



# ROOMers

Insights and Information on the Canadian Hotel Industry

## Coalition Forms to Address Elimination of Visitor Rebate Program

A coalition has been formed by hospitality industry representatives in response to a proposal from the federal government to amend the Excise Tax Act to eliminate the GST/HST Visitor Rebate Program (VRP) as of April 1, 2007.

The government's proposal has two distinct elements: the elimination of the VRP for independent foreign travellers who, upon meeting eligibility requirements, submit a claim for a refund of the Goods and Services Tax or Harmonized Sales Tax they pay on short-term accommodation and goods they buy to take home. The second element relates to the tour group and convention business. After meeting established criteria tour group and convention coordinators often work directly with the host hotel or convention centre and are not charged GST. A large portion of this business then is not tracked by government. The group tour and convention business generates more than \$1.28 billion annually.

The elimination of the GST VRP will essentially raise the cost of travelling to Canada by 6 per cent and will threaten Canada's ability to compete in the international tourism market. Given the significantly reduced visitation levels from the U.S. that the industry is already facing as a result of challenges that include the appreciation of the Canadian dollar, new border requirements under the Western Hemisphere Travel Initiative, and

an under funded national tourism marketing effort, this measure will have significant long-term impacts.

Members of the GST Visitor Rebate Program Coalition include:

- Air Transport Association of Canada
- American Bus Association
- Association of Canadian Travel Agencies

*Continued on pg. 4  
See Visitor Rebate Program*



*Left to right: Dick Brown, OGHA President; Patrice Basille, Brookstreet GM; Gord Brown, Leeds-Grenville MP; Tony Pollard, HAC President; Rod Seiling, GTHA President; and Georges Vacher, Jonview Canada*

# Government Relations

## Passport Requirements to Travel to the United States

The final date for the implementation of Phase One of the Western Hemisphere Travel Initiative (WHTI) had been set. Effective January 23, 2007 all travellers entering the United States by air will have to produce a valid Passport, Nexus card or a U.S. military or marine card.

The deadline for entry to the U.S. by land and sea remains up to June 1., 2009. However, the U.S. Department of Homeland Security is actively developing the PASS card (other secure document) which could push the land and sea implementation date up sooner.

Should you have any questions we encourage you to go to the Government of Canada's website at <http://www.cbsa-asfc.gc.ca/agency/whti-ivho/menu-e.html>.

## Open "Blue" Skies

The HAC has long advocated the broadening of the Open Skies Agreement with the United States and countries around the world.

On November 27, Lawrence Cannon announced a new Open Skies, "Blue Skies" program. This will lead to greater service and competition. Cabotage was not part of the announcement.

## Temporary Foreign Workers

In November Monte Solberg, the Minister of Citizenship and Immigration announced that his department would fast track the entry of Temporary Foreign Workers.

The HAC congratulated the Minister on this announcement but underlined that it must be extended to all provinces and not just Alberta and British Columbia.

Furthermore, the HAC recommended that the ruling must be applied to all staff.

## HAC Opposes Anti-Strike Legislation

Bill C-257 would forbid federally regulated companies including hotels from hiring outside staff to operate business in the event of a strike. This Private Members Bill is now before a Commons Committee and could be back for a final vote.

The HAC strongly opposes this legislation and has presented a Brief to the Committee wherein we state:

*The current Part I of the Canada Labour Code came into being after years of work through a legislative review process which included a Task Force headed by Andrew Sims, a former chair of the Alberta Labour Relations Board. The Sims Task Force attempted to create a balance between*

*the interests of employers with those of the workers. The title of the report, dated January 31, 1996, was "Seeking a Balance". Unfortunately, the Task Force did not reach unanimity on the "replacement worker" issue but the majority report recommended a provision that would give employers flexibility to meet their operating responsibilities, but would prevent them from using replacement workers to undermine a union's legitimate bargaining objectives. After the report had been released and with the intervention of the office of the Minister of Labour the end result was a provision based on the majority view of the Task Force.*

