



ROOMers

Insights and Information on the Canadian Hotel Industry

Update on Canada's Accommodation Industry: A Reflection of the Economic Impacts of 2001

Last year, KPMG completed an economic impact study of Canada's accommodation industry for the Hotel Association of Canada that quantified both the number of hotels and guest rooms in the country and the economic impacts such as value-added, government revenues and employment generated by these establishments. Recently, the study was updated to reflect the current hotel inventory and 2001 operating data.

As you all are aware, 2001 was a trying year for the accommodation industry. The North American economic slowdown affected hotel operating results and the associated economic impacts. The tragic events of September 11th compounded the impact on our industry as both business and leisure tourists curtailed their travel plans and made the fourth quarter particularly challenging. Nevertheless, Canada's accommodation industry remains thriving and successful and continues to generate significant economic impacts. Further, the outlook for the industry remains reasonably strong as demand is forecasted to outgrow supply in the short- to mid-term.

THE SIZE OF CANADA'S ACCOMMODATION INDUSTRY

The results were calculated using a total of 3,358 properties with 30 rooms or more comprising a total of 315,261 rooms. This represents approximately 8,700 more rooms than the 2000 study. Of these, 5,700 represent additions to supply with the remaining 3,000 rooms representing establishments unidentified during the previous study. In compiling this inventory 6,526 hotels with 367,271 rooms were identified but the analysis was confined to those establishments operating on a year-round basis with a minimum of 30 guest rooms.

Using the hotel inventory and KPMG's database of hotel operating expenditures industry revenues and operating

expenditures were estimated. For the year 2001, the Canadian accommodation industry (i.e. those hotels with 30 or more rooms) generated \$10.8 billion in revenues. Rooms department revenue amounted to \$7.4 billion or 68% of total revenues while food and beverage department revenue was \$2.9 billion or 27%. Other revenues (\$504 million) included telephone, in-room movies, retail, health club, parking, currency exchange and other income.

Operating expenditures were estimated at approximately \$7.2 billion in 2001. Wages and salaries accounted for \$3.3 billion or approximately 46% of the overall expenses. These estimates reflect only the direct purchases of the hotel (i.e., purchased goods and services, labour).

Operating data was adjusted to include only normalized accommodation and accommodation-related revenue and expenses. Food and beverage revenues for certain provinces (i.e., Manitoba, Saskatchewan) are significantly understated as hotels in these provinces generate a disproportionate amount of revenue from non-hotel guests in relation to other jurisdictions resulting from their traditional key roles in small rural centres and in the retailing of beverage alcohol products.

ECONOMIC IMPACT OF CANADA'S ACCOMMODATION INDUSTRY

The analysis considers the Canadian accommodation industry from the perspective of both direct impacts (i.e., Canadian hotel employment and the value-added and government revenues generated by the Canadian hotel industry and its employees) and indirect impacts (the employment, value-added, and government revenues generated by suppliers to the industry). As with the 2000 study, the estimates are based on the Conference Board of Canada's Tourism Economic Assessment Model ("TEAM").

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Happy Birthday Château Laurier!

The Hotel Association of Canada congratulates Ottawa's Fairmont Château Laurier on its 90th birthday. Nine decades after opening its doors, it continues to exude distinct charm and sophistication. The luxurious building, brainchild of Charles Melville Hays, President of the Grand Trunk Railway, initially faced heated opposition in the House of Commons. However, Sir Wilfrid Laurier openly supported the project and Hays honoured his political ally by naming the opulent hotel the Château Laurier.

The Château opened June 1st, 1912, two months after the death of Charles Melville Hays, who went down with the Titanic. On that day, Sir Wilfrid Laurier was the first person to sign the guest register in a quiet ceremony.

Over the years the Ottawa landmark has played host to generations of royalty, celebrities and other elite. We look forward to having it grace the Ottawa skyline for many more years to come.

HAC Career Services Link a Hit!

The joint venture between the Hotel Association of Canada and hospitalitycareernet.com, was launched less than a year ago yet already it has generated an overwhelming amount of interest from our members.

Our online recruiting solution provides core services to our members including state-of-the-art solutions for employment, industry news, career advice, compensation surveys and candidate assessments. The HAC Career Services also offers supplemental services through strategic partnership, including background checks, video conferencing and relocation assistance. Employers can search by job title, location or assessment scores through a database of more than 27,000 qualified job seekers.

PRODUCTS & SERVICES

Members of the Hotel Association of Canada have three service options available to them: the Annual Corporate package; e-Search; or a Company Profile Page.

The Annual Corporate Package allows for unlimited job postings and résumé searches, as well as multiple user access. This package is ideal for hotel subscribers who wish to manage their own account - subscribers are trained, provided with user manuals and will receive extensive customer and technical support.

The e-Search Option is designed to meet the needs of hotel companies seeking candidates in middle management positions. Each e-Search receives the same level of expertise as a traditional executive search and will include other online benefits. The corporate package and e-Search service can also be combined to create a more aggressive and detailed recruiting strategy.

The Company Profile Page contains detailed company information, logos and will display all jobs posted by the company. This is particularly useful for companies whose websites don't have job board technology, as well as those looking to increase their presence on the Career Services site.

You can view the Hotel Association of Canada job board by visiting our website, www.hotels.ca, and clicking on the *Career Services* tab. For more information on how you can take advantage of this program, please contact the Hotel Association of Canada at 613.237.7149 or hac@hotels.ca.

