



ROOMers

Insights and Information on the Canadian Hotel Industry

Hotel Internet Distribution - *Seller Beware*

Let's begin with a basic premise that Internet distribution channels can be both our best friend and worst enemy. There is nothing wrong with using online hotel consolidators to upload distressed inventory, but it must be done thoughtfully and carefully. The bottom line - if you have empty rooms, can rent them at a profit which provides positive cash flow, you will do it. The risk is price dilution and brand erosion.

In a recent Hotel Interactive poll, more than 60 per cent of respondents believed current Internet pricing models would adversely affect rate structure, resulting in thinning profit margins. Since Internet bookings came into existence about five years ago the pace has grown exponentially. As we all know too well the events of September 11th combined with a downturn in the economy resulted in a major demand decline. What followed was rapid growth in Internet distribution of distressed inventory at distressed prices as hotels strove to stay ahead of the competition.

Today 192 million North Americans are active Internet users and according to Nielsen, more than 37 million have purchased online travel. Max Starkov at M-Travel.com suggests that if your hotel does not currently generate at least 8 to 10 per cent of its bookings from the web you should be concerned. He explains that in 2002 over 7 per cent of all revenues in hospitality will have been Internet generated. Therefore, if you don't do better than national averages, you are already behind proactive competitors. PhoCusWright predicts that in three years the Internet will contribute 18 per cent of revenues in hospitality and online bookings will surpass GDS bookings. Hoteliers have already seen positive results - online distribution cuts costs, attracts affluent customers and lessens dependency on more traditional and expensive channels.

Today, there are two basic types of players serving online reservations: hotel companies and third party travel companies. For hotel companies online bookings are a logical extension of CRS networks and brand support, and these functions should be our principle preoccupation ahead of online consolidators. Third party Internet Distribution

Companies offer a tremendous challenge for hoteliers. How and when do we use these companies so as to incrementally grow our business and not leave money on the table?

Companies like Hotel Reservations Network (HRN), Travelocity or Expedia are styled after travel agencies; hotels work with them as they would travel agencies. In March of this year HRN launched its own site, hotels.com, and embarked on a nationwide ad campaign. HRN had already operated other sites like hoteldiscount.com but this was the first time it made a concerted effort to build its own brand, showing sales of \$537 million US in 2001.

Other companies like Hotwire and Priceline create challenges and benefits for hoteliers with their "name your price and we'll tell you what hotel you are staying at" model. HRN, hotels.com, Travelocity and Expedia are non-opaque companies - online purchasers can see the names and price of hotels. Hotwire and Priceline are opaque companies, hiding the name of hotels until the buyer commits to purchasing the stay using a credit card.

So how have we as an industry dealt with third party online distribution systems? Let's look at rate. It's a big mistake, call it a worst case scenario, to turn these online services into a primary internet distribution channel. If this is your only route, your hotel appears on the Web with only discounted rates, which then becomes your published rate. Remember, the Internet is all about positioning your hotel at all touch points with the potential customer.

We all need to address whether, and how, our traditional guests are finding cheaper alternative ways to book rooms including standing in a lobby with a Blackberry checking rate. We must ask how difficult it will be to pay non-discounted rates when occupancy returns to 'normal' - we all remember how long it took after the last recession. Finally the all-telling question: is any new demand being created because of lower prices and is money being left on the table?

The Internet can be a reward, not a risk, if used properly and effectively. Take the time to develop your Internet strategy. Update it constantly.

Government Relations

UPDATE ON THE IMPACT OF AVIATION FEES

On November 25 of this year, Tony Pollard, HAC President, attended an Air Transport press conference regarding the state of aviation fees and their impact on travel and tourism, and specifically the Canadian accommodation industry. It was a call to action to Ottawa, prompting a more proactive approach by the federal government to minimize costs and fees in the Aviation industry to encourage more travel. "If any of our 360,000 rooms are not sold tonight," asserted Mr. Pollard, "they are gone forever...just like airline seats."

Placing responsibility on the safety tax, improvement fees and airport rents for the nine per cent drop in air travel in Canada over the last year, Mr. Pollard suggested four strategies to decrease costs and encourage air travel: reduce the air safety tax; freeze the federal rent at privately owned airports; put a two-year moratorium on the Excise Tax on Aviation Fuel; and eliminate the GST/HST on fees and surcharges.

