



ROOMers

Insights and Information on the Canadian Hotel Industry

Outlook for 2004: The Industry's Economic Growth Improves

The outlook for the Canadian Accommodation Industry is improving thanks, in part, to domestic strength, and more importantly, stronger than expected growth throughout the United States.

Certainly we, as an industry, are still experiencing the residual effects of this past year, including the impact the dollar has made. However, as history has shown the hotel market clearly follows the patterns of the economy.

In late November of this year Statistics Canada reported that its barometer of what's ahead for the economy rose 0.6 per cent in October - the fifth monthly increase in a row.

That followed a revised 0.8 per cent increase from September, resulting in the largest back-to-back gains in the index of leading indicators since early in 2003.

Housing continued to lead this growth followed closely by household demand for furniture and appliances. This was invigorated by the largest consecutive gain in full time jobs since the start of the year.

But even this increased pace of growth would seem tame compared with the searing 8.2 per cent expansion in the U.S. in the third quarter of the year. The U.S. Department of Commerce released the latest figures in late November representing the economy's fastest clip in more than two decades and beating economists' forecasts.

The upwardly revised estimate of growth, plus evidence suggesting U.S. factories are once again in a hiring mood, helps explain what was also a big increase in confidence in November among American consumers. The U.S. Conference Board said its November consumer confidence index rose to 91.7 from an already higher 81.7 in October, surpassing Wall Street expectations for an index of 85.

Because the U.S. is the market for 85 per cent of all of Canada's exports, the upbeat reports from the U.S. bodes well for the Canadian economy and by direct correlation for our industry.

New Privacy Act Takes Effect on January 1st

Effective January 1, 2004, the **Privacy Act** will apply to all hotels carrying on commercial activities in Canada. Informed (written) consent on all guest registrations will be mandatory as of the New Year.

The key issues that will likely affect hotels the most are those pertaining to the collection of information: on guest registrations; through marketing research; and through all marketing and loyalty programs.

The collection of such information is legal because it ultimately benefits the guest and enhances their stay. However, the guest must still indicate on the registration card that they have agreed to allow the hotel to collect and maintain that information.

Any information greater than what you would find on a standard business card is subject to the **Privacy Act**. You must obtain written consent from the guest.

For further information, including a sample Registration Card (available in both English and French) please visit the *Newsworthy Info* page on the HAC website, www.hotelassociation.ca and look for the document title **Critical Issues Update - Privacy Act**.

Government Relations

Employment Insurance Premium Cuts

One of the planks in the HAC lobbying platform is the reduction of EI premiums. In 2004 employers' contributions will be cut by \$66 for each worker. Maximum insurable earnings will still remain at \$39,000. The average Canadian worker will save \$47 next year, wherein employee premiums will fall by 12 cents to \$1.98 for every \$100 of insurable earnings.

Neighbouring Rights Music Tariffs Hearings Postponed

The Neighbouring Rights Music Collective of Canada has proposed a new tariff of \$265.38 to be paid to producers and performers. The Hotel Association of Canada strongly opposed the tariff.

On November 21, 2003 the Copyright Board of Canada, following these objections, ordered a suspension of the current proceedings, for a year. Hearings are now scheduled to only begin in March 2005.

The Air Transportation Fiasco

Air travel costs ultimately get passed onto the consumer. To this end the HAC, along with its coalition from TIAC, ACTA, the Airports Council and the Air Transport Association of Canada, continue to lobby for the elimination of the Air Traveller Security Charge, reduction of airport rents paid to the federal government and elimination of the aviation fuel excise tax.

The HAC is pleased with the statements of Prime Minister Martin, regarding addressing these fees, in his acceptance of the Leadership in November.

To this end the HAC and the Air Coalition met in Ottawa on November 25th with Ruth Thorkelson, one of the Prime Minister's senior advisors, and requested a commitment from the new government for a sustainable transportation policy including a policy of lowering fees and taxes.

Concurrently a sustainable transportation policy is one of HAC's major recommendations in the National Tourism Strategy (*see page 3*).

New CEO for the CTC

Michele McKenzie has been named chief executive officer of the Canadian Tourism Commission (CTC). She replaces Doug Fyfe, who was named interim President and CEO of the CTC in December 2002.

McKenzie has most recently been the Newfoundland/Nova Scotia public sector representative on the CTC's Board of Directors. Since March 2000, she had been Deputy Minister of the Nova Scotia Department of Tourism and Culture.

More Savings for HAC Members through new Merchant Rates

The HAC is pleased to announce a new program in partnership with Global Payments Canada that will offer savings for all Canadian Hotels and HAC Allied Members.

As one of the leading merchant processors in Canada, a partnership with Global Payments allows our members to take advantage of convenience, cost savings and personalized customer service resulting in both time and money saved. Global offers VISA, MasterCard and Interac Direct payment services, transaction processing services plus Point-of-Sale solutions to meet business needs.

Why Global Payments Canada?

- ♦ **Guaranteed reservation No Shows** honoured on VISA and MasterCard saves you potential lost revenue. Global Payments will reimburse all HAC Members one room night plus taxes.
- ♦ **Dedicated Account Manager** providing you with personalized service (charge-backs, etc.)
- ♦ Funds may be deposited to any financial institution. This means you are not required to alter your current banking relationship.
- ♦ **One consolidated monthly statement** for VISA, MasterCard and Debit, makes it easier to reconcile your merchant deposits.
- ♦ **Detailed reporting** of all Card Types and Charges.

