

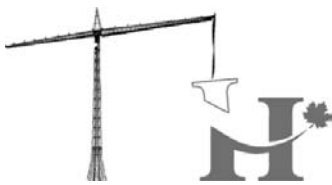


ROOMers

Insights and Information on the Canadian Hotel Industry

New Benefits Pave the Way for New Business

The Hotel Association of Canada is proud to announce the introduction of a number of new benefits for its members. As part of our ongoing commitment to strengthen the ties between all members of our industry, the HAC recently launched the **Renovations & Developments Guide**, and the **HAC Marketplace**.



Renovations & Developments

The **Renovations & Developments Guide** is the source for new business opportunities within the Canadian Lodging industry. Hoteliers and Suppliers need each other. This guide will

provide our members with the scoop on who is doing what, where it is being done and when. The HAC collects this information and posts it to an area of our website, www.hotelassociation.ca, available at no cost and only to members. Listings are posted within 24 hours of being received, ensuring members receive it in a timely manner.

The **HAC Marketplace** was designed with our hotel and supplier members in mind. **Marketplace** is an environment in which suppliers and hoteliers can develop relationships for the promotion of their products and services. This new avenue of communications will prove to be a powerful tool in assisting members as they strive to reach their sales goals.



Within **HAC Marketplace** there are two categories under which a company can capitalize on this opportunity. The **Hoteliers** page has been designed for lodging companies, specifically targeting the hotel investment market. The **Suppliers** page will allow our Allied Members to showcase themselves to hoteliers. Whether it's a renovation project,

new construction, or a simple search for a new and exciting product, purchasers will find the appropriate services and products on this page.

Marketplace rates are competitive and a number of price packages are available that will allow members to target their ad more effectively, work within their budget and increase their exposure to the industry.

For more information on these exciting new member benefits, visit www.hotelassociation.ca. You will find information on the **Renovations & Development Guide** by clicking on the logo at the top right of the main page. For the **HAC Marketplace**, simply click the *Marketplace* button in the main menu.

HAC Hall of Fame Awards of Excellence - Honouring Industry Contributors Nominations Now Open

The Hotel Association of Canada (HAC) is pleased to announce the introduction of an awards element to its Annual Conference. The **Awards Program** was developed in order to proudly recognize those individuals, companies or properties that have demonstrated significant accomplishments, exemplary leadership and tireless commitment to Canada's lodging industry in the areas of **Humanitarianism, Human Resources** and **Energy & the Environment**. The goal of HAC's **Awards Program** is to reward strong standards in the lodging industry that will enable this country to remain competitive. **This is an official call for nominations and submissions. Nominate a company or individual, active in the Canadian lodging industry, whom you believe is an outstanding fit to one of the awards categories.**

...see Awards Program on page 3

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The 2005 HAC Annual Conference & Trade Show - Register Today

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Government Relations

A Positive Approach Is Critical

The Hotel Association of Canada has sent a letter to the Prime Minister in response to a comment made in August by Liberal Member of Parliament Carolyn Parrish. Parrish had commented on the Canada/US ballistic missile issue by saying, "we are not joining the coalition of the idiots".

In the letter to the Prime Minister, HAC president Tony Pollard stated, "this does not at all help the climate under which we are trying to operate. At this time when Canada is rebuilding the tourism and business traffic from the United States we do not need any negative comments by Canadian politicians about our American friends." Americans represent 91% of all international travellers to Canada. In 2003 they made 35.5 million trips to Canada and spent \$9 billion - 12.3% less than what they had spent the previous year.

Federal Industry Minister David Emerson, in reaction to the HAC position, had a similar take on the incident. Emerson said, "I think we need to have a national discussion so that we eliminate any doubt from people's minds that we have a very, very important stake in our relationship with the United States. And if we value our communities and our jobs and the jobs for our kids and grandkids, we better come to terms with that." Canadian hotels, in conjunction with the Canadian Tourism Commission, have been working diligently over the past year to re-attract American tourists. A positive approach by all Canadians is therefore critical.

SOCAN Update

For a number of years now the Hotel Association of Canada has invested considerable time and resources in opposing proposed SOCAN tariff increases. This has now paid dividends resulting in saving thousands of dollars for hoteliers. In some instances there have been no increases approved by the Copyright Board of Canada, in other cases they are less than two per cent where double-digit increases were initially being sought. Unfortunately, in the case of Tariff 18, (Recorded Music for Dancing) the Copyright Board of Canada has approved a significant increase of up to 287 per cent. For this tariff the HAC has successfully negotiated for repayment (increases retroactive to 1998) over five years to 2008 and interest-free. Operators will soon be receiving letters from SOCAN detailing outstanding fees; in the meantime a summary of the rate increases is available from the HAC at www.hotelassociation.ca/news/index.html.

HAC Annual Government Relations Day

The Hotel Association of Canada's Annual Government Relations Day is fast approaching. This year's event will be held on November 3, 2004 at the Canadian Museum of Contemporary Photography, located immediately adjacent

to Parliament Hill. This event provides an opportunity for hoteliers and the new Ministers and Members of Parliament to meet and discuss issues affecting hotels, travel, tourism and hospitality in their regions.

The New Federal Ministry

Listed in order of precedence - includes Ministers and Ministers of State - as of July 2004:

