



ROOMers

Insights and Information on the Canadian Hotel Industry

Life in the New Economy

We believe the philosopher Hegel was wrong when he said, "Experience and history teach us that people and governments never have learned anything from history, or acted on principles deduced from it". Certainly the last year has been one of the most challenging ever. Now however is not the time to dwell on misfortune. After all we are the hospitality industry. If we don't take the lead, who will?

To be fair, we have witnessed the beginning of needed reforms to ensure our safety and security. Laws have changed and we are learning what works and what doesn't. We will eventually master the new required intelligence skills. We will in time develop equitable ways to balance immigration policies with security requirements. Ultimately we will figure out how to provide security that doesn't involve "frisking Grandma". We'll be confident that the lives of most people will go on safely and unchanged. So what about the remainder of 2002 and 2003?

Some major markets have experienced significant drops in RevPAR. In fact, to the end of June according to PKF, 31 markets across Canada have experienced decline in RevPAR year over year, or growth of less than one per cent. There are exceptions - the notable case in point being Edmonton. There are hotels in many markets that have not been impacted as severely; many have weathered the economic storm rather well.

As PKF has indicated we expect to close out the year with occupancy of 63 per cent, rate at \$117 and RevPAR at \$73. How quickly a hotel rebounds in these times will be determined largely by its property type and market. Occupancies are expected to remain flat at 63 per cent in 2003, the same as 2002. Our recently completed Hotel Association of Canada Hotel Study/Economic Impact for 2001, undertaken for us by KPMG, shows an inventory increase of 1.5 per cent nationally, or 8,700 rooms, which has offset demand growth. Average daily rates are forecast by PKF to increase nationally in 2003 by 2.5 per cent from \$117 to \$120.

Taking all of this into account PKF forecasts RevPAR in 2002 at \$73 and \$76 for 2003.

Mike Jackson, Chairman of the HAC and Senior Vice President of Westmont Hospitality Group, recently presented a speech to the HAC Board of Directors entitled "Don't be Blindsided by Change":

As an industry we must continue to be vigilant and proactive in response to change. We can never afford to let our hotels be caught off-guard.

Last October, Polaroid went bankrupt. The company that came to define instant photography was blindsided by the rapid use of digital photography. The most critical strategy to avoid being blindsided is to deeply understand how customer needs are evolving. Success is often to hear what isn't being said.

Operationally the following fundamentals will enhance profitability:

- *Manage inventory hourly, and daily, not weekly;*
- *Get involved with third party Internet booking sites - but carefully and thoughtfully;*
- *Build relationships with core businesses;*
- *Get face-to-face with customers;*
- *Keep cost structures in line, particularly vendors;*
- *Monitor energy consumption;*
- *Increase sales efforts; and*
- *Deliver a personalized service. The hassle factor in aviation has contributed to a 12 per cent reduction in air travel. We are the hospitality business and we can make a positive difference, with what I call "mass customization".*

Ladies and gentlemen, there is no reason to be blindsided by change. To continue to be relevant, and to keep our businesses and our industry healthy, we must adapt to change. As we look to the future we should all remember, "Difficulties mastered are opportunities won."

Anthony Pollard, President - HAC

Become a Hospitality Energy Innovator!

The Energy Innovators Initiative, a program of Natural Resources Canada's Office of Energy Efficiency (OEE), provides products and services to the Hospitality Industry in the quest to make energy efficiency a priority. As an Energy Innovator you will have access to tools and services to assist you in reducing operating and maintenance costs while contributing to a healthier global environment. Benefits include: financial incentives; help developing energy management plans, technical expertise and audits; sector-specific workshops and seminars; and opportunities to promote your achievements. For more information on becoming a Hospitality Energy Innovator, contact Marlene Weinheimer, National Account Manager, at 613.943.0643, mwein@nrca.gc.ca or visit <http://oee.nrca.gc.ca/eii>.

HSMIA Foundation Releases Results of their "Turnover Study"

The Hospitality Sales & Marketing Association International (HSMIA) Foundation recently commissioned a study on "Turnover" - one of the areas of greatest interest and concern for the sales and marketing profession. The comprehensive, six-month survey studied the "Causes, Costs and Cures of Turnover," and resulted in a 70-page document detailing the level of turnover, associated direct dollar costs, individual costs of lost business and lost productivity, impact on performance and customer service and morale, and what can be done to control and reduce turnover.