*As such, the current version of Part I was developed through a process that attempted to address the interests of all stakeholders, not those of just one stakeholder at the expense of all others. However, that is what Bills C-257 and C-295 would do. Further, it would undo years of effort of developing fair labour legislation at the federal level.*

*Industries that fall under federal jurisdiction including hotels have endured work stoppages over the years which have caused many difficulties for Canadians and Canadian businesses that fall under provincial jurisdiction. There have been countless situations where back-to-work legislation has been required. This has significantly diminished since 1999 because we believe we now have a legislative framework that is more conducive to the parties settling their own disputes. If Bills C-257 and C-295 are passed we will go back, unfortunately, to a far more contentious labour relations climate.*

*We strongly recommend that this proposed legislation be dismissed.*

## Menu Labelling Thrown Out

Liberal MP Tom Wappel put forward a Private Members Bill that would have forced restaurant operations with over \$10 million in annual sales to list nutrition information on all menus.

The Bill was defeated in November.

The HAC argued it would be exceedingly costly to enforce even if it was possible to implement.

## Mandatory News Channels Defeated

The CRTC conducted Hearings and received Briefs on a proposal there be mandatory news channels on all television distribution including hotels.

The HAC argued that the competitive market dictates choice.

In October the CRTC ruled to not impose mandatory news channels.

# HAC Rings in the New Year with a Brand New Web Site

The Hotel Association of Canada (HAC) is pleased to bring its members a new and improved website.

The new site, set to launch at the end of December 2006, will not only serve to position HAC as a forcible advocate for industry, but also to showcase our government relations and HAC programs, and to provide value-added information to our industry members.

Non members can access information on upcoming industry events, news items, past issues of the association newsletter and relevant industry links.

For HAC members, a new password protected section has been developed which will provide access to current and archived statistical data, important information and documents pertaining to various member benefits, an Update Profile function, online membership renewal, complete Member profiles and our member hotel database.

HAC has enjoyed working with Mississauga-based 5th Business in the development of the new website.



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# Canada's Tourism Ministers to Work Together for a Stronger Tourism Industry

Canada's tourism ministers met on December 4th and have agreed to work together with industry to encourage a healthy tourism sector, and to make Canada a more attractive destination for Canadian and international travellers.

The Honourable Maxime Bernier, Minister of Industry, and Ms. Françoise Gauthier, Quebec's Minister of Tourism, co-chaired the meeting where they agreed with provincial and territorial tourism ministers on a National Tourism Strategy framework. The result will be more cooperative approaches to address key challenges facing this industry, which now has annual revenues of more than \$60 billion.

Minister Bernier recognized the importance of the tourism industry to Canada, emphasizing the tremendous opportunities to come that will benefit the sector, such as the 2010 Olympic and Paralympic Winter Games in Vancouver and Whistler. Minister Gauthier emphasized the need to coordinate efforts to implement the National Tourism Strategy and provide a coherent and focused image of Canada.

The ministers agreed to establish a committee of senior officials to develop an action plan to implement the Strategy.

The committee will also focus on analyzing the investments which each order of government is making towards the effective implementation of the Strategy's priorities.

Tourism ministers also discussed challenges that the industry is facing, such as the new border security measures introduced by the United States under the Western Hemisphere Travel Initiative (WHTI). Canada's New Government and provincial and territorial governments are working to ensure that legitimate trade and travel across our borders are not interrupted as a result.

Provincial and territorial ministers expressed the need for a GST exemption for tour operators and conventions. Minister Bernier agreed to convey this concern to his Cabinet colleagues.

The ministers will meet next spring to examine progress regarding the action plan for the Strategy, and to discuss challenges and opportunities facing the tourism industry.

