



ROOMers

Insights and Information on the Canadian Hotel Industry

Canada, the U.S. & the State of Travel

None of us needs to be reminded of how the U.S. inbound market has drastically fallen off. Canada is down 30 per cent since 2001 and as of July 2006 this trend continued with auto travel declining 7.9 per cent year to date. Canada's travel deficit has ballooned to \$5.8 billion for 2005; the highest it has been in almost a decade.

The total outbound U.S. leisure market is worth \$20.5 billion from which Canada captures 27 per cent, or \$5.5 billion USD. Mexico receives 31 per cent and Europe is at 19 per cent.

United States leisure travel to Canada represents 77 per cent of total Canadian international travel volume and 56 per cent of expenditures. According to the Canadian Tourism Commission (CTC) in the "2006 Strategic Marketing Plan - U.S. Leisure", in 2005 we were down 4.5 per cent to 12.5 million leisure trips. The report concludes that locations which are considered more exotic and entertaining continue to capture the U.S. traveller's attention and wallet.

Canada is being severely outspent in advertising in the U.S. with only 4.4 per cent from both the CTC and its partners. Canada not only needs to leverage its limited marketing dollars in specific market segments with the greatest return on investment promise, but we also need a greater government commitment to tourism promotion at the CTC. This was highlighted in the HAC presentation to the House of Commons Standing Committee on Finance on September 19th in its 2007 budget preparations (*see Government Relations on page 2*).

Recommendations for the U.S. Market

The CTC report concluded that short-haul travellers are aware of what Canada has to offer and have either decided to overlook the various barriers of entry or rejected Canada as a destination in favour of easier locations in the U.S. Mid haul travellers have a primarily "northern corridor" view of Canada and perhaps are the best opportunity for growth.

Continued on pg. 5 - see U.S. Market Positioning

Western Hemisphere Travel Initiative

The Western Hemisphere Travel Initiative (WHTI) requires all travellers, including American citizens, to have a passport to enter the U.S. when travelling by air effective January 8, 2007. On January 1st, 2008 those entering the U.S. by land or sea will be required to present a valid passport or an approved alternative document. The American government has recently announced the approval of a People Access Security Service, or PASS card, as an alternative to the passport.

Currently only 35 per cent of Canadians and 25 per cent of Americans hold a valid passport. Research also shows that 33 per cent of Americans and 42 per cent of Canadians currently believe that passports are already required to travel between Canada and the U.S.

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Fall 2006
Volume 16
Number 3



Explorez sans fin
CANADA
Keep Exploring

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Government Relations

HAC Presents to the House of Commons Standing Committee on Finance

On September 19 HAC President Tony Pollard appeared before the House of Commons Standing Committee on Finance and made the following recommendations for the 2007 Federal Budget.

Funding for the Canadian Tourism Commission: The Hotel Association of Canada recommends an immediate annual increase in the CTC by the Government of Canada of \$100 million.

Temporary Foreign Workers: The Hotel Association of Canada recommends that in order to fulfill our immediate need for temporary foreign workers both Citizenship and Immigration Canada and Human Resources and Skills Development Canada must expedite the process for admission to our country.

Furthermore, government support for the Canadian Tourism Human Resource Council is an excellent investment. Sector Councils undertake a comprehensive approach in delivering on the requirements of Human Resource Training in all disciplines. This support can and should be maintained.

Canada's Air Transportation System: The Hotel Association of Canada recommends the removal of the Air Travellers Security charge, adopting an "Open Skies" agreement between Canada and the United States that would expand travel, increasing of foreign ownership of Canadian carriers and cancelling planned airport rent increases as well as reducing airport rents to correctly reflect the federal government's investment.

Western Hemisphere Travel Initiative: The Government of Canada must continue to work with its counterparts in the United States to ensure that the land crossing requirements are only implemented when they can be done properly. As well, the government must implement an aggressive marketing and promotional campaign to ensure all US citizens are aware of the Passport Requirements.

Public Works and Government Services: Hotel Procurement: The Government of Canada must work closely with the Hotel Association of Canada in its new hotel procurement policy in order to ensure competitive pricing programs and to reach a more manageable solution.

Canada's Infrastructure: The Hotel Association of Canada recommends an immediate government investment in Canada's National Highway System.

Employment Insurance: The federal government must reduce employer contributions in EI premiums.

Federal Government Rate Process Flawed

In August the Public Works and Government Services Canada (PWGSC) introduced a new process for hotels to bid on Government Rate. The Hotel Association of Canada identified a number of concerns with the approach and process. Our concern is that the new approach is flawed given the proposed single rate, select core areas, blackout periods, last room availability, the negotiation process and the failure to take into account business cycles which are critical in our industry.

HAC President, Tony Pollard, met with George Butts, Director General of PWGSC on August 11 followed by several conversations with Minister Fortier's office. This was strongly supported by the Ottawa Gatineau Hotel Association, the Ontario Restaurant Hotel and Motel Association and the Greater Toronto Hotel Association. More than 210 individual letters strongly opposing the new process were sent by our members to the Minister, his office and his senior officials. These letters represented approximately 2,710 properties across Canada.

The HAC subsequently advised our members that naturally the choice as to whether or not to respond to the Request for Standing Offer was entirely their own. All our members are free to act in their own best interests. Your association is, however, of the view that the process outlined in the Request for Standing Offer, as it is currently structured, is not ultimately in the best long term interests of the industry in general and does not promote or foster a free and open competitive marketplace.