The study shows that industry sales and marketing turnover is 24.7 per cent, or one in four people. That 24.7 per cent is 165 per cent of the benchmark for professional level turnover across industry line. The survey also found that first year sales turnover is substantially higher, between 35 and 40 per cent.

The most critical issues cited were:

- Money - feeling underpaid and lower levels of compensation.
- Leadership - lack of confidence in the organization and in particular the next level of management.
- Access to training - lack of formal and on-the-job
- Lack of recognition for accomplishments and few opportunities for career growth

For more information on HSMIA and to purchase the Turnover Study, contact the Hospitality Sales & Marketing Association International, 8201 Greensboro Drive, Suite 300, McLean, VA 22102, phone (703) 610-9024; fax (703) 610-9005. You can also visit the web site at www.hsmia.org.

And don't miss the 3rd Annual HSMIA Seminar. It will be held in conjunction with the Hotel Association of Canada's 11th Annual Conference & Trade Show, February 3rd, 2003 in Toronto. For more information, contact HAC at 613.237.7149 or email hac@hotels.ca.

"Global Marketplace" - IH&RA and IH/M&RS Join Forces in New York City

This November, New York will be host to the first-ever concurrent positioning of two of the largest hospitality events. The International Hotel & Restaurant Association's 39th Annual Congress will take place alongside the 87th Annual International Hotel/Motel & Restaurant Show, November 8 - 11, 2002 with the combined theme "Global Marketplace". Both events will be held at New York City's Jacob K. Javits Convention Centre and will attract nearly 50,000 hotel/restaurant operators and suppliers from around the world. The overlap of the two events will also offer cross-market opportunities and provide international support for the hospitality industry.

Congress delegates can pick and choose from a full Educational Program with more than 40 themes including a CEO Panel on the "Industry's Recovery and Resiliency", and one on "Tourism Safety and Security".

IH&RA's International Day on Sunday November 10th features several sessions including:

- The Health and Heartbeat of the Hospitality Industry: Latest Trends
- Secrets of 6-Star Hotels: The Ultimate in Luxury
- Global Branding: Maintaining Standards and Finding New Opportunities
- Rising Stars in Hospitality Design: How they Increase the Bottom Line
- Balancing Between Profitability and Service
- Marketing Your Hotel in a Recovery Economy

Bell, Canada's national leader for communication, is powering connectivity through content and commerce. Bell has partnered with TravelNet in offering DataValet, a High-Speed Internet Solution available to hotels that addresses the needs of business traveller guests.



**For more information about Bell or DataValet:
www.bell.ca/datavalet**

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hotels.ca... Doing Business Due North

The 11th Annual Hotel Association of Canada Conference & Trade Show

Conference time is almost upon us again. This year's program is exceptionally good - we've brought back some of your favourite speakers plus some exciting new ones. And of course, the ever-popular Power Panel. The Hotel Association of Canada looks forward to seeing all of you February 3 & 4, 2003 at the Sheraton Centre Hotel in Toronto.

Why Should I Attend?

The Hotel Association of Canada's Conference, *hotels.ca*, is designed to provide a platform for the industry's key influencers and decision makers, away from the pressures of corporate life, to debate concerns and find solutions on issues currently facing the hotel industry.

What is the Annual HAC Trade Show?

The Annual Trade Show is the Hotel Association of Canada's information exhibit held in conjunction with the national conference on the accommodation industry. The Trade Show is intended to provide a forum for suppliers and service providers to meet directly with the industry.

Why should I Exhibit?

If you have an innovative product, service, technology or idea that will help the Canadian hospitality industry 'work smarter' while looking towards the future, then *hotels.ca* is an important marketing tool for your company.

Who will be there?

Over 350 leading hoteliers from across Canada, the United States and abroad will attend this conference. Our delegates include Owners, Presidents, CEO's, CFO's, General Managers, Vice Presidents, Directors of Purchasing, Marketing & Sales, Operations, Food and Beverage, and Information Technology Developers. Other attendees often include Financiers, Educators, consultants, academics and government officials.

For more information on how to register as a delegate for the HAC Conference, or for an Exhibitor's Application Package, contact us at Tel: 613.237.7149 or email hac@hotels.ca.