A Reflection of the Economic Impacts of 2001...con't from front page

Value-added (or Gross Domestic Product) is one of the most commonly used indicators of economic activity. Value-added measures economic value created through the production of goods and services. For example, an industry's value-added is the difference between the sales and the cost of its purchases from suppliers. Based on the estimated operating results summarized above, the total value-added associated with the Canadian accommodation industry in 2001 was \$9.8 billion. Of the \$9.8 billion, \$7.7 billion is generated on a direct basis and \$2.1 billion is generated on an indirect basis.

Total wages and salaries generated, either directly or indirectly, by the Canadian accommodation industry are estimated at \$4.6 billion in 2001. Of the \$4.6 billion, \$3.3 billion or 71.7% was generated on a direct basis.

Employment impacts are measured in full-year equivalent jobs. Therefore, an individual who is employed on for the entire year in a part-time capacity (e.g., banquet server) represents one full-year equivalent job. Based on the operations inputs detailed above, the Canadian accommodation industry is estimated to have generated 237,817 full-year equivalent jobs in 2001. Of the 237,817 jobs, 200,752 or 84.4% were generated on a direct basis.

Ongoing operations of the Canadian accommodation industry produce significant annual revenues for the three levels of government. Annual direct and indirect revenues are summarized below:

DIRECT AND INDIRECT GOVERNMENT REVENUES 2001 (\$000)

Personal Income Tax	\$ 520,880
Corporate Income Tax	706,714
Social Security, Pension & Medical	551,801
Excise Duties & Gasoline	55,313
Property Tax	154,565
Room Tax (selected cities)	578,457
GST	755,787
PST	<u>709,455</u>
Total	4,032,972
<i>Breakdown by Recipient:</i>	
Federal	\$1,844,710
Provincial	1,458,699
Municipal	<u>729,563</u>
Total	\$4,032,972

SOURCE: KPMG BASED ON TEAM MODEL.

The 2001 results are comparable to 2000 as the impact of the softening economy and the poor fourth quarter operating results were offset by the additional 8,700 hotel rooms - from both new and previously unidentified supply.

Government Relations

HAC OBJECTS TO PROPOSED SOCAN TARIFF INCREASE

SOCAN has proposed an increase of 250% for the use of recorded music for dancing under Tariff 18. The HAC has filed an objection and hearings before the Copyright Board of Canada are scheduled to begin in Ottawa this fall. The HAC position remains that the onus is on SOCAN to substantiate change.

The HAC has also objected to proposed royalties to be collected by the Neighbouring Rights for Background Music.

HOTEL DIRECTORY FOR GOVERNMENT EMPLOYEES

This communiqué is to advise you of the planned changes to the Hotel Directory for Government Employees over the next year. By now you should be aware that the directory is available for you to view at the following Internet site:

<http://www.hcrd.gts.gc.ca/>

As a result of the second Request For Standing Offer which closed 1 May 2002, more than 150 additional properties will be added to the directory for the period from 1 July 2002 to 31 December 2002. This second request was only for properties that were not already listed in the directory for 2002, not for properties that wished to make rate changes.

Effective 1 July 2002, the name of the directory will change to the "Accommodations Directory for Government Employees". The former white and green pages will be displayed as two separate lists entitled "Accommodations Within the City Rate Limit" and "Accommodations Above the City Rate Limit". Future directories will also include a section entitled "Accommodations for Extended Stays". It will be used by government employees to find more cost effective accommodation for stays of 30 days or more.

The current accommodation listings in the directory for "Other Countries" (properties outside Canada and the USA) is very limited. In order to provide a better service to customers for 2003, it will allow each hotel chain to list all their properties outside Canada and the USA for a flat fee of \$250 US, rather than \$100 US for each property. Individual foreign properties, that are not part of a hotel chain, will still be able to submit an offer for \$100 US.

SUPPORT FOR TRAVEL MUST CONTINUE

On June 5th of this year, Anthony Pollard, President of the Hotel Association of Canada, met with the House of Commons Standing Committee on Finance to make recommendations for additional government investment in the Canadian Tourism Commission and its marketing strategies.

"As a result of the Federal Government support of the CTC marketing incentives in the amount of \$20 million last fall, the Canadian travel market has experienced some successes," stated Pollard. "Unfortunately this federal money will not be available in 2002 - 2003 just when we should be back in the market in a major way. We have proved that a cooperative effort between the travel and tourism industry and the government is beneficial; people are travelling again and they're choosing Canada as their des-

tinuation. We must continue to take full advantage of the momentum we are currently building."

Mr. Pollard put forth a request asking that the Federal Government commit an additional \$30 million in "A-based" marketing investment for the Canadian Tourism Commission. This figure would be matched by industry investment, generating an estimated \$52.8 million in new tax revenue. Industry would stand to earn an additional \$170.4 million; 2,400 new jobs would be created; and the economic spin off would approach an additional \$107 million.

The Hotel Association of Canada also provided recommendations on how Canada can assure greater levels of economic prosperity and a high quality of life for all. HAC proposed that the federal government extend and accelerate its tax reduction plan, limit spending increases to three per cent a year and use surplus revenue to continue to pay down the debt.

NEW GST TAX REFUND BOOKLETS

Hoteliers are encouraged to assist visitors to Canada in securing their GST refunds. Information on obtaining the "Tax Refund for Visitors to Canada" booklet is available from the HAC office by calling 613.237.7149 or emailing hac@hotels.ca. In addition we will be pleased to provide you with other materials from the Canada Customs & Revenue Agency on tax refunds for inbound meetings and convention business as well as individual business travel. Hoteliers are also reminded to always provide fair market value on foreign exchange.