The HAC is also of the view that not responding to the Request for Standing Offer may prove to be an effective means of reinforcing to PWGSC the dissatisfaction with its processes, previously expressed by various members directly, and by this Association on our members' behalf.

Canadian Tourism Commission Branding

At the February 2006 Board of Directors Meeting Directors adopted a recommendation that all Canadian hotels use the Canadian Tourism Commission "Canada Keep Exploring" logo and designation.



Explorez sans fin
CANADA
Keep Exploring

Hoteliers across Canada are encouraged to utilize this branding. The HAC will be pleased to electronically transfer the CTC rules, regulations and applications to all members. For more info or to receive the guidelines for usage, email: info@hotelassociation.ca.

.Travel Update

.TRAVEL REGISTRY UNVEILS NEW CORPORATE WEB SITE

Tralliance Corporation has unveiled a new web site - www.travel.travel - to make it easier for travel and tourism companies to get the information they need to acquire .travel domain names. According to Edward Cespedes, CEO of Tralliance Corporation, the .travel Registry: "With more and more travel entities requesting .travel domain names, we had a need to expedite the process, and one way to do that was to improve our web presence and online tools." He continued: "The new site makes it simpler for our travel partners to find the information they need to complete the authentication and registration processes and to secure .travel domain names."

The site now features clearer access points with highly visible page links, faster navigation tools and more direct hyperlinks to relevant .travel partner web pages and information. Travel entities visiting the site are now just a click away from pertinent .travel information and resources, including authentication and registration procedures, frequently asked questions, important policies and the WhoIs database, allowing new registrants to review .travel names already in use.

Some 140 travel trade associations from nine industry sectors and 73 countries, have joined The Travel Partnership Corporation, a Washington, D.C., non-profit corporation formed to promote the .travel top-level domain. Cespedes said that "The Canadian Tourism Commission has established a new model for destination marketing by registering hundreds of .travel domain names for Canada's provinces, cities, and other destinations, with the goal to have every Canadian destination registered with a .travel domain through the new www.canada.travel Internet portal."

HOW TO REGISTER FOR A .TRAVEL NAME

Visit www.hotelassociation.travel/dotttravel. Review the welcome page and then click the "Click Here for Pre-Authentication" link.

Fill in the form and click "Submit". Forward supporting documentation to myers@hotelassociation.ca

Applicants will have their registration reviewed by the HAC to ensure they meet eligibility requirements as outlined by Tralliance (www.travel.travel - select "Policies")

Once this review is complete you will receive notice from Tralliance that your selected .travel names have either been approved or denied.

HOW TO PURCHASE A .TRAVEL NAME

Upon receipt of confirmation that you are eligible to hold



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your selected .travel name(s) you should then proceed immediately to purchase the name(s). Names are allocated on a first-come, first-served basis.

To proceed with purchase, visit www.hotelassociation.travel and click the **ENCIRCA** link at the top of the main page.

Follow the instructions for purchasing. The annual cost per URL is \$99 USD. HAC members receive the discounted price of \$95 per URL upon checkout.

Once your .travel name purchases have been confirmed it is important that you then proceed to post your profile on the .travel directory.

POSTING YOUR .TRAVEL PROFILE

Go to www.travel.travel and select the "Update Your Profile" link. You will need your UIN in order to log in to the system. Simply follow the instructions for completing your profile.

MAKING THE MOST OF YOUR .TRAVEL URL

In order for .travel to be truly successful we recommend that you speak with your ISP about making your .travel domain your main site address. This does not mean letting go of any .com or .ca URLs - you can ask your ISP to have those URL's redirected to your .travel domain.

Newsworthy

Properties

Choice Hotels Canada welcomes the newly converted 191-room **Quality Inn & Suites Airport** in Mississauga, ON. The hotel offers continental breakfast an indoor pool, kitchenettes and Jacuzzi suites. It also offers extended stay suites, high-speed Internet access and onsite laundry facilities.

Choice Hotels Canada announces the addition of the newly converted **Econo Lodge in Brossard**, QC. The two-storey, 74-unit property is equipped with high-speed Internet access, a refrigerator and a microwave in each room. Specialty rooms feature fireplaces, king size beds and in-bath whirlpools.

The new construction 80-room **Days Inn - Prince Albert** celebrated its grand opening in August. The hotel features several suites, an indoor pool with water-slide and whirlpool, fitness room, and 24-hour business centre. Also offered are conference suites with boardrooms for up to 8 people, Jacuzzi suites, KidZone suites and wheelchair accessible suites.

A 218-room, \$140-million **Westin hotel** is planned for early 2009 opening in Kelowna, B.C. The downtown Westin Kelowna Resort & Spa will offer 7,000 sq. ft of meeting space and will be located on one acre of landscaped grounds.

The 76-suite **Summerland Waterfront Resort**, located 10 minutes from Penticton, is now open. The property features an outdoor geo-thermal heated swimming pool and hot tub, fitness centre and steam room.

The **Best Western Peace Arch Inn** has opened in Surrey, BC. The 42-room property is 100% non-smoking, features a business centre, guest laundry, exercise room, catering and meeting facilities.

Best Western welcomes the **Best Western Slave Lake Inn & Suites**. The 68-room new build features rooms with refrigerators, a family suite, and some rooms with microwaves, hot tubs and fireplaces.