11th Annual HAC Conference Program at a Glance

February 3, 2003

1:00 p.m. - 4:30 p.m.

4:30 p.m. - 5:30 p.m.

5:30 p.m. - 7:00 p.m.

Trade Show Set-Up (Exhibitors Only)

HAC Annual General Meeting -

Exhibitors welcome to attend

Trade Show opens in conjunction with

Opening Reception

February 4, 2003

7:45 a.m. - 8:30 a.m.

8:30 a.m.

8:45 a.m. - 10:15 a.m.

10:15 a.m. - 10:45 a.m.

10:45 a.m. - 12:15 p.m.

12:30 p.m. - 2:00 p.m.

2:10 p.m. - 3:30 p.m.

3:30 p.m. - 4:00 p.m.

4:00 p.m. - 5:15 p.m.

Trade Show Opens / Continental Breakfast

Introductions/Welcome

Peter Yesawich, President & CEO -

Yesawich, Pepperdine & Brown

Trade Show & Networking Break

Sam Geist, Service, Marketing & Sales

Expert: "Why should someone do business with you...rather than someone else?"

Lunch with Keynote Speaker:

David Michels, Chairman & CEO -

Hilton International

Evan Solomon, CBC Journalist & Television

Host: "Implications of Rapid Change"

Trade Show & Networking Break

Power Panel "A View from the Boardroom"

Minaz Abji, CHIP REIT

Stuart Broster, Hilton Canada

Chris Cahill, Fairmont Hotels & Resorts

Stephen Foster, Starwood Hotels & Resorts

Kenny Gibson, Westmont Hospitality Group

Alain Piallat, Marriott Lodging Canada

Stephen Phillips, AFM Hospitality

Irwin Prince, Days Inns - Canada

Closing Remarks

Trade Show and Closing Reception

5:15 p.m.

5:30 p.m. - 6:30 p.m.

Your Invitation to Exhibit...

**The 11th Annual
Hotel Association of Canada
Conference & Trade Show**

**February 3rd & 4th, 2003
The Sheraton Centre, Toronto**

130 Albert St., Suite 1206 Ottawa, ON K1P 5G4
 Tel: 613.237.7149 Fax: 613.237.8928 hac@hotels.ca

Awards

Congratulations to the top five companies recognized in the **Hotelier Top 30 Awards: Best Western International Inc.** - #5;

Legacy Hotels Real Estate Investment Trust - #4; **Starwood Hotels & Resorts** - #3; **Fairmont Hotels and Resorts** - #2; and **Four Seasons Hotels & Resorts** - #1.

Choice Hotels Canada Inc. is pleased to announce its 17 *Gold Hospitality Award* winners: **Comfort Inn - Vancouver, BC**; **Quality Hotel Downtown - Vancouver, BC**; **Comfort Inn - Edmonton, AB**; **Quality Resort Chateau Canmore, AB**; **Comfort Inn - Brandon, MB**; **Comfort Inn Clifton Hill, Niagara Falls, ON**; **Comfort Inn - Kenora, ON**; **Comfort Inn Hwy 17, Sudbury, ON**; **Comfort Inn - Kitchener, ON**; **Comfort Inn - St. Catharines, ON**; **Comfort Inn - Sault Ste. Marie, ON**; **Quality Hotel & Suites - Woodstock, ON**; **Quality Suites - London, ON**; **Quality Suites - Windsor, ON**; **Sleep Inn - Sault Ste. Marie, ON**; **Sleep Inn - Bracebridge, ON**; and **Clarion Resort Pinewood Park, North Bay, ON**.

The **Four Points by Sheraton Toronto Airport** recently honoured 28 employees for their dedication and loyalty with its *Long Service Awards*. Employees celebrating a landmark anniversary of employment were honoured for commitment to service excellence. There were 12 five-year employees, one ten-year, six 15-year, four 20-year and five 25-year employees. The 25-Year Recipients are **Stefica Skof, Ena Smith, Ali Bassit, Maria Ellis, and Esmine Charles**.

Ramada Franchise Canada Inc., Toronto awarded a 100% Quality Assurance score to the **Dawson Creek Ramada Hotel, ON**. Also being recognized is the **Ramada Lodge Hotel** in Kelowna, BC as the *2002 Ramada Canada Property of the Year*.

