



ROOMers

Insights and Information on the Canadian Hotel Industry

Don't Miss Out on Industry-Exclusive .travel

The long awaited registry for the **.travel** domain, designed exclusively to serve the global hotel, travel and tourism community, has been approved. The Hotel Association of Canada (HAC) will be the authenticating agent in this process on behalf of all HAC members.

.travel The establishment of **.travel** will improve internet identity for the lodging sector, increase adoption of online technology amongst all industry members and enhance links between suppliers and customers, ultimately leading to increased e-commerce. Travel spending accounts for more than 28 per cent of all online transactions today. However, the greatest obstacle to stakeholders in the industry remains - "How do I make myself stand out amongst the more than 45,000 travel sites on the Internet today?"

.travel will give consumers greater confidence and provide a simpler, more reliable way of doing business for travel suppliers and sellers within a dedicated Internet space. This will be accomplished through two initial value-added services.

The first is authentication. Authentication simply means that the HAC will verify all Canadian lodging establishments, including hotels, motels, inns, resorts, cottages and B & B's, to ensure that only travel or tourism-related companies can hold a **.travel** domain name. This process will effectively weed out illegitimate businesses as well as individuals or companies seeking to purchase a name for the purpose of resale. This will go a long way in establishing the "trust factor".

The second service when you apply for your **.travel** domain is the **.travel** directory. The directory enables you to list every aspect that sets your property apart from your competitor's. This service is free and is intended to enable both consumers and our counterparts from other industry sectors to locate your offerings in a hassle-free manner.

This global online source of travel data, organized according to a proprietary travel and tourism taxonomy, is designed to match buyers and sellers of travel, tourism or travel-related

products and services. In short, it will assist travellers and industry players to efficiently locate detailed information about your property online.

As a partner of The Travel Partnership Corporation (TTPC), the organization formed to oversee **.travel**, HAC is able to forward a distinct advantage to its members by offering pre-registration. The **.travel** TLD is not set to launch until early 2005; however, HAC members are currently able to capitalize on the projected \$150 billion in Internet spending on travel and tourism products in 2005 by applying now for a **.travel** name, cementing their place in the **.travel** community.

Email Nader Shureih at the Hotel Association of Canada, shureih@hotelassociation.ca, to notify us of your intention to secure your **.travel** domain. The moment pre-registration is enabled, HAC will contact you with details on how to proceed in officially registering your **.travel** domain.



Join the Hotel Association of Canada as we kick-start a new year at our Annual Conference & Trade Show

The 2005 event is host to a dynamic exhibition and vibrant speakers. This is an excellent opportunity for one-stop shopping and industry networking!

Suppliers! This year's trade show will showcase over 100 booths with an original floor design. And longer hours allows you to meet with more key decision-makers.

For the Delegates - Interactive Industry Forums, dozens of suppliers with innovative products and services, not to mention industry-relevant speakers and panels.

And join us in recognizing those HAC members who have shown exceptional commitment to the industry at our **Hall of Fame Awards of Excellence Dinner**.

...see page 11 for more Conference Details

Inside this issue...

Government Relations

HAC Voices Concern Over Proposed ISO Standard For Tourism and Related Services

The Hotel Association of Canada, in a letter to the Canadian Standards Association (CSA), has formally expressed opposition to the proposed development of ISO international standards for the tourism sector and, in particular, lodging and restaurant services.

The HAC supports the position that any initiative relating to standards for lodging and restaurant services should be left to the full responsibility of the industry itself. The Canadian tourism industry has always been concerned with the promotion of a high quality of its services and has continually maintained consultation with its stakeholders in order to continue to meet expectations. Standards developed at the international level are not, therefore, a necessary prerequisite for quality and the HAC has encouraged the CSA to vote against the proposal.

HAC Opposes New Music Tariff

Currently hoteliers pay an annual minimum fee of \$90 to the Society of Composers, Authors and Music Publishers of Canada (SOCAN) for the use of background music under copyright. This fee compensates composers, authors and music publishers.

A new amendment approved by Parliament will force the lodging industry to pay a second background music fee, with a proposed minimum of \$175, to the Neighbouring Rights Collective of Canada. This fee compensates performing artists and studio engineers.

The proposal from the Neighbouring Rights Collective of Canada would increase the minimum fee for the use of background music by 194 per cent.

The Neighbouring Rights fee is not applicable to American music, only Canadian and international music. This means that the lodging industry could maintain its background music costs by playing American music exclusively, at the expense of Canadian music and culture.

The HAC is formally on record opposing this new fee. In 2005 the HAC will be appearing before the Copyright Board of Canada presenting our industry position.

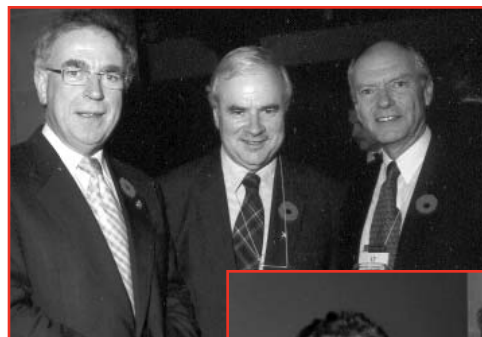
HAC Annual Government Relations Day

The Hotel Association of Canada held its most successful Government Relations Day on November 3rd at the Canadian Museum of Contemporary Photography in Ottawa. Lodging industry leaders from across Canada fanned out across the Nation's capital to meet with Ministers, MPs and Officials.

The day concluded with the popular HAC Reception where more than 200 guests gathered together with industry leaders. "Two topics of discussion were prevalent at the reception," said HAC Chair Kevin Walker, owner of the Oak Bay Beach Hotel, Victoria, B.C. "The focus was on the necessity for stable sustainable funding for the Canadian Tourism Commission (CTC) from the Government of Canada and concerns relating to the Canada/U.S. Border infrastructure."

Recommendations to Ministers and MPs included a commitment of stable funding for the CTC from the Government of Canada in the amount of \$175 million annually through the implementation of a funding formula in which the CTC's base budget be set at 33 per cent of the federal GST revenues (from international visitors).