MARTIN, Paul Edgar Philippe - Prime Minister
AUSTIN, Jacob (Jack) - Leader of the Government in the Senate
LAPIERRE, Jean-C. - Minister of Transport
GOODALE, Ralph Edward - Minister of Finance
MCLELLAN, A. Anne - Deputy Prime Minister and Minister of Public Safety and Emergency Preparedness
ROBILLARD, Lucienne - President of the Queen's Privy Council for Canada and Minister of Intergovernmental Affairs
DION, Stéphane - Minister of the Environment
PETTIGREW, Pierre S. - Minister of Foreign Affairs
SCOTT, Andy - Minister of Indian Affairs and Northern Development and Federal Interlocutor for Metis and Non-Status Indians
PETERSON, James Scott (Jim) - Minister of International Trade
MITCHELL, Andrew (Andy) - Minister of Agriculture and Agri-Food
GRAHAM, Bill - Minister of National Defence
GUARNIERI, Albina - Minister of Veterans Affairs
ALCOCK, Reginald B - President of the Treasury Board and Minister responsible for the Canadian Wheat Board
REGAN, Geoff - Minister of Fisheries and Oceans
VALERI, Tony - Leader of the Government in the House of Commons
CARROLL, M. Aileen - Minister for International Cooperation
COTLER, Irwin - Minister of Justice and Attorney General of Canada
SGRO, Judy - Minister of Citizenship and Immigration
EFFORD, R. John - Minister of Natural Resources
FRULLA, Liza - Minister of Canadian Heritage and Minister responsible for the Status of Women
VOLPE, Joseph - Minister of Human Resources & Skills Development
FONTANA, Joseph Frank (Joe) - Minister of Labour and Housing
BRISON, Scott - Minister of Public Works and Government Services
DOSANJH, Ujjal - Minister of Health
DRYDEN, Ken - Minister of Social Development
EMERSON, David - Minister of Industry
BLONDIN-ANDREW, Ethel Dorothy - Minister of State (Northern Development)
CHAN, Raymond - Minister of State (Multiculturalism)
BRADSHAW, Claudette - Minister of State (Human Resources Development)
MCCALLUM, John - Minister of National Revenue
OWEN, Stephen - Minister of Western Economic Diversification and Minister of State (Sport)
MCGUIRE, Joseph Blair (Joe) - Minister of Atlantic Canada Opportunities Agency
COMUZZI, Joseph R. (Joe) - Minister of State (Federal Economic Development Initiative for Northern Ontario)
BÉLANGER, Mauril - Deputy Leader of the Government in the House of Commons, Minister responsible for Official Languages, Minister responsible for Democratic Reform and the Associate Minister of National Defence
BENNETT, Carolyn - Minister of State (Public Health)
SAADA, Jacques - Minister of the Economic Development Agency of Canada for the Regions of Quebec and Minister responsible for La Francophonie
GODFREY, John Ferguson - Minister of State (Infrastructure and Communities)
IANNO, Tony - Minister of State (Families and Caregivers)

HAC Awards Program: Areas of Excellence

...con't from Cover

The Humanitarian Award

◆ Given for programs that demonstrate to residents that the individual property is responsive to the local community. Examples include campaigns to benefit local or national service organisations or charities, service to any part of the community through a special project, and/or joint undertaking with community groups for the benefit of the area.

◆ Given for programs or campaigns that demonstrate a creative approach to scheduled events, anniversaries, charity events, holidays, or special publicity events. Can be a one-time only event or ongoing special events.

◆ To recognize individuals or groups who, through their careers, private lives or volunteer work, show dedication to the promotion and development of the Canadian lodging industry.

◆ To recognize outstanding accomplishments made within the lodging industry. To honour lodging employees and properties that best symbolize the quality service of the industry.

The Human Resources Award

Sponsored by Canadian Tourism Human Resource Council

◆ Given for programs that develop a climate conducive to new and/or repeat business, create goodwill among guests, provide special services, reverse negative public relations situations or effectively solve guest complaints

◆ Given to an individual or property who or which, through their actions over an extended period of time, has contributed in a manner beyond the expectation of daily business.

◆ Recognizes an individual, team or property whose initiative and success rank them among the "new generation of leaders" in Canada's lodging industry.

Energy & Environment Award

Sponsored by Natural Resources Canada

◆ Recognizes lodging properties that have developed a culture towards integrating environmental management practices that improve everyday operations and the bottom line, while maintaining quality service and meeting guest expectations. The program must be able to demonstrate success in one or more of the following areas: energy conservation, solid waste reduction, effluents and emissions, water conservation, purchasing, and

hyphen ad
F.P.O.

business issues (i.e. guest demands, community issues, land use and development, training and policy).

This year's winners will represent some of the finest examples of professionalism, quality and perfection and will be honoured at an Awards Dinner on February 15, 2005, in conjunction with the opening of our annual Conference & Trade Show. The Dinner and Conference will be held at the Fairmont Royal York Hotel in Toronto.

We encourage your participation and invite you to join us in celebrating the contributions made by your associates and fellow professionals.

For information on eligibility criteria, to obtain nomination forms, and for information on the Awards Dinner and Conference & Trade Show, contact Debi Brown at: (613) 237-7149, brown@hotelassociation.ca, or visit www.hotelassociation.ca.

Notable & Newsworthy

HOTEL COMPANIES

Atlific Hotels & Resorts has moved. Please take a moment to update your records:

10100 Cote de Liesse
Montreal, QC H8T 1A3
T: (514) 403-1000
F: (514) 403-2330 - administration
F: (514) 403-2332 - accounting

Choice Hotels Canada signed four franchise agreements during the summer. The new hotels include a 91-room Comfort Inn & Suites in North Vancouver, BC; a 42-room Comfort Inn in Abbotsford, BC; the recently opened 102-room Econo Lodge Inn & Suites in Mississauga, ON; and under construction, the 60-room Comfort Inn in Sturgeon Falls, ON.

Starwood Hotels & Resorts Worldwide announced W Hotels will debut in the People's Republic of China with a 383-room waterfront hotel in Hong Kong (opening early 2008). The W Hong Kong will be located next to Hong Kong's future Cultural and Entertainment District on the West Kowloon Waterfront. The company has also signed to develop a W hotel in Shanghai.

Rodd Hotels & Resorts introduces the opening of Rodd Spa Boutiques at Rodd Brudenell River and Rodd Crowbush Golf & Beach Resort. Rodd Spa Boutique is the first resort spa to open on Prince Edward Island. Rodd Spa Boutique features four treatment rooms between the two properties and employs a team of exceptional spa professionals including a spa director, registered massage therapists and aestheticians.

Shangri-La Hotels and Resorts plans to open a five-star Vancouver property in early 2008. The hotel will occupy 15 floors of a 60-storey building and will boast a restaurant, a lobby lounge, a business centre, fitness room and a year-round outdoor pool.

Realstar Hospitality Corp. has announced construction of the first Motel 6 franchised hotel in Canada. Located in Medicine Hat, AB, this 79-room property is the first of over 30 Motel 6 locations to be developed across the country over the next several years.

PROPERTIES

The Doubletree Resort Lodge & Spa Fallsview has opened in Niagara Falls, ON. The 224-room property is located in the Fallsview Tourist District.

Two new properties have joined the Travelodge family of hotels. The **Travelodge Doral Inn Downtown Ottawa** is a 37-room property and **Travelodge Golden in BC** is a 38-room property. Both feature renovated rooms and free continental breakfast.