The **Canadian Hotel Marketing & Sales Executives (CHMSE)** recently held its fifth annual Derek Dodd Gala Awards: *Hotel member of the year - Scott T. Duff*, Choice Hotels Canada; *GM/Owner/President of the Year - Marc Armstrong*, GM Crowne Plaza Toronto Don Valley and **Joseph Ebner**, GM Delta Chelsea Hotel Toronto; *Sales Initiative of the year - Metropolitan Hotel*, Toronto; and *Marketing Campaign of the Year - Crowne Plaza Toronto Don Valley* with Marc Armstrong - GM, Tiffany Gilmore - Director of Sales, and Carolyn Glen - Director of Marketing.

Preferred Hotels & Resorts Worldwide has announced the recipients of the *Preferred Achievement Awards*. The **Metropolitan Hotel Vancouver** was the only Canadian hotel to receive top ranking accolades in Facility and Service affiliated with the annual quality assurance inspections.

J.W. "Bill" Marriott will be the recipient of the prestigious Americas Lodging Investment Summit (ALIS) *Award for Lifetime Achievement*. At the January Conference Mr. Marriott will be honoured for his dedication and lifetime commitment to the image and future of the hotel industry.

Atliff Hotels & Resorts, Montreal QC honoured its sales teams at their annual National Sales Conference this year: **Alison Porier** - Courtyard by Marriott Ottawa, *Newcomer of the Year*; **Jim Zareski** - Airport Hotel Halifax, *Team Player of the Year*; **Donnita Maxim** - Residence Inn by Marriott London, *Sales Person of the Year*; **Denise Breau & Patrick Quirouette** - Residence Inn by Marriott Ottawa, *Sales Team of the Year*; **Jill Allen** - Magnolia Hotel & Spa, *Director of Sales of the Year*.

The results are out for **Travel & Leisure Magazine's The World's Best Awards: 2002 Readers' Poll**. In the **North America** category there are 16 Canadian properties: **Wickaninnish Inn, BC** (#1); **Sooke Harbour House, BC** (#2); **Fairmont Chateau Laurier, ON** (#15); **Four Seasons Hotel, BC** (#16); **Fairmont Jasper Park Lodge, AB** (#25); **Post Hotel, AB** (#26); **Fairmont Chateau Lake Louise, AB** (#31); **Rimrock Resort Hotel, AB** (#38); **Keltic Lodge, NS** (#44); **Delta Victoria Ocean Pointe Resort & Spa, BC** (#48); **Four Seasons Hotel, ON** (#57); **Fairmont Le Chateau Frontenac, QC** (#60); **Fairmont Chateau Whistler, BC** (#71); **Pan Pacific** (#73); **Fairmont Banff Springs, AB** (#82) and **Loews Hotel Vogue, QC** (#97). In the category of the **World's Best**, 7 Canadian properties were awarded: **Wickaninnish Inn, BC** (#3); **Sooke Harbour House, BC** (#9); **Fairmont Chateau Laurier, ON** (#60); **Four Seasons Hotel, BC** (#61); **Fairmont Jasper Park Lodge, AB** (#82); **Post Hotel, AB** (#88); and **Fairmont Chateau Lake Louise, AB** (#99).

Transitions

Choice Hotels Canada welcomes the following new conversions: the 125-room *Quality Hotel & Parkway Convention Centre*, St. Catharines, ON; the 175-room *Comfort Hotel - Airport North*, Toronto, ON; and the 116-room *Clarion Hotel & Conference Centre*, Gatineau, QC.

The **Ritz-Carlton Hotel**, Montreal, QC is completing a \$12 million renovation of its 230 guest rooms and suites, as well as the fitness centre. The property is celebrating its 90th year of serving travellers and events.

Two hotel properties have joined the **Ramada** family: the recently renovated 116-room *Ramada Hotel*, Fredericton, NB; and the 115-room *Ramada Plaza Hotel Crystal Palace*, Moncton, NB.

Travelodge welcomes three new properties: *Travelodge Parry Sound*, ON (20 rooms), *Travelodge Abbotsford, BC* (18 rooms), and *Travelodge Prince George, BC* (75 rooms).