HAC CALLS FOR INCREASED CTC FUNDING

Throughout the summer and fall the Hotel Association of Canada has had several meetings with government officials including the Deputy Prime Minister/Finance Minister, the Minister of Industry, the Finance Committee and the Industry Committee all in advance of John Manley's upcoming 2003 Budget. The HAC is asking that the Federal Government commit an additional \$30 million in "A-based" marketing investment for the CTC. This would be matched by industry investment and would generate \$52.8 million in new tax revenue, \$28.8 million alone to the Federal Government. Industry would earn an additional \$170.4 million. Furthermore it would create 2,400 new jobs.

OUR INDUSTRY AND THE GOVERNMENT

HAC has once again commissioned KPMG for a national analysis of our industry. The Canadian accommodation industry generated revenues of \$10.8 billion in 2001. The "value-added" generated by the industry was almost \$9.8 billion. About 238,000 people are employed directly or indirectly in the accommodation industry on a full-time, part-time or seasonal basis with total salaries and wages estimated at \$4.6 billion. Revenues generated for all three levels of government are estimated at \$4.03 billion.

Hoteliers and government officials are encouraged to remind politicians of the magnitude of our industry at every opportunity; particularly when we need them to be more sympathetic to our concerns. 238,000 people are a lot of voters. And where would governments be without the \$4 billion we generate in taxes for them?

They say Three's Company... but Four Makes a Team!

The Hotel Association of Canada is thrilled to announce the addition of a fourth full-time employee to their office! **Nader Shureih** joins HAC on a one-year contract as Sales & Marketing Assistant and comes to us with a B.A. in Mass Communications from Carleton University, as well as a substantial sales background. His primary responsibility with us will be to provide our members with information on how to take full advantage of the many advertising and promotional opportunities that HAC has to offer.

So, if you are looking to advertise in RooMers, the 2003 Directory, the 2003 Conference Binder, the 2003 Conference Delegate Bag, or on the Special Offers page of our website - www.hotels.ca, then Nader is the man to speak to! For more information on any of these profile-boosting venues, or just to say 'welcome to the team', you can reach Nader by phone at 613.237.7149 ext.13 or by email at shureih.hac@hotels.ca.

Transitions

Choice Hotels Canada welcomes the following new conversions to the family: the 116-room Clarion Hotel & Conference Centre, Gatineau, QC and the 39-room Econo Lodge, Baie Comeau, QC.

To celebrate its 10th anniversary, the 222-room **Sheraton Fredericton** underwent a \$300,000 renovation. Completed in late summer, the hotel's meeting rooms, ballrooms and public areas were redecorated with new carpeting, chairs and drapery. The meeting rooms were also equipped with high-speed Internet service.

After 10 months and over \$10 million in renovations, the historic **Comfort Inn** in downtown Vancouver re-opens its doors to the public. The 82-room heritage property now features larger, more luxurious guest suites complete with in-room high-speed Internet access, voice mail and data port access. Additionally, the hotel boasts two new meeting rooms that can accommodate up to 20 people. Both meeting rooms are equipped with Internet and cable access, as well as video conferencing capabilities.

**ESDEKAY
UMBRELLA
& PROMOTIONS**



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Richmond, BC V7Y 4X9
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Let us assist your hotel in dealing with the complexity of
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Fax: (519) 471-3435 Web: www.rgmhospitality.com

hotels.ca...Doing Business Due North

The 11th Annual Hotel Association of Canada Conference & Trade Show

With less than two months to go until the Hotel Association of Canada's Annual Conference & Trade Show, exhibit and delegate spaces are filling up fast! If you're a supplier with an innovative product, service or technology that will help the Canadian industry, then the *hotels.ca* Trade Show can help you market to your target audience. As a delegate at the *hotels.ca* Conference, you'll be exposed to ideas and solutions that will assist you in your day-to-day operations.

Who will be there?

Over 350 leading hoteliers from across Canada, the United States and abroad will attend this conference. Our delegates include Owners, Presidents, CEO's, CFO's, General Managers, Vice Presidents, Directors of Purchasing, Marketing & Sales, Operations, Food and Beverage, and Information Technology Developers. Other attendees include Financiers, Educators, Consultants, Academics and Government Officials.