For more info on the National Tourism Strategy, go to:  
<http://strategis.ic.gc.ca/tourism>

# Visitor Rebate Program

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- ♦ Canadian Airports Council
- ♦ Canadian Alliance of Business Travel
- ♦ Canadian Association of Convention & Visitor Bureaus
- ♦ Canadian Sport Tourism Alliance
- ♦ Convention Centres of Canada
- ♦ Frontier Duty Free Association
- ♦ Global Refund Canada
- ♦ Guides and Outfitters Associations
- ♦ Hotel Association of Canada
- ♦ National Tour Association
- ♦ Premier TaxFree Canada
- ♦ Retail Council of Canada
- ♦ Tourism Industry Association of Canada

## HAC Position

### 1. Retention of GST Exemption for Group Tour and Convention

Currently, the GST/HST VRP enables tour operators and convention planners to price the packages they sell in foreign markets exclusive of GST/HST. The result is an average 6 per cent price advantage that allows them to compete against other countries that do the same with their tourism offerings. The take-up rate for tour operators and convention planners is effectively 100 per cent. The government's proposal essentially increases the costs to tour group and convention business by 6 per cent.

It is crucial that the tour group and convention business continue to be exempt from GST, and that new accountability and tracking measures be put in place to demonstrate for both government and industry the true value of the tour group and convention business.

Over the past few years Canada's foreign tourism market, particularly from the U.S., has dramatically declined due to border delays and security concerns, the heightened Canadian dollar, and greater global competition. It is imperative that the Canadian government foster an economic climate that supports business and encourages tourism, particularly from the vital group tour and convention segment, which generates more than \$1.28 billion annually.

In its current state, group tour and convention business may either receive a tax rebate from the government or Canadian suppliers may pay for or credit the GST directly. The VRP Coalition supports the continuation of a program that enables tours and conventions to be priced minus the GST, and with increased transparency and accountability measures that enable the number of groups and the total sum of the GST rebates to be tracked.

It is therefore proposed that:

- ♦ the existing program thresholds, such as non-resident ratios, and eligibility requirements be maintained;

- ♦ Canadian suppliers continue to promote tour and convention business tourism to Canada, quoting costs minus GST;
- ♦ Canadian suppliers retain their ability to pay GST on behalf of tour and convention groups and receive a rebate from the federal government;
- ♦ tour and convention groups be required to demonstrate that they meet all eligibility criteria and that such records be submitted to government as part of the GST rebate application remitted by Canadian suppliers, to demonstrate the amount of GST paid and appropriate information concerning each group or convention; and
- ♦ organizers of foreign conventions would be responsible for the maintenance of documents to support how the percentage of Canadian and non-resident delegates was determined, and would have to provide such information upon request from Canada Revenue Agency;

**The VRP Coalition therefore recommends the maintenance of the GST Visitor Rebate Program for group tour & convention business with additional measures in place to ensure transparency, accuracy and accountability.**

### 2. Canadian Tourism Commission

The Canadian Tourism Commission (CTC), a Crown corporation, works in partnership with the country's tourism industry to increase awareness of and interest in Canada as a premiere four-season tourism destination. The CTC undertakes:

- ♦ macroeconomic, market and industry research;
- ♦ product and industry development; and
- ♦ advertising and promotional activities in markets across the globe.

The CTC's mandate is the following:

- ♦ harness Canada's collective voice to grown export revenues;
- ♦ sustain a vibrant and profitable tourism industry; and
- ♦ market Canada as a desirable tourist destination.

The budget of the CTC has decreased from \$98.66 million in 2001 to \$75.83 in 2007. Taking into account inflation, the CTC's budget is about \$50 million less than when it was established in 1995. It is important to note that federal funding for competing tourism agencies is increasing. Australia has earmarked \$121 million while the U.K. contributes \$118.3 million to its marketing agency.

It is imperative that CTC funding increase. It is good business as the ROI, which has shown to be immediate, will more than make up for the initial outlay.