Days Inns - Canada has a number of renovations currently underway or recently completed. *Days Inn - Brockville, ON* expanded their lobby and added new case goods; *Days Inn - London, ON* upgraded several guestrooms, the lobby, and made some exterior renovations; *Days Inn - Nanaimo, BC* created a continental breakfast sitting room, improved the lobby and restaurant and added "Work Zone" rooms; *Days Inn - Swift Current, SK* added 21 corporate suites; *Days Inn - Sudbury, ON* is improving guestrooms, the lobby, parking lot and adding air conditioning units; *Days Inn & Conference Centre - Downtown Toronto, ON* is making changes to the pool, lobby and adding a fitness center; and *Days Inn - Toronto West Mississauga, ON* has improved lighting, vanities, art work, and upgraded the fire alarm system, phone and security systems. They also welcome *Days Inn - Jasper-Hinton, AB*, to the family.

CHIP REIT announced in August that it will brand its Imperial 400 Motels in Regina and Saskatoon as *Howard Johnson Inns*. In conjunction with the branding, CHIP REIT has invested \$1 million in product enhancements at the hotels with the expectations that these, combined with the Howard Johnson reservation system, will improve operating performance.



EMPERORS BALL

The Canadian Hospitality Foundation Ball
A not to be missed gala event for the hospitality industry.


Saturday Oct 19 2002

Black Tie
Royal York Hotel
Toronto

Ticket \$300
Gala Patron \$3,000*
Gala Benefactor \$4,000*
Inner Circle \$5,000*
*tables of ten accompanied by fabulous perks:
contact Foundation for details.

Proceeds from Foundation balls fund scholarships for college and university students - the future employees and leaders of the foodservice-hospitality industry of Canada.

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Fax 416 363-3403
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www.chfscholarships.com

Notable & Newsworthy

Investors are planning a four-star, \$15 million, 150-room hotel in downtown Kamloops. The seven-storey hotel will include retail and office space and banquet facilities, as well as underground parking. The start of construction is planned for the spring of 2003.

Choice Hotels Canada Inc., Toronto, ON has added the *Clarion Hotel & Suites*, Winnipeg, MB to its collection. The newly constructed 139-room Clarion offers large suites, business-classrooms, 12 unique theme suites, high speed Internet and 20,000 square feet of meeting and conference rooms. Fully accessible rooms and Braille coded elevators and exits help to accommodate the needs of all guests. Choice also welcomes the new *Econo Lodge Peace Arch* hotel in Surrey, B.C. The 40-room new-construction boasts a fitness facility, amenities including free high-speed internet access, meeting rooms, and some whirlpool suites with a king-size bed. Seven other new hotels have also been added to the Choice family: *Quality Hotel & Conference Centre*, Fort McMurray, AB; *Quality Hotel and Conference Centre*, Grand Prairie, AB; *Quality Hotel & Parkway Convention Centre*, St. Catharines, ON; *Quality Inn*, Arnprior, ON; *Comfort Hotel - Airport North*, Toronto, ON; *Comfort Inn*, Smiths Falls, ON and *Econo Lodge*, Port Hastings, NS.

The 108-suite boutique **Le Saint-Sulpice hotel** in old-Montreal, QC is now open for business. The suites range from 550 to 1500 sq. ft., including "lofts" and one and two bedroom apartments, many with a fireplace. The property is affiliated with the European group Concorde Hotels, Paris, France.

Plans have been filed with the city of Cambridge, ON to build a five-storey, 120-room **Hilton Garden Inn** hotel near the Cambridge Gateway Centre. Sod could be turned this fall with the doors opening in late summer or fall 2003.

Northland Properties, Vancouver, BC has started construction of a \$24 million hotel, restaurant and senior citizens' apartment complex in Regina, SK. It includes a 135-room Sandman Hotel, 82 senior citizen apartments, a Denny's Restaurant and a Moxie's Classic Restaurant.

The 500-room **Pan Pacific Hotel**, Vancouver, BC and the adjoining World Trade Centre office tower has been sold to Westmont Hospitality Group, Houston, TX. Tokyu Canada Corp., Japan, the former owner, has entered into a management contract agreement with Westmont. The Pan Pacific name is expected to remain for the next 10 years.

Days Inn - Montreal Downtown is the first hotel in North America to use JiHi, a wireless workflow and just-in-time operations solution developed by Palm Hospitality Technologies. The JiHi software gives staff real time access to

room status, guest and maintenance requests, and schedules for housekeeping and maintenance. The hotel staff uses hand-held HP iPAQs to communicate instantly over the wireless network. Over the same wireless network used to run JiHi, the hotel offers guests wireless Internet access throughout the hotel. Guests with laptops that do not have a wireless card can obtain one at the front desk at no charge.