For more information on registering as a Delegate or as an Exhibitor, call 613.237.7149 or email debi.hac@hotels.ca.

EXPOSE YOURSELF!

Allied members, show off your wares and services at the 11th Annual HAC Conference and Trade Show!

Choose either a promotional item in the delegate bag or a full-page ad in the delegate binder. Other benefits include acknowledgment:

- ◆ In the Convention Program
- ◆ In Roomers
- ◆ Plus 2 tickets to the Opening Reception

Contact Nader Shureih at 613.237.7149 ext. 13 or shureih.hac@hotels.ca for more information.

Don't Miss a Day Devoted to Hotel Internet Distribution with HSMIAI

In conjunction with the Hotel Association of Canada Annual Conference & Trade Show, the Hospitality, Sales & Marketing Association International (HSMIAI) Canada is holding its Second Annual Conference on February 3rd, 2003 at the Sheraton Centre Hotel in Toronto. The single focus of the Conference is Internet Distribution - the single biggest issue confronting our industry today.

National and international speakers will address current and topical questions on: players in the distribution world; distribution and how it functions; application in your hotel; rate integrity and case study applications.

Registration Fees:

HSMIAI members & HAC Conference Delegates.....\$159.00
Non-members.....\$199.00
Students.....\$ 99.00

For information please contact the Hotel Association of Canada at: 613.236.7149.

11th Annual HAC Conference Program at a Glance

February 3, 2003

1:00 p.m. - 4:30 p.m.
4:30 p.m. - 5:30 p.m.
5:30 p.m. - 7:00 p.m.

Trade Show Set-Up (Exhibitors Only)
HAC Annual General Meeting
Trade Show and Opening Reception

February 4, 2003

7:45 a.m. - 8:30 a.m.
8:30 a.m.
8:45 a.m. - 10:15 a.m.

Trade Show Opens / Continental Breakfast
Introductions/Welcome

10:15 a.m. - 10:45 a.m.
10:45 a.m. - 12:15 p.m.

Peter Yesawich, President & CEO -
Yesawich, Pepperrine & Brown
Trade Show & Networking Break
Sam Geist, Service, Marketing & Sales
Expert: "Why should someone do business
with you...rather than someone else?"

12:30 p.m. - 2:00 p.m.

Lunch with Keynote Speaker:
David Michels, Chairman & CEO -
Hilton International

2:10 p.m. - 3:30 p.m.

Evan Solomon, CBC Journalist & Television
Host: "Implications of Rapid Change"

3:30 p.m. - 4:00 p.m.
4:00 p.m. - 5:15 p.m.

Trade Show & Networking Break
Power Panel "A View from the Boardroom"
Minaz Abji, CHIP REIT
Stuart Broster, Hilton Canada
Chris Cahill, Fairmont Hotels & Resorts
Stephen Foster, Starwood Hotels & Resorts
Kenny Gibson, Westmont Hospitality Group
Alain Piallat, Marriott Lodging Canada
Stephen Phillips, AFM Hospitality
Irwin Prince, Days Inns - Canada

5:15 p.m.

Closing Remarks

5:30 p.m. - 6:30 p.m.

Trade Show and Closing Reception



Your Invitation to Exhibit...

hotels.ca

Doing Business Due North

The 11th Annual
Hotel Association of Canada
Conference & Trade Show

February 3rd & 4th, 2003
The Sheraton Centre, Toronto

H 130 Albert St., Suite 1206 Ottawa, ON K1P 5G4
Tel: 613.237.7149 Fax: 613.237.8928 hac@hotels.ca

Awards

Congratulations to the Canadian Winners of Meetings East's annual *Excellence in the East Awards*: the **Hilton Montreal Bonaventure**; and the **Westin Harbour Castle - Toronto**.

Accent Inn - Vancouver Airport has received a Northwest Commercial Travellers Association (NWCTA) *2003 Hospitality Award*.

The **Delawana Inn Resort** near Georgian Bay, ON recently received the highest designation of a *5 Star-Plus* rating under the Hotel Fun 4 Kids rating program. Hotel Fun 4 Kids rates hotels and resorts according to the level of services offered for children.