Toronto's **Royal York Hotel** celebrated its 75th anniversary this summer with a week-long celebration that featured an Alumni lunch, as well as a gala celebration 1920's style. The Toronto landmark was also commemorated with a provincial plaque from the Ontario Heritage Foundation. The Royal York officially opened its doors on June 11, 1929, and was the largest hotel in the British Empire for many years.

The Holiday Inn Hotel & Suites is now open in Regina. The 120-room property is the first full-service Holiday Inn in the province. The 90,000-square-foot hotel includes conference suites, about 3,750 square feet of function space and many other amenities.

The first **Four Seasons Hotels and Resorts** mountain resort is now open in Canada, at the base of Blackcomb Mountain in Whistler, BC, site of the 2010 Olympic Winter Games. The new 242-room retreat is located just minutes from the slopes, year-round outdoor adventures, fine dining, shopping and nightlife.

A hotel is planned as part of a new \$170 million **Toronto Film/Media Complex** to be located on city-owned Port Lands. The concept for the new complex features a waterfront hotel, restaurants, shops, 13 state-of-the-art sound stages and an Olympic-sized pool that could be used to film underwater scenes.

Park Plaza Hotels recently celebrated the grand opening of the **Park Plaza Toronto Airport**, the 2nd Park Plaza to open in Canada. The property received a \$6 million renovation to its lobby, rooms, meeting facilities and dining areas. It now features 505 guest rooms/suites, as well as 12 meeting and banquet rooms.

The Delta Ottawa Hotel & Suites announced the completion of an extensive \$4 million refurbishment program. The Delta features 328 spacious guest rooms, studios and suites, 14 flexible conference rooms, a state-of-the-art Fitness Centre with pool and a 24-hour Business Centre.

Toronto's Exhibition Place (CNE) will be getting a new 175-room hotel and a 50,000 sq. ft. conference centre, scheduled to open in April 2007. The \$30-million hotel development will be located south of the National Trade Centre.

The Oak Bay Beach Hotel in Victoria, BC, is slated for major renovations in the coming year. The owner of the 79-year-old waterfront landmark, Kevin Walker, proposes to build a 100,000-square-foot hotel, more than twice the present 45,000-square-foot building. Parts of the present building date from 1927. Only 25 % of current rooms have a view of the sea; in the new building that would be raised to about 80%. The structure is also old and inefficient and doesn't meet standards for earthquake resistance or handicapped access. A new larger hotel would include features that wouldn't fit the space now, such as a spa and pool and more green space than before. The cost of the new hotel is estimated to cost a minimum of \$15 million.

ALLIED MEMBERS

Calgary, AB-based **Guest-Tek Interactive Entertainment Ltd** and **On Command Video Corporation**, Dallas, TX, have signed a North American agreement to market Guest-Tek's in-room entertainment, information, and business services GlobalSuite solution alongside On Command's integrated OCX, @Hotel.PC and @Hotel.TV offerings. This announcement expands the agreement initiated in 2000 for the Canadian market.

A small-hotel Internet-based wireless high-speed solution named GO has been launched by **Guest-Tek Interactive Entertainment Ltd.**, Calgary, AB. The integrated GO package includes Guest-Tek's proven plug-and-play server combined with directional WiFi antennae technology, prepackaged and ready to work, right out of the box. GO can be installed in less than 60 minutes by just about anyone.

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HAC's Forecast 2005

The Hotel Association of Canada's Forecast 2005 is a synopsis of various forecasts for 2005. Economic growth predictions for 2005 include: the Conference Board of Canada projects economic expansion of 3.1%; the Bank of Canada predicts it will grow at 3.5%; Paris-based Organization for Economic Co-operation and Development predicts "a weakening in performance in the United States, the United Kingdom and Italy whilst improved performance is more evident for Canada and France. Canada is expected to end this year with economic growth of 3%, with the same percentage of growth expected for 2005. The U.S. will finish off at around 4.3% and is forecast to grow at 3.5% for next year. The current year has witnessed several months of positive economic growth and 2005 promises to continue delivering though it will likely be a slow and tentative process. For the full HAC Forecast 2005, visit the Newsworthy Page of our website: www.hotelassociation.ca ("The HAC 2005 Lodging Industry Forecast" - August 16, 2004).

An update to the HAC Forecast 2005 was issued on September 1. Statistics Canada just recently released its second quarter results that showed Canada's economy advanced by 4.3% on an annual basis in the second quarter, boosted by a surge in exports that spurred manufacturing, wholesaling, and rail and truck transportation. As a comparison, the U.S. advanced by 2.8%. Canada's gross domestic product was up a solid 1.1% in this quarter, and up 3% from the same quarter this time last year.

DISCO BALL

SATURDAY OCTOBER 23, 2004
THE CANADIAN HOSPITALITY FOUNDATION BALL
GRAND BALLROOM SHERATON CENTRE TORONTO

Annual black-tie gala for leaders of the hospitality industry.
Fine cuisine, fabulous live band, not-to-be-missed auction, and much more.
Proceeds from Foundation balls fund scholarships for college and university students & future employees and leaders of the foodservice-hospitality industry of Canada.

Ticket \$350 Gala Patron \$3,500* Gala Benefactor \$4,500* Inner Circle \$5,500*
*tables of ten accompanied by fabulous perks; for details please contact Foundation



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SPECIAL THANKS TO PELLER ESTATES



OFFICIAL BALL SPONSOR FOR ELEVENTH YEAR



OFFICIAL BALL SPONSOR FOR ELEVENTH YEAR



OFFICIAL BALL SPONSOR FOR FOURTH YEAR

HAC Board Plots Course for 2005

The Hotel Association of Canada (HAC) Board of Directors met at The Hotel Saskatchewan Radisson Plaza in Regina, Saskatchewan on August 12 to 13 for its 91st Semi Annual Board Meeting.

Leading off the Board's extensive agenda was an item of top priority, Government Relations. Kevin Walker, Chairman of the HAC Board and owner of The Oak Bay Beach Hotel in Victoria, B.C. opened discussions:

"The new minority Government in Ottawa represents a significant challenge as well as opportunity for the Canadian lodging industry. We will continue to lobby for additional annual funding of \$25 million for the Canadian Tourism Commission as well as the maintenance of a safe and secure border with the United States."