In early July **Pacrim Hospitality Services Inc.** announced the opening of the all-suite, residential style *Les Suites Faubourg St - Laurent* in Downtown Montreal. Managed by Pacrim Hospitality Services Inc. the newly constructed Les Suites Faubourg St-Laurent offers residential style studios, one and two bedroom suites with kitchens offering full-size fridge, stove and dishwasher and spacious sleeping and living areas. Numerous attractive guest amenities are also part of a guest's stay.

Legacy Hotels Real Estate Investment Trust, Toronto, ON will purchase for \$65 million the *Sheraton Suites Calgary Eau Claire* hotel, Calgary, AB. The hotel was developed, and is currently owned and managed, by Pacrim Developments Inc. of Halifax, NS. The downtown 323-suite hotel has 12 meeting rooms with a total of 10,000 square feet.

Royal Host Real Estate Investment Trust, Calgary, AB is purchasing for \$11 million two Ontario hotels with 223 rooms combined, the *Holiday Inn Trenton* and the *Ramada Inn Belleville*. Both are full-service properties with restaurants, indoor swimming pools, water-slides, exercise rooms and each has approximately 6,000 sq.ft. of meeting space.

Accor North America, New York, NY will open the new 258-room, 17-suites, *Sofitel Montreal* in September, its first Sofitel in Canada. The new Sofitel is a converted 16-storey, 1970's office building in the central business district featuring a French restaurant, lobby/lounge bar, ballroom and 2,700 sq.ft. of additional meeting space, a health club and on-site parking.

An **\$80-million Hamilton, ON waterfront development plan** that includes a 250-room hotel has been informally proposed to Hamilton city councillors by Oscar Kichi, owner of Ramada Plaza, Days Inn on Upper James Street. The project could include a convention centre, charity casino, a 5,000-seat outdoor performance art centre and the Canadian Music Hall of Fame.

Rodd Crowbush Resort, the only five-star resort in Atlantic Canada, was officially opened in Lakeside, PEI this past June. Located on-site at the renowned Links at Crowbush Cove, the resort complex has 49 deluxe guestrooms and king suites as well as 32 executive cottages. The Rodd Crowbush resort features fine dining, conference facilities and other amenities such

as an indoor pool, outdoor whirlpool, tennis courts, fitness centre and beach access.

British Columbia bars and pubs will soon be able to stay open until 4 a.m., while restaurants will be allowed to allot space for a bar and let patrons take home unfinished, re-corked bottles of wine. The new rules will take effect December 2. Under existing provincial laws, restaurant patrons can have a drink only if they've ordered a meal. In December, licensed restaurants will be able to dedicate up to 20% of their space (max. 40 seats) to a bar area where customers can order drinks without food.

Expansion has begun on the **Niagara College Glendale campus**. The new 40,000-sq.-ft. facility will house the School of Hospitality and Tourism and Niagara Culinary Institute and allows the college to increase the enrollment in its hospitality and tourism programs from approximately 500 to 800 students. The two-storey facility will feature a 120-seat circular dining room, two food labs, a bake lab, a demonstration theatre, three classrooms, a production kitchen, wine-tasting room and office and meeting rooms. Completion of the project is scheduled for summer 2003.

Marriott International, Inc. celebrated five new hotel openings in the Toronto Area: the *Courtyard Vaughan*, *Courtyard Toronto/Mississauga*, *Courtyard Toronto/Markham*, *Residence Inn Toronto/Mississauga* and *Residence Inn Toronto/Markham*. The franchises are owned and managed by Concord Hospitality Enterprises Co., Mentor, OH.

Days Inns - Canada has been busy over the past eight months. Currently under construction are: *Days Inn - Barrie*, ON; *Days Inn & Suites*, Edmonton West, AB; *Days Inn - Hope*, BC; *Days Inn - Langley*, BC; *Days Inn - Moose Jaw*, SK; *Days Inn - Oakville*, ON; *Days Inn - Orillia*, ON; and *Days Inn & Suites - Thunder Bay*, ON. Three recently constructed Days Inns have opened in the past eight months: *Days Inn - Medicine Hat*, AB, *Days Inn - Ottawa Airport*, ON, and *Days Inn & Suites*, Winkler, MB.