VISA	1.70%
MasterCard	1.70%
Debit	\$0.08
Terminal rental	\$32.00/month/unit
Imprinter rental (only if required)	\$1.25/month
Push funds (non-CIBC bank account)	\$10.00/month
Sign-up fees waived (value \$100)	

All fees are debited at the end of each month. No transaction fees are applicable on any type of credit card transaction. Furthermore there are additional saving as all funds will be pushed to your main bank directly, eliminating unnecessary fees as a result of maintaining accounts in two separate banks.

These are improved benefits and rates that the Hotel Association of Canada has secured on your behalf. Contact Rajeev Chadda at Global Payments Canada:

1-866-883-7996 ext. 74295
rajeev.chadda@globalpay.com

Treat Tourism Marketing as a Business

“Treat Tourism Marketing as a Business... not a Political Decision.”

As the Martin government takes its place, change will most certainly follow. Undoubtedly, this will also lead to significant changes within the hotel, travel, tourism and hospitality industries.

This past November the Hotel Association of Canada (HAC) met with officials at Industry Canada for consultations relating to the development of a National Tourism Strategy. The goal of such a strategy is to support the tourism industry in its recovery in the short term and in the longer term to maintain Canada as one of the world's top business and leisure destinations.

In these discussions the HAC agreed with Industry Canada that total tourism revenues have the potential to be increased to \$75 billion by 2010; contingent upon the value of the Canadian dollar and the successful marketing of our industry.

The underlying HAC message in this process is strong: governments at all levels must *treat tourism marketing as a business, not as a political decision*. In doing so governments must also allow the hotel industry to operate in a business environment without unnecessary regulatory and taxation pressures.

The Government of Canada must also make an enhanced commitment to marketing in Canada and abroad. In addition to existing funding the HAC recommends the Government commit a further \$30 million annually for the next five years with the understanding that the amount will be matched by industry. It is critical to underline that this \$30 million will result in a Return on Investment of \$56 million annually in taxes, as well as creating about 2,500 new jobs.

Further considerations brought forth include recommending that the federal government extend and accelerate the federal tax reduction plan. Specifically the reduction of the top, middle and general tax rate by two per cent, cutting the EI premiums by a further 20 cents and raising the RRSP limits by \$2000.

The HAC also recommends support for the following: a sustainable air transportation system; security and the rapid movement of people and goods at Borders; movement to a Customs Union; infrastructure including the

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- hyphen advertisement -
to be placed by Tyrell Printing

Trans Canada Highway; full restoration of the Business Meal Tax Deduction; and continued recognition of tourism training.

A similar message was brought forward by HAC to the House of Commons Standing Committee on Finance in budget consultation this past September.

The time has arrived for the industry's key stakeholders to rethink the way tourism marketing has previously been handled. It is a new year, a new government, new times and as such, time for a new way to do business. Working together we will surely create a significantly stronger Canadian tourism industry and, in turn, creating a strong, healthy Canadian accommodation industry.

Note: The HAC credits Lyle Hall of KPMG for coining the title phrase. KPMG provides HAC with updates on Economic Impacts and Trend Analysis.

Notable & Newsworthy

Allieds

Cygnal Technologies has moved to:

70 Valleywood Drive Tel: (905) 944-6500

Markham ON L3R 4T5 Fax: (905) 944-6520

VingCard/Canada Ltd./Ltee has undergone a corporate name change and has taken on the name of its parent company, **Assa/Abloy Hospitality**. The change affects only the name of the company; ownership, product lines and pricing still remain the same.

Globalive Communications, Inc., a Canadian-based provider of telecom solutions for niche markets, announced earlier this year its acquisition of the Canadian Operator Services customer base owned by Triton Global Communications, Inc. The hotel clients previously served by Triton will now benefit from leading products and services offered under their **Canopco** brand. Counting more than 1,000 hotels on the Canopco network, Globalive continues to expand its customer base at home and abroad. Visit www.globalive.com for more information.

Transitions & Openings

Choice Hotels Canada welcomes a new *Rodeway Inn* (conversion) to the family. Located in Kamloops, BC the 38-room property will be the 1st Rodeway property to open in Western Canada and the 5th Rodeway property in Canada.

Choice Hotels has also opened a Niagara Falls property, the *Clarion President Hotel & Suites by the Falls*. The eight-storey, 192-unit hotel includes suites featuring fireplaces, whirlpool tubs and balconies. Among numerous other amenities, there are also five conference rooms.

The Comfort Inn Kitchener recently completed an expansion and extensive renovation. The new facilities include a fitness room, a renovated and expanded lobby, breakfast area, four themed whirlpool suites and new wall vinyl and light fixtures.

The Sundial Boutique Hotel, Whistler's newest boutique hotel experience, will be open in time for the holidays. Located close to both the Whistler and Blackcomb gondolas, the Sundial offers 49 individually designed one- and two-bedroom suites, eight with private hot tubs.

The 586-room **InterContinental Toronto Centre** hotel, located on Front St. in the heart of Toronto's theatre district, has been opened after a \$24 million renovation. Renovations included refurbishments to all guest rooms and public areas, and the creation of a Club Floor with 90 rooms and suites.