Dialogue also focused on issues related to inbound traffic to Canada from the U.S. Overnight visits are down 8.9 per cent (1.05 million fewer visitors in the first nine months) from this time in 2002. Hoteliers expressed concern that this drop is due in large part to the negative perceptions invoked by border crossings, which have become a major deterrent to travel. Proposed solutions to the Government of Canada included more effective communication of border-crossing requirements to citizens as well as working with the U.S. to build on the Smart Border Initiative that would be seen to strengthen and secure economic relations. More specifically, focus should fall on the harmonization of customs procedures and increased investment towards both long and short-term infrastructure improvements.



More photos of HAC's Government Relations Day on page 5

Border Clearance in the Blink of an Eye!

Travellers flying into Halifax, Montreal, Toronto and Vancouver International Airports are now able to clear customs and immigration in the blink of an eye! The CANPASS Air program is a joint initiative launched by the Canada Border Services Agency (CBSA) and Citizenship and Immigration Canada for pre-approved travellers. Security and the improved free flow of travellers are the cornerstones of the CANPASS Air program.

CANPASS Air allows frequent, pre-approved travellers to meet their border clearance obligations by simply looking into a camera that recognizes the iris of the eye as proof of identity. These pre-approved travellers will be identified quickly and securely.

How The Program Works

When a CANPASS Air member arrives at an International Airports where CANPASS Air is available, the traveller will use the self-serve kiosk which is equipped with a digital camera. This camera confirms their identity and program membership by photographing the member's iris and comparing the digital photograph with the one on file.

CANPASS Air members then answer on screen the same questions a customs inspector would ask in person. A receipt is printed, which the member gives to the customs inspector before leaving the Customs Hall. The member is then free to proceed unless they are randomly selected for inspection.

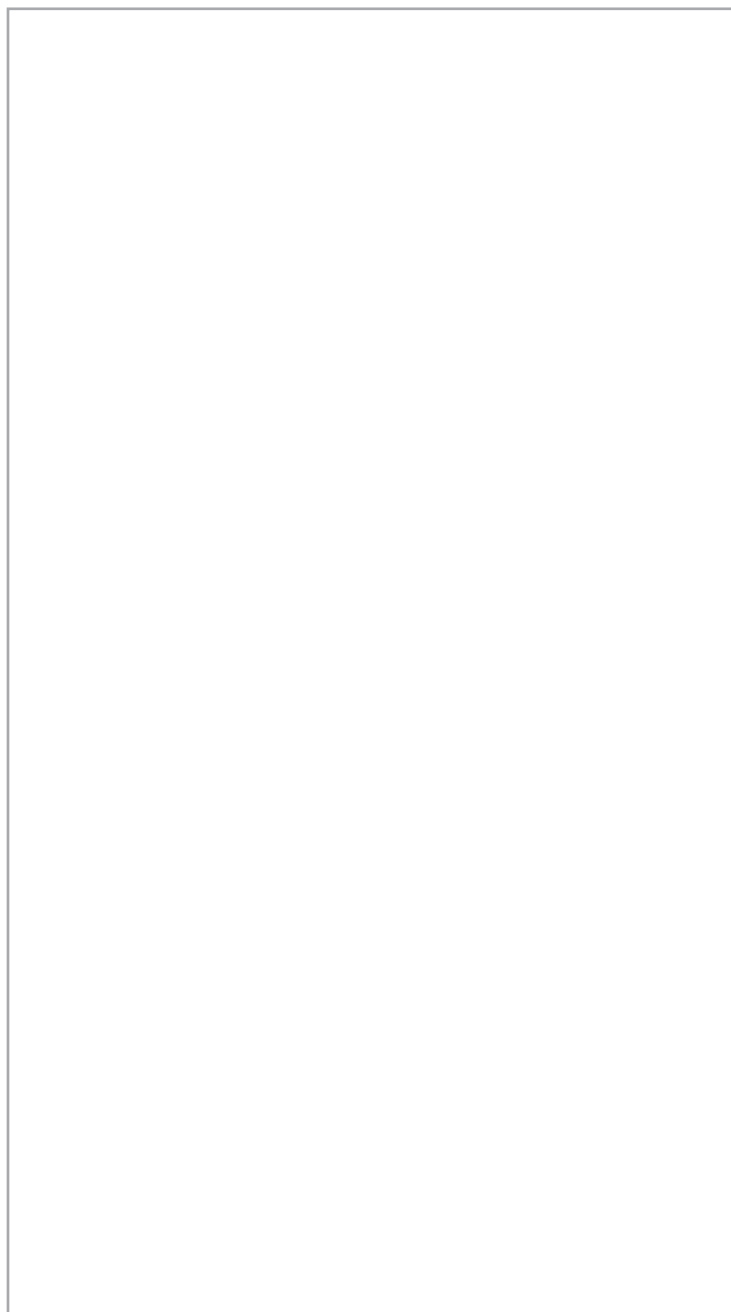
The Enrolment Process

Program security is ensured not only through the iris biometric, but also through a rigorous background check of all applicants. After a traveller submits an application, a thorough risk assessment is conducted. After passing the assessment, the applicant is interviewed in person at an Enrolment Centre. During the enrolment process, a CBSA official takes digital photographs of the traveller's irises. These images are encrypted and stored in a secure CBSA database.

The iris recognition technology used in this program is new, innovative, and secure. It is non-invasive and is considered one of the most accurate and quickest biometric identifiers in the world.

Within the next year, the CANPASS Air program will be expanded to include Canada's other major international airports.

Interested in CANPASS Air membership? If so, an application form is available on-line at www.cbsa.gc.ca/canpass, or visit the CANPASS Air Enrolment Centres located in Customs Halls at Halifax, Montréal, Toronto and Vancouver International Airports.



The CANPASS Air Self-Serve Kiosk

CANPASS Air Members will be able to use this self-serve kiosk to meet their border clearance obligations.

The camera scans the iris to confirm identity. The person then answers customs-related questions on-screen.



Notable & Newsworthy

HOTEL COMPANIES

Choice Hotels Canada has signed eight new franchises: a 100-room *Comfort Inn in St. John's, Nfld.*; a 133-room *Quality Inn in Edmundston, N.B.*; a 111-room *Comfort Inn in Cornwall, Ont.*; the 44-room *Seaview Inn, A Clarion Collection Hotel in Victoria, B.C.*; an 84-room *Comfort Inn & Suites in Langley, B.C.*; a 34-room *Econo Lodge in Cranbrook, B.C.*; a 48-room *Quality Inn in Castlegar, B.C.*; and a 42-room *Econo Lodge in Osoyoos, B.C.*

Choice Hotels Canada also announces the addition of the 100-room *Comfort Inn* located in St. John's, Newfoundland; and the 133-room *Quality Inn* in Edmundston, NB.