The 84-room **Best Western Mariposa Inn and Conference Centre**, Orillia,

ON, has joined the Best Western group of hotels. The property offers an on-site restaurant, an indoor heated swimming pool, sauna, hot tub and fitness center. The hotel also offers four meeting rooms, the largest accommodating up to 250 people.

After a \$5 million renovation project that encompassed the whole **Four Points by Sheraton Mississauga Meadowvale** hotel, it now offers 205 contemporary guestrooms, over 7000sq ft of meeting space, with 4 new state-of-the-art main floor boardrooms, a new onsite restaurant, indoor pool and fitness center. With the completion of the renovations the property then decided to make the hotel 100% smoke free, effective as of September 1, 2006.

Howard Johnson Franchise Canada Inc., announced the opening of its 45th location in Canada. **The Howard Johnson Inn - Regina** has 120 rooms and features an indoor pool, and a Smitty's Restaurant. Both exterior and interior renovations were completed to meet brand standards.

The new **Cove Lakeside Resort** will open its doors this month on Okanagan Lake near Kelowna, B.C. The luxury resort offers 150 one-, two- and three-bedroom suites with fully equipped kitchens, soaking tubs, Great Room with Entertainment Centre, fireplace and floor-to-ceiling windows opening on to views of Okanagan Lake. Set to open in late fall, Bonfire, the resort's new restaurant and The Spa at the Cove

Vancouver's **Empire Landmark Hotel** is currently undergoing renovation of all 357 of its guestrooms. Upgrading of the first 100 rooms was completed over this past winter, with another 100 rooms scheduled for upgrades during the upcoming winter months. Completion is expected by spring 2008.

With an estimated \$150 million already invested at **Kicking Horse Mountain Resort**, the momentum is expected to continue over the next three years with additional infrastructure and real estate projects. Resort officials announced they anticipate new commitments of over

\$100 million by 2010, which will facilitate the continued growth and evolution of the plaza amenities, base village, mountain terrain and an enhanced overall guest experience. Some of the project highlights include: the completion of the luxurious 48-unit Palliser Lodge in December; development of the exclusive Cabins of Kicking Horse project.

The **Westin Nova Scotian Hotel** celebrates its 10th year of providing excellent service in Nova Scotia. A proud supporter of the community, over the past ten years, the 297-room Westin Nova Scotian has employed over 1500 people, with 26 people now celebrating their tenth year with the company. Since 1996 the hotel has spent over \$15 million dollars in improvements including Heavenly Beds, an IT infrastructure, Internet in rooms and public spaces, guest room safes, workout facilities, kitchen equipment and an Energy Management System.

Construction of **The Hazelton Hotel & Private Residences** is on schedule and set to open in spring 2007. The hotel will feature 77 rooms and 13 private residences and is pre-approved to be a member of The Leading Hotels of the World, making it the first Toronto property to have such honor.

The new **Stanhope Beach Resort**, formerly known as Stanhope by the Sea, celebrated its grand opening in August after receiving extensive upgrades. The renovated resort has become one of Prince Edward Island's premiere historic resorts, offering modern, high-quality facilities while preserving the integrity of the heritage property. Redevelopment plans - physical improvements, service enhancements and re-branding the property - will be undertaken in phases over five years.

Construction of the new \$13-million, 118-room **Wingate Inn Hotel, Regina** is underway. The hotel is expected to be completed by November 2007. The seven-storey hotel will have a fitness area, breakfast area, an executive board room and a 6,000-square-foot restaurant.

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U.S. Market Positioning

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Long haul travellers in general have not rejected Canada due to the various barriers of entry because they do not place Canada in their consideration set of leisure destinations.

The CTC Report, which can be viewed on line at www.canadatourism.com, recommends the following elements to include/avoid in brand-image advertising:

Elements to include:

- ◆ Unique/Special
- ◆ Different than home
- ◆ Variety of Dining
- ◆ Insight into Other Cultures
- ◆ Safe (background element)
- ◆ More than a weekend getaway
- ◆ Providing an authentic experience
- ◆ Relaxing
- ◆ Romantic
- ◆ Outdoor Opportunities
- ◆ "Keep Exploring" brand

Elements to Avoid/Minimize:

- ◆ Cold, Bad Weather
- ◆ A Weekend Getaway
- ◆ Too much Outdoor
- ◆ Your Neighbour next Door/Right Next Door.
- ◆ A Simple Getaway
- ◆ Similar to Home
- ◆ Rugged Outdoor

ATTENTION SHOPPERS

Just like a great shopping centre, the **2007 Hotel Association of Canada Trade Show** is designed to meet your purchasing needs, featuring over 75 exhibitors and convenient show hours. Showcasing many valued products and services for the lodging industry, the show is a must-see for key decision makers from across Canada.

February 20, 2007 at the Fairmont Royal York Hotel, Toronto.
 Contact Debi Brown (613) 237-7149,
brown@hotelassociation.ca
 for details.