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On-line with CTHRC: Training Pilot with Humber College

In preparation for the launch of their on-line learning system and on-line training materials based on National Occupational Standards, the Canadian Tourism Human Resource Council (CTHRC) piloted training materials with students and faculty from Humber College.

Approximately 20 students participated in the testing of modules from Front Desk Agent (FDA) on-line training materials. The piloting of the on-line training occurred between the beginning of October and the middle of December 2003. Humber faculty were also involved by acting as reference/support systems for the students as they worked through the modules independently.

Students who completed the on-line pilot will have an opportunity to challenge the knowledge portion of the FDA exam upon completion of the training materials. If individuals are successful, they will gain credit towards earning Professional Certification as a Front Desk Agent. The Ontario Tourism Education Council (OTEC) will be facilitating the remaining portions of the examination enabling participants to receive National Professional Certification. The official launch for on-line training is scheduled for Spring 2004.

For more information about on-line training, professional certification or other tourism related products please contact the Canadian Tourism Human Resource Council at cthrc@cthrc.ca or visit our web site at www.cthrc.ca.

New Research Reports Available

The CTC and other Tourism Organizations recently commissioned a study surveying over 95,000 Americans and Canadians to determine how and why they travel. The information gathered should ultimately prove useful for marketing strategies and product development. The following reports are now available on the CTC website, www.canadatourism.ca:

Hard Outdoors Adventure Enthusiasts - Canada and USA
Soft Outdoors Adventure Enthusiasts - Canada and USA
Wine and Culinary Enthusiasts - Canada and USA
Heritage Tourism Enthusiasts - Canada and USA
Performing Arts Tourism Enthusiasts - Canada and USA
Visual Arts Tourism Enthusiasts - Canada and USA
Winter Outdoors Participants - Canada and USA
Alpine Skiers - USA
IATOS 2003 Outdoors Enthusiasts Survey

The Green Scene

The Hotel Association of Canada in conjunction with Natural Resources Canada (NRCan) is pleased to bring to you a revised Energy Innovators program that we strongly encourage you to consider.

The Office of Energy Efficiency of NRCan has now made policy changes to their **Energy Retrofit Assistance Program**. Many barriers have been removed to allow greater access to funding...access that will ultimately lead your hotel to discover greater savings in the long run. Funding, for example, will now be provided for everything ranging from new windows to HVAC systems, insulation and boilers.

For further information please contact the Hotel Association of Canada, or visit the website of the Office of Energy Efficiency of Natural Resources Canada at www.oeef.nrcan.gc.ca/eii.

Highlights of the policy changes include:

- ♦ Payment to you is based on the lesser of 25% of the cost of the project or \$7.50 per Gigajoule projected to be saved annually.
- ♦ \$25,000 available per project for a maximum of two projects.
- ♦ Replication is no longer always necessary.
- ♦ Consideration will be given to participants who have previously received funds. This means that funding is available even if you've accessed it before.
- ♦ There is no longer a 'minimum energy savings' required.



Natural Resources
Canada

Ressources naturelles
Canada

Canada

New Energy Publications from Natural Resources Canada

Natural Resources Canada (NRCan) has just published several new reports and guides that are now available through their web site: www.nrcan.gc.ca/eii.

Dollars to Sense Energy Management Workshops

Dollars to Sense brings you three highly informative one-day workshops that will help you make the most of your organization's energy and money:



1. Spot the Energy Savings Opportunities

was designed for plant managers and facility operators and features discussion and hands-on demonstrations that show you how to recognize low-cost and no-cost energy savings opportunities.

2. Energy Tracking & Monitoring

is a performance-enhancing workshop for technical and financial operations staff. Receive detailed instructions on how to collect and analyse energy performance data, build a business case for energy efficiency and shed needless energy costs.

3. Energy Master Plan takes energy management from the boardroom to the shop floor. Instructors will demonstrate how to integrate energy savings into every aspect of your organization.



Saving Energy Dollars in Hotels, Motels and Restaurants

This guide is written for hospitality managers and is meant as an introduction to energy efficiency. It will help expand your knowledge so you can successfully work with engineers, energy consultants and other contractors to develop and implement an Energy Management Plan.

With this guide you will learn the basics of how to calculate your facility's current energy uses, compare your operation with others in Canada, adopt measures that could lead to both cost and energy savings, and calculate those potential savings. The guide also includes a number of low- and no-cost Energy Tips.



NRCan also provides a number of other resources in the form of **Case Studies** and **Technical Fact Sheets** covering topics such as Lighting Control, Choosing a High Efficiency Chiller System, Heat Recovery from Kitchen Refrigeration, DDC Control Strategies for Energy Efficiency, and Fluorescent Lamp and Ballast Options.

The 12th Annual Hotel Association of Canada Conference & Trade Show



February 9th & 10th, 2004
Fairmont Royal York, Toronto

YOU ARE INVITED TO EXHIBIT

Whether you are exploring new territory or enhancing an existing one, the HAC Trade Show is the chance for industry suppliers to meet face-to-face with the 'Who's Who' of the Canadian accommodation industry.

Register soon for this dynamic event and secure your booth... **70% of booths have already been sold!**

WHY EXHIBIT?

- ◆ Reconnect with current contacts and meet new decision-makers
- ◆ Launch a new product or service
- ◆ Be visible to over 450 leading hoteliers from across Canada and even the U.S.