Fairmont Hotels & Resorts Inc. expects to add the management of *The Savoy Hotel*, one of London's most renowned and prestigious hotel properties, to its portfolio in January 2005. Plans also include a \$48 million renovation of the 263-room property, which was built in 1889.

Carlson Hotels Worldwide has reclaimed the master franchise for the development of *Park Plaza* and *Park Inn* hotels in Canada. As a result, the company will develop the brands through its corporate development office in Canada. Current plans include bringing Country Inn properties into five new markets, developing Canada's first Regent hotel and opening more Radisson locations.

Atlific Hotels & Resorts has been retained to manage the *Garibaldi Springs Resorts Hotel* in Squamish, BC. The hotel will feature 110 deluxe one and two bedroom suites and studios, exercise facilities and an on site restaurant. Construction is scheduled to start soon and should be completed by early 2006.

Atlific Hotels & Resorts has announced the construction of a *Holiday Inn Express & Suites* near Pierre Elliot Trudeau Airport in Montréal. Construction will start before the new year and be completed by the fall of 2005. The hotel will feature 166 suites, meeting facilities and indoor pool and exercise room.

Canada's first La Quinta Inn, the new **La Quinta Inn Vancouver Airport**, is now open. The hotel features a grand double-storey lobby, an indoor swimming pool and whirlpool, a two-storey entry portal and lush landscaped gardens.

PROPERTIES

The 152-room luxury **W Montréal**, the first W Hotels Worldwide property in Canada, is now open. Located in the former Banque du Canada building, it is connected to the Palais des congrès by an underground concourse. W Montréal offers eight suites, including five two-level "Wow" suites, and three "Extreme-Wow" suites with 20-ft. ceilings and floor-to-ceiling windows.

The **Lord Beaverbrook Hotel** will undergo an extensive renovation in 2005 that will include a name change. The property will be converted to a Crowne Plaza hotel alongside the completion of a \$6 million renovation already underway. At completion, it will be known as the Lord Beaverbrook Crowne Plaza Hotel.

A new **Motel 6** is scheduled to open in Saskatoon mid-January. The 67-room hotel will be the second Motel 6 in Western Canada.

Montreal's new **Hotel Godin** is now open revealing a sleek modern design blended with art nouveau architecture. The downtown hotel incorporates the historic Godin Building, built in 1914-15.

The Quebec City-area **Ice Hotel** will open this winter for its fifth year. The new season runs from Jan. 7 to April 3 and guests will be able to choose from many different packages and services. Couples will be able to marry in the hotel chapel, while private dance parties can be hosted in the N'ice Club.

Ontario's Muskoka region welcomes the new **Lodge at Pine Cove**. It features 14 one-, two- and three-room chalets as well as outdoor activities, art programs, ballroom dancing and more.

The **Pan Pacific Vancouver** hotel will unveil a new \$4-million Roman-style wellness retreat dubbed the Spa Utopia and Salon in January. The 11,400-square-foot space offers private suites, harbour views, heated floors and other luxuries.

Toronto's historic **Old Mill Inn & Spa** held its 90th Anniversary Party this year marking developer R. Home Smith's opening of the traditional English Tudor style Old Mill Tea Garden in 1914. Located on six acres along the Humber river, the property features dining and dancing to live bands six nights a week, and more than 700 weddings a year in its 16th century candlelit chapel.

The **Hilton Montreal Aeroport** has completed a \$2-million renovation of 80 guestrooms. The 3-year project brings a modern look to the landmark property.

Vrancor Development Corp./Hospitality Management has announced the **Hilton Garden Inn** will be built in Burlington, ON. Scheduled for completion in spring 2005, the upscale mid-priced property will feature 120 guestrooms and suites.

The **Fairmont Chateau Lake Louise** has opened its Mount Temple Wing. The new wing has a 700-seat ballroom with wall murals of surrounding wilderness, and stained glass window illustrations. Each of the four meeting rooms on the main level is named after a local hiking trail. The Tom Wilson Dining Room, named for a local explorer, can host 200 people and the top two floors of the six-story building have 81 new luxury rooms, bringing the chateau's total to 550.

ALLIED MEMBERS

Diners Club and **MasterCard** have finalized a deal to establish an alliance that will provide enhanced global acceptance to Diners Club North America card members and enhanced U.S. and Canadian acceptance for Diners Club International card members. Under the deal, Diners Club cards issued in the US and Canada will be redesigned to include the MasterCard Brand Mark and Hologram on the front of the card in order to function as MasterCard cards. These cards will be accepted at the more than 22 million merchant locations worldwide where MasterCard credit cards are accepted. Visit www.dinersclubcanada.com.

GT Hiring Solutions, a brand new subsidiary of Grant Thornton LLP, has opened in Victoria. GT Hiring Solutions, operators of the Destinations and HardHats job placement and training programs, is dedicated to providing human resources products and services to Grant Thornton's industry partners and clients. GT Hiring Solutions plans new services to meet the HR requirements of businesses, including a web-based assessment service and online personnel surveys. GT Hiring Solutions will meet the broad range of workforce demands and implement unique work force solutions for single employers, industry associations and government alike.

...continued on page 6

**Diners Club® Cards ~
Now Being Accepted at MasterCard®
Credit Card Locations Worldwide!**



Diners Club® and MasterCard® have entered into an alliance that will provide enhanced global acceptance to Diners Club cardmembers in the US and Canada. The US and Canadian Diners Club suite of corporate and personal cards will carry the MasterCard Brand Mark and Hologram.

As the Card of choice for leading corporations, frequent travelers, and affluent individuals, Diners Club is a premier provider of innovative solutions, powerful information, unmatched service, and an award-winning rewards program - Club Rewards™. And, combined with MasterCard's unsurpassed acceptance, Diners Club will now become an even more valuable tool for individuals and companies.

As of November 2004, Canadian Personal and Corporate Cardmembers were provided Cards with a new card look that includes a 16-digit number and the MasterCard Brand Mark and Hologram on the front of the Card.