BORDER UPDATE - NEXUS UNDERWAY

In May, Deputy Prime Minister John Manley and Governor Tom Ridge, Director of Homeland Security held their bi-monthly meeting on the implementation of the Canada-U.S. Smart Border Declaration. Working together on the initiatives in the 30-point action plan are the four border agencies: Canada Customs & Revenue Agency (CCRA); Citizenship & Immigration Canada (CIC); United States Customs Service (USCS); and United States Immigration and Naturalization Service (USINS). One of the initiatives discussed is the national expansion of the NEXUS program.

NEXUS facilitates the flow of low-risk people and goods while focussing intelligence and resources on higher risk traffic. All participants undergo extensive screening by both Canadian and American officials and acceptance into the program is based on approval by both countries. The NEXUS pilot project began at the Blue Water Bridge in Port Huron, Michigan and Sarnia, ON.

NEXUS is due to expand to three BC ports of entry this summer: Pacific Highway, BC and Blaine, WA; Douglas, BC and Blaine, WA; and Boundary Bay, BC and Point Roberts, WA. Also in the works is a plan to implement NEXUS at high-volume border crossings in Southern Ontario, New York State and Michigan, including Buffalo/Niagara, by year end.

For more information on the NEXUS program, visit: www.ccra-adrc.gc.ca/nexus

Awards

Air Canada has been voted '*Best Airline based in North America*' - the world's most experienced travelers were asked by the OAG (Official Airline Guide), the industry's leading authority, to select the best. Air Canada was voted number one in N.A. The ceremony was held in London, England and Air Canada was honoured to receive the award from His Royal Highness Prince Andrew.

The winners of the *Grands Prix du Tourisme Québécois 2002* in the Accommodation Sector are as follows: 150 + Rooms: **Gold - Manoir Saint-Sauveur**; **Silver - Château Bromont**; **Bronze - Hôtel Wyndham Montréal** 50-149 Rooms: **Gold - Le Baluchon, Auberge, Spa et Seigneurie**; **Silver - Hôtel Germain-des-Prés**; **Bronze - Marriott SpringHill Suites Vieux-Montréal** 50 Rooms or Less: **Gold - Hôtel Place d'Armes**; **Silver - Spa Givenchy Les Trois Tilleuls**; **Bronze - Auberge Lakeview Inn**.

Days Inns - Canada was honoured with a *Gold Frankie Award* by the Canadian Franchise Association for its latest TV spot, "The Affair". Last February "The Affair" was also presented with a *2001 Finalist Certificate* award in the New York Festivals Television & Cinema Advertising Awards Competition in the Travel/Tourism category.

Choice Canada was recognized at the Canadian Franchise Association's 11th Annual *Frankie Awards* Gala this past April for their ad published in Canadian Business magazine featuring the "Go, Go, Go, Stay" slogan that Choice introduced last fall.

The Sheraton Suites Calgary Eau Claire, Calgary has been awarded the *Starwood Select Best in Brand in North America* for 2001 with the highest Guest Satisfaction score amongst its 200 Sheraton hotels. The award recognizes a hotel for its exceptional levels of hospitality, service and attention to detail.

Congratulations to the **Radisson Plaza Hotel Saskatchewan**, recipient of the prestigious *CAA/AAA Four Diamond Award*. The property was also selected for the *Radisson President's Award* - this is the eighth consecutive year the property has been the recipient of both awards.

The Quality Suites Toronto Airport has been recognized by the Canadian Professional

Sales Association (CPSA) as the "Best Mid-Scale Property". This year's survey was based on over 700 questionnaires from CPSA members across the country.

CHIP Hospitality, Vancouver BC honoured its hotels as part of the annual national competition among the company's 38 properties in Canada and Seattle. **Jose Diaz**, Concierge, Radisson Hotel Winnipeg, *Associate of the Year*; **Chris Hales**, GM, Radisson Hotel Toronto-Markham, top GM and received the *Esprit Award*; **Delta Edmonton South**, *Hotel of the Year*; **Michael Liang**, GM, Crowne Plaza Ottawa, *GM of the Year*; and **Red Deer Lodge**, Red Deer, AB, *Corporate Citizen of the Year* for its charitable involvement. *Green Leaf Awards* went to **Mayfield Inn & Suites**, Edmonton and **Delta Edmonton Suites** for their Four-Leaf Ratings in the Hotel Association of Canada's Green Leaf Program.

At the **Travelodge North American Brand Conference** the following Canadian properties were honoured: "Operator of the Year" - Travelodge Toronto East/Scarborough and Travelodge Hotel Regina; "Best Business Improvement" - Calgary Airport Travelodge Hotel; "Best Guestrooms & Interior" - Travelodge Hotel Saskatoon and Travelodge Langley City; "Travelodge Miles Membership" - Travelodge Hotel Thunder Bay Airline; "Sleepy Bear Community Relations" - Travelodge Edmonton West, Travelodge Hotel Regina and Travelodge Huntsville; "Sleepy Bear Birthday Event" - Travelodge Windsor Ambassador Bridge and Travelodge Hotel Medicine Hat; and the "Ronald McDonald House Recognition" award went to Travelodge Hotel Saskatoon.

The **Metropolitan Hotel Toronto** was awarded three *CAA/AAA Four Diamond Awards* for 2002.

The Grand Okanagan Lakefront Resort and Conference Centre, Kelowna, BC recently topped the "Western Canada Regional Favourites" list in the Meetings and Incentive Travel Magazine's (M&IT) 2002 Market Report.

