across British Columbia have formed the Resort Chambers of Commerce Coalition, and celebrate their first advocacy win!*

Chambers of Commerce that operate within resort municipalities in British Columbia have come together to form a new **Resort Chambers of Commerce Coalition (RCCC)**, a collaborative alliance designed to amplify the collective voice of businesses in resort-based economies, and identify opportunities for partnerships to support business and economic growth.

The founding Chambers in the Resort Chamber Coalition are; Revelstoke, Columbia Valley, Fernie, Harrison-Agassiz, Kamloops & District, Kicking Horse Country, Kimberley & District, South Okanagan, Tofino, Trail and District, Ucluelet, Valemount, and Whistler, representing all 14 provincially designated resort communities in BC.

Resort communities face unique challenges that differ from those of larger urban centres, including seasonal workforce pressures, housing constraints, infrastructure demands, and the need to balance visitor experiences with residents' quality of life. Recognizing these shared priorities, Chamber leaders believe a united approach will be more effective and efficient than working in isolation.

“By coming together, we can advocate with a stronger, more coordinated voice,” said Caroline Lachapelle, RCC Chair. *“Working together allows us to make progress on the issues that matter most to our members, from housing and transportation to workforce and economic development. This coalition allows us to better champion the needs of resort economies and the businesses that power them.”*

The coalition's first joint action was submitting a proposed policy resolution to the Canadian Chamber of Commerce focused on immigration and workforce challenges in Canadian resort communities. The policy calls for the Government of Canada to enhance the effectiveness of the Rural Community Immigration Pilot (RCIP) and support the vitality of Canada's Resort Communities by:

1. Amending RCIP eligibility criteria to explicitly include Resort Communities, recognizing their unique economic structures and labour market needs;
2. Implementing flexible population metrics to allow for exceptions to population and proximity requirements for communities that demonstrate significant reliance on tourism and face labour challenges; and
3. Engage local stakeholders in Resort Communities including municipal government and industry, to ensure the effective implementation of these changes.

The policy was submitted at the Canadian Chamber of Commerce conference earlier this October, with support from the Resort Chamber Coalition, and other resort communities across Canada. (Including but not limited to: Bow Valley, Jasper, Alberta and Ontario Chambers of Commerce.) It was formally adopted with a large majority of 94% of the assembly in favour. The coalition's next steps are to work alongside the Canadian Chamber's "future of work" advocacy department and the commissioner for employers to consistently bring this policy resolution forward to the appropriate federal ministers whose work focuses on tourism and immigration.

"Our first collaborative policy submission demonstrates the power of the Chamber network," said Caroline Lachapelle. "Resort communities across Canada share similar workforce challenges, and by presenting a united voice, we can bring national attention to the need for immigration solutions that fit the realities of resort economies."

The Resort Chambers of Commerce Coalition currently consists of communities with resort municipality designation in British Columbia. With recent national support of RCCC initiatives, the coalition invites collaboration from other resort-area Chambers in Canada to strengthen our collaborative efforts on a national level.

About the Resort Chamber Coalition

The Resort Chamber Coalition represents all 14 resort municipalities in British Columbia. The Chambers of Commerce have a shared understanding to participate in ongoing discussions to identify community needs and advocate collectively, and to explore new opportunities for collaboration between the individual resort communities and their Chambers that will help grow and strengthen the individual Chambers and the Chamber network.

Follow this link to view the RCCC's policy resolution "**#15. Inclusion of Canada's Resort Communities in the Federal Rural Communities Immigration Pilot Program**" : [Proposed_Resolutions2025_FINAL_EN.pdf](#)

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