President of the Canadian Tourism Commission (CTC), Michele McKenzie, was present and the future direction of the Crown agency was discussed at length. The theme 'What can we do to help you help us' was repeatedly raised and explored.

Another important agenda item highlighted the Canadian Tourism Human Resource Council (CTHRC). Wendy Swedlove, CTHRC President, updated hoteliers on future



From left to right: Kevin Walker, HAC Chairman; Tony Pollard, HAC President; Michele McKenzie, President - CTC; Mike Jackson, Past HAC Chair; and Patrick Field, HAC Corporate Board Member

job shortages and training programs that the Council has recently introduced under Emerit. Emerit is the CTHRC's professional certification program bringing professionalism and credibility to employees within the tourism sector.

HAC's various programs, including the Access Canada Standards & Training Program, Natural Resources Canada, the HAC ECOMmodation Green Key Rating Program and Canada Select wrapped up the meeting's agenda.

Newsworthy

...con't from page 4

ALLIED MEMBERS

With the launch of a new web check-in system at www.aircanada.com, **Air Canada** is making it easier for travellers to board their flights. Effective immediately, Air Canada customers travelling on Rapidair flights between Toronto, Montreal and Ottawa with carry-on baggage only can check-in and print boarding passes from the convenience of their home or office. During the coming months, the carrier plans to expand the web check-in service to include all of its flights network-wide, as well as for customers with baggage requiring check-in. According to officials, web check-in is available within 12 hours of the flight, and up to at least one hour before a flight to give customers enough time to arrive at the airport, proceed directly to security screening and make their way to the departure gate.

OTHER NEWS

The **Holiday Inn on King** in Toronto is the proud new home to the Purina Animal Hall of Fame Tribute Wall. Located in the lobby, the tribute wall features Canadian pets that have saved lives or displayed remarkable courage and loyalty.

Hotelier magazine's *Top 35 Report* shows the top five hotels companies (total sales) for 2003 as: **Four Seasons Hotels and Resorts Ltd** - \$2.8 billion; **Fairmont Hotels & Resorts** - \$2.2 billion; **Starwood Hotels and Resorts** - \$667.8 million; **Legacy REIT** - \$663.9; **Best Western Int. Inc.** - \$591.5 million.

- The Top Performing Company: **Four Seasons Hotels & Resorts**
- The Greatest Dollar Increase in the hotel category: **Best Western International**, increased sales in Canada by \$56.7 million
- The Greatest Percentage Increase in the hotel category: **Northampton**, grew sales by 16.8% to \$51.4 million compared to \$44 million last year.

Intrawest Corp. is planning a \$1 billion expansion of Mont Tremblant that will make the ski resort the largest tourism project in North America. The 10-year development will expand the resort's ski slopes, add residential and hotel units, and create another convention centre. Construction on the first phase of the project, including a new pedestrian village, will begin immediately. The village will

include 1,500 condo-hotel units, including a 500-room and a 200-room luxury spa hotel, plus shops and restaurants.

According to the annual *National Leisure Travel Monitor* more and more travellers are considering hotel ratings when selecting a hotel or resort. The Monitor, issued by **Yesawich, Pepperdine, Brown & Russell / Yankelovich Partners**, indicates that over half the active leisure travellers in America consider ratings very important in selecting lodging accommodations. This is an increase of 20 per cent over the 2003 figures.

Here are the *Top 10 Destinations* worldwide according to the **World Tourism Organization**. The numbers in brackets indicate the number of overnight visits:

1. France	(75,000,000)
2. Spain	(52,500,000)
3. United States	(40,400,000)
4. Italy	(39,600,000)
5. China	(33,000,000)
6. United Kingdom	(24,800,000)
7. Austria	(19,100,000)
8. Mexico	(18,700,000)
9. Germany	(18,400,000)
10. Canada	(17,500,000)

Online Booking a Growing Trend

A report from J.D. Power and Associates states that guests who book their stay directly from a hotel's website experience significantly higher satisfaction with their stay than those who book through an independent travel site. The report, "*2004 North American Hotel Guest Satisfaction Index Study*" (July 27, 2004), found that the number of consumers who booked a hotel reservation online has increased more than 50% over 2003 among those that have Internet access. More than a third (36%) of hotel guests booked their hotel reservations online in 2004 - a number that is up from the 20% of guests who booked online in 2003.

The survey also found that guests who book at extended-stay hotels are the most likely to book online, with 43% of respondents indicating they made their reservation online, while economy/budget guests are least likely (33%).

The complete release from J.D. Power and Associates can be found on their corporate website, www.jdpower.com.

Awards

HOTELIERS

Four Seasons Hotels and Resorts Chairman and CEO **Isadore "Issy" Sharp** will be honored at the fourth installment of the Americas Lodging Investment Summit (ALIS), Jan. 18-20, 2005, in Los Angeles, Calif. The prestigious *ALIS Lifetime Achievement Award* will be presented to Sharp in recognition of his commendable accomplishments in the lodging industry as well as outstanding commitment, leadership, and service to the community. A major contributor to the lodging industry, Sharp founded Four Seasons in 1960 with the opening of the company's first property in downtown Toronto. After a decade of trial and refinement, he created a single vision that today has made Four Seasons the leading luxury hotel operator exclusively focused on mid-size luxury hotels and resorts of exceptional quality.

Congratulations to **Linda Gallant** of *L'Auberge des Gallant*, Sainte-Marthe, QC who was recognized by the Quebec Hotel Association as *Hotelier of the Year for 2003*.

Congratulations to the following employees of the **Fraser Tower Suite Hotel** in Edmonton: **Kristen Cook, Catherine Travis, Donna Simms** and **Jennifer Hynes** for achieving the Room Attendant Certification and **Vicenta A. Sumcad-Bugg, Aaron Black** and **Corrina Ryan** for achieving the *Front Desk Certification* through the Department of Education, Government of the Northwest Territories.