Fairmont Chateau Whistler, Whistler BC made the Condé Nast Traveler's list of the "Top 40 Spas in North America and the Caribbean", coming in at number 13.

Notable & Newsworthy

On behalf of its Winnipeg members, the **Manitoba Hotel Association** filed a class action on May 3 against the city of Winnipeg claiming punitive damages and other actions relating to property tax assessment. MHA includes in the claim that the assessment system has been used unfairly, improperly and in a manner that is high-handed and threatening. The vast majority of Winnipeg hotels have appealed their assessments at the Board of Revision level, and are expected to appeal to the Municipal Board.

Niagara College plans to break ground for an \$8.5 million addition to its Glendale campus, Niagara-on-the-Lake, ON to double its hospitality and tourism course capacity to 800 students. President Dan Patterson said, "Hospitality and tourism is a natural for us. It's the fastest growing industry in the world and it's the region's fastest growing industry." The new facility will include food prep labs, classrooms, a 120-seat dining room, wine-tasting lab, wine cellar and offices.

Canopco offers a solution to avoid the new calling card restrictions for 750 hotels. In a recent announcement by Canada's two competing telephone giants, Bell Canada and Telus will no longer complete each other's calling card calls from hotels instructing their respective calling card customers to dial a new 1-800 number to access their network. Canopco, an operator service provider, will however, complete calls on behalf of them and all other Canadian Telephone companies. Canopco's relationship with both companies allows them to connect guest's cards with the appropriate network from any hotel at the standard rates, without the hassle of additional access numbers.

The first **Canadian Hilton Random Acts of Service (RAOS)**, a donation of more than 1,000 pounds of linens and toiletries to ten York Regional charities, was performed by the newly re-flagged Hilton Suites Toronto/Markham Conference Centre & Spa. The Hilton RAOS encourages employees at over 225 Hilton hotels and resorts to volunteer time and talent with local citizens, civic leaders and community organizations. Each hotel team member is charged to make a commitment of at least 20 acts of service in an effort to reach the ambitious goal of the RAOS to collectively achieve one million random acts of service throughout North America by the end of 2002.

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POST YOUR PROMOTIONS ON HOTELS.CA!

The Hotel Association of Canada's web site is visited daily by travellers looking for a great deal on accommodations. You can tap into this great market by posting your promotions on the **Special Offers** page on our site: www.hotels.ca

For more information on this unique advertising venue, contact us at 613.237.7149 or hac@hotels.ca.

Notable & Newsworthy...con't from page 4

Newtrade Technologies Inc., the travel commerce machinery company, announced late March that it has developed and implemented XML interfaces that conform to the OpenTravel Alliance (OTA) specifications. An active OTA member, Newtrade contributed to the refinement of OTA hotel message specifications, a standard set of XML messages, which facilitates data communication between hotels and all hospitality partners.

Diners Club has launched what it describes as its most comprehensive web site; www.dinersclubcanada.com is "designed to be a user-friendly and convenient informational resource for all three of Diners Club's distinct customer segments: Personal Cardmembers, Corporate Customers and Merchants," the company says.

Choice Hotels International has been accepted as one of **Nortel Networks' Global Hotel Partners**, a partnership that will result in significant market share gains for Choice Hotels worldwide. Choice Hotels will work closely with Carlson Wagonlit to promote this agreement to all Nortel travellers. Nortel has over 45,000 frequent travellers and conducts business in over 150 countries, and this new partnership will allow them to access VIP rates with Choice worldwide.

International hotel and restaurant developer **Pacrim Hospitality**, a division of Pacrim Developments Inc. has entered into an agreement with **Avaya Inc.** to provide Avaya GuestWorks wireless voice and data turnkey telephone systems in its hotels. Pacrim has installed GuestWorks in nine hotels; over 1,000 rooms across Canada.

Ramada Canada and Toronto-based telecommunications company **Canopco** have formed a partnership agreement which designates Canopco as the preferred supplier of enhanced operator services for Ramada's 65 hotels. Thirteen of Ramada's properties are already Canopco clients. Ramada joins the over 750 hotels in Canada currently benefiting from Canopco's services.

Delta Chelsea Hotel, Toronto introduces North America's first LivWell rooms featuring advanced sleep technology. LivWell rooms are equipped with the latest in sleep science including specialized mattress pads, pillows and comforters scientifically designed to promote quality sleep and a feeling of improved wellness during the day. The rooms also features filtration systems that provide allergen-free air and fresh, clean filtered water.

In mid-May, **Fairmont Hotels & Resorts' Global Reservation Centre (GRC)** announced that it launched an advanced phone-routing system, leveraging Computer Telephony Integration, which speeds up the reservation process and converts more phone inquiries to reservations. The new system routes a call

from a potential guest directly to a GRC sales agent who is personally familiar with the particular hotel where the guest wishes to make reservations.

London-based **Le Meridien** is planning to re-enter the Vancouver BC hotel market within the next 24 months. The goal is a 300 to 400-room property that would fit into their new 'art+tech' design formula. A new Meridien brand, 'art+tech' rooms feature ultra-modern styling, plasma screen television, electronically controlled beds and power showers. Meridien is spending \$35 million renovating 165 'art+tech' rooms at its Toronto property.

