



ROOMers

Insights and Information on the Canadian Hotel Industry

Hall of Fame Awards Call for Entries

The Hotel Association of Canada (HAC) is now accepting entries for the 2007 **Hall of Fame Awards of Excellence**. Now in its fourth year the Hall of Fame Awards program continues the association's tradition of acknowledging the strong standards and values of those involved in and with the lodging industry.

Each year the **Hall of Fame Awards** attracts more and more entries from HAC members across the country. The Awards program proudly recognizes those individuals, companies or properties that have demonstrated significant accomplishments, exemplary leadership and tireless commitment to our industry in the following divisions:

The Humanitarian Award:

Given for individuals/programs that demonstrate to residents that the individual property is responsive to the local community.

The Human Resources Award:

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

The Energy & Environment Award:

Recognizes lodging properties that have developed a culture towards inte-

grating environmental management practices that improve everyday operations and the bottom line, while maintaining quality service and meeting guest expectations.

HAC President Tony Pollard states judges are looking for nominees that have brought value and measurable benefits to organizations, the community, employees, guests and the environment.

"Budget and project size are not a factor in the judging of an entry; judges are not concerned with whether the initiative was big or small, well-funded or implemented on a shoestring budget," says Pollard. "If your efforts have made a difference, then they should be recognized with an Award of Excellence."

...continued on page 9

New Student Bursary Launched in Honour of Stephen Phillips



Early this year the hospitality industry mourned the passing of **Stephen Phillips** after a long and hard fought battle with Cancer. Stephen, former Vice-Chairman and CEO of AFM Hospitality Corporation Inc., was instrumental in growing the Howard Johnson brand in Canada and in the United States.

Stephen's passion for Hospitality was second to none - he touched a great number of people in many different ways over the years and was responsible for launching the career of many people within the Hospitality Community.

It was with this great passion and spirit in mind that the HAC Board of Directors voted unanimously, at their August meeting, in favour of contributing to a fund to assist students studying in the field of Hospitality.

...see **Passion for Hospitality** on page 11



Government Relations

New Secretary of State for Small Business & Tourism

On August 15th Prime Minister Stephen Harper appointed Diane Ablonczy to the position of Secretary of State for Small Business & Tourism during his cabinet shuffle. The day following her appointment Tony Pollard, Hotel Association of Canada president, was called by Ms. Ablonczy. He congratulated her and indicated that HAC was pleased to build on the relationship that had been established with her predecessor. Discussed at length was the importance of examining government decisions as they affect travel and tourism. The Minister agreed that one of her major responsibilities at the Cabinet table is “to view policy decisions from a tourism point of view.”

HAC Board of Directors Meets in Kananaskis

The Delta Kananaskis Hotel played host to a lively and fruitful HAC Board of Directors meeting on August 13 and 14. The HAC Board, consisting of corporate and provincial representatives from across Canada, convened to review HAC priorities and plans. It was unanimously agreed that advocacy and government relations must remain the number one focus for the Association and as a result the Board has committed significant new resources to this function.

The Board agreed the top government relations advocacy issues for the coming year are as follows:

- ♦ government monitoring and awareness of the travel and tourism industry
- ♦ funding for the Canadian Tourism Commission and tourism infrastructure
- ♦ labour shortage
- ♦ air access and prices
- ♦ hotel REITs
- ♦ the Border

The Board approved a new HAC Government Relations Program and Process to further engage the Members both in Ottawa and at the riding level.

The HAC Government Relations Day, in conjunction with the Tourism Industry Association of Canada (TIAC) takes place in Ottawa on November 27th.



Public Works and HAC Consult together on Accommodation Directory Program

HAC has been working diligently to advocate for a consultative process with the Government of Canada's Accommodation Directory program. Specifically we have worked to voice our concerns and make recommendations on the 2008 Standing Offer process. HAC has had success in moving in a positive direction regarding this approach.

Among other changes the Government of Canada is proposing a return to a monthly rate schedule versus the annual rate in last year's Request For Standing Offer (RFSO) for 'Select Markets'.

Additionally the Government of Canada consulted HAC for assistance in reaching out to our industry for feedback and suggestions prior to finalizing the 2008 RFSO.

The RFSO for the 2008 Accommodation Directory for the Government of Canada has now been released. Offers must be submitted to Public Works and Government Services Canada Bid Receiving on or before October 10, 2007 at 2:00 pm. If you have not received a copy of the 2008 RFSO, please contact Peter Frey at peter.frey@pwgsc.gc.ca or at 613-952-1206.

HAC Files Objections to SOCAN and NRCC

On July 17 the HAC filed a formal objection with the Copyright Board of Canada to Tariff changes proposed by SOCAN and the Neighbouring Rights Collective of Canada (NRCC). The HAC has formally objected to SOCAN's proposed Tariff 15A, Recorded Background Music, and 15B, Music on Holdover Telephone System. In addition the HAC has filed objections to NRCC's proposed Tariff 5, Use of Music to Accompany Live Events.