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A \$50 million commitment on new money would result in between \$1.293 billion and \$2.478 billion of new demand and up to \$367 million in new federal tax. A \$100 million investment would result in \$620 million in new taxes.

The VRP Coalition recommends that the government invest in tourism marketing a further \$100 million so that the annual amount awarded to the CTC as a government appropriation is \$175 million.

### The Tourism Industry

Canada's tourism sector is made up of businesses involved in getting people into and around the country, and in meeting their needs for a wide range of products, services and experiences while they are here.

### HAC Lobbying

The HAC has met with Finance Minister Jim Flaherty, Treasury Board President John Baird, Government House Leader Rob Nicholson, the House of Commons Standing Committee on Finance and many Members of Parliament, advocating the retention of the GST/HST Visitor Rebate Program.

# The Green Scene

## HAC's Green Key Eco-Rating Program


### 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.

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**NEW****Hotel Association of Canada  
Conference 2007****MANAGING CHANGE IN CHALLENGING TIMES****DELEGATES**

The HAC Annual Conference has provided lodging industry executives, managers and suppliers with an outstanding opportunity to hear about new developments, current topics and network with high profile hospitality experts. This year, the conference has been revamped and enhanced with a new operational focus, a strong educational format consisting of several plenary and breakout sessions...and all at an attractive price!

**PROGRAM HIGHLIGHTS**

- What can the hotel industry learn from other sectors of the hospitality industry?
- Getting the most from Design...Renovating and Repositioning
- The Challenge of Recruiting and Retaining Staff in a Tough Labour Market
- When To Say No!
- Yield Management: Squeezing Out That Last Dollar
- Adapt or Perish
- The Internet: Friend or Foe?
- And of course the ever so popular HAC/Fleishman-Hillard Canada 2007 Travel Intentions Survey!

**HAC HALL OF FAME AWARDS OF EXCELLENCE**

The Hotel Association of Canada (HAC) is pleased to bring back the awards element of its Annual Conference for a third year. The Awards Program was developed in order to proudly recognize those HAC members (individuals, companies or properties) 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 20th, 2007 at the Fairmont Royal York Hotel in Toronto. Our keynote speaker will be the quick-witted and accomplished CBC broadcaster Rex Murphy.



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### WHY ATTEND?

- Make new contacts, network and exchange ideas
- Discover and discuss the latest trends
- Uncover solutions for today's industry challenges



### SPONSORSHIP

Our sponsors greatly contribute to the success of our events! Starting at \$1,500, sponsorship packages provide a range of visibility, recognition, registration and contact options.

For more details, please visit [www.hacconference.ca](http://www.hacconference.ca) or contact Orië Berlasso 1-866-887-4453.



Big Picture Conferences Inc. is orchestrating these two complementary events: the Hotel Association of Canada Annual Conference (HAC) and the Canadian Hotel Investment Conference (CHIC).

Both forums feature a range of educational sessions that will provide timely insights about new trends, issues and solutions to professionals involved in the lodging industry. The HAC Conference is highly focused on operational practices whereas the CHIC Conference, to be held on May 8th-9th, 2007 at the Sheraton Centre Hotel in Toronto, targets current investments issues. Increase your visibility with a Joint Conference Sponsorship!

### FOR EXHIBITION AND SPONSORSHIP OPPORTUNITIES

Please contact Orië Berlasso: [orieberlasso@bigpictureconferences.ca](mailto:orieberlasso@bigpictureconferences.ca) 1-866-887-4453

# Awards

The **Holiday Inn Hotel & Suites North Vancouver** has received a *2006 Torchbearer Award* from the Intercontinental Hotels Group.

Winners of the 18th Annual Kostuch Publication Pinnacle Awards are: *Company of the Year* - **CHIP REIT**; *Hotelier of the Year* - **Louis-Robert Handfield**, Loews Hotel Vogue, Montreal; *Educator of the Year* - **Bill Pallett**, Delta Hotels; and *Supplier of the Year* - **AVW-TELAV**.