HOTELS

Radisson Hotels & Resorts selected five Canadian properties as recipients of its Top Honour, the *President's Award*. The President's Award recognizes the best of the best; hotels that have demonstrated exceptional commitment to guest service and product quality. The winners are:

- **Radisson Suite Hotel Winnipeg Airport**, Winnipeg, MB
- **Radisson Suite Hotel Halifax**, Halifax, NS
- **Radisson Hotel Toronto-Markham**, Markham, ON
- **Radisson Hotel Toronto East**, Toronto, ON
- **Radisson Plaza Hotel Saskatchewan**, Regina, SK

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The Green Scene

Natural Resources Canada: Join the *Energy Innovators Initiative*

Natural Resources Canada's Office of Energy Efficiency (OEE) offers publications, funding and other assistance for hotels, motels and other organizations in their efforts to increase their energy efficiency. Your property can, with a little help, lower its operating costs, increase comfort and make a difference by reducing greenhouse gas emissions that contribute to climate change.

Find out how you can apply for funding from the Energy Innovators Initiative (EII) for retrofit planning and implementation for existing buildings and from the Commercial Building Incentive Program (CBIP) for new buildings.

As well, download or order a copy of the booklet "Saving Energy Dollars in Hotels, Motels and Restaurants" to get started on the road to saving energy and money:
http://oee.nrcan.gc.ca/Publications/infosource/Pub/hospitality_sector/english/index.cfm

Office of Energy Efficiency
580 Booth St. 18th floor
Natural Resources Canada
Ottawa ON K1A 0E4
<http://oee.nrcan.gc.ca/buildings>

To order publications: 1-800-387-2000
In the National Capital Region, call 995-2943



Hacgreenhotels.com - Your Key to Saving \$\$\$ and Energy

The Hotel Association of Canada and CH2M HILL are pleased to officially welcome all the lodging properties voluntarily participating in the **HAC ECOmmodation Green Key Rating Program**. As of the successful May 2004 launch of the program, 43 Canadian properties have discovered the *key* to reducing their operating costs and environmental impact.

Properties* are listed alphabetically; those with no rating are still in the process of completing the audit.

Property Name	Green Key Rating	Property Name	Green Key Rating
Best Western Charlottetown	4	Quality Hotel and Conference Centre, Fort McMurray	3
Best Western Great Northern, Sault Ste. Marie	3	Quality Hotel and Conference Centre, Grande Prairie	3
Best Western Travellers Inn, St. John's	3	Quality Hotel Downtown	3
Citadel Halifax Hotel	4	Radisson Hotel & Conference Centre, Canmore/Banff	3
Crowne Plaza Ottawa	3	Radisson Hotel Calgary Airport	--
Delta Edmonton South Hotel & Conference Centre	4	Radisson Hotel Downtown, Winnipeg	3
Delta Fredericton	4	Radisson Hotel Saskatoon	--
Delta Lodge at Kananaskis	--	Ramada Hotel and Conference Centre / Edmonton Inn	4
Delta Montreal	4	Red Deer Lodge Hotel and Conference Centre	3
Delta Quebec City	4	Regina Inn Hotel and Conference Centre	3
Festival Inn	--	Residence Inn by Marriott, Vancouver	4
Four Points Hotel by Sheraton, Kitchener	4	Retallack Resort, New Denver, BC	4
Holiday Inn Fredericton	3	Rodd Charlottetown	4
Hôtel des Seigneurs Saint Hyacinthe	4	Rodd Miramichi River	4
Hotel Gander	3	Sandalwood Suites Hotel Toronto Airport	3
Hotel Gouverneur Québec City	3	Saskatoon Inn Hotel	--
Howard Johnson Inn Regina	3	The Banff Centre	--
Howard Johnson Inn Saskatoon	3	The Fairmont Newfoundland	4
Lethbridge Lodge Hotel and Conference Centre	4	The Fairmont Vancouver Airport	4
Mayfield Inn & Suites at West Edmonton	4	The Fairmont Winnipeg	--
Park Place Ramada Plaza Hotel	4	The Sawridge Inn and Conference Centre	--

The **HAC ECOmmodation Green Key Rating Program** is a graduated property rating system that was originally developed by the HAC back in 1997 to recognize hotels, motels and resorts committed to improving their fiscal and environmental performance. Administered for the HAC by CH2M HILL, the program is a fully functional web-based program including simplified on-line performance audits, instant eco-ratings, and performance reports with property-specific suggestions for improvement.

www.hacgreenhotels.com

* Property listings current as of time of printing



Check-in to superior fiscal and environmental performance

Should You Outsource?

Most organizations hire consultants or contractors at crucial times when they need additional capacity or knowledge. Outsourcing is just an extension of that practice, typically covering a longer period of time with additional operational commitments. With executives increasingly feeling the pressure to find new ways to grow revenue and reduce costs, outsourcing can be an effective solution.

Big hotels and restaurants have outsourced non-core work for years, turning to dedicated experts for efficiency and cost savings. And now even smaller businesses are choosing to fill out their organizations with outsourced expertise in the areas where they lack resources, capital, and knowledge. The traditional organization chart in the hospitality industry is branching out and shifting to include not only internal departments, but external suppliers as well.

These companies pay for in-depth expertise, only when they need it, avoiding full time salaries, training and increased management costs. Outsourcing can lower costs, improve organizational focus and increase the speed and flexibility of businesses. With effective outsourcing partners, hospitality businesses can powerfully achieve their corporate objectives in ways they could never do themselves.

Outsourcing is a quickly growing phenomenon that works well for many hotel, restaurant and food service providers. Now there are even websites (www.firmbuilder.com, and www.outsourcing-journal.com), business books, organizations and global forums dedicated specifically to the overarching topic of outsourcing and its benefits.

Outsourcing Information Technology

Information technology in particular continues to be increasingly outsourced, allowing companies to focus on their core business leaving the technical detail to their outsourced experts. Hotels outsource when new projects are introduced beyond their in-house capacity and expertise including the implementation of new distribution, marketing, operations and service programs.

Major GDS, POS and PMS decisions require an objective outsourced expert in your court to help you make sense of the many options available to you. Hospitality organizations will also outsource their longer term training, implementation and information systems projects to allow them to focus on the business at hand.

When to outsource

If an ongoing problem is keeping your hotel, restaurant or foodservice business from growing, outsourcing should be a serious consideration. It might work well for you when:

- your business is "stuck" in a certain area and you don't have

- the capital, resources or know-how to fix the problem yourself;
- you avoid fixing the problem because it is never a high enough priority and you can never dedicate the time or resources to the recurring difficulty;
- an outside firm can do the job more quickly and efficiently than you can in-house;
- you are unable to focus on the success of your core hospitality business because you are repeatedly revisiting the same problem.

