



ROOMers

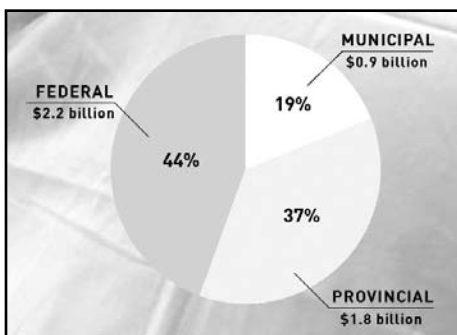
Insights and Information on the Canadian Hotel Industry

HAC Impact Analysis Shows Need for Greater Investment in Tourism Promotion

On November 22, the Hotel Association of Canada released its annual Economic Impact Analysis which summarizes the current state of the Canadian Lodging Industry.

The study shows that the Canadian lodging industry generated revenues of \$12.6 billion in 2004 and that the "value-added" generated was \$11.4 billion. About 270,000 people were employed directly or indirectly in the lodging industry on a full-time, part-time or seasonal basis with total salaries and wages estimated at \$6 billion. The revenues generated by the industry for all levels of government were estimated at \$4.9 billion.

Government Revenues Generated by our Industry



"The lodging industry in Canada is suffering from reduced travel, particularly from the United States," stated HAC President Tony Pollard. "We are seeking an immediate investment by the Federal government of \$100 million which would provide a return on investment (ROI) to the government of \$620 million. The Federal government will only stand to benefit from this; for example, in 2004 they received \$2.2 billion in taxes from the Canadian lodging industry."

The release of the Economic Impact data coincided with the HAC Annual Government Relations Day held in Ottawa on November 23rd. Hoteliers from across the country converged on Parliament Hill to discuss travel and tourism related issues with Ministers, MPs and Officials.

...see Industry Analysis on page 4

For more on HAC's Annual Government Relations Day see page 3

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

This event will provide you and your team with the tools to re-energize your strategies; connect with new products, services and ideas; and ultimately reaffirm that you are making smart, proactive business decisions.

The HAC Business & Leisure Travel Survey results for 2006 will be presented during this event - just one of the many reasons not to miss the Annual Conference & Trade Show.

...see pages 6 & 7 for more info



Government Relations

Election Day: January 23, 2006

The HAC Government Relations Day on November 23 could not have been timed better, falling just five days prior to the election being called. The more than 250 guests present were receptive to lodging industry issues and to that end the industry is now in a better position to be heard in the lead-up to the January 23 election.

Hoteliers in the 308 ridings across Canada are asked to contact their candidates between now and then to make known the following issues:

New Federal Investment in the Canadian Tourism Commission (CTC)

The CTC requires an immediate investment of \$100 million which would bring its annual operating budget to \$180 million. This investment by the federal government will result in \$620 million in new tax revenues and will also be matched by the industry.

On March 31 of this year the Prime Minister made a commitment to the HAC that Cabinet would discuss new investment in the Canadian Tourism Commission upon receiving a Business Case. The Business Case has since been provided; industry now awaits a decision.

Delay New United States Passport Regulations

Effective January 1, 2008 passports or other "secure documents" will be required in order to enter the United States. As of December 5, 2005, Foreign Affairs Canada reported the following to HAC:

The border crossing card is one of the options that the US Government is considering under the Western Hemisphere Travel Initiative (WHTI), but it has not been developed fully. The Government of Canada's Official comment on WHTI expressed a willingness to work with the US to identify, assess, and test a range of options for alternative documents, including combinations, and then to make binational recommendations. It has been noted that a passport or passport-like document (such as the border crossing card) should not be the only legal means for Canadians and Americans to cross the border.

The US Government has received a very large volume of submissions on WHTI and is compiling them. The Embassy is analyzing and assessing the comments in terms of their support for or opposition to WHTI, and in the case of the latter, the specific nature of the objections and the proposed alternatives. Following assessment of the public comments, the US Government will issue a final rule, which will also be subject to a public comment period.

Canadian officials are monitoring US consideration of the WHTI at both the political and bureaucratic levels and are

actively pursuing Canada's interests with their American counterparts. Canada's position is also being publicized in the US and several Consul Generals have prepared op-eds questioning WHTI for the major newspapers in their respective regions.

The Hotel Association of Canada asks Canadian Parliamentarians for support and that they lobby their American counterparts to delay implementation.

Replacement Temporary Foreign Workers Program

The lodging industry does not have sufficient employees for our operations. The federal department of Human Resources Skills Development is being encouraged to expedite this program to bring in workers from other countries.

New Investment in Infrastructure

We commend the federal government for its \$8.25 billion commitment to infrastructure; however, more must be done at our borders and highway systems where there is a \$22 billion dollar maintenance deficit.

Say No to Drinking and Driving

The Hotel Association of Canada has steadfastly promoted its policy of no drinking and driving. We support 0.08 Blood Alcohol Levels and underline that the problem of drinking and driving rests with the habitual drunk driver. A reduction in Blood Alcohol Levels to 0.05 is not a solution.

Reduce Air Travel Costs

The air transportation industry is vital with respect to lodging. The Hotel Association of Canada advocates the removal of the Air Travellers Security Charge, cancelling planned airport rent increases and increasing foreign ownership of Canadian carriers. We commend the new Open Skies agreement announced earlier this month but what we need is "cabotage" and not just "fifth freedom".

Employment Insurance Rates

Beginning January 1, 2006, Employment Insurance (EI) rates will fall to \$1.87 per \$100 of insurable earnings and \$2.62 for employers. The rate in Quebec is \$2.73, reflecting a new parental leave program.

The HAC recommends the rate be set below the current breakeven rate, given that government has enjoyed the largesse of the hotel industry for years by reaping surpluses and using this money for other government programs.