Canadian Foreign Convention Tour and Incentive Program Comparison to VRP

On September 25, 2006, the Government announced that all accommodation rebates under the old Visitor Rebate Program (VRP), including the rebate to foreign tour operators, would be cancelled effective April 1, 2007. However, in Budget 2007, the Government announced that certain accommodation rebates would continue under the new Foreign Convention Tour and Incentive Program (FCTIP). For example, the rebate for eligible tour packages is continued under the new FCTIP, and as before, that rebate amount can be paid or credited at the point-of-sale. In addition, foreign tour operators are still able to get a rebate of the GST. They pay on room nights in Canada, provided the accommodation is resold as part of an eligible tour package. As mentioned in an information circular (posted on www.hotelassociation.ca), the Government cancelled the paying or crediting of the GST rebate amount on accommodation at the point-of-sale to ensure taxpayer dollars are being spent on the intended tour packages.

...continued on page 4

Sure, the Internet has made advertising job opportunities easier and more cost-effective. And it's a simple process too. But the ease of posting jobs has made many forget the true purpose of advertising – to sell.

Job Postings That Work

Stop Posting and Start Selling

Hcareers Contributing Writer:
Janet Morrison, CEO, J. Morrison Group

In the case of career opportunities, you are selling your company and the particular job you have to offer. It's one of the toughest selling jobs there is. After all, you are asking your target candidate to make a life-defining decision. Whereas the decision to buy a new brand of cereal has only a few dollars at stake, changing jobs affects one's standard of living, the manner in which one's days are spent, and often, one's self-image and feeling of worth.

The WIIFM

So, how do you start selling? Turn the tables. Instead of focusing solely on what you want in a candidate, tell the candidate what you have to offer in a language that speaks to their career concerns and aspirations. You must answer the WIIFM question: **“What's In It For Me to apply to your job?”**

The power of selling starts with knowing your prospect. What factors matter the most to them? What will motivate them to choose your job opportunity over a competitor's?

While it is important to include specific requirements of the job, a listing of required skills and experience alone does nothing to set your company apart from your competitors, nor does it motivate the best candidates to apply. The best candidates don't apply for a job because they have the skills listed. They apply because they want to do the work you have outlined for the company you have described.

The 5 W's

Give your reader the Who, What, When, Where and Why of your job opportunity. While not all the ques-

tions below will reveal a significant selling point for your particular job opening, you should still consider answering:

What will they do?

Why is this job different from similar jobs in the same industry?

What will they learn?

What can they achieve?

Where can this job take their career?

Who is this company?

Why work for this company?

When is this position available?

The Wow Factor

The proliferation of job postings and the short attention span of today's Internet-speed world requires an immediate capture of the reader's attention. The first two or three sentences should make bold, compelling statements as to why this is a great job. Once you have gained their attention, the remainder of the ad can elaborate on this and other key selling points of the job. And, of course, you will want to include the skills and experience mandatory for the position, or notification that you are willing to train in some or all areas.

Make sure to take advantage of any employer branding opportunities the job posting site may offer. This will not only differentiate you from your competitors, but it will also communicate something about your corporate cul-

ture and your commitment to hiring the best. Branding opportunities could include company logo, company profile and custom artwork to frame your postings, as well as traffic driving elements such as banner ads and “Featured Employer” links.

And don't forget to spell check and proof your posting! Poor grammar and punctuation, misspellings and awkward ad copy can do significant harm to your employer brand.

The Way

The sell is not complete until your prospect has acted upon your offer. Therefore, include a direct call to action of how to apply for the job. Preferably the job posting site has an “apply online” feature that allows an applicant to send the resume they have stored on the posting site with just one click of a button. You are assured to get the resume by this method and don't have to worry about the resume getting spam filtered out of your e-mail system. Plus, if the site offers an employer dashboard that allows storage of resumes, you will be able to track and assess your responses much easier.

Although it may take a little time and effort to change your recruiting from posting job notices to selling your opportunities online, you will benefit from a higher quantity and quality of applicants. Plus, you will be well on your way to creating an employer of choice brand awareness in the marketplace and filling your candidate pipeline.

www.hcareers.ca

Hcareers is a Hotel Association of Canada Strategic Partner

Awards

Quality Inn Matane, QC, was named "2007 Canadian Hotel of the Year" by Choice Hotels Canada. The 70-room hotel features a restaurant, car rental service, exercise room, outdoor seasonal pool and sauna and is classified four stars by Hébergement Québec and three diamonds by CAA.

Carlson Hotels Worldwide has honoured the **Radisson Plaza Hotel Saskatchewan**, Regina with the *President's Award* for the 13th year in a row. Radisson Hotels also honoured the hotel's General Manager **Marla Preston** with the *Esprit Award* as the brand's top manager in the Americas.