Once you've decided to outsource, gather names from others in the hospitality business to identify potential outsourcing partners. If possible, choose several companies and compare their offerings, costs and credentials in a formal Request for Proposal. Often there are few to choose from, but even then make sure you speak with their executives, their customers, and experts in their industry to feel comfortable that the partnership can be an equitable one.

Managing the Outsourcing Relationship

Once having chosen an outsourcing partner it's important to realize that you, the customer, also play a crucial role in the success of the partnership. Customers can sometimes be unhappy with a supplier without seeing their own contribution to the problem. Mixed messages, unclear goals and miscommunication can hamper the effectiveness of your outsourcing partner.

Treat your outsourcing provider as part of your hospitality business and keep these tips in mind:

- Develop clear goals, responsibilities, and an overall strategy for all those involved;
- Insist on open communications from both sides. Talk continuously about what's working and what isn't;
- Negotiate a win/win situation aiming for a long-term relationship supported by a continually renewable short-term contract;
- Discuss the possibility of the relationship going sour and how both parties will handle the fall out. Try to anticipate possible conflicts and find ways to minimize the likelihood of them happening;
- Be clear on who is making what decisions, who will be consulted prior to any decisions, and who will be informed after the decision has been made;
- Develop criteria to evaluate the performance of both sides of the outsourcing partnership, and monitor them regularly;
- Adjust the partnership where needed to achieve previously defined goals.

It's no longer a matter of IF you should outsource, but more a matter of WHEN and HOW. Outsourcing partnerships will succeed if you manage the relationship diligently and realize that outsourcing clients also have an important responsibility - to communicate in a straightforward and honest way to help outsourcing partners do their jobs effectively. Outsourcing partners are dedicated to helping your hotel, restaurant or foodservice business grow.

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Schoolhouse Products Inc. is one of Canada's largest distributors of furniture and related products to the hotel/hospitality market. Among the products sold are chairs (stacking, folding and banquet), folding tables, guest room chairs, office furniture, coat racks, portable wall dividers and screens, etc.





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HAC Aims to Keep You Current & Connected

The Hotel Association of Canada has partnered with two well-known companies in order to bring our members more benefits for their membership dollars: **TrainCan Inc.** and **Rogers Wireless**.



TrainCan Inc.
TrainCan Inc., "The Source for Food Safety", is a full service company designed to work with hoteliers to make their Foodservice/Hospitality establishment safe from hazards that lead to food borne illness.

TrainCan's programs offer certification at employee and management levels in addition to many exciting learning tools across a variety of mediums:

- ♦ **Employee Level**
BASICS.fst
- ♦ **Management Level**
ADVANCED.fst ServSafe®

- ♦ **Train the Trainer**
For trainer certification & approval
- ♦ **Videos**
Set of 6 food safety training videos
- ♦ **Teaching Aids**
Lesson Plans, Power Point Presentations, Games etc.
- ♦ **HACCP**
Video & CDRom program

Keeping food safe also means keeping food fresh. Handling food properly doesn't need to cost more money, in fact, it saves money. A proper food safety training plan will ensure a reduction in waste costs and lower utility costs. There is, of course, the most important reason - the safety of staff and customers.



Rogers Wireless has an exclusive offer for all members of the Hotel Association of Canada:

- ♦ \$20 Monthly Fee
- ♦ 125 Anytime Minutes
- ♦ 1 Month FREE Monthly Service Fee (\$20 value)
- ♦ 3 Months Unlimited Local Calling
- ♦ 3 Months Unlimited Text Messaging
- ♦ 3 Months Unlimited Picture Messaging
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And you can choose from the Motorola V300 Camera Phone, the Motorola T720g Colour Phone or the Nokia 3595 Colour Phone.

For more information on these new Member Benefits, contact the HAC:

Tel: (613) 237-7149
Email: info@hotelassociation.ca
Web: www.hotelassociation.ca

Awards

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HOTELS

The Valhalla Inn of Toronto has received the North West Commercial Travellers' Association of Canada *Hospitality Award for Ontario*. **The Holiday Inn International Vancouver Airport** received the North West Commercial Travellers' Association of Canada *Hospitality Award for BC*.

The Auberge de La Fontaine has received a *Grands Prix du Tourisme Québécois* as best accommodation of its category in the province of Québec. The property won Tourisme Québec's Gold Trophy in the '50 rooms or less' category.

The Hilton Québec has been honoured for a second time with the receipt of the prestigious Successful Meetings' *Pinnacle Award for 2004*. This award recognizes Hilton Québec's outstanding ability to service meeting and incentive programs and rewards its team with the highest mark of excellence among meeting properties.

"Flawless" and "top-notch service" has placed **Four Seasons Hotel Vancouver** at the top of the respected *2004 Zagat Survey*, Top International Hotels, Resorts and Spas report for the city of Vancouver. The 28-year old luxury hotel received the highest points of the city's hotels in the areas of rooms, service, dining, and public spaces/facilities.

The SoHo Metropolitan, Toronto, was recently honoured with a '*Best of the Best*' distinction from the famed Massachusetts-based magazine, the Robb Report. The SoHo Metropolitan Hotel is the only Canadian property included in this group of such high distinction.

SCOREGolf Magazine recently highlighted its best 100 golf courses in Canada. Winners were chosen by a panel of 50 voters including pros, amateurs, supers, admins, media, etc. In the category of *Best Golf Resort* the winners are:

- **Fairmont Jasper Park Lodge**, AB
- **Fairmont Chateau Whistler**, BC
- **Taboo**, Gravenhurst, ON
- **Deerhurst**, Huntsville, ON
- **Kananaskis Country**, AB tied with **Rocky Crest**, Mactier, ON and **Fairmont Mont Tremblant**, QC

The Westin Resort & Spa in Whistler has received a slew of impressive awards. The

resort was placed on TRAVEL + LEISURE Magazine's "*World's Best Awards*" list, making it the only property in Whistler to be recognized. The Westin placed number 53 out of 100 on this highly competitive list. The Aubergine Grille, the resort's premier restaurant, received Wine Spectator Magazine's *Award of Excellence* for 2004, making this the second consecutive year the restaurant has been cited. The award is handed out to the best restaurants in the world for their extensive wine selection and variety of menus. And Meetings West magazine recognized The Westin Resort & Spa, Whistler with its '*Best of the West*' award for meetings and convention excellence. This is the second year the Resort has been honoured by Meetings West magazine with the 'Best of the West' title.