Maintenance of Video Lottery Terminals

Video Lottery Terminals or VLTs are an integral part of hospitality operations; particularly in rural hotels. The Hotel Association of Canada is opposed to any initiative which would restrict VLTs to only casinos and racetracks.

A Resounding Success

HAC's Annual Government Relations Day Attracts Over 250 Guests

The Hotel Association of Canada (HAC) held its most successful Government Relations Day to date on November 23 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 on the Hill where more than 250 guests gathered together with industry leaders. "A number of topics were prevalent in discussions at the reception," said HAC Chairman Kevin Walker. "The main focus, however, was on the necessity for continued funding for the Canadian Tourism Commission (CTC) from the Government of Canada and a need to delay the pending passport requirements in the United States."

Recommendations to Ministers and MPs included an immediate investment of \$100 million to the CTC which would bring its annual operating budget to \$180 million, an amount which would be matched by industry. This investment would result in \$620 million in new tax revenues for the Federal government. Prime Minister Martin has been presented with a business case and the industry now awaits a decision on this investment.

Other dialogue focused on issues related to the Canada/U.S. Border Infrastructure. Lodging representatives also presented MPs with a case for expediting the Replacement Temporary Foreign Workers Program in an effort to reduce the industry's labour shortage. Reduced air travel costs and new investment in infrastructure were other topics tabled: the HAC has been advocating for the removal of the Air Travellers Security Charge; cancellation of planned airport rent increases; and a greater commitment to improving the infrastructure of our borders and highway systems.



▲ / to r: Patrick Field - InterContinental Hotels Group, Scott Allison - Marriott Hotels of Canada, Hon. Rob Nicholson - MP for Niagara Falls, Michael Jackson - Choice Hotels Canada Inc.



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◀ / to r: Peter MacKay - MP for Central Nova, Tony Pollard - HAC President, Gord Brown - MP for Leeds-Grenville and James Bezan - MP for Selkirk-Interlake



▲ / to r: Greg Royer - Travelodge Canada/Royal Host Corp., Irwin Prince - Realstar Hospitality, Michel Côté - Diners Club International, Nick Carson - Hotel Association of Nova Scotia

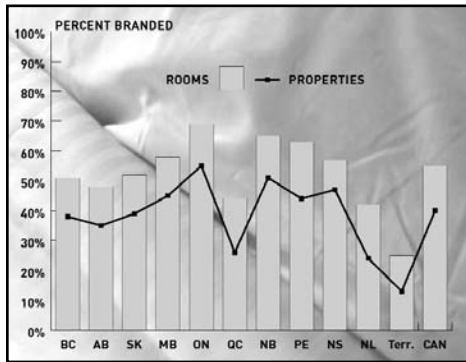
◀ Cheryl Gallant, MP - Renfrew, Nipissing, Pembroke with HAC Chairman Kevin Walker

Industry Analysis

...Con't. from Cover

"On March 31 of this year the Prime Minister made a commitment to HAC that cabinet would discuss new investment in the Canadian Tourism Commission (CTC) upon receiving a business case. The business case has since been provided; the industry now wants to know when this new investment will be forthcoming," said Pollard.

Hotel Branding Across Canada



The 2004 Economic Impact Analysis was undertaken by PKF Consulting for the Hotel Association of Canada. A copy can be found on our website in the News Section:

www.hotelassociation.ca

HAC PHOTO CONTEST

The Hotel Association of Canada invites you to share your **favourite hotel photos** with us! They can be scenic, architectural, fun, with people or without, but must depict some aspect of a hotel.

Be creative, but not over the top!

The best ones will be displayed on the big screen at the HAC Conference on February 14 & 15, 2006.

Here's how to enter:

- ◆ Send your photo by email to: info@hotelassociation.ca
- ◆ In the subject line write HAC PHOTO CONTEST
- ◆ Include the following information in the email:
 - Your full name
 - Full Mailing Address
 - Daytime Phone #
- ◆ Provide us with a brief description about the photo - i.e. name of hotel, what makes it a favourite photo, etc.

Photo(s) can be colour or black and white, but must be provided in high resolution (ie. min. 300 dpi) and in jpeg, .tif, .eps.

Submission Deadline: January 23, 2006

* *By entering this contest you are agreeing to allow the Hotel Association of Canada (HAC) to display your photo at our Conference and to publish your photo (with credit) in any future print and/or online collateral produced/owned by HAC.*

Holiday Reading

Loyalty Myths

According to the authors of a new book, *Loyalty Myths*, most of what we believe about customer loyalty is wrong. This is because the science behind it was incomplete when the so-called myths were first proclaimed.

In *Loyalty Myths*, the authors have assembled 53 of the most common beliefs about customer loyalty – all of them wrong or misconceived. Using real-world examples and the latest facts and figures they break down the myths and offer up fact-based methodologies that will keep your customers coming back.

Authors Keiningham, Vavra, Askoy and Wallard present some questionable points, but there are those that do invite an examination of our concept of customer loyalty. Here are some samples of chapter headings:

Loyalty Myths that Subvert Company Goals
Loyalty Myths Concerning Loyalty Programs
Loyalty Myths Regarding Employees

Title: *Loyalty Myths: Hyped Strategies That Will Put You Out of Business - and Proven Tactics That Really Work*

Publisher: Wiley (September 2005)

Pages: 272

What's New: Ecoflame

Heat Your Food, Save Your World

Ecoflame, produced in Brazil by Ecoflame International Inc., is a new product in the heating/cooking fuel industry and is turning heads in North America. It is unique, for not only does it produce a longer burning and more consistent heat, a must for chafing dishes, but it is an environmentally friendly, non-toxic gel.

Ecoflame uses an ethanol fuel made from natural sugar cane alcohol and has been certified as environmentally friendly. Unlike its fossil fuel competitor, sugar cane is a renewable and thus sustainable resource, emitting no dioxins or carbon monoxide when burned.

