

For Immediate Release

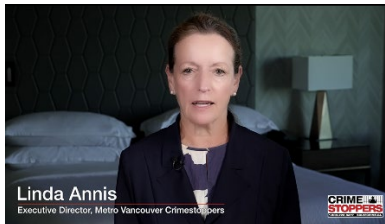
CRIME STOPPERS PARTNERS WITH HOTEL ASSOCIATIONS TO TRAIN EMPLOYEES HOW TO REPORT SUSPECTED HUMAN TRAFFICKING IN HOTELS

Vancouver, B.C. (March 10, 2025): In a major step toward combatting human trafficking in Canada, provincial hotel associations in B.C. and four other provinces are launching **“Not in Our Hotel”**, a free training program now available to all hotel employees from here to Ontario.

Human trafficking is one of the fastest-growing crimes in Canada, and hotels can play a vital role in stopping it. The **“Not in Our Hotel”** training equips employees with the tools to recognize and respond to trafficking situations, support victims, and protect their properties.

Hotel owners and operators in all five provinces are encouraged to register their staff at [NotInOurHotel.ca](https://www.notinourhotel.ca) and be part of the movement to eradicate human trafficking from Canada’s hotels.

The training is available now and includes a video message in which Metro Vancouver Crime Stoppers Executive Director Linda Annis issues a plea for hotel employees to report tips about suspected human trafficking to Crime Stoppers anonymously,



The training also includes:

- Online courses for hotel employees, with certificates of completion
- Posters and reference materials for quick on-the-job reminders
- Guides for hotel owners and managers to implement policies and best practices

“Our Canadian hotels and their staff are known around the world for their incredible hospitality, but when it comes to human trafficking, we want criminals to know they’re not welcome,” said Annis. “The victims of human trafficking need our help, and anonymous tips to Crime Stoppers can make a real difference. Please speak up, because the victims cannot.”

“I’m pleased that the hotel industry is making this concerted effort to focus its considerable energy and resources on taking action against human trafficking, which has no place in our hotels in B.C.,” added John Kearns, Chair of the Surrey Hotel and Motel Association and General Manager of the Sheraton Vancouver Guildford Hotel. “Our frontline employees are in the best position of any of us to spot the clues that can expose the abuses that are happening essentially right in front of us. This program will train them what to look for, and then how to report it, so swift action can be taken to put it to an end.”

"Hotels are on the front lines of this crisis, and with the right training, we can make a difference," said Tracy Douglas-Blowers, President & CEO, Alberta Hotel & Lodging Association which is leading the campaign. "By ensuring every hotel employee understands the signs of human trafficking and knows how to respond, we are taking a stand as an industry to say: not in our hotels."

(EDS: Linda Annis video mentioned above available upon request)

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