Travel + Leisure magazine has announced the *2004 World's Best Awards* in their August issue. The ninth annual top-100 list includes a number of Canadian properties:

World's Best Hotels Category

- **Wickaninnish Inn**, Tofino, BC, #48
- **Wedgewood Hotel**, Vancouver, BC, #57

US and Canada Category

- **Wickaninnish Inn**, Tofino, BC, #9
- **Wedgewood Hotel**, Vancouver, BC, #13
- **Sooke Harbour House**, Sooke, Vancouver Island, BC, #36
- **Post Hotel**, Lake Louise, AB, #44
- **Westin Resort & Spa**, Whistler, BC, #53
- **Fairmont Chateau Lake Louise**, Lake Louise, AB, #77
- **Fairmont Banff Springs**, Banff, AB, #87
- **Fairmont Château Laurier**, Ottawa, ON, #93
- **Rimrock Resort Hotel**, Banff, AB, #94
- **Four Seasons Hotel**, Toronto, ON, #98

Delta Hotels is pleased to announce that its workplace quality has been recognized with the *2004 Canada Awards for Excellence*, the highest distinction awarded by Canada's National Quality Institute (NQI). Delta Hotels has made the workplace - which encompasses the physical environment, health practices, social environment and personal resources - a priority, developing a number of policies and practices in such areas as compensation

and benefits; health, safety and wellness; learning and development; recruitment and selection; and communications and ethics.

The Manitoba Hotel Association received an *Award of Excellence* at the 3rd Annual Awards program of the International Society of Hotel Association Executives (ISHAE). The award was presented for best Membership Program among lodging associations throughout North America.

The Child and Youth Friendly Ottawa (CAYFO) Business Accreditation Program, conceived and developed by Ottawa youth, ensures that local businesses live up to their 'kid-friendly' claims. Recently CAYFO awarded 13 Ottawa area hotels with *Certificates of Appreciation* for meeting the rigorous 'kid-friendly' standards:

- **Albert at Bay Suite Hotel**
- **Travelodge Ottawa West**
- **Best Western Victoria Park Suite Hotel**
- **Brookstreet Hotel**
- **Cartier Place Suite Hotel**
- **Courtyard by Marriott**
- **Delta Hotel**
- **Fairmont Chateau Laurier**
- **Sheraton Ottawa Hotel**
- **Les Suites Hotel**
- **Novotel Ottawa**
- **Minto Place Suite Hotel**
- **Ottawa Marriott Hotel** - awarded the distinction of "*2004 Hotel of the Year for Excellence in serving children and youth*".

Corporate & Incentive Travel has announced the 2004 "*Greens of Distinction*" award winners - golf venues selected by subscribers as among the very finest. **The Fairmont Banff Springs**, Banff, AB is the only Canadian property to make the list.

CIO magazine has named **Marriott International, Inc.** to its *CIO 100 List* for a fifth time. Marriott is the only lodging company on this year's list. The CIO award recognizes organizations around the world that exemplify the highest level of operational and strategic excellence in information technology. Winners demonstrate measurable results in how they used IT to enable and support agility in their organizations.



Hotel Association of Canada
Association des Hôtels du Canada

**THE 2005
NATIONAL CONFERENCE
& TRADE SHOW**



Fairmont Royal York Hotel
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The Hotel Association of Canada's Annual Conference & Trade Show

February 15 & 16, 2005 ♦ Fairmont Royal York Hotel ♦ Toronto

It's Time to Start Preparing for One of the Industry's Most Important Events

For the Exhibitors

The 2005 HAC Annual Conference & Trade Show is host to a dynamic exhibition featuring many successful suppliers to the hospitality industry. This coming year's exhibit area will be host to over 100 booths, spanning two rooms and featuring a larger and more innovative floor design.

For the Delegates

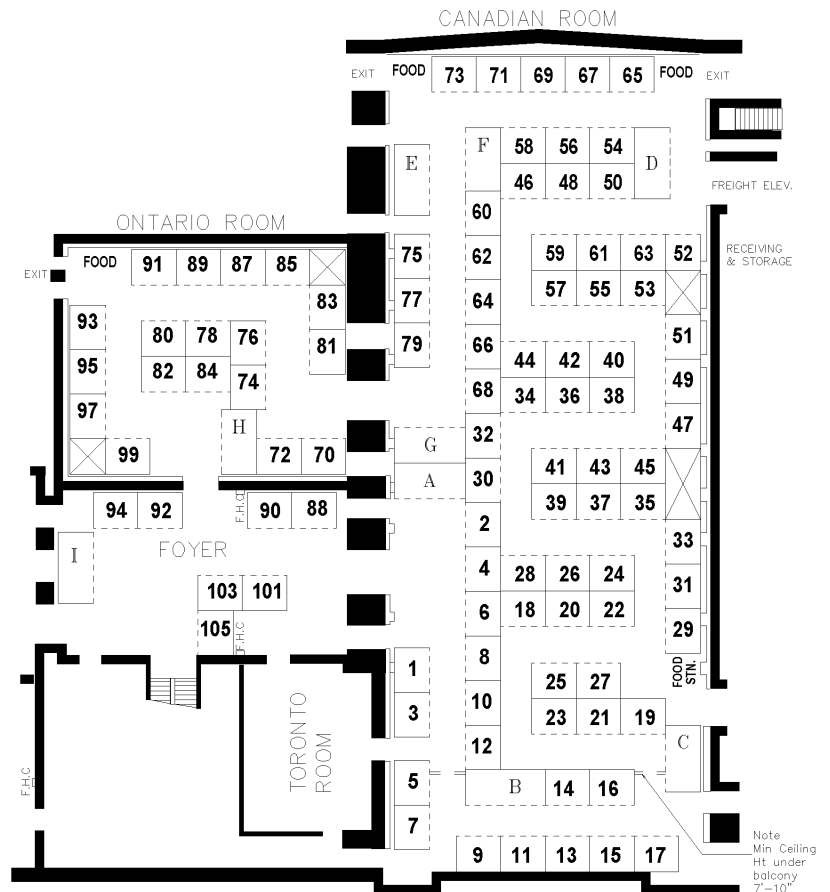
The hotel industry knows, perhaps better than all, of the many profound transformations taking place in the global economy; international issues, rapid technology change, the increased globalization of the consumer, changes to industrial and capital markets, growing international commerce and interdependence and shared global concerns. How we respond to these changes and challenges will ultimately determine our standards, quality and profitability.