Personal Cardmembers began receiving their newly redesigned Cards in a Welcome Kit package that highlighted the many features they have come to expect from their Card, as well as new, rich benefits that include:

- ◆ access to 450 Priority Pass airport lounges
- ◆ a complimentary British Airways companion ticket
- ◆ free Fairmont hotel membership upgrade
- ◆ new insurance coverages
- ◆ roadside assistance services

Existing Corporate customers will continue to benefit from a Card that provides them with no pre-set spending limits, up to 60 days to pay, the optional Club Rewards loyalty program, sophisticated MIS reporting programs and 24/7 personalized customer service.

Diners Club also plans to offer Cards enhanced with MasterCard acceptance to new US corporate customers by the end of this year. Phase two of the implementation will include distribution of the enhanced & redesigned cards to existing Diners Club Cardmembers in the United States in 2005.

MasterCard is a registered trademark of MasterCard International Incorporated. Used under license. Club Rewards is a trademark of Diners Club International Ltd.

Government Relations Day ...con't from page 2



Disability Legislation & the Hospitality Industry

On October 12th of this year legislation was introduced in Ontario that will require all businesses to begin providing, or improving upon, access within their establishments for disabled persons. The legislation will require that certain benchmarks be met over five, ten, and 15-year periods. While the new legislation remains true to many standards outlined in the old Ontarians with Disabilities Act, the difference lies in the mandatory nature of the legislation's standards. Business who do not comply face fines of up to \$50,000 for individuals and \$100,000 for corporations.

The Hotel Association of Canada (HAC) expects that most other provinces will likely follow suit with similar legislation of their own over the next few years. This will become particularly relevant to our industry as we approach 2010 and advent of the Paralympic Games scheduled for Vancouver and Whistler.

The Hotel Association of Canada's **ACCESS CANADA STANDARDS & TRAINING PROGRAM** for Hotels was already under regular review when the Ontario legislation was introduced. HAC is in the process of eliminating all provincial discrepancies (Building Codes), ensuring tighter national controls, more comprehensive program delivery, not to mention meeting the requirements of the new legislation.



ACCESS CANADA was developed to assist hoteliers in training their staff to interact more effectively and positively with guests with disabilities. The Training aspect of the program focuses specifically on guests with mobility, hearing and/or visual impairments. It was developed to complement the four levels of **ACCESS CANADA** which relate to a hotel's physical accessibility. The Standards component of the program outlines the physical criteria which a hotel must meet in order to be officially ranked as a Level I, II, III or IV accessible property.

Visit the **ACCESS CANADA** link on the *Programs & Guides* page of our website for further information: www.hotelassociation.ca

Newsworthy...con't from page 4



Vantis International Corporation, formerly VIP International and Lexington Services, is redefining the channel marketing category through the consolidation of both companies and rollout of the Vantis name, brand, and escalating suite of services. The newly created company is dedicated to optimizing profitable revenue for hotels, car rental companies and airlines. Vantis offers a range of products and services in areas such as revenue management, marketing, channel management, website solutions and voice reservations to ensure they consistently use their most profitable business mix. Visit www.vantiscorp.com

OTHER NEWS

As part of the Advanced Management Program for the Hospitality Industry (AMPHI) at the **University of Guelph**, four new four-day residential programs will take place in April/May 2005. Programs are being offered in Leadership & Managerial Skills, Finance & Accounting, Marketing & Strategic Management, and Culture & Change. For information call Lisa Fodor at 519-824-4120 ext 56116 or lfodor@uoguelph.ca.

- *University of Guelph is an HAC Educator Member*

L'Association des Hôtelières du Québec presents its new Board of Directors for 2004-2005: *Olivier Désilets*, Chairman; *Nelson Théberge*, 1st Vice-chairman; *Marc Brûlé*, 2nd Vice-chairman; *Antonio Soarès*, Secretary; *Lucille Duchesneau*, Treasurer; *Ginette Blanchette*, Director; *Jean-Yves Boily*, Director; *Bernard Chênevert*, Director; *Roger Denis*, Director; *Linda Gallant*, Director; *Norman Lagarde*, Director; *Hugo Lévesque*, Director; and *Manuel Puga*, Director.

Awards

Congratulations to all Canadian locations that made the Conde Nast Traveler 2004 Readers' Choice Awards. Here are the rankings in the various categories:

Top 100 Travel Experiences:

Post Hotel, Lake Louise, AB (#39)

Top 10 Destination Cities - The Americas:

Vancouver (#1); **Victoria** (#2); **Quebec City** (#3); **Montreal** (#6); **Toronto** (#8); and **Ottawa** (#10)

Top 10 Islands - North America:

Vancouver Island (#1) and **Prince Edward Island** (#3)

Top 20 Canadian Hotels:

1. **Fairmont Waterfront**, Vancouver
2. **Wedgewood Hotel**, Vancouver
3. **Hastings House**, Salt Spring Island
4. **Fairmont Vancouver Airport**, Vancouver
5. **Pan Pacific**, Vancouver
6. **Fairmont Le Château Frontenac**, Quebec City
7. **Prince of Wales Hotel**, Niagara-on-the-Lake
8. **Château Versailles**, Montreal
9. **Fairmont Empress**, Victoria
10. **Four Seasons**, Vancouver
11. **Park Hyatt**, Toronto
12. **Fairmont Château Laurier**, Ottawa
13. **Fairmont Hotel**, Vancouver
14. **Windsor Arms**, Toronto
15. **Ritz-Carlton**, Montreal
16. **Auberge Saint-Antoine**, Quebec City
17. **Fairmont Hotel Macdonald**, Edmonton
18. **Sutton Place Hotel**, Vancouver
19. **Four Seasons**, Toronto
20. **Loews Hotel Vogue**, Montreal

Top 10 Canadian Resorts:

1. **Post Hotel**, Lake Louise, AB
2. **Westin Resort & Spa**, Whistler, BC
3. **Fairmont Chateau Whistler**, BC
4. **Wickaninnish Inn**, Vancouver Island
5. **Aerie Resort**, Vancouver Island
6. **Fairmont Le Château Montebello**, Quebec
7. **Pan Pacific Lodge**, Whistler, BC
8. **Fairmont Banff Springs**, Alberta
9. **Delta Victoria Ocean Pointe**, Victoria
10. **Fairmont Chateau Lake Louise**, AB

...continued on page 10

The Green Scene

Saving Energy Dollars: You Cannot Manage What You Do Not Measure

An audit by an energy professional can help you determine amounts and types of energy consumed in your facilities, as well as feasible retrofit options. Audits provide the data needed to prepare an Energy Management Plan (EMP) for your property. Consult with an energy professional to determine the audit type that best suits your facility and budget.