The **Societe generale de financement du Quebec** is financing preliminary studies that could lead to a \$100 million Cirque du Soleil downtown Montreal hotel and spa. The proposed site is at the corner of Sherbrooke Street and St-Urbain and is owned by the Universite du Quebec à Montreal. It is hoped that the new property would become an incubator for concepts and talent helping to make Montreal an international cultural center.

Days Inns - Canada is adding another property to its growing portfolio with yet another franchise agreement with three-time franchisee Dimension 3 Hospitality Corporation of Saskatoon for its newest hotel in Medicine Hat, AB. Scheduled to open in July 2002 it will offer an indoor pool, exercise room, guest laundry, Jacuzzi, meeting and banquet facilities, continental breakfast area and an entire floor of 'Work Zone' rooms.

AFM Hospitality Corporation, Toronto, ON has acquired eight new management agreements - some 500 rooms - from Traveller's Inn (Canada) Ltd., Victoria, BC. Operating through its subsidiary Northwest Lodging International (Canada) Inc., AFM also acquired the U.S. and Canadian master franchise rights to the Traveller's Inn Hotels & Resorts, Traveller's Inn - Express and Traveller's International Grand Hotels & Resorts brand names. The plan is to see the blue and white Traveller's Inn flag on more than 500 properties in the next five years.

AFM Hospitality Corporation, Toronto, ON announces two new Aston properties: the 31 unit all suite Aston Rosellen Suites, Vancouver, BC; and the Aston Michael's Inn, Niagara Falls, ON. Aston is a deluxe, full-service conference and resort brand with a strong business/leisure mix.

A new hotel is set to open this July in Vancouver's stylish Yaletown district. **Opus Hotel**, a stylish 97-room boutique hotel, is poised to add an exciting new dimension to Vancouver's highly regarded hospitality industry. A member of Small Luxury Hotels of the World, Opus Hotel will provide the services and amenities of a world-class hotel within an intimate and highly personalized environment.

Prominent Vancouver and Whistler, BC restaurateur and Tuscan chef **Umberto Menghi** is planning to build a boutique 38-room **Hotel Giardino di Umberto Menghi** on the site of his "yellow house" restaurant on Hornby Street, Vancouver, BC. The proposed \$15-million property still requires municipal approval. Menghi's present restaurant will be moved during excavation and construction and will return as a guest lounge for the new hotel. Room rates are expected to average \$300.

Choice Hotels Canada Inc., Mississauga, ON is offering prospective franchisees new incentives when opening a Quality Inn, Hotel or Suites property or an Econo Lodge property. The Econo Lodge Incentive, after the initial franchising fee, offers a \$30,000 rebate on opening day, a \$5,000 signage credit and no royalty fees for the first year for a hotel with 40 + rooms. The Quality Incentive, after the initial franchise fee, offers a \$35,000 opening day rebate, a \$15,000 signage credit and no royalty fees for the first year for a hotel with 65 + rooms. President and CEO Gary Decatur said, Despite its challenges, 2001 was a banner year for new hotels joining the Choice Canada system. A total of 25 new franchise agreements were signed including nine new constructions.

Choice Hotels Canada welcomes two new builds: the 40-room Econo Lodge - Surrey, BC and the 139-room Clarion Hotel & Suites - Winnipeg, MB. The Econolodge Surrey offers a meeting room, indoor pool, sauna, hot tub and fitness room, plus much more. The Clarion Hotel & Suites features a variety of large suites & business rooms, 12 theme rooms and an indoor water park.

In early April **Hilton Hotels Corporation** unveiled it's newest member, the Hilton Suites Toronto/Markham Conference Centre & Spa. The hotel underwent a \$47.5 million expansion and renovation project. New guest suites were added, bringing the total number to 496. Other enhancements include the construction of the hotel's state-of-the-art conference center, boosting the conference capacity to 40,000 square feet of flexible event and exhibit space. Holtz, the Spa is another addition.

The West Edmonton Mall, AB has plans to build a third 244-room hotel. It will be part of a 10-year expansion plan that includes an office tower, residential apartment complex, 8,000 seat arena, six Silver City movie screens, additional retail space and parking. The estimated cost for the project is \$20 - \$25 million.

Travelodge Canada, Calgary, AB has added five new properties: the 20-room Thriftlodge Petawawa, ON; the 27-room Thriftlodge 1000 Islands, ON; the 67-room Thriftlodge Winnipeg, MB; the Thriftlodge Lethbridge, AB; the 47-room Thriftlodge Morden, MB.

PRIVACY LEGISLATION

**The question isn't *will* it affect my business?
The question is *how* will it affect my business?**

In February 2002 the province of Ontario released the draft "Privacy of Personal Information Act, 2002" (PPIA) for consultation. The response from business stakeholders, lobbyists, advocates and others has been enormous with the Government receiving over 350 written submissions. This incredible response rate begs the question, why?

The PPIA will apply to all organizations that collect, use or disclose information, including for-profits, not-for-profits and health care facilities operating in Ontario. The information covered by this legislation includes: General Information, (spending patterns, likes and dislikes, income levels), Employee Information and Health Information.

The Ontario Restaurant Hotel & Motel Association (ORHMA) has been in constant contact with the Government on this new legislation and has been selected to represent the hospitality industry within a Privacy Working Group established by the Ministry of Consumer and Business Services. Through written and verbal submissions, the ORHMA has raised the following concerns.

Consent Provisions

The current draft relies on express and/or opt-in models of consent and limits use of implied consent. Companies would have to obtain consent from their customers to collect, use and disclose their information. ORHMA has urged the government to broaden the circumstances in which implied consent or an opt-out model of consent could be used, especially when dealing with non-sensitive information.