**The Sheraton Fallsview Hotel and Conference Centre** has been recognized with awards for redeveloping and maintaining green space within Niagara Falls. They were presented with *First Place for the 2006 Summer Trillium Award*. The purpose for the Trillium Awards is to recognize and encourage outstanding horticultural displays for public viewing. A second award was granted by The Canadian Urban Institute with its annual *Brownie Awards* program that recognizes leadership, innovation and environmental sustainability in brownfields redevelopment across Canada.

Ottawa Tourism's Stars of the City program presented awards recently for exceptional customer service by front-line staff in the tourism industry. A few of this year's winners include: **Karl James** - Comfort Inn Ottawa East *What's Lost is Found* award; **Martin Lee** - Chimo Hotel Ottawa *Go the Extra Mile* award; **Colain Valiquette** - Hilton Lac-Leamy *Host with the Most* award; **Roxane Dompierre** - Hilton Lac Leamy *Health & Safety* award.

The November 2006 issue of Conde Nast Traveler celebrates the 19th annual Readers' Choice Awards. **Top Resorts - Canada:** 1. **Pan Pacific Mountainside**, Whistler; 2. **Four Seasons**, Whistler; 3. **Westin Resort**, Whistler. **Top Hotels - Canada:** 1. **Auberge du Vieux-Port**, Montreal; 2. **Hotel Dominion 1912**, Quebec City; 3. **Auberge Saint-Antoine**, Quebec City. **The Best of the Best:** 5. **Pan Pacific Mountainside**, Whistler; 21. **Four Seasons**, Whistler; 66. **Auberge du Vieux-Port**, Montreal; 81. **Hôtel Dominion 1912**, Quebec City.

The **Delta Barrington** and **Delta Halifax** (Halifax, NS) were both recipients of the *CTHRC Award for Excellence in HR Development - Multiple Unit Business* at this year's 2006 TIAC National Awards for Tourism Excellence.

**Hastings House Country House Hotel**, BC, is now affiliated with *Small Luxury Hotels*. This hotel has been voted "Top Hotel in Canada" by Zagat Survey, and is ranked one of the "Top 20 International Hideaways" by Andrew Harper's Hideaway Report.

**The Westin Nova Scotian Hotel** has been voted *Nova Scotia's leading hotel* by the Annual World Travel Awards, for the second year in a row.

**The Place d'Armes Hotel & Suites** has been awarded the prestigious *International Star Diamond Award*--the first ever bestowed upon a Canadian hotel--in recognition of its exceptional hospitality, gastronomy, and service.

A landmark hotel, **The Explorer Hotel**, has won Yellowknife's first *downtown design award*.

Travelodge Canada Corporation recently handed out awards at its annual General Managers and Owners National Brand Conference. *Best Overall Property Sales Participation*, **Travelodge Ottawa Hotel & Conference Centre**; *Overall Individual Sales Contribution*, **France Norman**, Travelodge Hotel Montreal Centre; *Community Leadership*, **Travelodge Edmonton West**; *Best Quality Assurance Score*, **Travelodge Hotel Regina**; *Best Business Improvement Under 50 rooms*, **Travelodge Swift Current**; *Best Business Improvement, 51-99 rooms*, **Travelodge Edmonton Int'l Airport (Leduc)**; *Best Business Improvement, 100+ rooms*, **Travelodge Hotel Kingston Lasalle**; *Housekeeping Award of Excellence*, **Travelodge Victoria**; *Renovation of the Year*, **Travelodge Chilliwack**; *Overall Operator of the Year*, **Travelodge Hotel Regina**; *Employee of the Year*, **Chantal Reuben**, Travelodge Aeroport Montreal--Pierre Trudeau.



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

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# Newsworthy

## Hotels

The newly-renovated, full-service, 90-room **Days Inn-Cranbrook** is now open for business. The property offers spacious guest rooms, restaurant, lounge, pub, an outdoor heated pool, beer and wine store and four meeting rooms that can accommodate 300 people.