Readers of SKI Magazine have determined the *Top 60 Ski Resorts* in the 15th Annual SKI Magazine Reader Survey. On the North American Resorts List is **Whistler/Blackcomb**, BC (#3), followed by **Lake Louise**, AB (#22), and **Sunshine Village**, AB (#28). Under the Eastern Resorts heading, **Tremblant**, QC came in at #1.

The **Calgary Marriott** recently honoured 32 associates for their dedication and loyalty with its *Long Service Awards Dinner*. Three associates celebrated 25 years with the hotel this year: **Tony Pilla** (Room Service), **Kim Mah** (Stewarding), and **Cindy Chung** (Traders Grill).

The **Colony Hotel Toronto** honoured 110 employees for their dedication and loyalty with its *Years of Service Celebration*. Employees with 10 years or more of service were honoured for providing their guests with an atmosphere of five-star hospitality. There were forty-eight 10+ year employees, twenty-three 15+ year employees, ten 20+ year employees, fifteen 25+ year employees and **Llewellyn Jarvis**, with 33 years of service.

Days Inns - Canada recently honoured 15 of its top hotels at its 10th Annual Canadian Franchise Conference held in October. *Property of the Year, 75 rooms or less - Days Inn - Brandon*; *Property of the Year, 76+ rooms - Days Inn - Regina*; *GM of the Year, 75 rooms or less - Laverna Gagné*, Days Inn - Steinbach; *GM of the Year, 76+ rooms - Ryan Urzada*, Days Inn - Calgary Airport; *Best Sales Efforts of the Year, 75 rooms or less - Days Inn - Montreal South Shore-Longueuil*; *Best Sales Efforts of the Year, 76+ rooms - Days Inn - Saskatoon*; *Best Marketing Efforts, 75 rooms or less - Days Inn - Steinbach*; *Best Marketing Efforts, 76+ rooms - Days Inn - Calgary Airport*; *Housekeeping Department of the Year, 75 rooms or less, Days Inn - Victoria on the Harbour*; *Housekeeping Department of the Year, 76+ rooms, Days Inn & Conference Centre - Toronto Downtown*; *Renovation of the Year, 75 rooms or less, Days Inn - Cowansville*; *Renovation of the Year, 76 + rooms, Days Inn - London*; *New Property of the Year, 75 rooms or less, Days Inn & Suites - Winkler*; *New Property of the Year, 76 + rooms, Days Inn - Medicine Hat*; *Best Construction Expansion Project - Days Inn - Montreal Downtown*. Days Inns - Canada also recognized the following individuals for their leadership and commitment to *Days Inn's Regional Alliance Program*: **Stephen Casson**, **Steve Whelan**, **Ronald A. Brunet** and **Andrew Utting**.

At the **Travelodge** Annual Brand Conference this past October, a number of properties were formally recognized for their achievements: *Best Promotions Performance - Travelodge Chatham, Travelodge Hotel Airlane and Thriftlodge Saskatoon*; *Sleepy Bear Champion - Travelodge Edmonton West and Travelodge Hotel Orillia*; *Ronald McDonald House Recognition - Travelodge Hotel Saskatoon and Travelodge Hotel Regina*; *HBC Rewards - Travelodge North Bay, Travelodge Hotel Airlane and Thriftlodge Kamloops*; *Most Improved Sales Participation - Travelodge Niagara Falls Clifton Hill, Thriftlodge Niagara Falls Clifton Hill, Travelodge Red Deer and Travelodge Hotel Sudbury*; *Best Overall Sales Participation - Travelodge Duncan, Travelodge Parksville, Travelodge Edmonton West and Travelodge Hotel Toronto Airport*; *Client Reception Appreciation - Travelodge Hotel Calgary International Airport, Travelodge Hotel Toronto Airport and Travelodge Hotel & Convention Centre Ottawa West*; *Top REVPAR Growth - Travelodge Bracebridge, Travelodge Edmonton South and the Travelodge Hotel Fort McMurray*; *Most Improved Quality Assurance Score - the Travelodge Lethbridge*

City Centre (West) and Travelodge Hotel Airlane (East); *Best Overall Quality Assurance Score - Travelodge Hotel Saskatoon* (West) and tied in the East, *Travelodge Montreal Dorval and Travelodge Niagara Falls Clifton Hill*; *Strategic Internet Sales - Travelodge Vancouver Centre, Travelodge Hotel Calgary International Airport and Thriftlodge Niagara Falls Clifton Hill*; *Operator of the Year - Travelodge Kelowna, Travelodge Hotel Regina and Thriftlodge Niagara Falls Clifton Hill*.