Grandfathering Provisions (Retroactivity)

The first draft does not provide for grandfathering of information previously collected prior to the day the legislation comes into force. This renders any information a business has collected useless unless they contact their customers and receive consent to use and disclose the information. ORHMA has recommended the legislation be amended to allow for a grandfathering provision and that, for non-sensitive information, implied consent and opt-out models be applied.

Ability to Market

Ontario's privacy legislation is substantially different than the federal legislation; in its use of opt-in and express consent models and further section 31(1) or Ontario's draft legislation specifically prohibits the use and disclosure of information for marketing goods and services without consent. ORHMA has recommended harmonization with the federal Act and that section 31(1) be amended to include implied consent.

Organization Obligations

Ontario's draft bill section 53(3) requires that every organization create a position responsible for privacy, and that this designated individual must be an Ontario resident. ORHMA wants to ensure that responsibility for privacy can be incorporated into an existing job function and that the person does not need to reside in Ontario.

Employee Information

The draft legislation entrenches an employee's right to access their entire employee file and to demand changes to particular personal information. The draft is unclear a) as to whether employers will require consent to perform job evaluations that include comments from other employees and b) as to how consent provisions apply to reference checks.

ORHMA, with legal advice, has made the following recommendations: employees only have the right to change factual information (i.e. date of hire, age, etc.) in their records; employers do not require consent to collect, use or disclose personal information in the course of the administration of an employment contract or that consent be implied by virtue of the employment agreement; and employers do not require consent to perform reference checks or that consent be implied by virtue of the employment application/resume.

The ORHMA hopes that many of our recommendations will be incorporated in the next draft of the legislation, expected out June 2002 and the Government has committed to reconvening the Privacy Working Group to review the changes and provided further direction at that time. Also, widespread public consultations on the second draft of the PPIA are expected this summer with the passage of the legislation in the fall.

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The Newspaper Marketing Group Limited

The Newspaper Marketing Group Limited represents Canada's largest newspapers while working almost exclusively with the Canadian Hotel, Motel, Hospitality and Airline industries.

With offices in Vancouver and Toronto, The Newspaper Marketing Group relies on its extremely high standard of service and the reputation of the newspapers that it represents, to ensure that hotel guests receive the news they want.... when and where they want it.

Incorporated in 1999, the principals of The Newspaper Marketing Group (NMG) have over 20 years of experience in tailoring room-to-room distribution agreements for hotel owners and managers. While specializing in distribution of Canadian newspapers to hotels and hostels, NMG will also strive to provide both North



American and International newspapers to properties with special requests.

Many industry studies have shown that guests have come to expect and appreciate a copy of a daily newspaper at their door

each morning. A recent North American study lists a daily newspaper as one of the top four amenities that guests most expect when checking in.

Hosting a convention of out of town delegates? Let NMG provide you copies of their home city papers. An added "soft touch" that goes a long way to ensure guest loyalty.

Whether you own or operate a small Bed and Breakfast or a large metropolitan five star property, let The Newspaper Marketing Group work with you to ensure your guests receive their copy.... fresh daily.

For further information please contact Tim Harrison, Director of Corporate Sales and Marketing at (416)588-2969.

Allied Member 

The Allied Members appearing on the *Allied Member Profile* page are chosen randomly from our current member list. Look for profiles on more of our members in upcoming issues of *Roomers*.

The Hotel Association of Canada welcomes the first U.S. property to its Green Leaf™ Eco-Rating Program - the Sheraton Rittenhouse Square Hotel in Philadelphia, Pennsylvania. The property recently became the first hotel in the United States to receive a rating from the Hotel Association of Canada's Green Leaf™ Eco-Rating Program earning four Green Leafs. When the property opened in 1999 it became the first completely environmentally friendly hotel in the U.S. Guests experience fresh, filtered air from a system that removes mold, pollen, and most bacteria. Their "organic sleep systems" consist of sheets, pillows, bedspreads, bedskirts and mattresses all made from 100 per cent naturally grown unbleached organic cotton. As well, all furniture and amenities have been finished with a catalyzed lacquer process that eliminates off-gassing of toxic chemicals, and the hotel was built using sustainable and recyclable material.



Become a Hospitality Energy Innovator! The Energy Innovators Initiative, a program of Natural Resource Canada's Office of Energy Efficiency (OEE), provides products and services to the Hospitality industry in the quest to make energy efficiency a priority. As an Energy Innovator you will have access to a variety of tools and services that will assist you in reducing operating and maintenance costs while contributing to a healthier global environment. Membership benefits include: financial incentives; help developing energy management plans, access to technical expertise and audits; sector-specific workshops and seminars; opportunities to promote your achievements; and much more. For more information on how to become a Hospitality Energy Innovator, please contact Marlene Weinheimer, National Account Manager, at 613.943.0643, mwein@nrcc.gc.ca or visit their web site at <http://oee.nrcc.gc.ca/eii>.