**Novotel Toronto Airport** has reopened after closing in 2001 to undergo multi-million dollar renovations in tandem with upgrades to Lester B. Pearson International Airport. Designed for the business traveller, the 120-room property offers 2,000 sq. ft of meeting space and indoor pool, gym, full-service catering, a full-service restaurant, and more.

The 120-room **Novotel Montreal Airport** is now open for business. The new prototype developed in partnership with Realstar Hospitality offers the ultimate in European aesthetics with superior amenities and service. It features 5,000 square feet of meeting space with the latest technology, a fitness centre, and a full-service restaurant (Trio).

Howard Johnson Franchise Canada Inc. has opened the 120-room **Howard Johnson Inn - Regina** featuring an indoor pool and a restaurant.

**Pine Bungalows**, Jasper, AB completed construction on its new 2-building group facility. The Walkendon Building features a self-catering kitchen, a meeting room, a lounge and 7 rooms. The Defoort Building features 16 rooms (8 with accessibility features).

The 252-room **Delta Calgary South** is now open, but in the middle of a three-million-dollar renovation that will see meeting and event space increase to just over 17,600 square feet and the creation of a new atrium, lobby and restaurant. Amenities include high-speed Internet access, business centre; fitness centre, waterslide, café, pub and lounges.

## Companies

**CHIP Hospitality** has acquired the 395-room Hilton Bonaventure Hotel, Montreal and the 196-room Harbour Towers Hotel & Suites in Victoria, BC.

**Fortis** has bought four hotels: a Holiday

Inn Express and a Best Western, both in Medicine Hat, AB. The others were the Ramada Hotel, Lethbridge, AB., and the Holiday Inn Express, Kelowna, BC.

**Doubletree Hotels**, Beverly Hills, CA, opened its first, full-service, 313-room, 24-storey hotel in Quebec, the Doubletree Plaza Hotel Montreal. The hotel has just completed an extensive multi-million-dollar renovation project to upgrade all guest rooms, public space and 17,000 sq. ft. of event space.

**Legacy Hotels Real Estate Investment Trust** has acquired the 398-room Delta Bow Valley hotel in Calgary and plans to spend \$4 million on renovating the property during the next few years.

**Hilton Hotels Corporation** has sold five Canadian hotel properties: three to Northstar Hospitality Limited Partnership, and two to InnVest REIT. Hilton will continue to manage all five properties. The hotels are the 600-room Hilton Toronto, Toronto, the 413-room Hilton Toronto Airport, the 571-room Hilton Québec, the 486-room Hilton Montréal Aéroport and the 197-room Hilton Saint John, NB.

**Coast Hotels & Resorts** has announced an agreement with Maclab Enterprises of Edmonton, AB to manage its five hotels in Alberta and the Northwest Territories effective January 1, 2007. Three of the Maclab hotels (the 303-room Edmonton House Suite Hotel in Edmonton, Alberta, the 62-room Pyramid Lake Resort in Jasper, Alberta and the 54-room Fraser Tower Suite Hotel in Yellowknife, NWT) will be rebranded as Coast hotels. The remaining two (the 52-room Tekarra Lodge in Jasper and the 90-room Campus Tower Suite Hotel in Edmonton) will be managed by Coast Hotels & Resorts as independent hotels. Coast Hotels & Resorts will also be adding a 42-room Medicine Hat, Alberta hotel as a franchise effective January 15, 2007.

**CHIP REIT** has purchased the Harbour Towers Hotel, Victoria. CHIP has also picked up the Hilton Bonaventure Hotel, Montreal. The Bonaventure will undergo a \$10-million renovation.

**Atlific Hotels & Resorts** will manage the new Walnut Beach Resort in Osoyoos, BC. The new 112 all suite condominium hotel, presently under construction, is scheduled to open for the summer season of 2008.