Foodservice and Hospitality Magazine and Hotelier Magazine both gained top honours in the Annual Kenneth R. Wilson Awards competition sponsored by the Canadian Business Press. **Foodservice and Hospitality Magazine** was awarded three Silver Awards: *Best News Coverage*, **Scott Gardner**, Associate Editor, "Sea Change", September 2006; *Best Merchandising/Marketing Article*, **Iris Benarolia**, Managing Editor, "Blade runners", October 2006; *Best Photography*, **David Heath**, Art Director; **James Labounty**, Photographer, "Parlez-vous bistro?", May 2006. **Hotelier Magazine** earned the Gold Award in the *Best Photography category*, **David Heath**, Art Director; "The bear essentials", January/February 2006.

The Tourism Industry Association of Canada (TIAC) is inducting five tourism leaders into the *Canadian Tourism Hall of Fame*: Hotelier **Leo Sheftel**, Calgary, AB; **Max Ward**, Founder of Wardair, Edmonton, AB; **Nancy Stibbard**, Owner, Capilano Suspension Bridge, Capilano,

BC; **Stan Cook Sr**, Founder, Wild Newfoundland Adventures, Cape Broyle, NF; **Stan Cowley**, Rafter Six Ranch, Exshaw, AB.

Delta Hotels has honoured its top Canadian performers for 2006: *Hotel of the Year - Franchise Category*, **Delta Edmonton South Hotel & Conference Centre**; *Hotel of the Year - Managed Category*, **Delta Bow Valley** (Calgary); *Most Improved Employee Satisfaction*, **Delta Rocky Crest Resort**; *Most Improved Financial Performance*, **Delta Calgary Airport**; *Most Improved Guest Satisfaction*, **Delta St. John's Hotel and Conference Centre**.

The Westin Bear Mountain Victoria Golf Resort & Spa has been awarded *five stars by Canada Select*. Bear Mountain is only the second resort in British Columbia to receive the distinction in the resort category, and the fourth to receive that rating in the hotel category.

The Gatineau Ramada Plaza earned the prestigious *Pinnacle Award* for service and quality from Ramada Worldwide at the chain's recent international conference.

The Courtyard by Marriott Toronto Downtown Sales Team has been presented with *The Arthritis Society's Patron's Award*. The Patron's Award is presented to a company, organization or foundation that has provided a variety of distinguished and extraordinary services and fundraising support to The Arthritis Society. Since 2002 the hotel has been actively supporting the Society in its efforts to assist those affected by arthritis.

Government Relations

FCTIP *continued from page 2*

The difference between the new FCTIP and the old VRP is the way in which foreign tour operators are rebated the GST that they were always required to pay on room nights in Canada. Under the old VRP, accommodation providers could only pay or credit the amount of the GST rebate to a foreign tour operator at the point-of-sale where the foreign tour operator

was able to demonstrate to the accommodation provider that it would have been eligible to claim a rebate if it had paid the tax and filed a rebate application directly with the CRA. While accommodation providers did not have to forward records detailing that the foreign tour operator satisfied the rebate conditions, they had to have those records available in case they were audited by the CRA.

Under the new FCTIP, foreign tour operators that have purchased room nights in Canada that have been included in tour packages can no longer be paid or credited the amount of the GST rebate at the point-of-sale. Consequently, for-

foreign tour operators must pay the 6% GST to the accommodation providers and file a rebate application directly with the CRA. Foreign tour operators would still be required to prove that they meet the conditions for the GST rebate, except they will now have to provide that proof/paperwork to the CRA instead of to the accommodation providers. This should reduce the complexity, costs and risks of the program for accommodation providers.

As mentioned in the information circular, if you are selling accommodation to a foreign tour operator, you can choose to enter into a private Power of Attorney arrangement and file the claim on the foreign tour operator's behalf. Such an arrangement is not part of the FCTIP, but rather a private agreement between the parties. More information on this can be found in the CRA's GST/HST Notice 221, Questions and Answers on the Cancellation of the Visitor Rebate Program and the New Foreign Convention and Tour Incentive Program:

<http://www.cra-arc.gc.ca/E/pub/gi/notice221/notice221-e.html>

Newsworthy

Hotels

The 77-room **Hazelton Hotel** is now open in Toronto. The site includes the 250-seat restaurant One and a state-of-the-art 25-seat private cinema.

The newly built 138-room **Future Inns Hotel & Conference Centre**, Cambridge, ON, is now open offering 10,000 sq. ft. of meeting and banquet space, Bruce Restaurant & Lounge, fitness facility and licensed golf simulator.

Renovations to the **Four Seasons Vancouver** will be unveiled in November when a new restaurant, lounge and bar are opened. Included in the new design will be an open kitchen, dramatic bar and an interactive kitchen counter-bar placed between the restaurant and the lounge.

With over \$1.5 million in renovations to guest rooms and common areas, the 108-room **Travelodge Montréal Trudeau Airport**, QC now features boutique-style décor in its guestrooms, lobby and breakfast area. Standard free business amenities include in-room high speed internet, 24 hour airport shuttle, in-room refrigerators and business desks with ergonomic work chairs in all rooms.

The **Ramada Plaza Crystal Palace Hotel**, Moncton, NB has invested over \$800,000 in upgrades, including a 1,700 square foot expansion to the Convention Centre, upgrades to guestrooms and a complete overhaul of the McGinnis Landing Restaurant.