NEW FEATURES:

- ◆ This year the organizers have set aside two time slots during which exhibitors will be able to invite clients or guests who are not registered conference delegates to visit their display.
- ◆ A new and innovative trade show floor plan, designed to encourage traffic flow and increase exhibitor visibility.

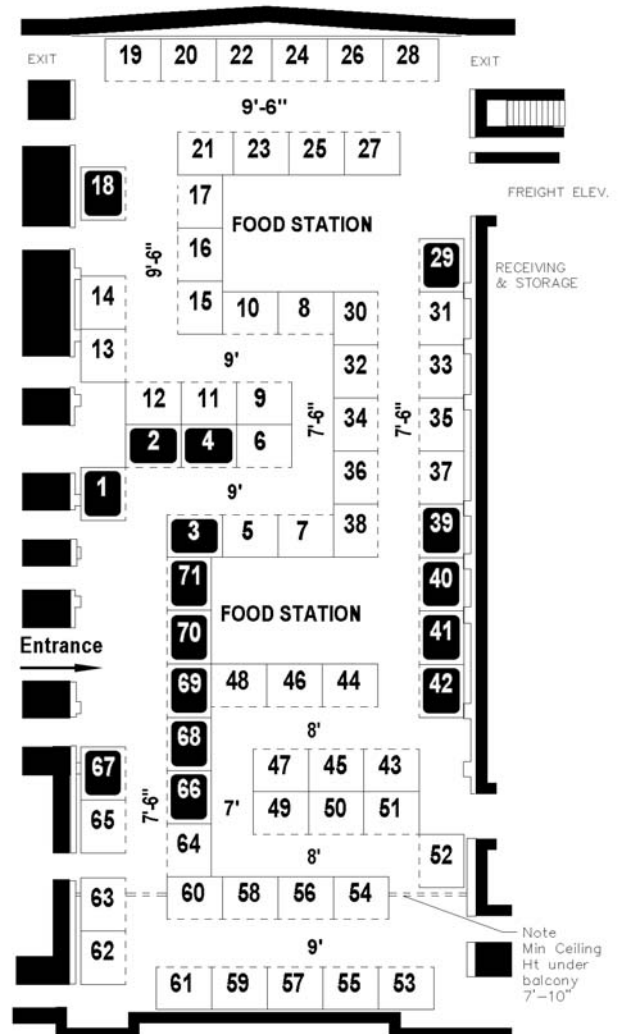
CURRENT EXHIBITORS:

AAA/CAA	Advantage Fitness Sales Inc.
Artistic Innovations Inc.	Assa Abloy Hospitality Ltd.
Calculated Incentives	Canada Select
Canadian Lodging News	CANOPCO
Cascades Tissue Group	DataValet
Days Inns - Canada	Deb Canada
DSC Hotel Management Systems	GalaVu Entertainment Network Inc.
Global Refund	Guest Tek
Home Depot - Commercial Direct	Hotel & Leisure Living Services Ltd.
Hotelier Magazine	Hunter Amenities Int. Ltd.
Kellogg Canada	Marietta Corp.
Natural Resources Canada	Navigata Communications
Novotel Canada	Onity Inc.
Ontario Restaurant, Hotel & Motel Assoc.	OPCOM Hospitality Solutions Inc.
Price Mattress Inc.	Procter & Gamble
Resource Software International	Scott Paper
SOCAN	Spotnik Mobile
Surfaces	True North Distributors
Unisource Canada Inc.	VIP International Corp.

Complete Trade Show details and registration forms are now available on the HAC web site:

www.hotelassociation.ca

Or call us at (613) 237-7149 for more information.



Hotel Association of Canada
Trade Show & Conference Floorplan
Feb 9-10, 2004
Royal York Hotel, Canadian Room

As part of this year's annual conference, **NAVIGATE the New World**, the Hotel Association of Canada has developed a program that will provide you with a variety of strategic considerations related to innovation, growth and leadership. We invite you to join us as we explore the profound transformations taking place in the global economy and to generate the knowledge required to move forward.

MONDAY, FEBRUARY 9TH, 2004

HSMIAI 4th Annual Summit

In today's market the central issue for hospitality sales and marketing professionals is understanding what the needs of your client will be in the future. The HSMIAI Summit is structured to respond to that need.

NEW! HAC presents Industry Forums

Natural Resources Canada - Energy Efficiency Workshop

This presentation will focus on the many energy saving opportunities available to the hospitality industry. Case studies and sample retrofits will be shared, as well as information on available funding for audits and retrofits

hyphen Information Systems Management - Technology Forum

Part I: Key industry experts demystify the rapidly changing world of electronic distribution

Part II: Technology Power Panel. Industry experts participate in this open forum to discuss important technology issues in Canadian hospitality.

TUESDAY, FEBRUARY 10TH, 2004

NAVIGATE THE NEW WORLD - HAC'S CONFERENCE PROGRAM

We have an impressive line-up of Industry leaders and experts who will provide you with the knowledge required to move forward and gain a competitive advantage.