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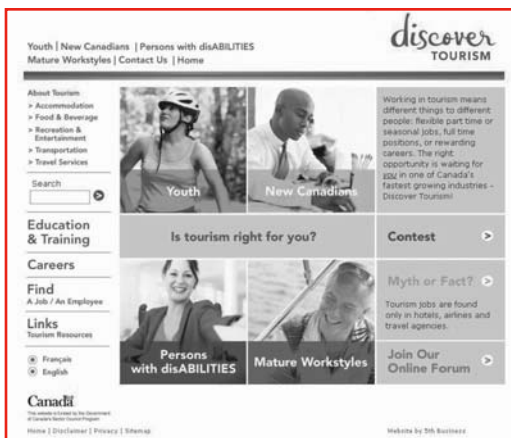
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Discover Tourism: New Brand Takes a Personal Approach to Employment in the Sector

Over the past year, the Canadian Tourism Human Resource Council (CTHRC) has been busy developing a national brand to encompass all of its attraction and retention strategies. As part of a broader new strategic plan, the CTHRC has identified six distinct target groups for the sector to look towards in solving increasing labour shortages. These groups include Aboriginals, new Canadians, youth career seekers, youth income seekers, people with disabilities and recent retirees.

The strategy is all about looking outside the box when it comes to recruitment. Presently 35 per cent of people employed in the tourism sector are between the ages of 15 to 24, whereas this age demographic accounts for just 14 per cent of employees across all sectors. If the sector is to continue to rely so heavily on this youth demographic, which is shrinking in pure numbers, employers will continue to face escalating challenges in recruiting new employees.

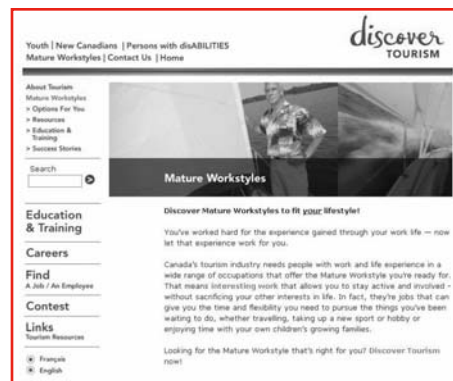


This new strategic plan, informed by a wealth of information collected from both employers and employees via focus groups and telephone surveys, aims to position the

sector as an attractive employment destination for each of these target groups. Research was conducted by The Strategic Council across the country and identified the types of messages, communications vehicles and attributes that would best resonate with these various groups.

These findings allowed the Council to work with a communications firm to develop a program and brand through which it could position the sector as an attractive place to seek temporary or permanent employment. The resulting brand, **Discover Tourism** conveys the message that "The tourism sector is more than you think it is" with a secondary message for all target groups stating that "Tourism offers more than you think it does". These positioning statements were largely informed by focus group feedback indicating most people had a limited appreciation for the vast

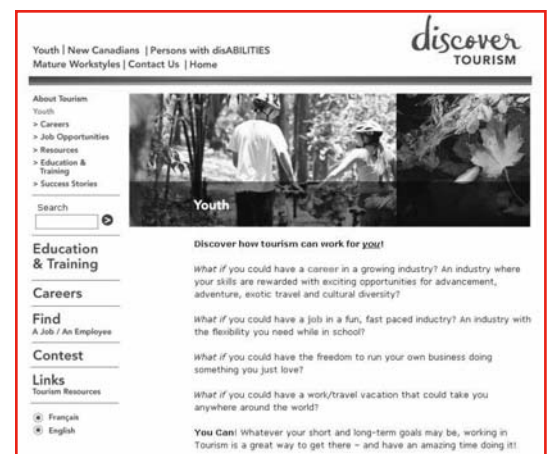
number of occupations and opportunities the sector offers. The first phase of brand development focused on the development of a website where interested parties could obtain information on tourism jobs and careers. Distinct sections of the site reflect the priorities, messages and language that is most appealing to the target groups identified, thereby cutting through the clutter of a "one solution fits all approach".



The story of **Discover Tourism** is told through the stories of the people who make tourism the interesting, exciting, vital and fulfilling sector that it is. Some of these people are employees representing the six

key target groups for **Discover Tourism**. Some are employers who embrace the values of Employers of Choice. The brand is all about real people, real stories, and real possibilities. It is about building a future for those who seek it. At the same time it offers a fulfilling present for those with different needs, be they for flexibility, staying or becoming involved, being an active contributor, generating income and more.

Over the next few months we will continue to add to the web site content, and will be working at building a communications campaign that will effectively reach these target groups and connect top employee prospects with choice employers. The official launch of the campaign is slated for late Fall. For a sneak peak at the sight please visit www.discover tourism.ca.



Given that fewer American than Canadian travellers hold valid passports, the negative impact is expected to be larger for U.S. travel to Canada. In fact, over a three year period, it is estimated that the number of U.S. arrivals in Canada would decline by 7.7 million as a direct result of the new passport regulations. The bulk of the shortfall is expected to come from same-day trips (5 million). In 2005, the new passport regulations were expected to reduce visitation by one percent; however, by 2008 full implementation of the passport rules could decrease U.S. visitation by 12.3 per cent according to the Conference Board of Canada.

The HAC has been very actively engaged this issue since it was first announced with HAC president Tony Pollard attending numerous meetings on the issue in both Ottawa and Washington.



Honorable David Wilkins, U.S. Ambassador to Canada, with HAC President Tony Pollard.

Specific HAC objectives involved seeking clarity and consistency of the regulations. The HAC recommends that the Government of Canada must continue to work with its counterparts in



Honourable Michael Wilson, Canadian Ambassador to U.S. (left) & HAC President Tony Pollard (right).

the United States to ensure that the land crossing requirements are only implemented when they can be done properly. As well, the government must implement an aggressive marketing and promotional campaign to ensure all U.S. citizens are aware of Passport Requirements.