Fairmont Hotels & Resorts announces www.fairmont.com/travelprofessional, a new online information service for travel agents, integrated into Fairmont's public web portal. This "one stop shop" allows an agent to access the most current Fairmont agent information, from GDS codes and reservation services to commissions and special travel agent rates. The new travel agent offering also includes online access to travel agent rates and bookings, as well as comprehensive information on the benefits of the company's guest recognition program, Fairmont President's Club. Agents can also obtain expanded property and destination information and access travel tools such as currency converters and weather maps on the primary web portal www.fairmont.com.

CompuMediaDesign

~ Display Technology for all your needs ~

CompuMediaDesign was founded by René Banville in 1987. After 15 years working with the financial industry, CompuMediaDesign is more than simply a sign company. Our commitment is to design, fabricate and install a visual backdrop for your day-to-day operations that is a perfect fit for your particular workspace. From conservative to hip to downright funky, our creative team will create the equipment you want and need.

Now, CompuMediaDesign, a leading supplier of merchandising, directional signage systems and promotional communication to banks and caisses populaires across Canada, is about to branch out into the HRI industry. Our state-of-the-art line ElipS stands and magnetic menuboards will provide the best and the most flexible method of presenting



your customer-oriented signage in a professional eye-catching format.



Simply insert your graphics, menus or other communication under the Lexan optical screen for a fast, elegant and effective display.

From off-the-shelf to custom tailored installations, our display technology guarantees that first visual connection with the client that is so important in today's image saturated world.

Our wide range of products include:

· Display stands

- Welcoming stands
- Wall-mounted ceiling-hung & freestanding magnetic menuboards
- Name holders
- Call waiting equipment
- Electronic boards
- Back-lit stands and displays
- Video displays

CompuMediaDesign will provide a uniquely effective solution for any interior signage and display need. We understand the vital importance of first impressions and our goal is to create for our clients a first point of contact with their client that is eye catching, attractive, memorable and effective.

For more information please email: dianmorin@compumediadesign.com or call (450)465-1100.

Allied Member

RGM Hospitality Consulting & Training Inc.

~ Industry-Specific Solutions for the Canadian Market ~

RGM Hospitality Consulting & Training Inc. is a niche consulting and training company that exclusively focuses on the Canadian Hospitality Industry.

In today's challenging and competitive market environment, hoteliers are looking for industry-specific consulting and training solutions. They want consultants and trainers that speak their language and act as a direct extension of their team. In addition, they look for substantial value for their money. RGM was founded to address these specific requirements.

RGM is not only an 'industry-specific' company- it is also 'Client-Specific'. To directly contribute to its clients' success, RGM customizes its services to address each client's unique needs.

Consulting

Designed to assist hotel owners, man-



agement companies, franchisers, franchisees and independent hotels with management issues. RGM consultants will identify challenges and opportunities, research, analyse, examine, generate options, provide recommendations, oversee implementation, facilitate process development and/or carry out other management projects.

- Hospitality Management Consulting
- Mystery Shopper/Operational Audits
- Market Mix & Sales Process Audits
- Strategic/Marketing Planning
- Outsourcing Solutions/Research Projects

Sales Training

A highly motivated and trained sales team is vital to any hotel's long-term success. The turnover rate of sales managers and directors in hospitality is

amongst the highest of any other industry. Sales training provides managers and directors with the tools to be effective and successful therefore reducing turnover.

RGM's training products are designed to develop the sales skills of sales managers, Directors of Sales, General Managers and others involved in the sales process. Courses are customized to different levels of expertise and were created based on industry experience, client feedback and current industry best practices.

- Hospitality Sales Courses
- Global Distribution Systems (GDS)
- Contract Negotiations
- Reservation Sales Training
- Catering Sales Techniques
- Training Manuals

Call (519) 471-3444 or email rgm@rgmhospitality.com for more information.

Allied Member

The Allied Members appearing on the *Allied Member Profile* page are chosen randomly from our current member list. Look for profiles on more of our members in upcoming issues of *Roomers*.

The Green Scene

HAC recognizes Green Leaf™ Rated Properties in honour of the *International Year of Ecotourism*

In the Summer 2002 Issue of Roomers, a list of Green Leaf Properties was published. Here is an update of participating properties.