Ecoflame is ideal for chafing dishes, buffets, room service, fondues, camping, picnics and emergency heat and cooking. As a non-toxic gel there is no spillage and no fumes - when burning it is also smokeless, odorless. Unlike conventional chafing fuels, used containers can be safely disposed of in regular waste streams as it is a non-hazardous substance.

Further information on this product can be obtained by contacting Ecoflame International at (819) 923-1199.

Awards

The **Hotel Dominion 1912**, Old Quebec City has been named *best hotel in Canada* by Conde Nast Traveler readers. The hotel is also on Travel & Leisure magazine's 2005 list of the world's top 500 hotels.

Montreal's **Hotel Le St-James** has been awarded a *four-star rating* in Exxon Mobil Corp.'s 2006 roundup of the best hotels in Canada and the U.S. It is one of 119 hostelrys to earn four stars in the survey and the only hotel in Quebec honoured.

The **Doubletree Resort Lodge & Spa Fallsview**, Niagara Falls has earned the CAA/AAA *Four Diamond Award* for 2005. The awards recognize exceptional accommodations offering upscale facilities, and a high standard of hospitality.

For the fourth consecutive year, **Fairmont Hotels & Resorts** has 'checked in' as one of *Canada's Top 100 Employers*, appearing on the annual "best of class list" in the October 2005 issue of Maclean's magazine. The brand has also been named one of *Canada's Most Admired Corporate Cultures* by Canadian Business magazine.

Congratulations to the recent winners of Hotelier magazine's 2005 Pinnacle Awards: *Company of the Year - Marriott Hotels & Resorts*; *Hoteliers of the Year - co-winners: Maria Schuster - Aerie Resort and Sheila Wise - The Inn at Manitou*; *Educator of the Year - Institut de tourisme et d'hôtellerie du Quebec*, Montreal; and *Supplier of the Year - Enablez Inc.*

Easton's Group of Hotels Inc. is pleased to announce that **Steve Gupta**, President, CEO and Founder, was awarded the very prestigious 2005 Ernst & Young *Entrepreneur of the Year Award* for Hotels and Real Estate. This Award recognizes the outstanding contribution of entrepreneurs to this country's growth, and the hard work, the vision, and the efforts that are required to build a successful business. The awards promote the spirit and success of those brave individuals that put everything on the line to build something new.

Le Château du Lac Sacacomie is now a proud member of *Small Luxury Hotels of*

the World. This prestigious international network represents 330 of the most exclusive independent hotels/resorts worldwide.

King Pacific Lodge has won the *World Travel Award for Best Resort* in BC. A member of Rosewood Hotels & Resorts, this 17-room floating lodge is only open from May through October. The World Travel Awards has come to be known as "The Oscars of the Travel Industry."

W Montréal's design team has been honoured with the prestigious *Gold Key Award* for Excellence in Hospitality Design for the 'suites' at the W Montréal. Presented during the International Hotel/Motel & Restaurant Show®, criteria for this coveted award are based on design creativity, aesthetic value and commercial viability.

The **Radisson Plaza Hotel Saskatchewan** has received the CAA/AAA *Four Diamond Award* for the 12th consecutive year. The level of customer service, elegant surroundings and constant upgrade of amenities were major factors in achieving the Four Diamond rating.

Newsworthy

The century-old **Le Royal Meridien King Edward Hotel**, Toronto will soon have new owners. The King Eddie is to be purchased and managed by a partnership formed between Starwood Hotels & Resorts Worldwide and New York investment bank Lehman Brothers.

The **Comfort Inn, Edmundston**, N.B has completed a \$3 million, 6-month renovation and expansion adding 46 new rooms, for a total of 12, and has added an exercise room and laundry room.

The Great Wolf Lodge is preparing to open in Niagara Falls in Spring 2006. It will feature nature-inspired accommodations, multiple family restaurants, an Aveda spa, arcade, mini golf course plus indoor waterpark complex and more.

The recent grand opening of the new 76-room **Days Inn - Red Deer** and the groundbreaking for a new 79-room **Motel 6**, also in Red Deer mark the continued relationship of Dimension 3 Hospitality Corporation with Realstar Hospitality. The Days Inn - Red Deer has a number of family and business style amenities and facilities. Scheduled to open Spring 2006, the

Motel 6 - Red Deer will be a pet-friendly hotel offering a number of guest amenities.

After 3 years of extensive refurbishments, the 236-room **Sheraton Ottawa Hotel** unveiled its new metropolitan lifestyle renovation. In 2002, the pool, fitness centre and guest rooms were upgraded. This year, the meeting rooms were fully renovated and technologically enhanced. And most recently the lobby, entrance, front desk, restaurant and bar were finished.

The new 113-room **Quality Inn & Suites Bayer's Lake** joins Choice Hotels Canada. A fitness centre, games room and spa are available, plus an indoor pool with water-slide and whirlpool. The hotel also features business class rooms, executive suites, business centre and meeting space.

The **Comfort Inn & Suites in Red Deer**, AB also joins Choice Hotels Canada. During construction an extra \$1.4 million was spent to make it the most energy efficient hotel in Canada. It is equipped with a network of solar roof panels designed to save 520 tons of carbon dioxide emissions per year - the equivalent of 115 cars. Solar energy will heat and cool the hotel, indoor pool, water slide and in-room whirlpools. It also features granite walls that help reduce heat loss and ensure guest privacy.

The 222-room **Four Points by Sheraton Montreal Airport** unveiled expanded banquet facilities, classified as a Convention Centre. The 30,000 sq. ft. of flexible meeting space seats over 1,500 people.