- ◆ Preliminary audits are basic inspections in which utility and facility data are gathered and analysed. These audits establish baselines and define a building's average energy consumption.
- ◆ Walk-through audits involve a review of a facility's energy-use profiles, as well as overall assessments of energy-consuming systems.
- ◆ Energy audits/feasibility studies are the most complex providing detailed analyses of facility energy-use profiles, and exhaustive descriptions of building systems, their operations and levels of performance. These audits can help you fully understand your facility's energy consumption, including the potential to deliver energy management savings.

Detailed descriptions can be found in the publication Federal Buildings Initiative - Audit Standards Guidelines located at oee.nrcan.gc.ca/publications.

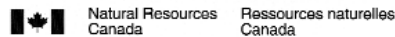
Help Is Available

Natural Resources Canada's Office of Energy Efficiency can help with the costs of an energy professional through its Energy Innovators Initiative (EII). The Energy Retrofit Assistance for Planning, or ERA(P), can be used to help pay for EMP's, audits, feasibility studies and other retrofit planning activities. If eligible, your organization could receive up to 50 per cent of eligible costs or up to \$1 per gigajoule (277.8 equivalent kilowatt hours) of annual energy consumption in the affected buildings - whichever amount is less - to a maximum of \$25,000.

Remember. . .

- ◆ Projects with signed contracts or where work has already started are not eligible for funding.
- ◆ Your service provider must be an experienced energy professional - an accredited Certified Engineering Technologist or Professional Engineer.
- ◆ When planning your projects, consider technologies and equipment that are innovative or that use renewable energy.

For more information please see the EII website at oee.nrcan.gc.ca/eii email info.services@nrcan.gc.ca or call 1-877-360-5500.



CHIP Hospitality Embraces HAC Green Key Rating Program

With a record of being the first hotel management company in Canada to have all properties certified under the Hotel Association of Canada's (HAC) original Eco-Rating program in 2002, CHIP Hospitality recently stepped on board the HAC's new environmental performance program, the **Green Key ECOmmodation Rating Program**.

The **HAC Green Key ECOmmodation Rating Program** is based on a graduated rating system for hotels, motels and resorts in order to recognize their level of environmental performance.

"At CHIP Hospitality, environmental stewardship is a core value," says Ed Pitoniak, president and CEO of CHIP REIT and its subsidiary, CHIP Hospitality. "The eco-rating system provides the accreditation and framework necessary for a successful environmental management program."

In 1999, CHIP Hospitality developed a long-term, corporate energy and environmental management plan to reduce energy use, and invested over \$4.5 million on new equipment and conservation programs. These environmental initiatives, in over 30 properties from Vancouver to St. John's, have made major ecological contributions garnering national recognition.

The **HAC Green Key ECOmmodation Program** is championed at each CHIP hotel by a committee made up of hotel associates from a variety of operational areas. The committees investigate ways to reduce environmental impact that range from choosing hotel soaps and cleaning detergents that are soft on the envi-

ronment to installing energy efficient lighting, upgrading heating, ventilation and air conditioning systems and improving waste management practices.

"By engaging teams, our environmental program taps into the enormous talent and energy of our people," said Pieter Vannierop, Corporate Director of Engineering and Construction for CHIP Hospitality. "Our associates are stakeholders in the process and become stewards of our broader environmental pledge."

The **HAC Green Key ECOmmodation Rating Program** is administered 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. Along with the many other benefits, **ECOmmodation** participants will also benefit from cooperation with eco partners such NRCAN's *Energy Innovators Initiative* and the Public Works & Government Services *Accommodation Directory*.

HAC's Green Key ECOmmodation Rating Program: reducing operating costs & environmental impacts.

www.hacgreenhotels.com



Start The Year Off Right!

The New Year is the perfect time to tune-up your technology and employee resource strategies. Consider these important operational check points to help you achieve your corporate goals in 2005.

Employee Resources

- ◆ Do you have an employee re-training strategy in place? Your staff will benefit from a refresher course in how to use your technology effectively and efficiently. The incorrect input of data information is a drain on your technology and can negatively impact customer relations.
- ◆ Do your new employees receive adequate training to do their jobs well? Having seasoned staff train your new employees is beneficial and interactive; however, how do you ensure the information they receive is accurate and consistent?
- ◆ Do you provide advanced training such as Windows, report writing (e.g. Business Objects reports) or data extraction to help employees do their jobs better?
- ◆ Do you have a good balance of class room training, e-learning, CBT (computer based training) and videos in place?
- ◆ Are your employee manuals readily accessible and up-to-date?
- ◆ Do you have a staff support structure in place should front-line employees require immediate answers to their questions?

Technology

- ◆ Have you optimized the performance of your hardware lately with proper cleaning and analysis? If you

don't have the skills in-house, have your hardware support provider work on streamlining your equipment and operating systems.

- ◆ When is the last time you conducted a technology audit? Have an objective outside party (non-software vendor) evaluate the role that your existing technology plays in employee productivity and guest satisfaction.
- ◆ Do you have a systems security plan in place? Ensure your data is fully protected with adequate firewalls and updated virus definitions at minimum.
- ◆ Do you have a back-up plan in place should your technology go down temporarily?

Guest Relations

- ◆ Do you have adequate processes in place to guarantee the privacy of your guests in accordance with the recent Privacy Act?
- ◆ When was the last time you received and acted on guest feedback? Loyalty programs and databases provide valuable information on how your guests would like to be treated. Even if you don't have technology in place to collect data, a simple questionnaire or focus group can provide insightful information to help drive your guest service strategy.

Ensuring your systems are working efficiently and that your employees know how to use them goes a long way to providing better service to your guests. If you don't have the skills in-house to evaluate your technology, training and operating systems properly, find an objective and reliable third-party to help you optimize your operations. The benefit to you in the long run is a stronger bottom line.