CONFERENCE PRESENTERS

DAVID LARONE, National Director of PKF Consulting Inc.
"Canada's Place in the World - Presenting the Landscape"

DAVE PIERZCHALA, Senior Research Manager -
Tourism and Transportation, IPSOS-REID
"The Nation's Pulse"

PHILIP C. WOLF, President & CEO of PhoCusWright Inc.
"Today's Travel Marketplace"

STEVAN PORTER, President- Americas, InterContinental Hotels Group
HAC Keynote Luncheon Speaker

SIMON BAILEY, President & Chief Creative Officer,
The Imagination Institute
"Unleashing the Human Capital"

POINT - COUNTERPOINT:

Travel partners discuss issues affecting the industry

BILL KNOWLTON, Vice-President - Marketing & Sales, Jonview Canada
MITCH KOSTUCH, President & Group Publisher, Kostuch Publications Ltd.
HONOURABLE CHARLES LAPOINTE, Chairperson - Board of Directors,
Canadian Tourism Commission
CLIFF MACKAY, President & CEO, Air Transport Association of Canada
JOHN PYE, President, Delta Hotels

CONFERENCE SPONSORS

The Hotel Association of Canada welcomes the sponsors of NAVIGATE the New World:

Air Canada
Atlic Hotels & Resorts
Avaya
CAA/AAA
Canadian Tourism Commission
CCR Solutions
Choice Hotels Canada
Cygna Technologies
Destinations
Diners Club International
The Fairmont Royal York
Global Refund
Grant Thornton
Hotelier
Imprint Plus
InterContinental Hotels Group
Natural Resources Canada
On Command Canada
VIA Rail Canada

**Complete conference details are available on the HAC website: www.hotelassociation.ca
or by calling (613) 237-7149**

WHAT GUESTS REALLY WANT - The Power of CRM

Often referred to as a type of technology, CRM (Customer Relationship Management) is first and foremost a business philosophy - a way to consistently treat your guests right. Technology is the enabler that helps get useful information into the hands of your management and staff so that they can more powerfully foster guest loyalty.

CRM technology has become an important force in many industries - hospitality included - that can help give hotels the edge over competitors while maximizing profitability, revenue and customer satisfaction. Some organizations may be more technically advanced than others but the CRM journey is a continuous one. As more data is gathered over time, new insights are illuminated and acted upon.

When CRM is mastered, corporate benefits abound. Revenue and occupancy gets a boost from cross-selling and up-selling to existing loyal customers, attracting new customers and providing services through multi-channels. Differentiation occurs when you respond to customer needs and preferences in ways that enhance their lifetime value to you as an organization.

TOOLS

CRM solutions typically evolve from simple manual processes, to standalone software and eventually to fully integrated systems spanning all channels and guest touch-points. Some properties are unaware of the basic CRM functionality their existing PMS provides. Hotels can generally gather data through their PMS, uploading and retrieving information regularly from a CRM database. This can be an attractive alternative especially when upgraded with increasingly powerful modules that have query capabilities. The most robust and powerful practice is to implement horizontal CRM systems designed specifically for the purpose of gathering data from multiple sources, scrubbing the information to enhance data integrity and analyzing data in a myriad of ways.

TIPS FOR CRM SUCCESS

Because CRM spans the entire organization it is only as good as its weakest link. To help CRM succeed in your organization, you need to remember these four basic tips:

1) Share the Vision and Train with Rigor to Ensure Data Integrity

CRM is an enterprise-wide commitment encompassing all elements of the organization. Leaders need to unfailingly convey the overall corporate vision of how they expect CRM to help achieve goals.

Proper training is the key to successful implementation of CRM. If data entry is inconsistent or inaccurate, the value of the CRM plummets. Standardized input is essential and ongoing monitoring and training is important to ensure that data entry standards remain high.

2) Plan on All Levels to Foster Buy-In and Get Perspective
Get feedback from all parts of the organization on how they interact with guests now and how they could see themselves delivering better service in the future. Your plan should be aligned with your overall business and marketing strategies and outline how your property will build customer loyalty.

Review your IT skill level, and how your technology outlook is aligned with overall corporate goals. Ensure that you've amply budgeted for training and change management to ensure that technology and processes are adopted successfully.

If you don't have the skills in-house to objectively evaluate the multitude of options available, hire a consultant to take on the process for you. Often an outside objective third-party who is not tied to a specific technology can help develop the solution that works best - saving you time and money in the long run.

3) Optimally Use Data to Enhance ROI

The two most important ways to use your CRM data are to enhance the guest experience and to leverage marketing strategies. Enhancing the guest experience with CRM technology helps you practically know what guests want before they even walk through the front door. Know which are your most important customers and treat them like gold.

To leverage marketing strategies, CRM provides powerful customer segmentation, marketing, advertising and media analysis. Truly knowing who your customers are can help you pinpoint communications more accurately improving your marketing ROI. You may find that some guests are more inclined to respond to discounts, while others prefer extras like room upgrades or dinner packages. By effectively targeting the right offers to the right guests, your revenue increases.

4) Constantly measure and fine-tune your strategies

I can't overstate the importance of tracking results consistently and actually using the information to facilitate better business decisions. Keep a thorough contact history for each customer by tracking when, how and what their response was for each communication. For example, you can gauge the success of campaigns by tracking separate 800 numbers to decide which customers responded to which offers and why. Measurements provide constant feedback to help modify the CRM strategy and monitor the customer experience.

Whether you use advanced CRM technology or not, focusing your attention on your guests in ways they appreciate can only help improve your revenue and ultimately the bottom line. Remember to concentrate on the business process first while optimizing your existing systems before investing in expensive technology to achieve your goals.