The 312-room **Sheraton Parkway Toronto North Hotel & Suites** has unveiled a \$10 million renovation to the guestrooms, lobby, meeting facilities, public space and the ballroom. The hotel also unveiled "SPIRITS" Bar & Lounge and "CRAVE" Restaurant. Guestrooms underwent renovations adding a new work space, sitting area and Sheraton's signature Sweet Sleeper Bed®. Further renovations to the property are planned including new fitness facilities and a first-class spa.

Embassy Suites Hotels announced the opening of its first hotel in Montreal, the **Embassy Suites by Hilton Montréal**.

The 210-suite hotel features spacious, two-room suites - most with a fireplace - comprised of a separate living area with a sofa bed and desk, private bedroom and bath, HDTV flat-screen televisions, wired and wireless high-speed Internet access, a wet bar, and more. Each suite also features an auto-sensing remote Jack Pack allowing guests to plug all electronic gear into the television providing a multi-media interface.

Companies

Knights Inn Canada Franchise Systems Limited, Toronto, ON, announces its first franchise location in Quebec, the 70-room *Motel Raphael* in Montreal. The property features a heated outdoor pool, meeting facilities and complimentary continental breakfast. This will be the newest property in Canada to fly its flag under the brand's "Fresh Approach" program, which focuses on a higher level of quality, consistency, service and support.

The newly rebuilt, 36-room *Knights Inn Orillia* will be joining the **Knights Inn Canada** system this October, the second of four new properties expected to be added in 2007 to '08. Each guestroom will feature a flat panel LCD television, and guests are served a complimentary continental breakfast.

Lakeview REIT is completing the acquisition of its 15th hotel, the 120-room conversion *Lakeview Signature Suites Hotel*, bringing to 12 the number of Lakeview REIT hotels in the Alberta/British Columbia region.

Starwood Hotels & Resorts Worldwide, Inc. has opened the *Four Points by Sheraton Prince George*, BC. The newly built hotel features 74 rooms and offers free wireless high-speed Internet access, bottled water and in-room coffee, a fitness facility, business centre, meeting rooms and the Blackwater Lounge and Dining located in the hotel.

Days Inns - Canada is reporting a strong first half in 2007, with eight new projects spread across the country. All eight hotels are set to be open by the end

of 2007, adding more than 810 rooms to the chain's growing portfolio. To date, five properties have opened in 2007: *Days Inn - Niagara Falls, Fallsview Casino*, ON, *Days Inn - Wallaceburg*, ON, *Days Inn - Dartmouth*, NS, *Days Inn & Conference Centre - Edmonton Airport*, AB, *Days Inn - Thunder Bay North*, ON. Construction projects include: *Days Inn - Edmonton South*, AB, *Days Inn - Brampton*, ON, *Days Inn - Kincardine*, ON.

Realstar Hospitality welcomes the newest *Motel 6* property in Niagara Falls, ON. The new construction six storey 132 room hotel is 100% smoke-free and uses energy-efficient lighting throughout the hotel, both inside and outside, to further cut its electricity usage. The hotel also features Niagara Falls' newest saltwater two-storey atrium indoor swimming pool.

Realstar Hospitality has three hotels presently under construction in Alberta. Motel 6 locations are being built in *Stony Plain*, *Claresholm* and *Grand Prairie*. All three locations will feature free high-speed Internet and an expanded cable channel line-up with premium channels. Additional amenities include in-room mini-fridges, microwaves and complimentary morning coffee.

Trilogy Properties Corporation, Vancouver, BC, is now the sole owner of Montreal boutique Hotel GODIN, to be rebranded the *OPUS Montreal*. The company has also planned the launch of a national chain of OPUS boutique hotels.

A \$60 million, 20-storey, 220-room *Coast Coal Harbour Resort*, is being built by **Okabe North America Inc.**, a subsidiary of Japan's Okabe Co., Ltd., which owns Coast Hotels & Resorts. At its groundbreaking a traditional 2000-year-old Japanese Shinto ritual was conducted to bless the ground and pray for the safe operation and success of the new hotel. The Coast Coal Harbour Hotel is scheduled to open in the fall of 2009.

...continued on page 9

6 out of 10
Canadians
choose
eco-friendly
hotels

Reduce Your Eco-Footprint
Improve Your Bottom Line
Become A **Green Key** Hotel



As the environment becomes more prominent in the minds of government, business and consumers any steps you take towards reducing the eco-footprint of your hotel will be valuable ones.

The Hotel Association of Canada's **Green Key Eco-Rating Program** rates hotels on their environmental sustainability and recognizes them as destinations of choice for the eco-conscious traveller.

Designed by hoteliers for hoteliers the **Green Key Program** is delivered in the form of an easy-to-use online audit for the low annual fee of just \$350.