WHTI Messaging

At the August 17 - 18 HAC Board of Directors Meeting at the Fairmont Newfoundland it was agreed the key role now for HAC, following the release of the Passports regulations by the U.S. Government, is communications and consistent message with our partners including TIAC and the CTC.

On the homepage of the HAC website www.hotelassociation.ca, we include the following message with a hyperlink to the U.S. Department of State Travel site:

Coming to Canada?

As of January 8, 2007 a Passport or other accepted travel document will be required by U.S. citizens returning by AIR to the United States. For more information visit the U.S. Department of State's Travel website: <http://travel.state.gov/>

Newsworthy

...con't from pg. 4

Companies

Marriott International, Inc. announced that all of the Company's lodging brands in Canada and the United States will become 100 per cent smoke-free as of this September. This represents more than 2,300 hotels and corporate apartments (nearly 400,000 rooms) under the Marriott, JW Marriott, The Ritz-Carlton, Renaissance, Courtyard, Residence Inn, SpringHill Suites, Fairfield Inn, TownePlace Suites and Marriott ExecuStay brands. The policy includes all guest rooms, restaurants, lounges, meeting rooms, public space and employee work areas. Currently more than 90 per cent of Marriott guest rooms are already non-smoking.

Canad Inns will be 100% smoke free as of November 30, 2006. Canad Inns has been making the move to 100% non-

smoking over the past number of months. All renovated hotel rooms and company vehicles have been designated non-smoking. The new smoking policy will include all guest rooms, restaurants, lounges, meeting rooms, public spaces, company vehicles and employee work areas. Smoking will be permitted in designated outdoor areas and will comply with city by-laws.

The first Canadian hotel for Atlanta-based economy hotel chain **Microtel Inns & Suites** has been opened in Parry Sound, ON. The all new construction, interior corridor, 64-room Microtel Inn & Suites in Parry Sound is owned by Ontarinns, Inc., Toronto, ON. There are 262 Microtel hotels open worldwide.

Atlic Hotels & Resorts has announced that the Westin hotel brand will crown their Old Montreal redevelopment project of the old Gazette buildings. The new Westin Montreal hotel will feature 432 deluxe rooms and suites as well as 32,000 sq feet of meeting space. When

completed, the hotel will be directly connected by underground passage to the Montreal Convention Centre. Construction, already started, is due to be completed at the end of 2008.

Lakeview Hotel Real Estate Investment Trust has signed a Letter of Intent to acquire its first hotel property in British Columbia. The property, located in proximity to the Alberta border will be an excellent fit to the network of hotels Lakeview REIT has established in the Province of Alberta. Closing of the purchase is expected to take place in September, 2006.

Holloway Lodging REIT purchased four hotels from Pacrim Developments Inc. for \$31.7 million. The properties included two Holiday Inn Express hotels (Halifax and Moncton), the Radisson Suite Hotel Halifax and the Super 8 Motel in Drayton Valley, AB. The 4 properties contain 415 rooms.

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Awards

Travel & Leisure's 11th annual readers' poll announces the *2006 World's Best Awards*. Three Canadian properties appear in the Top 100 Properties worldwide: **The Aerie**, Vancouver Island in 13th place; **Sooke Harbour House**, Vancouver Island in 15th place; and the **Wickaninnish Inn**, Vancouver Island in 22nd place.

In the Top 100 Continental US and Canada, the **Aerie** appears again at #1, the **Sooke** - #2, the **Wickaninnish** - #5, **Fairmont le Chateau Montebello** - #29, **Post Hotel & Spa**, AB - #35; **Fairmont Chateau Laurier** - #39; **Fairmont Chateau Lake Louise**, AB - #64; **Rimrock Resort Hotel**, AB - #67; **Hotel Le Germain** - #88; **Fairmont Banff Springs** - #89; **Wedgewood Hotel & Spa**, BC - #92 and **Hotel Le St. James**, QC - #96.

Hilton London, ON received a *CAA/AAA Four Diamond Award* for 2005. This award marks the sixth time the hotel has been recognized for their exceptional accommodations offering upscale facilities, attentive service and a high standard of hospitality.

Niagara-on-the Lake's **Queen's Landing** received its 16th consecutive *CAA/AAA Four Diamond* rating.

Sheraton Suites Calgary Eau Claire has been named the *2005 Sheraton Hotel of the Year* out of 450 Sheraton properties worldwide.

The Coast Edmonton Plaza Hotel was the recipient of the Alberta Hotel & Lodging Association's *2006 Housekeeping Award*. The award is presented to hotels demonstrating excellence in cleanliness, comfort and maintenance.

Superior Lodging Corporation was awarded the coveted *Canadian Hotel Investment Conference - Hotel Industry Entrepreneur Award for 2006*. The award is given to outstanding individuals who have stepped outside the box and taken risks in the Canadian hospitality industry.