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

New Members

ANALUEIN INC.

Allan R. Newell, President
505 Consumers Road, Suite 1008
Toronto, ON M2J 4V8
Tel: (416) 491-0696 ext. 201
www.analuein.com

Specializing in all aspects of travel marketing. From hotels, resorts, tour operators, retail agencies and more, Analuein provides data driven customer relationship management solutions. Using Quadstone® predictive analytics they segment large data collections into actionable insights providing turnkey marketing integrated solutions.

DELTA FAUCET CANADA

Peter Ashton
Commercial Sales Manager
395 Matheson Blvd. E.
Mississauga, ON L4Z 2H2
Tel: (905) 712-3030
www.specselectonline.com

Delta Faucet is the largest manufacturer of residential and commercial faucets in the world. The company manufactures the Delta, Delta Select and Peerless faucet brands. A worldwide leader in faucets and related accessories, Delta's dedication to a total customer experience.

GE CONSUMER & INDUSTRIAL

Mark Mininch
Market Develop Manager
468 South Service Rd., E.
Oakville, ON L6J 2X6
Tel: (905) 849-2024
mark.mininch@lighting.ge.com

The proper lighting technology can impact hospitality lighting in a variety of ways. Call for more information on our products and services.

PHILIPS ELECTRONICS

Michelle Nolet
National Account Manager
281 Hillmount Road
Markham, ON
Tel: (905) 201-4103
www.itv.philips.com

When it comes to commercial television and display solutions, Philips ITV helps you determine the most

effective product package to meet your needs and adapt to future requirements. With clients ranging from Fortune 500 companies to multinational resorts to local businesses, Philips is the first choice in commercial TVs and displays.

POWERTEAM INC.

Steve Ingle, Marketing
Communications Coordinator
10 Diesel Dr.
Toronto, ON M8W 2T8
Tel: (416) 201-7547
www.gopowerteam.com

An experienced generator service company, they are committed to providing round the clock repair support and maintenance solutions for commercial and industrial generator customers. From planned maintenance packages to 24-hour emergency calls, powerteam field technicians get the job done right.

PUDDIFOOT

Ian Milford
1566 Rand Ave.
Vancouver, BC V6P 3G2
Tel: (604) 263-0971
www.puddifoot.com

W.H. Puddifoot Ltd. designs and distributes high quality tabletop items across Canada. Offering china, glassware and stainless steel to fine hotels and resorts, their lines include Riedel, Revol, Nikko & Patra porcelain, as well as their own brands.

Educator Members

HAC welcomes the following educational institutions to its new Educator Members category that was launched in the Fall.

CENTENNIAL COLLEGE

Hospitality & Tourism Admin. -
School of Business
Shyam Ranganathan, Chairperson
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Awards...con't from pg. 6

The **Hilton Quebec** has been honoured for a second time with the Successful Meetings' *Pinnacle Award* for 2004, which recognizes outstanding ability to service meeting and incentive programs.

The **Clarion Hotel & Suites** in Winnipeg, MB recently won Choice Hotels Canada's *Hotel of the Year Award*.

Holiday Inn Winnipeg Airport West has won the InterContinental Hotels Group 2004 *Quality Excellence Award*, an honour given to hotels achieving distinction in all aspects of their operations.

Holiday Inn Select Windsor has been awarded the InterContinental Hotels Group *Quality Excellence Award* for the third time in four years.

For the fourth consecutive year, the **Holiday Inn Hotel and Suites North Vancouver** received InterContinental Hotels Group *Torchbearer Award*, the company's most prestigious award. The property also received the *Quality Excellence Award*.

At the recent Best Western International North American convention the following Canadian properties received some of the chain's most distinguished awards. In the category of *Best of the Best - Best Western St. Jacobs Country Inn*, Waterloo, ON; and the *Best of the Best Honorable Mention, Best Western Swan Castle Inn*, Cochrane, ON.

Five BC properties have been honoured with Mobil Travel Guide's *Four Star Rating*: **The Aerie Resort**, Vancouver Island; **Four Seasons Hotel**, Vancouver; **Hastings House**, Salt Spring Island; **The Metropolitan Hotel Vancouver**; **The Sutton Place Hotel**, Vancouver; and the **Wickaninnish Inn**, Tofino. The Aerie Resort's Dining Room also received a Four Star Rating.

The **Fairmont Newfoundland** received the 2004 *M&IT Readers Choice Award* from Meetings & Incentive Travel magazine. This is the 2nd consecutive year the property received the award in the Eastern Canada category.

The luxury **SoHo Metropolitan** in downtown Toronto was honoured with a "*Best of the Best*" distinction from the Robb

Report. The SoHo was the only Canadian property included.

Congratulations to the lodging recipients of TIAC's National Awards for Tourism Excellence: *Dodd Media Sales Business Of The Year Award - Single-Unit, Sheraton Suites Calgary Eau Claire; APR Media Ltd. Business Of The Year Award - Multiple-Unit, Fairmont Hotels & Resorts; CTHRC Award For Excellence In Human Resources Development - Single-Unit Business, St. Jude Hotel* (Clareville, Newfoundland and Labrador); *CTHRC Award For Excellence In Human Resources Development - Multiple-Unit Business, Delta Hotels*.

The **Banff Rimrock Resort Hotel** was presented with the *Service Excellence Award* at the Alto Awards (Alberta tourism awards). Also recognized was **Dr. Brent Ritchie**, chair of the Tourism Management Program at the University of Calgary's Haskayne School of Business. Dr. Ritchie was presented with the 2004 *Alto Ambassador Award*, recognizing an exceptional Albertan whose leadership and achievements have a distinctive impact on Alberta's tourism industry.

For the third consecutive year, **Fairmont Hotels & Resorts** has been named one of *Canada's Top 100 Employers*. Appearing on the annual "best of class" list in the October 2004 issue of Maclean's magazine, Fairmont was the only hotel named.

Congratulations to the following properties who made the list of Meeting & Conventions magazine's *Gold Key* winners. Gold Key International winners: **Fairmont Chateau Lake Louise**, Alberta; **Fairmont Banff Springs**, Alberta; and **Fairmont Chateau Whistler**, BC. The **Fairmont Banff Springs** also placed in the category of Gold Platter International, recognizing excellence in the catering department.