HAC wishes to recognize all the Green Leaf™ Rated Properties in honour of the *International Year of Ecotourism*

(rated properties as of May 2002 - there are currently an additional 22 properties across Canada in the process of being rated)



Aurum Lodge, AB
The Fairmont Chateau Lake Louise, AB



Banff Park Lodge Resort Hotel & Conference Centre, AB
Brewster's Mountain Lodge, AB
Holiday Inn Halifax Harbourview, NS
Sheraton Fredericton Hotel, NB
Sheraton Rittenhouse Square Hotel, PA USA
The Delta Edmonton South Hotel, AB
The Fairmont Banff Springs Hotel, AB
The Fairmont Hotel Winnipeg, MB
The Fairmont Jasper Park Lodge, AB
The Fairmont Newfoundland, NF
The Fairmont Royal York, ON
The Mayfield Inn & Suites, AB



Albert at Bay Suite Hotel, ON
Amethyst Lodge, AB
Atrium Inn, BC
Banff Caribou Lodge, AB
Banff Ptarmigan Inn, AB
Banff Y Mountain Lodge, AB
Best Western Charlottetown, PEI
Best Western Great Northern, ON
Best Western Inn Kelowna, BC
Best Western Travellers Inn, NF
Best Western Victoria Park Suites, ON
Buffalo Mountain Lodge, AB
Cambridge Suites Hotel, NS
Campus Tower Suite Hotel, AB
Charlton's Royal Canadian Lodge, AB
Clarion Hotel Grand Pacific, BC
Crowne Plaza, Ottawa, ON
Days Hotel Surrey, BC
Days Inn - Calgary Airport, AB
Days Inn Kelowna, BC
Deer Lodge, AB
Delta Ottawa Hotel & Suites, ON
Delta Vancouver Suites Hotel, BC
Douglas Fir Resort & Chalets, AB
Edmonton House Suite Hotel, AB
Emerald Lake Lodge, BC
Golden Inn Hotel & Conference Centre, AB
Hampton Inn & Suites Calgary, AB
High Country Inn, AB

Highliner Inn, BC
Hilton Montreal Bonaventure, QC
Hilton Saint John, NB
Holiday Inn Express Halifax/Bedford, NS
Holiday Inn Express Hotel & Suites Langley, BC
Holiday Inn Fort Erie, ON
Holiday Inn Fredericton Hotel & Resort, NB
Holiday Inn Guelph, ON
Holiday Inn Kingston, ON
Holiday Inn on King, ON
Holiday Inn Peterborough, ON
Holiday Inn Select Brampton, ON
Holiday Inn Select Halifax Centre, NS
Holiday Inn Select Ottawa West, ON
Hotel Gander, NF
Hôtel des Seigneurs Saint-Hyacinthe, QC
Hôtel Gouverneur, QC
Keltic Lodge, NS
Lake Louise Inn, AB
Les Suites Hotel Ottawa, ON
Lethbridge Lodge Hotel & Conference Centre, AB
Lobstick Lodge, AB
MacKenzie Park Inn Hotel, AB
Marmot Lodge, AB
Mersey River Chalets, NS
Minto Place Suite Hotel, ON
Morraine Lake Lodge, AB
Mount Royal Hotel, AB
Park Place Ramada Plaza Hotel, NS
Park Place Lodge, BC
Place Louis Riel All Suite Hotel, MB
Pyramid Lake Resort, AB
Quality Hotel & Suites Toronto Airport, ON
Quality Resort - The Chateau Canmore, AB
Radisson Hotel & Conference Centre Canmore, AB
Radisson Hotel Calgary Airport, AB
Radisson Hotel Quebec Centre, QC
Radisson Hotel Saskatoon, SK
Radisson Hotel Winnipeg Downtown, MB
Ramada Inn Hotel & Conference Centre, AB
Red Deer Lodge & Conference Centre, AB
Regina Inn Hotel & Conference Centre, SK
Residence Inn by Marriott, BC
Ritz Carlton, QC
Sandalwood Hotel & Suites, ON
Saskatoon Inn Hotel & Conference Centre, SK
Sawridge Hotel & Conference Centre, AB
Sheraton Hotel Winnipeg, MB
Tekarra Lodge, AB
The Banff Centre, AB
The Banff Rocky Mountain Resort, AB

The Citadel Halifax Hotel, NS
The Fairmont Algonquin, NB
The Fairmont Chateau Laurier, ON
The Fairmont Tremblant, QC
The Fairmont Queen Elizabeth Hotel, QC
The Festival Inn, ON
The Grand Okanagan Lakefront Resort & Conference Centre, BC
The Prince George Hotel, NS
The Rimrock Resort Hotel, AB
Traveller's Inn, AB
Travelodge Hotel Macleod Trail, AB
Tunnel Mountain Resort Hotel, AB
Waterloo Inn, ON
Waterton Lakes Lodge, AB
White Point Beach Resort, NS



Best Western Motel L'Heritage, ON
Canad Inns Club Regent Casino Hotel, MB
Canad Inns Garden City, MB
Castle Mountain Chalets, AB
Charlton's Cedar Court, AB
Chateau Louis Hotel & Conference Centre, AB
Crowne Plaza Chateau Lacombe, AB
Days Inn - Brockville, ON
Days Inn - Regina, SK
Days Inn - Yorkton, SK
Four Points by Sheraton, ON
Holiday Inn Oshawa, ON
Holiday Inn Sault Ste. Marie, ON
Holiday Inn Select Montreal Centre-ville, QC
Hotel Cartier Place & Tower Suites, ON
Hotel Delta Centre-Ville, QC
Homestead Inn, AB
Hôtel Radisson Québec Centre, QC
Inns of Banff, AB
Johnston Canyon Bungalows, AB
Kananaskis Mountain Lodge, AB
Norquay's Timberline Inn, AB
Norwood Hotel, MB
Qualicom Heritage Inn, BC
Quality Inn & Suites Gananoque, ON
Radisson Suite Hotel Halifax, NS
Simpson's Num-Ti-Jah Lodge, AB
Sunshine Village Inn, AB
The Kikiwak Inn, MB