Here are just a few benefits of becoming **Green Key** Rated:

- ◆ an environmental performance report highlighting your hotel's accomplishments and providing tips for improvement
- ◆ use of the Green Key Logos and an official plaque promoting your rating
- ◆ a listing on the *Find Hotels* page of the Green Key website
- ◆ the opportunity to post your Green Key rating with your listing on the Government's Accommodation Directory* (Public Works & Government Services Canada)

**deadline for submissions to the 2008 directory is end of September 2007*

Be a part of this industry-wide Green Initiative!

Join the hundreds of hotels across Canada that are already **Green Key** members and watch your savings, your occupancy and the environment...flourish.

12% of all
Canadian
hotel book-
ings are
government
generated

Visit www.hacgreenhotels.com
or call 613-237-7149



To attract the best, you need to be the best.

An Employer of Choice is one whose employees' actions align with its business goals, staff feel appreciated and valued, and their contributions are acknowledged and rewarded. That's why more people want to **JOIN** an Employer of Choice and **STAY** with them.

Great people are hard to find and keep, so becoming an Employer of Choice makes great business sense. Show job candidates that your organization is a great place to work – show them you're an Employer of Choice!

Find out how to become an Employer of Choice for free and get started today!

discovertourism.ca

discover
TOURISM | EMPLOYER
OF
choice

Access Canada Now Available Online



The Hotel Association of Canada (HAC) has now launched the second generation of Access Canada, a national standards program which rates lodgings based on their ability to accommodate the aging population and people with disabilities. The revamped program is now administered through a comprehensive online assessment, supported by independent inspections, and available to Canadian lodging facilities in both English and French.

Access Canada establishes a consistent national standard in providing lodgings for the growing percentage of the world's population comprised of seniors and people with disabilities. It also aims to attract domestic, American and other foreign tourists and tour operators to consider Canada as a primary destination for travellers of this demographic.

The Access Canada standards were updated by referencing sources such as the Ontario Accessibility Legislation (2006), the CSA Building Code, the National Building Code and The American Disabilities Act and the valuable input of a working committee.

Access Canada aims to increase the number of accessible hotels in Canada by improving hotel facilities and service provided to seniors and people with disabilities. How? By focusing on four areas:

Access Canada aims to increase the number of accessible hotels in Canada by improving hotel facilities and service provided to seniors and people with disabilities. How? By focusing on four areas:

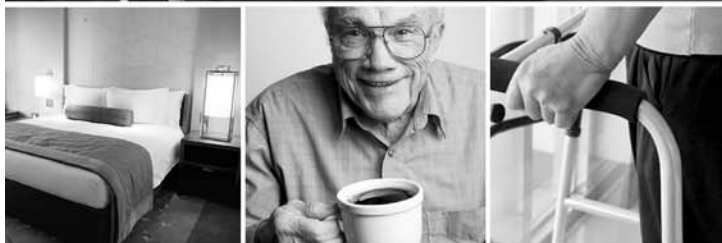
- ◆ Improving the interpersonal skills of hotel staff in relating to seniors and people with disabilities;
- ◆ Raising staff awareness of the range of services required by hotel patrons who are seniors or persons with disabilities;
- ◆ Enhancing staff knowledge of properties' services and facilities, and,
- ◆ Increasing staff comfort levels in relating to seniors and persons with disabilities.

Centrally administered by HAC, participants will receive a rating on a scale of one through four, with ratings and participants being promoted online, in various guides, in government directories and to travel operators.

Access properties also receive a report highlighting their properties current accessible features and providing guidance as to how they can achieve the next Access level.

Visit the official Access Canada website at:

www.access-canada.ca



ACCESS THE WORLD'S FASTEST GROWING GUEST CATEGORY WITH ACCESS CANADA!

Access Canada is the world's first national accessibility program that rates lodging accessibility for seniors and persons with disabilities – one of the fastest growing travel demographics!

Access Canada hotels receive:

- Listing and website links on the Access Canada "Find a hotel" web page
- Licensed use of the Access Canada logo
- Promotion in travel guides and government directories
- Easy-to-use online assessments and training

Seniors and persons with disabilities comprise 15% of the world's population – Access Canada positions your property to attract and retain this important market segment.

Don't delay – become an Access Canada hotel before November 30, 2007 at an introductory rate of only \$275 – a discount of 20%!



Call 613-237-7149 or visit www.access-canada.ca to register now!

Choice Hotels Canada has added quite a few hotels to their system in the last few months: 154-room *Quality Inn Halifax Airport - Goffs, NS*; the 145-room *Quality Hotel & Conference Centre - Niagara Falls, ON*; the 38-room *Econo Lodge - Miramichi, NB*; the 58-room *Econo Lodge - Surrey, BC*; and the 33-room *Econo Lodge Inn & Suites - Pembroke, ON*.

Choice Hotels Canada also welcomes the 50-room *Clarion Inn & Conference Centre* in Gananoque, ON, and the 39-room *Hotel Loft Boutique*, a Clarion Collection Hotel in Piedmont, QC. Both are recent conversion properties.