CHIP Hospitality celebrated its top sales and marketing associates of 2005. *Sales Leader of the Year* - **Grant Erickson**, Director of Sales, Radisson Saskatoon Downtown; *Sales Team Award* - **Delta Quebec**; *Public Relations Award* - **Caroline Thompson**, Regional Director Sales & Marketing - Northern Alberta and **Jane Hettinger**, Director of Sales, Ramada Hotel & Conference Centre, Edmonton; *Marketing Award* - **Robb Engen**, Director of Sales, Lethbridge Lodge Hotel & Conference Centre; *Sales Leader Awards* - **Mylene Gagnon**, Delta Montreal (Outstanding Achievement Award) and **Lori Forward**, Citadel Halifax (Outstanding Achievement Award).

The Super 8 Hotel South Winnipeg was recognized at the Manitoba Tourism Awards Gala in the category of *Service Excellence*. Winners are recognized by their peers for excellence in the delivery and promotion of tourism in 2005.

Hilton Garden Inn®, the fastest growing brand that is part of the Hilton family of Hotels, has received the *Highest Guest Satisfaction Among Mid-Scale Hotel Chains With Full Service* award in the J.D. Power and Associates 2006 North America Hotel Guest Satisfaction Index Study. This marks five consecutive years that Hilton Garden Inn has received the award.

The 30-suite **Hotel Quintessence**, Mont-Tremblant, QC, has been recognized as one of the finest 100 hotels in the world in the premiere issue of *Robb Report Luxury Resorts*. The luxury resorts edition is a new annual magazine of the influential, luxury lifestyle Robb Report published in Malibu, CA.

Fairmont Hotels' "Green" program was recently awarded top marks in the *World Travel and Tourism Council's 2006 Global Tourism Business Awards* at the sixth annual Global Travel and Tourism Summit in Washington. Since 1990, Fairmont has operated its Green Partnership program to minimize the hotels' operating impacts on the environ-

ment. The program focuses on improvements in the areas of community initiatives, waste management and energy and water conservation.

L'Hôtel des Seigneurs Saint-Hyacinthe has received the *2006 Phoenix Award (Les Phénix de l'environnement)* in recognition of the hotel's "Zero Waste" eco-management program. Presented annually by the Province's Ministry of Development, Environment and Parks, the Ministry of Economic Development, Innovation and Export, RECYC-Quebec, Collecte sélective Québec, Fondation québécoise en environnement and Mouvement Desjardins, the environmental Phoenix award (Les Phénix de l'environnement) is given to an organization that makes an extraordinary commitment to environmental sustainability. L'Hôtel des Seigneurs is part of CHIP's "Proud to be Green" company-wide program and has been awarded 4 Green Keys by the Hotel Association of Canada's Green Key Eco-Rating program.

The Canadian Tourism Commission and industry partners; Travel Alberta, Tourism BC, Destination Quebec, Nova Scotia Tourism, Ontario Tourism and Fairmont Hotels & Resorts have announced the winners of the *2006 Canada Media Awards*. Best Ski Article: **Fall Line Publications**, article by Ian Sansom on boarding in BC. Keep Exploring Award (new): **The Telegraph** for an article by Sarah Barrell about the cool new music scene in Montreal. Best Television Broadcast on Canada: **Pilot Productions** for Globe Trekker Western Canada, a co-production between Travel Channel International Ltd. and other production companies. Best Consumer Article: **The Telegraph** for an article by Tim Jepson about BC. Outstanding Contribution to the Promotion of Canada: the freelance writing team of **Paul Wade** and **Kathy Arnold** for their commitment to Canada over the past years.

Newsworthy

...con't from pg. 7

Delta Hotels has entered into a long-term agreement with Sun Peaks Resort Corporation to brand and manage 41 vacation condominiums in the final development in the main village of Sun Peaks, BC. Delta Residences at Sun Peaks Resort will be located in the Tyrolean-style village, and will be available on a quarter-ownership basis. Construction will be complete in 2007.

Delta Hotels has entered into a long-term licence agreement with Calgary-based Hospitality Inns Limited. By October 2006 the rebranded 252-room Delta Calgary South will be undergoing a \$3 million renovation, involving the addition of a new meeting facility and a redesign of its atrium and public spaces. The AAA Three Diamond hotel features dining and lounge facilities, business centre, fitness centre, 15,000 sq ft of meeting/event space and high-speed Internet and WiFi access throughout.

Atlific Hotels & Resorts will manage the new Hotel Indigo Ottawa. The 106-room Hotel Indigo Ottawa, in the final stages of construction, is part of the new "branded boutique" concept launched by InterContinental Hotels Group in 2004, designed to appeal to style savvy, lifestyle focused guests. Rooms feature hardwood floors, spa-inspired showers, signature murals, area rug, etc. while public spaces will be transformed seasonally through changing aromas, music, artwork, murals and signage. Hotel Indigo Ottawa will have two meeting rooms, full fitness centre, restaurant and many more features. The Hotel is scheduled to open mid fall of this year.

Days Inns - Canada welcomes its newest location in Collingwood, ON. The new construction hotel offers 76 spacious guest rooms, indoor pool, meeting room, free Daybreak Café breakfast and free high-speed Internet access.

Days Inns - Canada welcomes a new location in Cranbrook, BC. The newly renovated full service hotel offers 90 guest rooms, restaurant, lounge, pub, an outdoor heated pool, beer and wine store and four meeting rooms.

Other

The School of Hospitality and Tourism Management (HTM) at the University of Guelph is now part of the university's new College of Management and Economics (CME). Previously HTM was part of the College of Social and Applied Human Sciences. Dean C.J. McKenna explained that CME was established, "to facilitate growth in its management and leadership programs." He pointed out that the Bachelor of Commerce program has increased by 88% since the 1997/98 academic year, "with new executive management and leadership programs now among the largest on campus."