A new **Sandman hotel** is under construction in Winnipeg. Set to open next year, the 210-room property will offer executive suites with kitchenettes, a pool and spa, meeting/banquet facilities and a restaurant.

Days Inns - Canada announces the opening of **Days Inn in Oromocto**, NB. The only full service hotel in Oromocto, the 81-room hotel offers a host of features and amenities that will appeal to business and leisure travellers alike. Other features include a full service restaurant, business centre, meeting and banquet facilities, fitness centre as well as wheelchair accessible rooms with roll-in shower.

The 102-room **Four Points by Sheraton Québec** is now open. The property offers an outdoor year-round pool and a Phil Watson-designed golf course scheduled to open in 2006. Many more business and leisure amenities are also available.

...con't on page 9



2006 HAC Conference Program

Not to be missed! Find out where our industry is headed, and what we should expect along the way. The Annual HAC - GPC Travel Trends Survey will map out expectations for 2006. Our Featured Speakers Tom Bender, David Prentice and Jim Clemmer will then provide you with all the tools you'll need to hit the ground running in the New Year.

The HAC Hall of Fame Awards Program returns for this year's Conference. The Awards Program was developed in order to proudly recognize those HAC members that have demonstrated significant accomplishments, exemplary leadership and tireless commitment to Canada's lodging industry. Join us as we honour recipients at a special dinner on February 15, 2006 at the InterContinental Toronto Centre Hotel. Our Guest Speaker that evening will be CTV's Mike Duffy.

The 2006 Trade Show features over 100 booths and longer exhibit hours than previous years. Opening February 14, the Trade Show floor will be accessible to any and all individuals employed in the lodging industry, regardless of whether registered as a delegate. On February 15th the Show floor will be open to Conference delegates only.

February 14, 2006

2:00 p.m. - 6:30 p.m.	HAC Conference Registration and Badge Pick-Up
2:30 p.m. - 3:30 p.m.	HAC Annual General Meeting
3:30 p.m. - 6:00 p.m.	HAC Trade Show Open
5:00 p.m. - 6:00 p.m.	Metro Toronto Convention Centre Opening Reception & Trade Show

February 15, 2006

7:00 a.m. - 12:30 p.m.	Registration
8:00 a.m. - 8:30 a.m.	Coffee & Refreshments
8:30 a.m.	Opening Remarks
8:30 a.m. - 10:00 a.m.	GPC Public Affairs, Canada's Foremost Opinion Research Company Back by popular demand, a Survey of Canadian Business & Leisure Travel Intentions for 2006. HAC has hired GPC Public Affairs to present the results of a national survey currently being conducted. By attending the conference you will be privy to these travel intention results which will include destinations/ frequencies, info sources, location, rate/amenity drivers, booking methods and factors influencing travel.
10:00 a.m. - 10:30 a.m.	Networking Break & Trade Show
10:30 a.m. - 11:45 a.m.	Don Bender, The Online Marketer Don will speak on product and brand management using creative advertising and marketing approaches through both traditional and interactive media within the hospitality, travel and tourism sectors.
11:45 a.m. - 1:45 p.m.	Trade Show & Luncheon (in Exhibit Hall)
1:45 p.m. - 3:15 p.m.	David Prentice, Leading Sales & Marketing Expert David will help your Sales & Marketing team understand customer service and satisfaction, personal motivation, teamwork, negotiation, and account management in a funny, dynamic, knowledgeable, down-to-earth witty way.
3:15 p.m. - 3:45 p.m.	Networking Break
3:45 p.m. - 5:15 p.m.	Jim Clemmer, Organizational Improvement Expert Jim focuses on helping you fire up yourself and your staff! Be more effective by lightening your workload. Empower your employees to do the job you hired them to do and along the way increase your effectiveness. "Many hands make light work."
5:15 p.m. - 5:30 p.m.	Closing Remarks
6:30 p.m. - 7:00 p.m.	HAC Hall of Fame Awards Dinner Reception
7:00 p.m. - 10:00 p.m.	HAC Hall of Fame Awards Dinner Special Guest Speaker: Mike Duffy CTV's Mike Duffy will provide us with his take on the new Federal Government.

2006 HAC Trade Show

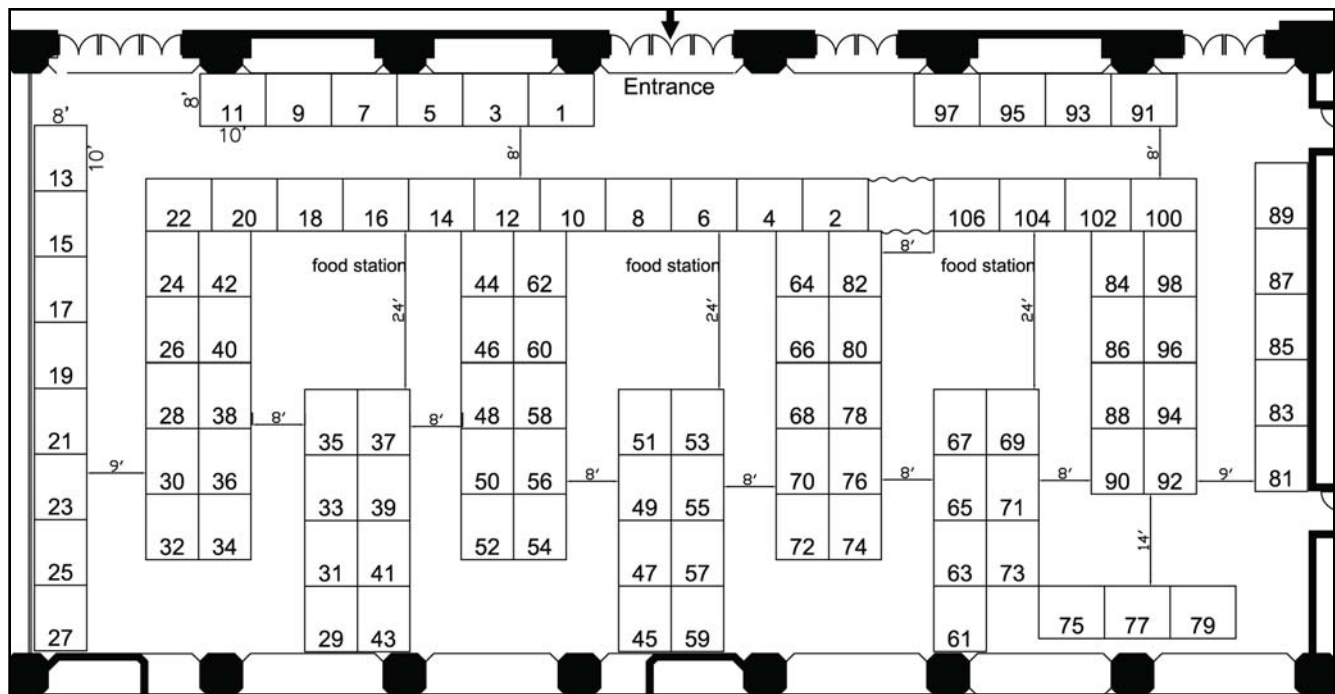
This year the HAC has revived its labyrinth-style floor plan designed to drive traffic to your booth. The 2006 Trade Show will feature over 100 traditional booths and longer exhibit hours.