**Atlific Hotels & Resorts** will manage the 179-room Temple Gardens Mineral Spa Resort Hotel in Moose Jaw, SK.

**Lakeview Hotel REIT** purchased two hotels and another under construction. The 73-room hotel in Fort St. John, BC and the 59-room hotel in Chetwynd, BC were converted to Lakeview Inns & Suites upon acquisition. A third property is currently under construction in Fort Nelson, BC. This 82-room hotel will be flagged as a Lakeview Inn & Suites upon opening in January 2007.

**Holloway Lodging REIT** has closed the acquisition of the Super 8 Motel in Yellowknife, Northwest Territories.

Construction has begun on **Marriott's** new downtown Moncton hotel. The new 130-room hotel under the Residence Inn branch is being designed with spacious suites with full kitchens and separate areas for sleeping, working, relaxing and eating. The new hotel is set to include a nearly 20,000-square foot lobby, including an 8, 236-square foot restaurant.

## Other

David Rodd, 66, Founder, President and CEO of Rodd Hotels & Resorts died peacefully last month at his Prince Edward Home in Charlottetown, PEI. Described as "a gentle giant in the region's tourism industry," Rodd was diagnosed with Lou Gehrig's disease in June 2005. Rodd led the development and expansion of Rodd Hotels & Resorts from a single motel in Charlottetown to the largest privately owned hotel chain in Atlantic Canada with 10 properties throughout P.E.I., New Brunswick and Nova Scotia. His family also own and operate five Burger King franchises in Nova Scotia. Rodd received numerous awards for his role as a leader. He served on the boards of numerous tourism-related organizations, including director of the Tourism Industry Association of Canada.

# How to Register For a .Travel Name

Visit [www.hotelassociation.travel/dotttravel](http://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](mailto: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](http://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 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](http://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](http://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.



# New Members

For full Allied descriptions visit our website

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Hospitality Air Solutions has 40 years of experience in the HVAC industry. Our current developments include the introduction of the Daikin VRV system, which is number one in the industry with the latest in technology coupled with highest energy savings.

## CORRECTION:

The Fall 2006 issue listed an incorrect web address for **In-Suite Entertainment Media Mix Inc. (I-SEMM)**.

The correct web address is:

[www.i-semm.com](http://www.i-semm.com)

We apologize for any confusion this may have caused.