Other

A comprehensive national and regional compensation and benefits survey of the Accommodations, Food and Beverage Services, and Recreation and Entertainment sectors is now available from the **Canadian Tourism Human Resource Council (CTHRC)**. Data for 28 different occupations at all levels, from front-line to senior management, was gathered for 1,150 establishments. "Participation from the sector was high in this study because employers understand the importance of this information," said Wendy Swedlove, President, CTHRC. "The information it provides will be important to understanding how competitive the tourism sector is with respect to compensation. We hope this information will be used by employers to ensure that the sector continues to attract and retain skilled workers." For information: Tel.800.486.9158, www.emerit.ca.

One of Canada's most outstanding lodging industry leaders is taking a well deserved retirement. **Patrick Field** has demonstrated exceptional leadership in so many ways. He was instru-

mental in the early nineties in getting the Canadian Tourism Commission established. This was followed by service on the Tourism Industry Association of Canada Board of Directors and for many years up to the present as a member of the Board of the Hotel Association of Canada. Patrick's most recent position was as Vice-President - Canada, Sales & Marketing for InterContinental Hotels Group.

Royal Roads University in Victoria introduces the *Master of Arts degree in International Hotel Management*. The program, which begins intake in October 2007, is the first of its kind in Canada. It is a blend of distance courses and on-campus learning with a schedule that works around the seasonality of North America's tourism industry. It is aimed at hotel professionals looking to make themselves marketable to a world-wide audience, in all aspects of the hospitality industry. Plans are also underway to expand the campus infrastructure to include a 150-room hotel and conference centre. The program includes three residencies, two at the university in Victoria, and one in an international setting. For information www.royalroads.ca or call 1-877-778-6227.

Peter Fowler, co-founder of Red Leaves, the new luxury resort community under construction on the shores of Lake Rosseau in Muskoka, ON, unveiled the latest development plans for the sprawling 1,400 acre resort. Red Leaves will be home to *The Rosseau*, the first J.W. Marriott hotel in Canada (which will be operated as a condo hotel), a four-season village complete with town square, shops, cafes and restaurants, a theatre, a 700-acre wildlife preserve, a marina and world-class golf course. Red Leaves has also just purchased *Cleveland's House*, a historic Muskoka resort dating back 136 years.

HAC Awards ...continued from cover



Winners will be honoured at an Awards Dinner on February 25, 2008 in conjunction with HAC's Annual Conference at the Hilton Toronto Hotel, Toronto, ON.

For more information on the three award categories and to access the *Hall of Fame Awards* Call for Entries form, visit the Awards page on the HAC website:

<http://www.hotelassociation.ca/site/news/awards.htm>

THE DEADLINE FOR ENTRIES IS OCTOBER 31, 2007

All HAC Awards winners receive complimentary tickets to the Awards dinner, one complimentary room night at the Hilton during the 2008 conference and a discounted conference delegate rate. Winners are also featured here in *Roomers*, mentioned on the HAC web site, and more.

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

Previous HAC Hall of Fame Award Winners:

Humanitarian Award:

- ◆ The staff of Les Suites Hotel, Ottawa
- ◆ Stan Cowley, President-Rafter Six Ranch Resort, Exshaw, AB
- ◆ Bhagwant Singh Parmar, Owner/operator - Days Inn Brockville, Quality Hotel Royal Brock and Travelodge
- ◆ Delta Chelsea Hotel, Toronto, ON

Human Resources Award:

- ◆ Chantal Smitheram, Casting Director - Brookstreet Hotel, Ottawa
- ◆ Darlene Grant Fiander, Executive Director - Nova Scotia Tourism Human Resource Council
- ◆ The Holiday Inn Toronto Yorkdale, Toronto, ON
- ◆ The Sheraton Cavalier Hotel, Saskatoon, SK

Energy & Environment Award:

- ◆ The Best Western Inn - Kelowna, BC
- ◆ CHIP Hospitality of Vancouver, BC
- ◆ The Monterey Inn Resort & Conference Centre, Ottawa, ON
- ◆ Fairmont Hotels & Resorts - BC Region:
 - The Fairmont Hotel Vancouver
 - The Fairmont Vancouver Airport
 - The Fairmont Chateau Whistler Resort
 - The Fairmont Empress
 - The Fairmont Waterfront



Hcareers is pleased to be a preferred online job board of the Hotel Association of Canada



Where hospitality works.™

HAC members
get **20%** discount

Call: 1.800.832.3738 ext. 244
Email: HAC@hcareers.com
www.hcareers.ca



HOTEL ASSOCIATION OF CANADA
ASSOCIATION DES HÔTELS DU CANADA

Upcoming Events

Crisis Management in Hospitality & Tourism: "Getting Prepared"

Presented by the University of Guelph, School of Hospitality & Tourism Management in partnership with Tourism Industry Association of Canada
October 1 - 2, 2007

Renaissance Toronto Airport Hotel, Toronto, ON
www.tiac.travel/english/crisismanagement.asp

Attention George Brown College Alumni! *2007 Homecoming - 40 Years to Celebrate Event!* October 20, 2007