Opening on February 14, the Show floor will be open to both delegates and non-delegates. Exhibitors are encouraged to invite current and potential customers to attend on this day. On Wednesday, February 15th, the Show floor will be open only to Conference delegates from mid-morning through lunch.

If your company offers a product or service that the Canadian lodging industry has the potential to benefit from, then this show is for you.

Key decision-makers from across Canada will be in attendance at the HAC event offering you and your company prime opportunities for direct access to these individuals. A unique event, the Hotel Association of Canada's Annual Conference & Trade Show is the country's only national event dedicated to all levels of the lodging industry.

Trade Show Floor Plan ♦ February 14 & 15, 2006 ♦ Metro Toronto Convention Centre



For more information or to request a brochure contact the Hotel Association of Canada:

Debi Brown, Director of Administration & Meetings

Tel: (613) 237-7149 ext. 10

brown@hotelassociation.ca

www.hotelassociation.ca

You'll also find details online about the many partnership and advertising opportunities which have been designed to give maximum exposure before, during and after the event.

HAC wishes to acknowledge those companies already committed to supporting our 2006 event

(current as of print date)



The Direct Energy Report

Optimizing Value of "Green" Energy Investments

With a renewed media focus on Kyoto Protocol emissions reductions and the environmental impacts of such reductions, an increasing amount of focus and discussion has turned to alternate energy sources - namely "green" or renewable energy. Priced at a premium however, what value can be derived from a business' decision to invest in renewable energy?

To begin to understand the value of renewable energy, we must first understand what it stands for. Simply put, renewable energy is produced from resources that are replenished naturally with minimal or no harm to the environment, and produces little to no air pollution or greenhouse gas emissions. The sources of green energy include solar, wind, hydro, or biomass, and the technologies that allow such sources to meet a significant portion or all of a facility's energy requirements is growing. As with many new technologies though, the costs can run a little higher than traditional energy sources.

Given today's environment of record commodity costs, the price gap between traditional energy sources and green energy sources is closing - and may continue to do so as demand for environmentally-friendly energy sources increases.

Whether the reason for "going green" is a top-down directive stemming from a new corporate social responsibility plan, or a desire to reduce the environmental footprint, a business can maximize the value of its investment in renewable energy with a little planning.

Green Energy - Perceived Value

A recent Conference Board of Canada poll revealed that 77 per cent of Canadians are more likely to invest in, and 81 per cent to purchase from, a company they view as socially responsible. Therefore, while investing in renewable energy benefits the environment by reducing greenhouse gas emissions and air pollution, it can also benefit an organization that is able to market its investment to its key stakeholders - be they employees, investors, customers, or government regulatory bodies.

Part of the investment in renewable energy can be a commitment to help change certain behaviour. Similar to the signs seen in hotel rooms around the world reminding guests about the environmental impact of washing towels that could be re-used, a strategic communications plan around a business' investment in renewable energy can make its employees and customers think twice about the choices they make in their own lives. For companies that are publicly traded or report on their corporate social

responsibility initiatives, the renewable energy initiative can become an important leverage with investors and government or industry regulators.

How to Select Renewable Energy Supply

Depending on the type of renewable energy supply, it usually isn't feasible for an organization to house the alternate energy source on site. So how do you prove your money is going to renewable energy?

Environment Canada's Environmental Choice Program has created EcoLogo as an official symbol of certification. A key aspect of the certification and licensing process is the requirement for third-party verification by Environment Canada of compliance with Environmental Choice Program certification criteria, including:

- ♦ The generation facility is operating, reliable, non-temporary and practical;
- ♦ The facility and generation process isn't creating any adverse impacts for species recognized as endangered or threatened; and,
- ♦ Supplementary non-renewable fuels must not be used in more than 2 per cent of the fuel heat input required for generation.

Selecting renewable energy sources that are EcoLogo-certified, or come from EcoLogo-certified facilities, helps bring credibility to a business' renewable energy program.

It is also important to look at the type of renewable energy plans available, and how your energy service provider can help you further your environmental impact reductions through conservation measures and consumption reductions through preventative maintenance and system upgrades, for example.

The Future of Renewable Energy

It is anticipated that renewable energy "premiums" will continue to shift downward as the technology becomes more widely adopted and as demand for renewable energy increases.