Neil Holm is President of hyphen Information Systems Management www.hyphenism.com

Radisson Hotels welcomes a recent conversion to their family of properties. *The Radisson Admiral Hotel*, a familiar Toronto waterfront property, is undergoing a major transformation that complements a current wave of rejuvenation overtaking the neighbourhood. The 157 rooms received upgrades last year; renovations to public areas, meeting rooms and restaurants will be completed within a year.

Toronto is now home to the first Canadian property from **Doubletree Hotels, Suites, Resorts and Clubs**, the *Doubletree International Plaza Hotel Toronto Airport*. A 433-room full-service hotel with more than \$12 million in renovations and upgrades completed during the past four years.

Delta Halifax has completed a 2-year capital renovation project and has completely refurbished its guest rooms. Next year renovations will continue with upgrades to meeting and banquet facilities, food and beverage outlets and the business center.

AFM Hospitality Corp. joined with **La Qunita Corp.** and **Intercol Holdings Ltd.** this past fall at the official groundbreaking festivities in Richmond, BC to honour Canada's first La Quinta Inn - the new *La Quinta Inn Vancouver Airport*. The hotel is scheduled to open next summer.

AFM Hospitality Corporation welcomes the *Park Plaza Toronto Airport* to their family. The 524-room hotel is undergoing a \$4.5 million renovation, which includes a new, enlarged lobby, totally refurbished business guest rooms, meeting/conference rooms, dining facilities and lounge.

AFM has also recently opened a number of other new properties across the country: *Knights Inn Morrisburg, ON; Villager Lodge Peterborough, ON; Villager Premier Niagara Falls, ON; Howard Johnson Woodstock, NB; Howard Johnson Edmonton, AB; Howard Johnson Swift Current, SK; and the Howard Johnson Yorkton, SK.*

Canada's Ice Hotel will mark its fourth season when it opens its doors on Jan. 9, 2004. Located at the Station touristique Duchesnay near Quebec City, this year's Ice Hotel will cover an area of 3,000 square metres and include 32 rooms and theme suites, capable of accommodating up to 84 people nightly. Other amenities include a Grand Hall, two exhibition rooms, a chapel, cinema, the Absolut Ice Bar and the N'ice Club. The Ice Hotel Quebec-Canada will stay open until April 4, 2004.

Other

The **Quebec Hoteliers Association** is pleased to announce the election of its new Board of Directors for 2003 - 2004. The election took place during QHA's 54th Convention held October 26 to 28th at Hotel Rimouski and Convention Centre, in Rimouski, Quebec. For a full listing of the Board visit the association's website: at www.hoteliersquebec.org/index.htm

The Motel Association of Alberta (MAA) has merged with the **Alberta Hotel & Lodging Association (AHLA)**. MAA members voted in favour of the amalgamation at a special general meeting held on November 12. The not-for-profit AHLA will now represent a membership of 748 hotels, motels, inns and lodges from 195 communities, with 49,800 rooms, over 36,000 employees, throughout Alberta. Jim Hansen will serve as president and CEO of the Alberta Hotel & Lodging Association which will continue to operate with its staff from Edmonton. All MAA staff have accepted positions in the new organization.

The Pan Pacific Vancouver has become the first Canadian hotel to join the exclusive Associated Luxury Hotels International. The membership boasts more than 700 of North America's premier four- and five-star diamond hotels and resorts across North America, Bermuda and the Caribbean.

Choice Hotels International Inc. announced October 14, **Mike Jackson** will be taking on the dual role of president of Choice Hotels Canada and vice-president of international operations for Choice Hotels. As president, he will oversee the growth, services and marketing of Comfort, Quality, Clarion, Sleep, Econo Lodge, Rodeway Inn and MainStay Suites brand hotels throughout Canada. In his operations role, he will provide operational assistance to Choice Hotel's master franchise partners around the world. Prior to joining Choice Hotels, Jackson served as senior vice-president of Westmont Hospitality Group, where he was responsible for the management of up to 120 limited and full-service hotels. He also served on the board of Choice Hotels Canada, the Hotel Association of Canada and the Choice Canada Franchisee Board.

A Force to Reckon with

Hospitality Talent Network, HAC's new Career Partner, has experienced explosive growth since its launch in mid-October. To date this career portal boasts almost 700 Employer profiles, and over 580 candidate profiles. There have been an average of 28 applications to specific positions per week since the network's launch.

HTN will continue to partner with organizations worldwide to bring more access and more availability to its expanding network.

HTN's technology streamlines the recruitment process. It is more efficient than conventional web recruitment technology, and is language neutral, meaning it will incorporate applicants and profiles internationally into its network, providing them to international employers and candidates in the local language.

For more information on HTN and the registration and recruitment process, log on to www.hotelassociation.ca and click on the *Career* link.

Awards

The Conde Nast Traveler magazine's *2003 Readers Choice Awards* have been passed out and congratulations must go out to the many Canadian properties that made the grade: **The Fairmont Waterfront**, Vancouver; the **Four Seasons**, Toronto; the **Four Seasons**, Vancouver; the **Fairmont Vancouver Airport**, Vancouver; **Hastings House**, Salt Spring Island; **Fairmont Le Chateau Frontenac**, Quebec City; and **Chateau Versailles**, Montreal. Also recognized in the *Top Resorts* category are: **Pan Pacific**, Whistler; **Westin Resort & Spa**, Whistler; **Fairmont Jasper Park Lodge**, Jasper; **Wickaninnish Inn**, Tofino; **Post Hotel**, Lake Louise; **Keltic Lodge**, Cape Breton Island; **Fairmont Banff Springs**, Banff; **Fairmont Le Manoir Richelieu**, Charlevoix; **Pacific Palisades Hotel**, Vancouver; **Fairmont Tremblant**, Mont Tremblant; **Fairmont Le Chateau Montebello**, Montebello; and **Fairmont Chateau Whistler**, Whistler.