For a second time, the **Wickaninnish Inn**, Tofino was voted one of the *Top 10 Hotels in North America* by readers of Travel + Leisure Magazine. It was named the 'top hotel in Canada' and is the only Canadian property for the top 10 in North America.

Travel and Leisure Family magazine readers have named their favourite family-

friendly hotels. The **Fairmont Le Chateau Montebello**, QC, placed second.

The **Sheraton Suites Calgary Eau Claire** hotel has received the ranking of highest overall guest satisfaction for all Sheratons in North America.

Members of the Ottawa-Gatineau Hotel Association have honoured **Don Blakslee** as *Hotelier Of The Year* and named an annual award after him. Mr. Blakslee retired as general manager of the Lord Elgin in July after 50 years with the hotel.

The **Brookstreet Hotel's Perspectives Restaurant** has been selected as one of the *Canada's 50 Best New Restaurants for 2004* by En Route, Air Canada's magazine.

The **Days Inn - Owen Sound** won the 2004 Award for "*Customer Service Excellence*" at the Owen Sound District Chamber of Commerce awards. The award resulted from the unprecedented level of support from past guests and the community at large. Days Inn was nominated for the award by a local couple that experienced exceptional treatment during a three-month stay at the property over Christmas 2003.

The **Days Inn - Barrie** hotel was named '*Best New Business*' in Barrie at the 2004 Bell Canada Business Awards. This prestigious award recognizes the new local business that has made the most profound impact on the city within the last 18 months. It was nominated by local businesses, along with Results Placements and Telus Mobility.

AirCanada's inflight magazine, EnRoute, released its third annual Best New Restaurants list. Included in the top ten are three hotel restaurants - at #1, the Ristorante Brontë in the Meridien Versailles hotel in Montreal, at #5 the Arbutus Grille & Wine Bar at the Brentwood Bay Lodge & Spa, and at #7, the Aix Cuisine du Terroir in Hotel Place d'Armes in Old Montreal.

The **Holiday Inn Select in Oakville**, ON has received 3 IHG awards. It was selected as *Oakville's No. 1 hotel*, **Frank Vismeg** and **Peter Tosh** were named *Favourite Hoteliers* and the **Priority Club Lounge** took the gold award for *Favourite Lounge*.



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

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www.hotelassociation.ca/conference

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The HAC wishes to acknowledge those companies already committed to sponsoring our 2005 Event:

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February 15, 2005

- | | |
|------------------------|--|
| 9:00 a.m. - 4:30 p.m. | HSMIA 4th Annual Summit ** |
| 12:30 p.m. - 6:30 p.m. | HAC Conference Registration & Badge Pick-Up |
| 1:00 p.m. - 6:00 p.m. | HAC Trade Show Open |
| 1:00 p.m. - 2:30 p.m. | HAC Industry Forums ** |
| 2:45 p.m. - 4:15 p.m. | ♦ Natural Resources Canada (NRCAN) |
| 4:30 p.m. - 5:00 p.m. | ♦ <i>To Be Announced</i> |
| 5:00 p.m. - 6:00 p.m. | ♦ Direct Energy |
| 6:30 p.m. - 7:15 p.m. | ♦ <i>To Be Announced</i> |
| 7:15 p.m. - 9:30 p.m. | HAC Annual General Meeting |
| | Fairmont Royal York Hotel Opening Reception & Trade Show |
| | HAC <i>Hall of Fame</i> Awards Dinner Reception |
| | HAC <i>Hall of Fame</i> Awards Dinner |
| | <i>Special Guest Speaker:</i> |
| | Ron McLean, Hockey Night in Canada |

February 16, 2005

- | | |
|-------------------------|--|
| 7:00 a.m. - 12:30 p.m. | Registration |
| 8:00 a.m. - 8:30 a.m. | Trade Show Opens |
| 8:30 a.m. | Opening Remarks |
| 8:45 a.m. - 10:00 a.m. | Richard Worzel, Canada's Leading Futurist |
| | Leading forecaster and futurist Richard Worzel challenges organizations to examine the future and plan for the dizzying changes to come. |
| 10:00 a.m. - 10:30 a.m. | Networking Break & Trade Show |
| 10:30 a.m. - 11:45 p.m. | CEO Panel: What is this Brand Canada? |
| | <i>Moderated by Barry Smith, CEO Metro Toronto Convention Centre</i> |
| | ♦ David Larone, National Director-PKF Consulting |
| | ♦ Michele McKenzie, CEO - CTC |
| | ♦ Rod Harris, President & CEO - Tourism BC |
| | ♦ Patricia Lyall, CEO - Destination Halifax |
| 11:30 a.m. - 2:00 p.m. | Trade Show & Luncheon (in exhibit hall) |
| 1:30 p.m. - 3:00 p.m. | Media Panel: Fifth Estate - Through Their Eyes |
| | <i>Moderated by Bruce Hood, Referee</i> |
| | ♦ Marni Andrews, Contributing Editor - Lodging Canada |
| | ♦ Rosanna Caira, Editor & Publisher - Hotelier |
| | ♦ David McClung, President - Baxter Publications |
| | ♦ Deborah Stokes, Travel Editor - National Post |
| 3:00 p.m. - 3:15 p.m. | Networking Break |
| 3:15 p.m. - 4:15 p.m. | Harvey Chipkin, Travel Writing Veteran |
| | Harvey, a freelance writer, has covered the travel industry, specializing in hotels, for over 25 years. |
| 4:15 p.m. - 4:45 p.m. | Closing Remarks & Prize Draw |
| 4:45 p.m. - 5:30 p.m. | VIA Rail Closing Reception & Trade Show |

** For more information on the HSMIA Summit and the Industry Forums contact the Hotel Association of Canada or visit www.hotelassociation.ca