Winnipeg will be home to a unique concept in the hospitality industry, as **Canad Inns and the Health Sciences Centre** announced a hotel to be built at the hospital site. The Canad facility will be located adjacent to the new Siemen's Institute for Advanced Medicine (SIAM) research centre. The facility will consist of approximately 160 to 200 guest rooms, executive rooms and suites, along with food and beverage concepts, banquet, meeting/convention spaces etc.

Trepnier Manor Hotel has been granted a green light by the council of **Peachland**, Okanagan Valley, BC. Council voted unanimously to amend the **Official Community Plan (OCP)** and the zoning bylaws to allow the construction of what has been slated

"The Okanagan's Most Luxurious Hotel" offering 38 Lakeview Suites, Eco Destination Spa, indoor/outdoor Cookery Schools and two Restaurants.


Sheraton Hotels & Resorts has launched the new sheraton.com - the first hotel industry website to embrace social media and feature user generated content. Designed as a global community that consumers can belong to, the site invites visitors to share stories, tips and photos about their best travel finds, destination favorites and passion for travel.

Pets Can Stay and Delta Hotels have announced the certification of twenty-three of Delta's hotels and resorts with the Pets Can Stay program. Delta Hotels is the first national chain in North America to achieve Pets Can Stay certification in the majority of its pet friendly locations, and to establish pet policies to ensure continuity across the brand for their guests travelling with pets.

DON'T MISS OUT ON THE HOSPITALITY INDUSTRY'S
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SATURDAY OCTOBER 14, 2006


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Nominations Are Open for 2006 HAC Hall of Fame Awards of Excellence

The Hotel Association of Canada (HAC) is accepting nominations for its annual **Hall of Fame Awards of Excellence Program**. Developed in 2004, the Awards Program was introduced at the 2005 HAC Annual Conference to a sold-out dinner crowd.

The **Hall of Fame Awards Program** proudly recognizes those individuals, companies, or properties that have demonstrated significant accomplishments, exemplary leadership and tireless commitment to Canada's Lodging Industry in the areas of **Humanitarianism, Human Resources and Energy & the Environment**.

Nominees in each category will be representative of strong standards within the lodging industry that ultimately enable this country to remain competitive.



Nominate a company, property or individual, active in the Canadian lodging industry, which you believe is an outstanding fit to one of the categories.

The 2006 winners will be honoured at an awards dinner during the February 20 - 21, 2007 HAC Conference at the Fairmont Royal York Hotel in Toronto.

We encourage your participation and invite you to join us in celebrating contributions made by your industry colleagues.

NOMINATIONS CLOSE OCTOBER 31, 2006.

Nomination forms, criteria and an overview of all previous winners can be found online at www.hotelassociation.travel/awards or email us at info@hotelassociation.ca

New Members

For full Allied descriptions visit our website

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Allan Ingelson, Associate Dean, Undergraduate Programs
allan.ingelson@haskayne.ucalgary.ca

www.haskayne.ucalgary.ca/programs/programs/programs/undergrad/bcomm/tourism

The Green Scene

NRCAN and the Advantages of Energy Efficiency

Energy is one of the most easily controlled costs in your organization. Through energy-efficient measures related to your building, equipment and operational practices, you can often achieve savings of 20 per cent or more.

In addition to utility savings, these measures can:

- improve comfort & satisfaction levels of occupants
- reduce maintenance costs and system failures
- increase equipment life and building value
- enhance corporate citizenship - energy efficiency measures can help reduce greenhouse gas emissions

The web site of Natural Resources Canada's Office of Energy Efficiency offers a wealth of resources and financial incentives to help you and your organization.

Change Your Thinking

To become truly energy efficient, your organization may need to make some basic changes in the technologies you adopt, in the way employees behave, and in the setting of internal policies or procedures. These changes need not be drastic or costly, but no one change by itself will deliver maximum savings. The greatest benefits are achieved only when you have senior management support and you implement the changes together throughout your entire operation.

HAC's Green Key Eco-Rating Program

The Hotel Association of Canada's **Green Key Eco-Rating Program** is a natural fit to NRCAN's Office of Energy Efficiency and their mandate.

Did You Know?

The **Green Key Eco-Rating Program** assists hoteliers in evaluating their property's overall energy efficiency through a detailed online audit encompassing Senior Management Support/Policies, Housekeeping, F&B, Conference Facilities and Maintenance practices.

Properties are provided with a written report upon completion of the audit that identifies ways in which organizational change, behavioural change and technological change will support them in achieving greater energy savings and greater recognition for their efforts.

For more information visit the Green Key website
www.hacgreenhotels.com
or email
myers@hotelassociation.ca

Technological Change

Technologies for building envelopes, equipment, energy control and other systems are constantly improving and becoming more efficient. Investing in new measures now could save you more in the long run.


Behavioural Change

Building occupants and employees use energy, and their habits have a great effect. You may want to explore training and awareness opportunities for your staff. There are opportunities to save energy dollars by influencing behaviours, improving knowledge and skills, and by offering rewards.

Organizational Change

Energy efficiency policies and procedures can help drive down energy costs. For example, you could set up an energy committee, include energy-reduction goals in job accountability forms, present cost-reduction progress reports in staff meetings, or regularly track utility costs through a bill-monitoring system in your accounting department.