Furthermore, renewable energy certificates - also known as "green tags" - are expected to become a tradable commodity in the future in Canada. As the representative of the green attributes being purchased, these certificates are a means of quantifying the amount of greenhouse gas emissions that you've offset through your investment. There is the potential for these offset credits to be available as a tradable commodity to large emitters who are unable to reduce their emissions to required levels. The work on the market's framework is still being done here in Canada, but is an important consideration for businesses that are evaluating the advantages of investment in renewable energy.

Newsworthy...con't from page 5

The **Quality Inn & Conference Centre**, Parry Sound joins Choice Hotels Canada. The 53-room hotel recently completed over \$650,000 in renovations including rooms and exterior. Amenities include playground, mini-golf course, pools, fitness facilities and Jolly Roger Dining Room and Lounge.

The **Comfort Inn & Suites, Barrie**, ON has completed renovations giving the property 88 rooms, including 18 suites, and two meeting rooms. A selection of room types is available, including a family suite with bunk beds for kids.

The 105-year-old **Dominion Hotel** in Vancouver's Gastown is undergoing a revival. Seventeen rooms have been transformed by different artists, turning it into a wild boutique hotel. The Dominion still rents rooms by the month, but now the art rooms are made available to musicians, fashionistas and young travellers. Modern beds and the odd side table are the only furniture in the art rooms, a steal at \$49/night.

The fully-renovated 77-room **Best Western Salmon Arm Inn** is the latest addition to the Best Western International family. The Salmon Arm, BC property offers an indoor swimming pool and hot tub along with business services.

Château Beauvallon, a new, all-suite resort hotel in the Laurentians has officially opened its doors. It is Mont-Tremblant's only member of the 'Small Luxury Hotels of the World'. The 70-suite hotel pays tribute to its architectural history while offering luxurious, modern amenities and services.

The 159-room **Courtyard by Marriott, Brampton**, ON is now open. It boasts 6,000 sq.ft. of banquet space, swimming pool, suites with amenities, and high-speed Internet.

Fairmont Hotels & Resorts has sold a parcel of undeveloped land in downtown Vancouver to a developer who plans to build a hotel and residential condo project on the site. Fairmont has entered into a long-term agreement to manage the Fairmont-branded hotel, which will feature 415 rooms.

Starwood Hotels & Resorts Worldwide, Inc. and its W Hotels division have revealed its new brand: aloft. aloft will offer urban-inspired, loft-like rooms, enhanced technology services, landscaped outdoor spaces and an energetic lounge scene. The first aloft properties will break ground early 2006.

Starwood Hotels & Resorts Worldwide, Inc. has announced that its brand Westin Hotels & Resorts will introduce a smoke-free policy. As of January 2006, all 77 Westin hotels in the U.S., Canada and Caribbean will go 100% smoke-free in all guestrooms and public areas. The policy is a result of customer data and demand for a healthy hotel experience.

Allied News

TravelNet Technolgies Inc. announces a marketing alliance with Firetide to combine DataValet, its broadband access solution for distributing and managing high-speed Web-based services, with Firetide's wireless Mesh network equipment. These are now being jointly marketed to the industry as a comprehensive and cost-effective Wi-Fi networking solution for delivering high-speed wireless Internet services.



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384 Adelaide Street W, Suite 200 Toronto, ON M5V 1R7
Lyle Hall, Managing Director

Ladybug Teknologies Inc. is the architect of an innovative new program called Know Your AQ™. It combines technology and learning into a 5 hour experiential program that introduces participants to the obvious, and not so obvious, signs of impairment. Participants will learn the techniques to manage alcohol consumption to achieve acceptable levels of BAC (Blood Alcohol Concentration). Telephone: (519) 758-4386 (Sherry Colbourne) info@ladybugteknologies.com

Passings

Jim Havers passed away in August. He was retired, but for about 30 years worked for Commonwealth Holiday Inns as a Vice President and District Manager and was affectionately known as "The Bear". Jim was well known in industry circles and will certainly be missed.

Other

The **Virtus Management Group Inc.** (Virtus MG) is now providing strategic counterterrorism solutions to the hospitality industry. Services include chemical, biological, radiological and preparedness planning, as well as, standard emergency and disaster preparedness planning (EDP) and more. Today, proactive organizations are realizing the value of strategic foresight in security planning. The key is continuous review of current corporate policies. For more information, please visit <http://www.virtusmg.com>

.travel Update

This month is the last opportunity to gain advance access to .travel, the new tourism-specific top-level domain exclusively for our industry. From now until December 26th, Hotel Association of Canada members can pre-authenticate desired .travel names through HAC's website before .travel is opened globally on January 1st, 2006.

For more information or to register visit www.hotelassociation.ca and click the .travel logo

Green Legacy For International Events

The Hotel Association of Canada (HAC) is participating on an Advisory Committee to the Canadian Minister of the Environment. Issues include how "greening" should be incorporated into future international meetings of the United Nations, such as the Climate Change meeting recently held in Montreal which had over 10,000 delegates in attendance. Other participating organizations include the David Suzuki Foundation, Climate Action Network, Sierra Youth Coalition, Bell Canada, Hydro Quebec and others.

The Committee will make recommendations over the next year on a wide range of issues, mainly to provide advice and input on creating an environmental legacy while reducing the environmental foot print of United Nations meetings and other major international major events. The HAC will continue to provide you with updates on the committee's progress. In the meantime, please contact us with any questions: info@hotelassociation.ca or (613) 237-7149.

