

HISTRA Report: May 2022

Happy May! It is officially the start of rental season on Hornby. As with everything in life, it is met with joy by some and dread by others. In all likelihood, we all meet it with a little bit of both, like a kid going back to school in September. For vacation rental providers, now is a good time to organize some positive messaging to inform your visitors and guests. Of course, one of the biggest concerns we all share as neighbours is the scarcity of water and the fragility of this beautiful place. Another is the wisdom of BC Ferries and their apparent lack of sympathy to our need for efficient service in the busiest season.

You don't need to reinvent the wheel with your message. In this month's First Edition, look for the article from HIRRA president Daniel S. explaining the reality we face as a community during the high season. It invites year long and seasonal residents, along with our visitors and admirers, to tackle the challenges of summering together on a small island. HICEEC's summer brochure also conveys a similar message and, if you would like, please contact me and I will share what I am asking of my guests at the homes I manage. The HIRRA Messaging Group has also been busy all winter honing a hopeful and powerful message to inspire us all.

I strongly believe we are preaching to the converted. Our visitors have impressed me with their environmental go-to spirit and willingness to proactively steward Hornby. With everyone working together to get the word out to shoulder the load, I know together we can make this summer more successful and enjoyable for all.

Patrick Lui
Rental Manager and HISTRA Board Member