Canad Inns Polo Park, MB

Who's Where Now

Drew Archer, GM Carlingview Airport, Toronto ♦ **Michael D. Brake**, VP - Hotels, Fine Resorts of Proprietary Industries, Inc., Calgary ♦ **Annie Brassard**, National Sales Manager, Days Inns - Canada, Quebec ♦ **Daniel Craig**, Director of Sales & Marketing, Opus Hotel, Vancouver ♦ **Robin Cumine**, Director of Operations, Royal Host Corporation, Calgary ♦ **David Curell**, GM, Opus Hotel, Vancouver ♦ **Tony DeLuca**, GM, Best Western Roehampton, Toronto ♦ **Marc Fournet**, Manager of Marketing, Travelodge Canada, Calgary ♦ **Carolyn Glen**, Director of Marketing - Ontario Region, Atlific Hotels & Resorts ♦ **Dan Gulin**, Director of Franchise Services and Operations, Travelodge Canada, Calgary ♦ **Evelyn Hoida**, Regional Corporate Group Sales Manager - Quebec Cluster, Atlific Hotels & Resorts ♦ **Kevin Kelly**, Executive Director-Business Transient, Fairmont Hotels & Resorts, Toronto, ON ♦ **Céline Lafontaine-Lachapelle**, Chief - Hotel & Car Program, Traffic Management Directorate, Public Works & Government Services Canada, Hull, QC ♦ **Scott Lannan**, Hotel Manager, Metropolitan Hotel Toronto, Toronto ♦ **Jil Larson**, Director of Sales & Marketing, Metropolitan Hotel, Vancouver ♦ **Laura Lattanzio**, GM Courtyard by Marriott Markham, ON ♦ **Pat Lyle**, CEO, Destination Halifax, Halifax, NS ♦ **Morgan the Labrador Retriever**, Hotel Ambassador, Fairmont Waterfront, Vancouver ♦ **Felice Anne O'Neill**, VP Operations, Choice Hotels Canada, Toronto ♦ **Ryan Parks**, Government Relations Advisor, Ontario Restaurant, Hotel & Motel Association, Toronto ♦ **Brian Price**, Regional Franchise Manager, Days Inns - Canada, Abbotsford, BC ♦ **Ian Pullan**, Hotel Manager, Fairmont Royal York, Toronto ♦ **Charles Rent**, National Sales Manager, Days Inns - Canada, BC ♦ **Amanda Robinson**, Manager, Fairmont Banff Springs Hotel, Banff, AB ♦ **John Scott**, GM, Holiday Inn Oakville Centre, Oakville, ON ♦ **Zubair Siddiqi**, GM, Sandlewood Hotel & Suites, Toronto ♦ **Sylvain Sirard**, GM, Hotel Wyndham Montreal, Montreal QC ♦ **Kristi Stemmler**, Marketing Specialist, Days Inns - Canada, Toronto ♦ **Sharon Stone**, National Sales Manager, Days Inns - Canada, Prairie Region (Alberta, Saskatchewan and Manitoba) ♦ **Susan Strain**, Director of Marketing and Communications, Travelodge Canada, Calgary ♦ **Ian Thorley**, Director of Sales, Inn on the Park, Toronto ♦ **Drew Williams**, National Sales Manager, Days Inns - Canada, Ontario ♦ **Brian Winters**, Marketing Coordinator, Days Inns - Canada, Toronto

Transitions

Choice Hotels Canada welcomes these newly converted properties to their family: 98-room *Comfort Inn - Montreal Rd.* Ottawa; 175-room *Comfort Hotel Airport North*, Toronto; 125-room *Quality Hotel & Parkway Conference Centre*, St. Catharines, ON; 157-room *Quality Hotel and Conference Centre*, Fort McMurray, AB; 102-room *Quality Hotel & Conference Centre*, Grand Prairie, AB; 32-room *Econolodge*, Port Hastings, NS; and the 50-room *Quality Inn - Arnprior*, ON.

The Days Inn - Nanaimo recently completed \$400,000 in renovations to the property including the lobby, carpeting, paint and the creation of a new continental breakfast sitting area in the restaurant. Also added were several 'Work Zone' rooms (high-speed internet access, data port, work desk, high intensity lighting, microwave, fridge, and more) to help business travelers work more productively as well as several 'Kids Fun Suites' with bunk beds for kids and a queen-sized bed for the parents.

The 237-room **Holiday Inn Burlington**, ON has completed a \$1.5 million renovation program. Upgrades include bedrooms, bathrooms, hallway, guest laundry room and 2 new special needs rooms. The property is the largest full-service hotel in the area with 20,000 square feet of meeting space accommodating up to 550 people.

New Allied Members

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The Hotel Association of Canada is the federation of provincial and territorial hotel associations, hotel chains and suppliers with a mandate to represent members nationally and internationally and to provide cost effective services which stimulate and encourage a free market accommodation industry.

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UPCOMING EVENTS

Manitoba Hotel Association

75th Annual Convention
October 27 - 29, 2002
Delta Winnipeg Hotel & Winnipeg
Convention Centre
Tel: 204.942.0671
info@manitobahotelassociation.mb.ca

L'association des Hôtelières du Québec

Annual Conference
October 27 & 28, 2002
Gatineau, QC
info@hoteliersquebec.org

Hotel Association of Canada

11th Annual Conference & Trade Show
Sheraton Centre Hotel, Toronto
February 3 & 4, 2003