Sheraton Fredericton Hotel, NB
The Fairmont Hotel Winnipeg, MB



Cambridge Suites Hotel, NS
Howard Johnson Highliner Plaza Inn, BC
Lord Beaverbrook Hotel, NB
The Fairmont Algonquin, NB



Best Western Motel L'Heritage, ON
Canad Inns Fort Garry, MB
Holiday Inn Hotel & Suites Winnipeg Downtown, MB
Howard Johnson Brunswick Plaza & Convention Centre, NB

In the process of being rated at the time of publishing:

Arosa Suites Hotel, ON
Best Western Denham Inn & Suites, AB
Chateau Cartier Resort, QC
Comfort Inn Winnipeg South, MB
Delta Bow Valley, AB
Delta Montréal, QC
Embassy West Hotel & Conference Centre, ON
Executive Royal Inn Hotel & Conference Centre, AB
Four Points By Sheraton Halifax, NS
Hampton Inn Ottawa, ON
Hôtel Auberge Universel Montréal, QC
Hyatt Regency Calgary, AB
Novotel Mississauga, ON

Novotel Montreal Centre, QC
Novotel North York, ON
Novotel Ottawa, ON
Novotel Toronto Centre, ON
Old Orchard Inn Ltd., NS
Ottawa Marriott Hotel, ON
Renaissance Montreal Hotel, QC
Sheraton Suites Calgary - Eau Claire, AB
The Fairmont Vancouver Airport, BC
The Lord Nelson Hotel & Suites, NS
The Wickaninnish Inn, BC
Traveller's Motor Hotel, AB
Vancouver Airport Conference Resort, BC
Wingate Inn, AB

Who's Where Now

Tony Assi, Customer Relationship Manager, hyphen information systems management, Vancouver ♦ **Eric Barber**, Director - Franchise Operations, Days Inns - Canada, Toronto ♦ **Brian Dec**, Director of Sales, Holiday Inn Select Toronto Airport, Toronto ♦ **Tony Ellul**, General Manager, Days Inn & Conference Centre - Toronto Downtown ♦ **Laura Fairweather**, Director of Communications, Fairmont Hotels & Resorts, Toronto ♦ **Robert Frias**, Director - Franchise Support & Purchasing, Days Inns - Canada, Toronto ♦ **Jean-Christophe Gras**, General Manager, Sofitel Montréal, Montréal ♦ **Charlene Krepiakevich**, Marketing Manager, CHIP Hospitality, Vancouver ♦ **Dean Lake**, Sales Manager, ARC The Hotel, Ottawa ♦ **Douglas McLeod**, General Manager, Radisson Hotel Calgary Airport, Calgary ♦ **Hashem Melhem**, General Manager, Delta Calgary Airport, Calgary ♦ **Stevan Porter**, President - Americas Region, Six Continents ♦ **Jan Schonigh**, General Manager, The Fairmont Jasper Park Lodge, AB ♦ **Bruce Stephen**, Executive Assistant Manager, Sutton Place Hotel, Vancouver ♦ **Ronit Teschner**, Director of Sales & Marketing, Courtyard by Marriott, Toronto ♦ **Kevin Toth**, General Manager, Fairmont Chateau Whistler, BC

** AN ERROR APPEARED IN THE SUMMER ISSUE OF THIS SECTION:

Sharon Shore, not Sharon Stone as listed, is the National Sales Manager, Days Inns - Canada Prairie Region

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Whistler, BC
Tel: 800.443.6452
www.canadaforum.com

L'association des Hôteliers du Québec

Annual Conference
October 21 & 22, 2002
Gatineau, QC
info@hoteliersquebec.org

Manitoba Hotel Association

75th Annual Convention
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Delta Winnipeg Hotel & Winnipeg Convention Centre
Tel: 204.942.0671

IH&RA 39th Annual Congress

New York City, NY - USA
November 8-11, 2002
www.ih-ra.com/events

Canadian Tourism Human Resource Council (CTHRC)

The 2nd Annual Tourism Industry HR Forum
November 15, 2002
Delta Toronto East, Toronto, Ontario
Tel: 613-747-0262
lthorne@taylorandassociates.ca www.cthrc.ca

Hotel Association of Canada

11th Annual Conference & Trade Show
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