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For More Information

- ♦ Visit www.hotelassociation.ca and click on the 2005 Conference Logo
- ♦ Visit the Events page at www.hotelassociation.ca
- ♦ Call the HAC at (613) 237-7149
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The HAC wishes to acknowledge those companies already committed to sponsoring our 2005 Event:

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- Natural Resources Canada
- On Command
- VIA Rail Canada
- Westmont Hotels

Who's Where Now

Anthony Berger, Chief Operating Officer, Cendant Corp ♦ **David Bird**, Regional Vice President - Alberta Operations, Delta Hotels Toronto (in addition to continuing as General Manager of Delta Calgary Airport) ♦ **Tony Cary-Barnard**, Leader - Project Spirit Team, CHIP Hospitality (in addition to current role as Regional VP for Northern Alberta) ♦ **Leo Chandler**, General Manager, Toronto Airport Marriott ♦ **Rodney Darwin**, General Manager, Pantages Suites Hotel & Spa, Toronto ♦ **Daniel DelCarpio**, General Manager, Montecassino Hotel & Suites, Toronto ♦ **Christine Dempster**, General Manager, Holiday Inn Select Kanata, ON ♦ **Suzanne deYoung**, National Sales Manager, CHIP Hospitality, based at the Crowne Plaza, Ottawa ♦ **Allan Dell**, Marine Pub Manager, Brentwood Bay Lodge & Spa ♦ **Satinder Dhillon**, General Manager, Radisson Hotel Toronto East ♦ **Jeff Dover**, Director of Asset Management, Fairmont Hotels and Resorts, Toronto ♦ **Ryan Dunne**, Executive Chef, The Fairmont Algonquin, St. Andrews By-The-Sea, New Brunswick ♦ **Karen England**, Director of Sales, Best Western Carlton Plaza Hotel, Victoria, BC ♦ **Alex Filiatrault**, Director of Marketing, Four Seasons Toronto ♦ **Curtis Gallagher**, VP - National Hospitality & Tourism Consulting, Colliers International, Toronto ♦ **Tamara Gibson**, Director of Operations, Fairmont Palliser, Calgary ♦ **Lisa Gilbert**, General Manager, Kingbridge Centre, Toronto ♦ **Peter Godsoe**, Chairman of Fairmont Hotels & Resorts Inc.'s Board of Directors ♦ **Jason Gower**, Executive Chef, Delta Winnipeg ♦ **Ashley Haslett**, Communications Manager, British Columbia & Yukon Hotels' Association, Vancouver ♦ **Jeff Hope**, Controller - Delta Vancouver Airport and Regional Controller for BC ♦ **Steve Horvath**, Director of Sales & Marketing, Residence Inn by Marriott Vancouver ♦ **Bruce James**, Director of Sales & Marketing - Hotel, Pantages Suites Hotel & Spa, Toronto ♦ **R. Gordon Johnson**, Regional VP - BC Hotels & Resorts, Delta Hotels, and GM Delta Vancouver Airport ♦ **John Johnston**, Executive Vice President - Europe, Africa, and the Middle East, Fairmont Hotels & Resorts ♦ **Joe Kamal**, Vice President - Operations, Manga Hotels, Toronto ♦ **Cheliyan Kanagasavapathy**, General Manager, Best Western Roehampton, Toronto ♦ **James Kendal**, Director of Food and Beverage, The Aerie Resort, Southern Vancouver Island ♦ **Jim Kerstens**, General Manager, Travelodge Yorkdale, Toronto ♦ **Ali Khoja**, General Manager, The SoHo Metropolitan Hotel, Toronto ♦ **David Kong**, Executive Vice President - International Operations, Best Western International ♦ **Eda Koot**, (Acting) General Manager, Delta Calgary Airport ♦ **Nicole Lalonde**, Director - Sales & Marketing, Holiday Inn Hotel & Suites, Ottawa ♦ **Andrew Loges**, General Manager, Toronto Marriott Bloor Yorkville ♦ **Laura A. Long**, Catering Manager, The Sutton Place Hotel, Toronto ♦ **Chris Lund**, Regional Vice President - Ontario Operations, Delta Hotels (in addition to continuing as General Manager for the Delta Toronto East) ♦ **Dan Lyttle**, Director of Sales & Marketing, Maclab Hotels & Resorts, Edmonton, AB ♦ **Cindy Matlow**, Global Account Director, Starwood Hotels & Resorts Canada, Toronto ♦ **Trevor Morgan**, Regional VP - Atlantic Region, CHIP Hospitality ♦ **Martin Noakes**, Director of Finance, Four Seasons, Toronto ♦ **Kevin Oake**, Director of Sales, Pan Pacific Vancouver, BC ♦ **Stephen Peters**, Hotel Manager, Pan Pacific Vancouver, BC ♦ **Don Peterson**, General Manager, Comfort Inn - Rutherford Road, Toronto ♦ **Chris Pierce**, Director of Sales, Les Suites Hotel, Ottawa ♦ **Craig Reume**, General Manager, Delta Toronto Airport West ♦ **Katrina Sagan**, North American Operations Director, Wotif.com ♦ **Armin Schroecker**, GM, Hilton Toronto ♦ **Ken Shukler**, General Manager, Wyndham Bristol Place, Toronto ♦ **Angela Steeves**, GM, Liscombe Lodge, Liscombe Mills, NS ♦ **Tom Storey**, Executive Vice President - Development, Fairmont Hotels & Resorts, Toronto ♦ **Joanne St-Pierre**, Global Account Director, Starwood Hotels & Resorts, The Westin Ottawa ♦ **David Smythe**, General Manager, Lord Elgin Hotel, Ottawa ♦ **Steve Vallevand**, Regional Vice President - Saskatchewan, Manitoba and Southern Alberta, CHIP Hospitality (in addition to current role as managing director of Regina Inn Hotel & Conference Centre) ♦ **Jason Webb**, Executive Chef, Edmonton House Suite Hotel, Edmonton ♦ **Wade Wilkins**, Tour and Travel Sales Manager, Vancouver Marriott Pinnacle ♦

Upcoming Events



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.

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