# HAC's Government Relations Day: November 28, 2006, Parliament Hill, Ottawa



## Who's Where Now

**Tony Arevalo**, General Manager, Coast Inn of the North, Prince George, BC ♦ **Guy Bittner**, Director, Food & Beverage, The Fairmont Chateau Lake Louise ♦ **Kyna Bowers**, Sales and Catering Manager, HV Resort in Muskoka ♦ **David Burt**, Director, Sales & Marketing, The Fairmont Sonoma Mission Inn & Spa ♦ **Julie Chan McConnell**, Director of Marketing, Choice Hotels Canada ♦ **Sharon Cohen**, Director, Loyalty Marketing, Fairmont Hotels & Resorts, Toronto ♦ **Jeff Doane**, Vice President - Hotel Sales, Fairmont Hotels & Resorts, Toronto ♦ **David Erlich**, Regional Spa Director, Fairmont Spas ♦ **Kevin Frid**, Senior N.A. Vice President Operations, Fairmont Hotels & Resorts, Toronto ♦ **Michelle Gilman-Jasen**, Regional Director, Sales & Marketing, California, Fairmont Hotels & Resorts ♦ **Julee Hanson**, Hotel Manager, Coast Vancouver Airport Hotel ♦ **Jim Hill**, Vice President Hospitality, Sawridge Group of Companies ♦ **Melissa Hoffer**, Marketing Communications Associate, Days Inns - Canada, Toronto ♦ **Roman Jaworowicz**, Vice Chairman of the Board, Best Western International, Inc. ♦ **Michael Kaile**, General Manager, The Fairmont Chateau Whistler ♦ **Rachel Koller**, Senior Director, Sales and Marketing, CHIP Hospitality ♦ **Fred Lawlor**, Vice President - Procurement, Fairmont Raffles Hotels International ♦ **Julie Leish**, Director of Sales, Choice Hotels Canada ♦ **Bill Lewis**, Hotel Manager, Coast Edmonton Plaza ♦ **Kiaran MacDonald**, General Manager, The Savoy, A Fairmont Hotel ♦ **Eric Malcolmson**, Vice President - Development, Fairmont Hotels & Resorts ♦ **Jon Mamela**, Director - Product & Service Strategy, Fairmont Hotels & Resorts ♦ **Dan McGowan**, General Manager, The Fairmont Vancouver Airport ♦ **Tim Oldfield**, Managing Director of Franchisee Performance, Choice Hotels Canada ♦ **Janet Omido**, Director, Sales & Marketing - Fairmont's Kenya Operations ♦ **Holly Peterson**, Marketing Manager, CHIP Hospitality ♦ **Bob Rice**, Director of Group Sales, Westmont Hospitality Ltd. ♦ **Genevieve Rydell**, National Sales Manager, CHIP Hospitality ♦ **Daphne Swenerton**, Director of Spa Operations, Vintage Hotels ♦ **Peter Upton**, Purchasing Manager, Coast Hotels & Resorts ♦ **Hans von Bloedau**, Regional Manager, Coast Hotels & Resorts' Managed Properties, AB & General Manager, Coast Edmonton House Hotel ♦ **John Williams**, Executive Vice President of Europe, Africa and the Middle East (EAME), Fairmont Hotels & Resorts, Toronto ♦ **Joanne Young**, Director of Sales and Conference, Sequel Hotels and Resorts Corporate

## Events

### Hospitality Newfoundland and Labrador

*Annual Convention & Trade Show*

February 1 - 4, 2007

St. John's, NF

[hnl@hnl.ca](mailto:hnl@hnl.ca) [www.hnl.ca](http://www.hnl.ca)

### Hotel Association of Canada

*Annual Conference*

*& Annual General Meeting*

February 19 - 20, 2007

Fairmont Royal York, Toronto, ON

[www.hacconference.ca](http://www.hacconference.ca)

[orieberlasso@bigpictureconferences.ca](mailto:orieberlasso@bigpictureconferences.ca)

### CENTREX

April 29 & 30, 2007

Winnipeg Convention Centre,

Winnipeg, MB

[info@centrex.ca](mailto:info@centrex.ca) [www.centrex.ca](http://www.centrex.ca)

### The CTHRC 6th Annual Tourism HR Forum

*"Can Tourism Deliver? Responding to  
the HR Crisis"*

April 30 - May 2, 2007

Coast Plaza Hotel & Suites,

Vancouver, BC

[hrforum@cthrc.ca](mailto:hrforum@cthrc.ca) [www.cthrc.ca](http://www.cthrc.ca)

### Alberta Hotel & Lodging Association

*87th Annual Convention*

*& Trade Show*

May 20 - 23, 2007

The Fairmont Jasper Park Lodge,

Jasper, AB

[www.ahla.ca](http://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.

## Attention Sales Managers

**You are invited to participate in a confidential survey.**

The demands made on Sales Managers in today's hospitality industry are tremendous. Think back to your first job as a Hotel Sales Manager. Were you formally trained or was it "sink or swim"? How long did it take before you "mastered" the product, industry jargon and procedures?

This survey is part of a pioneer project and is being conducted by JSY INNOVATIONS ([www.jsyinnovations.com](http://www.jsyinnovations.com)). Gathered information, in confidentiality, from Sales Managers in Hospitality will provide the building blocks for new and innovative training programs. Consider yourself a pioneer and take just a few minutes to answer the online questions!

<http://www.surveymonkey.com/s.asp?u=713002841968>