Who's Where Now

Yannis Anagnostakis, GM, Hotel InterContinental, Toronto ♦ **Laura Armitage**, GM, Sandalwood Suites Hotel at Toronto Airport ♦ **Steven Barclay**, National Account Director - Group Sales, InterContinental Hotels Group, Toronto ♦ **Lea Bond**, Senior Sales Manager, Sheraton Ottawa Hotel ♦ **Richard Burton**, Assistant GM, Canad Inns - Brandon, Manitoba ♦ **George Camalier**, GM, Toronto Marriott Eaton Centre ♦ **Joy Caron**, Director of Sales, The International Hotel of Calgary ♦ **Joseph J. Clohessy**, GM, Radisson Hotel, Calgary Airport ♦ **Daniel Craig**, GM, Opus Hotel, Vancouver ♦ **Jim Cummins CMP**, Senior Director - Sales and Marketing Canada, Carlson Hotels Worldwide, Toronto ♦ **Vito Curalli**, National Director of Sales, Hilton Canada, Toronto ♦ **Dakota the Dog**, "Greeter", The Fairmont Winnipeg ♦ **Stephen Darling**, Regional VP & GM, Shangri-La Hotel, Vancouver ♦ **James Dickson**, Director of Operations, The International Hotel of Calgary ♦ **Dorothy Dowling**, Senior Vice President - Marketing, Best Western International ♦ **Tony Ellul**, GM, Holiday Inn & Suites Markham, ON ♦ **Kisha Ferguson**, Editor - WHERE Toronto, Toronto ♦ **Eddy Foo**, GM, Hilton Suites Toronto/Markham, ON ♦ **Karen Furukawa**, National Account Manager - Tour & Travel/Airline/Leisure Sales, Hilton Canada ♦ **Carly Hall**, GM, Long Beach Lodge Resort, Vancouver Island ♦ **Steven Heyer**, President, Starwood Hotels & Resorts Worldwide ♦ **Lisa Impagliazzo**, GM, Le Royal Meridian King Edward Hotel, Toronto ♦ **Neville Ira-Gould**, GM, Fairfield Inn & Suites by Marriott, Toronto ♦ **Steven James**, GM, Coast Terrace Inn, Edmonton ♦ **Jeri-Lynn Johnston**, Regional Association Sales Manager, CHIP Hospitality, Saskatchewan ♦ **Joe Kamal**, GM, Ramada Hotel & Conference Centre, Toronto ♦ **Murray Kelsey**, GM, Delta Vancouver Suites ♦ **Matt Knights**, GM, Courtyard by Marriott, Toronto ♦ **David Kong**, President & CEO, Best Western International ♦ **Eda Koot**, GM, Tantalus Resort Lodge, Whistler, BC ♦ **Nicole Lalonde**, Director of Sales, Holiday Inn Hotel & Suites, Ottawa ♦ **Paul Lalumiere**, Director - Sales & Marketing, Pantages Suites Hotel & Spa, Toronto ♦ **Margot Lockhart**, National Account Manager - Corporate, Hilton Canada, Toronto ♦ **Jeffrey Loke**, GM, Pyramid Lake Resort, Jasper, AB ♦ **Suzanne May**, Assistant GM, Long Beach Lodge Resort, Vancouver Island ♦ **Sandra McInnis**, Chief Executive Officer & President, Ontario Tourism Marketing Partnership Corporation (OTMPC) ♦ **Philippe Michaud**, National Account Manager, Hilton Canada, Montréal ♦ **Gaetan Mousseau**, Group Sales Manager - Meeting, Corporate & Incentive Markets, Opus Hotel, Vancouver ♦ **John Muir**, Communications & Public Affairs Coordinator, Tourism Industry of Nova Scotia (TIANS) ♦ **Eric Normand**, GM, Lethbridge Lodge Hotel & Conference Centre ♦ **Matthew Opferkuch**, GM, Brentwood Bay Lodge & Spa, Vancouver Island ♦ **Avo Oudabachian**, Executive Director of Sales, Delta Hotels ♦ **Donna Owens**, Tourism Director, Vaughan Mills Shopping, Leisure & Entertainment Centre, Vaughan, ON ♦ **Sarah Pearse**, Assistant GM, Long Beach Lodge Resort, Vancouver Island ♦ **Lynn Pedneault**, Director of Sales, Holiday Inn Select Ottawa Kanata ♦ **Alan Phillips**, GM, Canada Inns - Brandon, Manitoba ♦ **Alison Poirier**, Cluster Sales Manager - Corporate Market, Residence Inn & Courtyard by Marriott Ottawa ♦ **Patrick Quirouette**, Cluster Sales Manager - Association Market, Residence Inn & Courtyard by Marriott Ottawa ♦ **Bill Rheume**, GM, Radisson Hotel & Conference Centre, Canmore, AB ♦ **David Rooper**, GM, Red Deer Lodge Hotel & Conference Centre, AB ♦ **Roger Soane**, GM, Fairmont Empress Hotel, Victoria ♦ **Tracy Sorathia**, Human Resources Manager, The International Hotel of Calgary ♦ **Wayne St. John**, Chairman, Tourism Industry Association of Canada ♦ **Martin Stitt**, GM, Delta Meadowvale Resort and Conference Centre, Toronto ♦ **Darren Talbot**, Sales Manager, Holiday Inn Select Ottawa Kanata ♦ **Caroline Tam**, Regional Controller - Ontario, expanding upon current role as controller at Delta Toronto East ♦ **Paul Tormey**, GM, The Fairmont Chateau Whistler, BC ♦ **Rob Wheaton**, Executive Chef, Long Beach Lodge Resort, Vancouver Island ♦ **Steven Young**, President, Tourism Industry Association of New Brunswick (TIANB) ♦ **CORRECTION:** In the Fall issue of RooMers, **Craig Reaume's** name was mis-spelled - Craig is the GM of the Delta Toronto Airport West, Mississauga



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

Address comments or questions to the Editor:

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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.

Upcoming Events

HSMAI CANADA ANNUAL SUMMIT

February 15th, 2005
Fairmont Royal York, Toronto
www.hsmi.ca

HOTEL ASSOCIATION OF CANADA

Annual Meeting, Conference & Trade Show
February 15 & 16, 2005
Fairmont Royal York, Toronto
www.hotelassociation.ca/conference

2ND ANNUAL FOOD SAFETY FORUM

February 21, 2005
Toronto Airport Hilton, Toronto

www.foodsafetyforum.ca

HOTELS ASSOCIATION OF SASKATCHEWAN

Hospitality Expo 2005
March 6 & 7, 2005
Delta Regina, Regina
www.hotelsofsask.com

ALBERTA HOTEL & LODGING ASSOCIATION

Annual Convention & Trade Show
May 22 - 25, 2005
Jasper Park Lodge, Jasper, AB
www.albertahotels.ab.ca