The Northwest Territories tourism industry recently hosted the *First Annual Tourism Industry Awards* presentations at the 2003 NWT Tourism Annual General Meeting and Conference. Congratulations go out to the following individuals/businesses: **Fred Webb**, *Mike Stilwell Lifetime Achievement Award*; **Muriel Klengenber**, *Service Excellence Award*; and *Operator of the Year* award went to **Maureen and James Pokiak**, Oookpik Tours & Adventures.

Calgary's **Delta Bow Valley Hotel** has been awarded the *2003 ALTO Award for Service Excellence*. The Alberta Tourism Awards (ALTOS) recognize individuals and organizations which excel at enhancing and marketing Alberta's competitive tourism industry.

Two Canadian properties are among 20 that "stand out as quintessential Fodor's Choice Hotels" for 2004. The properties are the **Kingsbrae Arms** in St. Andrews-by-the-Sea and the **Sooke Harbour House** in Sooke on Vancouver Island. The top 20 hotels were chosen from among the nearly 30,000 properties listed in the Fodor's Gold Guides.

Congratulations to Meetings & Conventions Magazine *Gold Key International* winners: **Delta Chelsea Hotel**, Toronto; **The Fairmont Banff Springs**, Banff; **The Fairmont Chateau Whistler**, Whistler; and the **Sheraton Centre Toronto Hotel**, Toronto.

Maclab Hotels & Resorts was recently awarded the *Seeker Business Web Award* for its website, www.maclabhotels.com. This awards program has the sole purpose of rewarding outstanding and sound web design as well as excellence in content, user-friendly navigation and safe e-commerce transactions.

Kudos to the Canadian winners at the *10th Annual World Travel Awards* this past October. Winners are voted on by travel agents worldwide. *Canada's Leading Hotel* -

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Hotel Le St-James; *Canada's Leading Resort* - **The Fairmont Chateau Whistler Resort**; *Canada's Leading Golf Hotel* - **The Fairmont Banff Springs**; *Canada's Leading Spa Hotel* - **The Rimrock Resort Hotel**. The awards were established in 1993 to acknowledge and celebrate excellence in the world's travel and tourism industry. Thousands of votes are cast by travel professionals from 80,000 travel agencies in over 200 countries worldwide.

CHIP Hospitality's Atlantic regional director of human resources **Sara Holyoke-Parks** is the 2003 winner of New Brunswick's tourism industry *Human Resources Development Award*. Sara is the first individual to win the award, which is traditionally awarded to an organization. TIANB singled her out for her Guest Experience Training Program that establishes three levels of career-related achievements for every position in the hotel and has since been adopted nationally by CHIP.

Mayfield Inn & Suites at West Edmonton is the winner for the second year in a row of the prestigious *Consumers' Choice Award* as the "Best Banquet Facility" in Edmonton. The property received the award following detailed surveys with local guests.

...Awards continued on next page

Awards

...continued from previous page

Congratulations to the many award recipients at the 2003 Pinnacle Awards (Kostuch Publications Ltd.). The Hotelier winners include **Superior Lodging** as *Company of the Year*; **Egon von Foidl**, Taboo Resort as *Hotelier of the Year*; **Chamberlain Construction** as *Supplier of the Year*; **John Walker** of George Brown College as *Educator of the Year*, and *News Story of the Year* was **SARS** and its impact on Canada's hotel industry.

Days Inns - Canada recently held its 11th Annual Canadian Franchise Conference in Calgary. The following properties/individuals were presented with awards: **Days Inn - Yorkton (2)**; **Days Hotel & Conference Centre - Toronto Downtown**; **Michel Laflamme**, GM of the Days Inn - Trois-Rivières; **Tony Ellul**, GM of the Days Hotel & Conference Centre - Toronto Downtown; **Days Inn - Sudbury (2)**; **Days Inn - Montreal Metro Centre**; **Days Inn - London**; **Days Inn & Suites - Winkler**; **Days Inn - Vancouver Downtown**; **Days Inn - Penticton**; **Days Inn & Suites - Thunder Bay**; and **Days Inn - Orillia**.

New Allied Members

ARTISTIC INNOVATIONS INC.

Maria Hoo, Director of Marketing/ Art Consultant
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Artistic Innovations Inc. is one of Canada's largest manufacturers of framed art and mirrors for the gift, gallery, home décor and contract/hospitality trade.

HOSPITALITY TALENT NETWORK

Laurie-Ann Prefontaine
Kostuch Publications Ltd. Tel: (416) 447-0888
23 Lesmill Rd., Suite 101
Don Mills ON M3B 3P6

Hospitality Talent Network, HAC's new Career Partner, uses Talware technology to streamline the recruitment process. This career portal boasts almost 700 Employer profiles and over 580 candidate profiles. There have been an average of 28 applications to specific positions per week since the network's launch mere months ago.

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GalaVu Entertainment Network Inc.