Visit NRCAN's Office of Energy Efficiency online at:
<http://oee.nrcan.gc.ca>




YOUR KEY TO SAVING THE ENVIRONMENT
IS ALSO YOUR KEY TO SAVING MONEY.

HAC's Green Key Eco-Rating Program is a sound environmental program and a good investment for hotels.
And here's another way to save. The cost to participate in the Program is now only \$350* per property per year. Sign up today to ensure your property is included in the Government of Canada Hotel Directory. The government's Green Procurement Policy recognizes the HAC Green Key Eco-Rating Program.

We also offer a fast, convenient on-line registration. Visit www.hacgreenhotels.com for details or call us at 1-613-237-7149 to learn how you can help save both the environment and money.

* \$300 per property for organizations of 10 or more hotels.

HOTEL ASSOCIATION OF CANADA
Green Key Eco-Modulation Rating Program



Check-in to superior fiscal and environmental performance

Who's Where Now

♦ **Ronald A. Brunet**, CHA, Directeur général / General Manager, Hôtel Auberge Universel Montréal, QC ♦ **Kostas Christopoulos**, Director of Marketing, Four Seasons Hotel Vancouver, BC ♦ **Grant Erickson**, General Manager, Radisson Hotel Calgary Airport, AB ♦ **Jim FitzGibbon**, President - Worldwide Hotel Operations, Four Seasons Hotels Inc, Toronto, ON ♦ **Jillian Francis**, Global Marketing Director, Rosedale Suite Hotel, Vancouver, BC ♦ **Toni Frankfurter**, Director of Sales & Marketing, Radisson Suite Hotel Toronto Airport, ON ♦ **Christian Gagnon**, Sales Director, Château Beauvallon, Mont-Tremblant, QC ♦ **Anja Geithner**, Sales Coordinator, The Aerie Resort, Victoria, BC ♦ **Peter Goldreich**, VP Marketing & Communications, Carlson Hotels Worldwide ♦ **Trevor Graham**, General Manager, The Westin Resort & Spa in Whistler, BC ♦ **Kirk Hampton**, Sommelier & Dining Room Manager, The Aerie Resort, Victoria, BC ♦ **Roshan Jainudeen**, CHA General Manager, Radisson Hotel Sudbury, ON ♦ **Edward Khediguian**, Vice President, Real Estate, Legacy Hotels Real Estate Investment Trust ♦ **Peter Kingsbury**, General Manager Radisson Suite Hotel Toronto Airport, ON ♦ **Susan Leung**, Director of Sales, The Hampton Inn & Suites Downtown Vancouver, BC ♦ **James Miller**, General Manager, Rosedale Suite Hotel, Vancouver, BC ♦ **Cathy Pugh**, Director of Sales, Holiday Inn Hotel & Resort Fredericton and the Delta Fredericton Hotel, NB ♦ **Bobbi Rhodes**, Regional Director of Sales - Western Canada, Executive Hotels & Resorts, BC ♦ **Brenda Rodricks**, General Manager, Hôtel Omni Mont-Royal, Montréal, QC ♦ **Hank Stackhouse**, President, Delta Hotels ♦ **Kathleen Taylor**, President and CEO of Four Seasons Hotels Inc, Toronto, ON (effective January 1, 2007) ♦

Dr. Nancy Arsenault, Dean of the new Faculty of Tourism & Hotel Management, Royal Roads University, Victoria, BC

Events

Tourism Industry Association of Canada (TIAC)

Tourism Leadership Summit

October 22-24, 2006

Fairmont Jasper Park Lodge, AB
www.tiac-aitc.ca

Association des hôteliers du Québec

Colloque et 57^e assemblée générale annuelle

6 et 7 novembre 2006

Hôtel Château Laurier, Québec
www.hoteliersquebec.org

BC Hospitality Industry Conference & Exposition

November 19-21, 2006

Fairmont Waterfront Hotel /
Vancouver Convention & Exhibition
Centre, Vancouver, BC
www.hospitality-trade.com

Hotel Association of Canada

Parliamentary Reception

House of Commons
Commonwealth Room
Ottawa, ON
November 28, 2006
brown@hotelassociation.ca

Hotel Association of Canada

Annual Conference & Trade Show

February 20 - 21, 2007

Fairmont Royal York, Toronto, ON

Hall of Fame Awards of Excellence

February 20, 2007

Fairmont Royal York
info@hotelassociation.ca

Centrex

April 29 & 30, 2007

Winnipeg Convention Centre
Winnipeg, MB
www.centrex.ca



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Address comments or questions to the Editor:

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Web: www.hotelassociation.travel

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.

Attention General Managers

You are invited to participate in a confidential survey which aims to identify the most important capabilities required by hotel general managers, especially during adverse economic conditions. It will also identify strategic positions and determine if there is a significant level of agreement on general managers' best strategies.

If you are the General Manager of a year-round Canadian lodging property with 30 or more rooms you can participate in this 10-minute survey by visiting the following link: <http://gmsurvey.tripod.com/>

All responses will be treated as confidential and a copy of the results will be available to participants if they wish.

This survey is being conducted by Candace Blayney, Associate Professor – Tourism & Hospitality Management Degree, Mount Saint Vincent University, NS and PhD student at Northcentral University in Arizona.