NRCAN Workshops

More than 9,000 representatives from over 4,500 organizations from across Canada have enrolled in **Dollars to Sense** workshops offered by Natural Resources Canada's Office of Energy Efficiency. The energy saving tips participants have learned have given their facilities many valuable benefits:

- ♦ lower operating and production costs
- ♦ an improved competitive position
- ♦ reduced greenhouse gas emissions
- ♦ increased operational efficiency
- ♦ a better work environment

The Office of Energy Efficiency offers three one-day **Dollars to Sense** workshops: *Energy Master Plan*; *Spot the Energy Savings Opportunities*; and *Energy Monitoring & Tracking*. These workshops will teach participants how to:

- ♦ identify/capitalize on immediate savings opportunities
- ♦ develop new, cost-saving energy management solutions
- ♦ be more competitive while enhancing corporate image
- ♦ assemble a money-saving energy management team
- ♦ promote a more comfortable, more productive workplace
- ♦ take advantage of finance options

All participants will receive a binder with slide notes, worksheets and practical reference materials including a CD ROM with further reference materials and easy-to-use analysis software tools.

For more information and for workshop schedules near you, visit the Office of Energy Efficiency's website at:

<http://oe.e.nrcan.gc.ca/industrial/training-awareness>



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The Green Scene

The Hotel Association of Canada's (HAC) **Green Key Eco-Rating Program** has seen significant growth over the past six months, in particular since the August announcement in Montreal of HAC's "Canada Goes Green" initiative. HAC would like to recognize all the properties that are currently enrolled in the program and commend them for their commitment to environmental responsibility. For more information on the **Green Key Eco-Rating Program**, please contact us.

Accent Inns Burnaby	Comfort Inn Kingston Il	Delta Edmonton South Hotel	Holiday Inn Select Ottawa	Radisson Suite Hotel Halifax
Best Western North Bay	Comfort Inn Kirkland Lake	& Conference Centre	Holiday Inn Select Halifax	Ramada Hotel & Conference
Best Western Charlottetown	Comfort Inn Laval	Delta Fredericton	Centre	Centre - Edmonton Inn
Best Western Denham Suites	Comfort Inn Lévis	Delta Halifax	Holiday Inn Stephenville	Red Deer Lodge Hotel &
Best Western Great Northern	Comfort Inn London	Delta Kitchener	Holiday Inn Vancouver	Conference Centre
- Sault Ste. Marie	Comfort Inn Midland	Delta Lodge at Kananaskis	Downtown	Regina Inn Hotel &
Best Western Victoria Park	Comfort Inn Miramichi	Delta Montreal	Hotel des Seigneurs Saint	Conference Centre
Suites Hotel, Ottawa	Comfort Inn Mississauga	Delta Quebec City	Hyacinthe	Residence Inn by Marriott
Best Western Travellers Inn	Comfort Inn Moncton I	Embassy Hotel & Suites,	Hotel Gander	London Downtown
St. John's	Comfort Inn Moncton II	Ottawa	Hotel Gouverneur Quebec	Residence Inn by Marriott
Blue Horizon Hotel,	Comfort Inn New Glasgow	Fairmont Algonquin, St.	City	Ottawa
Vancouver	Comfort Inn Newmarket	Andrews	Hotel Grand Pacific, Victoria	Residence Inn by Marriott
Briars Resort, Spa &	Comfort Inn North York	Fairmont Chateau Laurier,	Hotel Tadoussac	Toronto Airport
Conference Centre, Jackson's	Comfort Inn Orillia	Ottawa	Howard Johnson Inn	Retallack Resort, New Denver
Point	Comfort Inn Oshawa	Fairmont Chateau Montebello,	Saskatoon	Rodd Charlottetown
Cambridge Suites, Sydney	Comfort Inn Ottawa East	Quebec	Les Suites Hotel, Ottawa	Rodd Miramichi River
Cambridge Suites Hotel,	Comfort Inn Owen Sound	Fairmont Chateau Whistler,	Lethbridge Lodge Hotel &	Sandalwood Suites Hotel
Halifax	Comfort Inn Parry Sound	Whistler	Conference Centre	Toronto Airport
Cambridge Suites Hotel,	Comfort Inn Pembroke	Fairmont Hotel Vancouver	Lord Elgin Hotel, Ottawa	Saskatoon Inn Hotel
Toronto	Comfort Inn Pickering	Fairmont Le Chateau	Marriott Residence Inn	Sheraton Suites Calgary Eau
Carlingview Airport Inn,	Comfort Inn Pointe Claire	Frontenac, Quebec	Vancouver	Claire
Toronto	Comfort Inn Prince Albert	Fairmont Le Manoir Richelieu,	Mayfield Inn & Suites at West	The Banff Centre
Citadel Halifax Hotel, Halifax	Comfort Inn Regina	La Malbaie	Edmonton	The Fairmont Banff Springs
Coast Plaza Hotel & Suites,	Comfort Inn Rimouski	Fairmont The Queen	Monterey Inn, Resort &	The Fairmont Chateau Lake
Vancouver	Comfort Inn Rivière-du-Loup	Elizabeth, Montreal	Conference Centre	Louise
Coast Terrace Edmonton Inn	Comfort Inn Rouyn-Noranda	Fairmont Tremblant	Moraine Lake Lodge, Lake	The Fairmont Empress,
South	Comfort Inn Saint John	Festival Inn, Stratford	Louise	Victoria
Columbia Icefield Chalet Banff	Comfort Inn Saskatoon	Four Points by Sheraton	Opus Hotel, Vancouver	The Fairmont Hotel
Comfort Inn Alma	Comfort Inn Sault Ste. Marie	Halifax	Park Place Ramada Plaza	Macdonald, Edmonton
Comfort Inn Amherst	Comfort Inn Sept-Iles	Four Points by Sheraton	Hotel, Dartmouth	The Fairmont Jasper Park
Comfort Inn Ancienne-Lorette	Comfort Inn Sherbrooke	Kitchener	Pine Bungalows, Jasper	Lodge
Comfort Inn Baie Comeau	Comfort Inn Simcoe	Hilton Montreal Dorval Airport	Plaza Hotel Downtown	The Fairmont Newfoundland,
Comfort Inn Beauport	Comfort Inn St. Catharines	Holiday Inn Toronto West	Centre-Ville Montreal	St. John's
Comfort Inn Boucherville	Comfort Inn Ste-Foy	Holiday Inn Barrie	Quality Hotel Anjou	The Fairmont Palliser, Calgary
Comfort Inn Brampton	Comfort Inn Sudbury I	Holiday Inn Burlington	Quality Hotel Montreal	The Fairmont Royal York,
Comfort Inn Brandon	Comfort Inn Sudbury II	Holiday Inn Calgary-McLeod	Quality Hotel Ottawa	Toronto
Comfort Inn Bridgewater	Comfort Inn Swift Current	Holiday Inn Dartmouth	Quality Hotel Regina	The Fairmont Vancouver
Comfort Inn Brossard	Comfort Inn Sydney	Holiday Inn Guelph	Quality Hotel St. John's	Airport
Comfort Inn Burlington	Comfort Inn Thetford-Mines	Holiday Inn Kingston	Quality Hotel & Conference	The Fairmont Waterfront,
Comfort Inn Cambridge	Comfort Inn Thunder Bay	Holiday Inn Toronto Airport	Centre, Fort McMurray	Vancouver
Comfort Inn Campbellton	Comfort Inn Timmins	Holiday Inn Toronto-Bloor	Quality Hotel & Conference	The Fairmont Winnipeg
Comfort Inn Charlottetown	Comfort Inn Trenton	Holiday Inn Kanata	Centre, Grande Prairie	The Lord Nelson Hotel &
Comfort Inn Chatham	Comfort Inn Trois-Rivières	Holiday Inn Oshawa	Quality Inn Montreal	Suites, Halifax
Comfort Inn Chicoutimi	Comfort Inn Truro	Holiday Inn Express North	Quality Suites Laval	The Prince George Hotel,
Comfort Inn Chilliwack	Comfort Inn Val D'Or	York	Quality Suites London	Halifax
Comfort Inn Cobourg	Comfort Inn Waterloo	Holiday Inn Express TO - East	Quality Suites Pointe Claire	The Sawridge Inn &
Comfort Inn Corner Brook	Comfort Inn Windsor I	Holiday Inn Express TO-	Quality Suites Quebec City	Conference Centre, Jasper
Comfort Inn Dartmouth	Comfort Inn Windsor II	Lombard	Quality Suites TO-Airport	The Westin Edmonton
Comfort Inn Dorval	Comfort Inn Winnipeg I	Holiday Inn Express	Quality Suites Whitby	Thompson Hotel, Kamloops
Comfort Inn Drummondville	Comfort Inn Winnipeg II	Vancouver Airport	Quality Suites Windsor	Travelodge Burlington
Comfort Inn Dryden	Comfort Inn Yarmouth	Holiday Inn Fredericton	Radisson Kitchener	Travelodge Calgary Airport
Comfort Inn Edmonton	Courtyard by Marriott Toronto	Holiday Inn Harbourview,	Radisson Laval	Travelodge Calgary-McLeod
Comfort Inn Edmundston	Airport	Dartmouth	Radisson London	Travelodge Edmonton South
Comfort Inn Fredericton	Courtyard Marriott Montreal	Holiday Inn International	Radisson Toronto Airport	Travelodge Edmonton West
Comfort Inn Gatineau	Crowne Plaza Moncton	Vancouver Airport	Radisson Hotel & Conference	Travelodge North Bay
Comfort Inn Guelph	Crowne Plaza Ottawa	Holiday Inn Montreal	Centre, Banff	Travelodge North York
Comfort Inn Hamilton	Deerhurst Resort, Huntsville	Longueuil	Radisson Hotel Calgary	Travelodge Oshawa
Comfort Inn Huntsville	Delta Armouries London	Holiday Inn Montreal Midtown	Airport	Travelodge Ottawa East
Comfort Inn Kanata	Delta Barrington, Halifax	Holiday Inn Plaza la	Radisson Hotel Downtown	Travelodge Sudbury
Comfort Inn Kapuskasing	Delta Bow Valley, Calgary	Chaudiere, Gatineau	Winnipeg	Travelodge TO-Scarborough
Comfort Inn Kenora	Delta Calgary Airport Hotel	Holiday Inn Select Oakville	Radisson Hotel Saskatoon	