~ GalaVu's Digital VOD system helps Hotels attract new Guests ~

GalaVu Entertainment Network Inc., Canada's largest Canadian-owned Digital Video on Demand provider has been successfully deploying an innovative business model allowing smaller hotels and motels to lease a fully digital, pay-per-view system. This makes **Digital Video on Demand (DVOD)** available to Hotels that would previously have considered the service to be unaffordable. Hotels can now purchase or lease the DVOD equipment and retain 40% of the gross revenue, which, depending on the size and occupancy of the hotel, can support the monthly lease cost or even create a new revenue centre. GalaVu is also able to offer a High-Speed Internet Access solution for providing Laptop Connectivity via Cat 5 Cable and Wireless.

The GalaVu DVOD system offers Hotel guests the best Hollywood blockbuster movie deal in Canada!



GalaVu's new DVOD system is driven by a high-performance digital file server loaded with a selection of over 30 different Hollywood blockbuster movies starting from **ONLY \$8.99** as well as other guest interactive options from as low as \$2.99. Plus, GalaVu's DVOD system allows many value-added guest-service options including: Hotel Info Channel; Express Checkout and Folio Review; and WEBonTV (Internet access via the in-room TV).

GalaVu helps its Hotel partners maximize their movie buys.

GalaVu offers full support to its hotel partners by providing industry-exclusive, monthly marketing materials such as eye-catching front-desk mini posters

and full-colour in-room movie cards. Additionally GalaVu runs monthly contests targeted to the hotel staff. GalaVu also features Guest-targeted promotions throughout the year, which have proven to raise movie revenue by 15%.

The ability to offer guests new Hollywood movies and other unique viewing and guest services options can make a Hotel more competitive. Hotels now see DVOD as an amenity that the Guest demands. GalaVu's goal is to help hotel clients add an affordable DVOD system that will not only attract new guests but also ensure repeat customers.

Since its first installation of the new DVOD system in January 2003, GalaVu has installed over 6000 digital rooms in Canada - and expect installations to continue at an escalated pace over the next few years. For more information call (800) 311-6611 ext. 247 or visit www.galavu.com.



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*.

Who's Where Now

Philip Chang, Director of Sales & Marketing, Fairmont Hotel Macdonald, Edmonton ♦ **Mario Chaver**, General Manager, Super 8 Toronto North ♦ **Christian Gurnter**, Chartwell's Restaurant Manager, The Four Seasons Hotel Vancouver ♦ **Karen Hambrook**, General Manager, Holiday Inn Hotel & Suites, London ♦ **Patrick Hauta**, General Manager, Radisson Hotel Winnipeg Downtown ♦ **Stephen Ing**, Director of Group Sales, The Fairmont Chateau Whistler ♦ **Susan Iris**, Vice President-Sales, Canadian Tourism Commission, Ottawa ♦ **Ken Kirby**, General Manager, Four Points by Sheraton, Mississauga ♦ **Kari Koskela**, Director of Food and Beverage, The Four Seasons Hotel Vancouver ♦ **Tom Lefkovits**, Director of Food and Beverage, The Fairmont Chateau Whistler ♦ **Thomas A. Legner**, Hotel Manager, Four Seasons Hotel, Toronto ♦ **Margot McFarlane**, Director of Sales & Marketing, Fairmont Le Manoir Richelieu, Montreal ♦ **David Ogilvie**, General Manager, The Westin Harbour Castle Hotel, Toronto ♦ **Al-Nasir Nathoo**, General Manager, Ramada Hotel Toronto Airport ♦ **Laura Pallotta**, Director of Sales and Marketing, Delta Toronto Airport West Hotel ♦ **Geneviève Parent**, Director of Public Relations, The Fairmont Le Château Frontenac, Quebec ♦ **Greg Royer**, Chief Executive Officer, Royal Host Real Estate Investment Trust, Calgary ♦ **Nancy Stock**, General Manager, Quality Hotel Downtown Toronto ♦ **Scott Taber**, General Manager, Four Seasons Resort Whistler ♦ **Tim Trowbridge**, General Manager, Hampton Inn & Suites Toronto Airport ♦ **Tina Wehmeir**, Executive Director-Meeting, Convention & Incentive Travel Sales, Canadian Tourism Commission, Washington DC

Upcoming Events

Hospitality Newfoundland and Labrador

21st Annual Convention and Trade Show

February 5th to 8th

St. John's, NF

www.hnl.nf.net

Hotel Association of Canada

12th Annual Conference & Trade Show

February 9 & 10, 2004

Fairmont Royal York, Toronto

www.hotelassociation.ca

Food Safety Forum 2004

Canada's first national forum for food safety

Monday, February 16, 2004

Hilton Toronto Airport

www.foodsafetyforum.ca

Hotel Association of Saskatchewan

Hospitality Expo

March 28 & 29, 2004

Saskatoon Inn, Saskatoon, SK

www.hotelsofsask.com

Canadian Hotel Investment Conference

March 29 & 30, 2004 in Toronto

www.kpmg.ca/chic or call 1-866-357-7529



Roomers is a quarterly publication and is published by the Hotel Association of Canada.

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The Hotel Association of Canada is the federation of provincial and territorial hotel associations, hotel chains and suppliers with a mandate to represent members nationally and internationally and to provide cost effective services which stimulate and encourage a free market accommodation industry.

Printing sponsored by: **hyphen Information Systems Management**

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New Allied Members

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