St. James & Casa Loma Campus
George Brown College, Toronto, ON
www.georgebrown.ca/homecoming

Tourism Industry Association of New Brunswick

Annual Conference
October 26 & 27, 2007
Ramada Crystal Palace, Moncton, NB
www.tianb.com

Québec Hoteliers Association

58th Annual Convention
October 29 - 31, 2007
The Fairmont Manoir Richelieu, La Malbaie, QC
www.hoteliersquebec.org

Tourism Industry Association of Canada

Canada's Tourism Leadership Summit
November 4 - 6, 2007
Fairmont Empress, Victoria, BC
www.tiac-aitc.ca

Canada-e-Connect: Canada's e-Tourism Strategy Conference & Awards

November 7 - 9, 2007
Fairmont Waterfront Hotel
Vancouver, BC
<http://www.canadaeconnect.com/>

International Hotel/Motel & Restaurant Show

Hospitality Leadership Forum and Exhibition
November 10 - 13, 2007
Jacob K. Javits Convention Centre, New York, NY
www.ihmrs.com

...continued on page 12

Passion for Hospitality

...continued from cover

The *Stephen Phillips Passion for Hospitality Bursary* is dedicated to his memory. The \$1,000 bursary will be awarded annually to the hospitality student who best represents the qualities that Stephen Phillips brought to the industry.

The recipient of this award will demonstrate a strong commitment to the industry and their chosen field. Like Phillips, the winner will have shown a "hands on" quality, an entrepreneurial spirit and be active in industry associations/events, charity work and displays an ability to lead and inspire a passion for the field in others.

If you are an educator in the hospitality field and know of a deserving student, or if you are a hospitality student, please visit the Hotel Association of Canada's website to download the nomination form from the Awards page:

www.hotelassociation.ca

**THE DEADLINE TO APPLY FOR THIS BURSARY IS
NOVEMBER 30TH, 2007**

Members!

**Have you checked out the new
Hotel Association of Canada website?**

As an HAC member you have access to all types of current and archived files including:

- ◆ HVS Lodging Outlook
- ◆ PKF Trends
- ◆ Statistics Canada Cross Border Reports
- ◆ RooMers

You can also browse the database of members, alphabetically or by a product/service category search:

- ◆ Corporate Hotel Companies
- ◆ Provincial Hotel Associations
- ◆ Allied (Supplier) Members
- ◆ Educator Members

The Members Only Area also features important news releases and documents, an Update Profile function, and more.

**Log in to
www.hotelassociation.ca
and check it out!**

DON'T MISS OUT ON THE HOSPITALITY INDUSTRY'S
BIGGEST EVENT OF THE YEAR!

SATURDAY OCTOBER 20, 2007
CANADIAN ROOM THE FAIRMONT ROYAL YORK

Proceeds from the Ball fund scholarships for college and university students, future employees and leaders of the foodservice-hospitality industry of Canada.

"La Dolce Vita"

FOR MORE INFORMATION AND TO ORDER TICKETS ONLINE GO TO:
www.chfscholarships.com/ball/tickets

BALL SPONSORS



OFFICIAL SPONSOR FOR 14TH YEAR

THE GLOBE AND MAIL
OFFICIAL SPONSOR FOR 7TH YEAR

ANDREW PELLER
LIMITED



STARWOOD
HOTELS & RESORTS WORLDWIDE, INC.



CANADIAN HOSPITALITY FOUNDATION 300 Adelaide Street East, Suite 339, Toronto, ON M5A 1H1
Tel 416 363 3401 Fax 416 363 3403 email chf@theohi.ca

New HAC Members

The Hotel Association of Canada welcomes the following new members:

Allied Members

Interval International

John Sanginesi

Director - Resort Sales & Service

1 Dundas Street W., Suite 2500

Toronto, ON M5G 1Z3

T: (416) 593-8024

F: (416) 593-8028

john.sanginesi@intervalintl.com

www.resortdeveloper.com / www.intervalworld.com

Educator Members

Niagara College of Applied Arts & Technology Hospitality & Tourism Division

135 Taylor Rd., S.S.#4

Niagara-On-The-Lake, ON L0S 1J0

T: (905) 641-2252

F: (905) 988-4317

www.niagarac.on.ca

Vince Bourque, Professor

ext. 4626 email: vbourque@niagarac.on.ca

Brian Beccario, Professor

ext. 4636 email: bbeccario@niagarac.on.ca

Who's Where Now

Mark Andrew, Regional Vice President, Pacific Northwest, Fairmont Hotels & Resorts and General Manager, The Fairmont Hotel Vancouver, BC ♦ **Doug Andrews**, Hotel Manager, Coast Sundance Lodge at Sun Peaks Resort, Kamloops, BC ♦ **Gerald (Gerry) W. Barteluk**, General Manager, Lake Louise Inn, AB ♦ **Katie Bennet**, Manager of Retention Marketing, Delta Hotels, Toronto, ON ♦ **Danielle Chayer**, directrice générale, l'Association des hôteliers du Québec, QC ♦ **Greg Condon**, General Manager, Residence Inn by Marriott Vancouver Downtown, BC ♦ **Kris Charles Crundwell**, Vice President Sales Pacrim Hospitality Services, Halifax, NS ♦ **Jeff Cury**, Director of Franchise Development, Canada, Hilton Hotels Corporation ♦ **Donald Dubeau**, General Manager, Delta Trois-Rivières Hotel and Conference Centre, QC ♦ **Bertil Fabre**, Director of Rooms, Delta Centre-Ville, Montreal, QC ♦ **Philippe Gadbois**, Senior Vice President, Sales & Marketing, Atlific Hotels & Resorts, Montreal, QC ♦ **Peter Gillis**, General Manager, Tantalus Resort Lodge, Whistler, BC ♦ **The Honourable Lynda Haverstock, C.M., S.O.M., Ph.D., LL.D.**, President & CEO, Tourism Saskatchewan ♦ **Catherine Henry**, Director of Sales and Catering, Delta Victoria Ocean Pointe Resort and Spa, BC ♦ **Val Hunter**, Director of Sales, Radisson Hotel & Conference Centre, Canmore, AB ♦ **Mike Jackson**, President & COO, Holloway Lodging and President, Pacrim Hospitality Services Inc. ♦ **Ingrid Jarrett**, General Manager, Okanagan's new Cove Lakeside Resort, Okanagan, BC ♦ **David R. Kelley**, General Manager, SoHo Metropolitan Hotel, Toronto, ON ♦ **Kevin Koczynski**, Director of Sales, Delta Calgary South, AB ♦ **Lesley Mackay**, National Account Director, Delta Hotels, Ottawa, ON ♦ **David Martin**, Senior Vice President of Operations, Wyndham Hotels and Resorts, Parsippany, NJ ♦ **Mary McLellan**, Director of Business Development, Travelodge Canada ♦ **Robert Mercure**, General Manager, Fairmont Le Château Frontenac, QC ♦ **Sunny Naqvi**, Director of Sales & Marketing, Best Western Great Northern, Sault Ste Marie, ON ♦ **Gerald Normandeau**, CHA, Vice-President of Operations, Holloway Lodging REIT & Pacrim Hospitality Services ♦ **Victoria Nykolaychuk**, General Manager, Staybridge Suites Calgary Airport, AB ♦ **Esa Paltanen**, General Manager, Delta Grandview Resort, Huntsville, ON ♦ **David Rooper**, CHA, General Manager, Harbour Towers Hotel & Suites, BC ♦ **Fernando Salazar**, Vice President of Food & Beverage, Wyndham Hotels & Resorts, Parsippany, NJ ♦ **John Sorensen**, President, Resorts Ontario ♦ **Monica Sourour**, General Manager, Holiday Inn Express Hotel & Suites Montreal Centre-Ville, QC ♦ **Pawla Swider**, Vice-President, Operations and Business Development, Ontario Restaurant, Hotel and Motel Association, Mississauga, ON ♦ **Dany Thibault**, General Manager, Hilton Québec ♦ **Rachel Thompson**, Sales Manager, Coast Victoria Harbourside Hotel & Marina, BC ♦ **Ian Thorley**, Director of Sales and Marketing, Delta Sun Peaks Resort, BC ♦ **Roger Tremblay**, General Manager, Delta Sherwood Inn, Port Carling, ON ♦ **Robert Whalen**, Director of Sales, Four Seasons Hotel Toronto, ON ♦ **Denise Works**, Manager - Food & Beverage Operations, Delta Hotels, Toronto, ON ♦

Events

BC Hospitality Industry Conference & Exposition

Conference

November 18 - 20, 2007

The Fairmont Waterfront Hotel
Vancouver, BC

Exposition

November 19 & 20, 2007

Vancouver Convention & Exhibition
Centre, BC

<http://www.hospitality-trade.com/>

Hotel Association of Canada

Government Relations Day

November 27, 2007

National Press Club, Ottawa, ON
info@hotelassociation.ca

*HAC Hall of Fame Awards of
Excellence*

February 26, 2007

Hilton Toronto Hotel, ON
www.hotelassociation.ca

Centrex

April 13 & 14, 2008

Winnipeg Convention Centre, MB
www.centrex.ca



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

Address comments or questions to the Editor:

Andrea Myers

Hotel Association of Canada

130 Albert St., Suite 1206, Ottawa, ON K1P 5G4

Tel: 613.237.7149 Fax: 613.237.8928

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.

Annual General Meeting

February 25, 2007

Hilton Toronto Hotel, ON
info@hotelassociation.ca

Annual Conference & Trade Show

February 25 - 26, 2007

Hilton Toronto Hotel, ON
www.hacconference.ca

Saskatchewan Hotel & Hospitality Association

Annual Convention

April 20 & 21, 2008

Hilton Garden Inn, Saskatoon, SK

Saskatchewan Hospitality Expo

April 20 & 21, 2008

TCU Place, Saskatoon, SK
www.hotelsofsask.com