Who's Where Now

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www.capcollege.bc.ca/programs/squamish/destination.html

Coming Events

HOTEL ASSOCIATION OF CANADA

Annual Conference & Trade Show

February 14 & 15, 2006
Metro Toronto Convention Centre

HAC Annual General Meeting

February 14, 2006 @ 2:30 p.m.
InterContinental Toronto Centre Hotel

HAC Hall of Fame Awards of Excellence

February 15, 2006
InterContinental Toronto Centre Hotel

For more info on the above HAC events:

Tel: (613) 237-7149
brown@hotelassociation.ca

Hotels Association of Saskatchewan

Hospitality Expo 2006
March 26 & 27, 2006
Saskatoon Inn, SK
www.hotelsofsask.com

Centrex 2006

Winnipeg Convention Centre
April 9 & 10, 2006
Winnipeg, MB
www.centrex.ca

Rendez-Vous Canada 2006

Tourism Industry Association of Canada
April 22 - 26, 2006
Toronto, ON
www.rendezvouscanada.ca

10th Annual Canadian Hotel Investment Conference

May 15 & 16, 2006
Four Seasons Hotel Toronto & Fairmont Royal York Hotel
Toronto, ON
www.hotelinvest.ca

Alberta Hotel & Lodging Association

Annual Convention & Trade Show
May 21 to 24, 2006
Fairmont Jasper Park Lodge
Jasper, AB
www.ahla.ca



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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 lodging industry.