The Kostuch Publications Ltd. *Hotelier Magazine 2002 Pinnacle Award* winners, recognizing excellence in the hospitality industry, have been announced. In the accommodations category, awards were presented as follows: *Company of the Year, Days Inns - Canada*, Toronto, ON; *Newsmaker of the Year, Intrawest and Four Seasons' development of the Four Seasons Whistler hotel*; *Hotelier of the Year, Nicholas Carson*, Prince George Hotel, Halifax, NS; *Educator of the Year, Katherine Penny*, Ryerson University, Toronto, ON; and *Supplier of the Year, the Hotel Association of Canada*. A special *Lifetime Achievement Award* recognizes **Klaus Tenter**, Four Seasons Yorkville, Toronto, ON, who retires in December.

Telecommunications - So Many Vendors, So Many Decisions

Each of us knows that the single commodity we all lack is time. This is compounded for hoteliers, who have to deal with a multitude of suppliers on a far-too-frequent basis. Add to that the enormous complexities of the ever-changing telecommunications world and it can be overwhelming for most. The challenge becomes how to effectively manage a multitude of supplier/vendor relationships in our contemporary world, where communications is crucial.

Today, hotels have numerous "hi-tech" requirements and choices, including PBX voice systems, messaging, wireless telephones and data devices, high speed and dial-up Internet, Zero plus programs, long distance carriers, Property Management Systems, call detailing recording, audio/video conferencing, data connectivity, and service/support for each and all. Dragging along behind this myriad of products and services is an army of sales/service people representing multiple vendors.

So many products. So many vendors. So many choices. Which products are the best for your particular property? Answer: ones that clearly meet your business objectives and provide the best possible service to your guests. As well, you want to deal with a vendor(s) who will eliminate the stress associated with these solutions. The best solution would be to select the products of your choice, in one neat package, with a suitable financial plan, a comprehensive support package, all from one vendor.

Today, as never before, there is a crucial need for a one-stop shopping "managed services" platform, which incorporates a single point of contact. One company, Cygnal Technologies, recognized this need, with input from hoteliers, and is introducing one such service. Cygnal, formerly Accord Communications, has a long history of working with the Canadian hotel market and has put together a comprehensive portfolio of products and services to make life easier. The portfolio offers proven products to satisfy a hotelier's requirements, backed by Cygnal's legendary service and support program. Key to this offer are financial lease, purchase and rental flexibility options, which the Company has covered off, as well.

Choose a plan that fits you best - it's your call. Can you imagine - calling only one number for any of your telecom-related needs, located anywhere, and it's looked after?

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Cygnal Technologies - The Right Network. Guaranteed.

Notable & Newsworthy

HOTELS

The \$212-million, 289-suite, four-star **Casino Rama** resort hotel near Orillia, ON officially opened this past September. The 500,000 sq. ft. nine-storey hotel offers three restaurants, a health club and spa, an indoor pool, hot tub, exercise room and saunas.

Choice Hotels Canada, Mississauga, ON signed a franchise agreement for a new construction 86-room Econo Lodge in Red Deer, AB. The hotel plans to open in Spring 2003 and will be the first Choice hotel in the market.

Coast Hotels & Resorts, Vancouver, BC has added the 5-year old, 60-room, Coast Abbotsford Hotel & Suites, bringing its roster of properties to 21.

The Country Hearth Inns brand of mid-priced, limited service hotels is coming to Canada under an exclusive developer agreement with Royal Host Real Estate Investment Trust, Calgary. Buckhead America Corp., Atlanta, GA owns the brand and operates more than 60 Inns in the mid-western and southern United States. The master license agreement for Canada will run for 10 years.

Two Niagara Falls, ON Days Inn hotels are undergoing expansions and renovations. **The Oakes Inn Days Inn** is renovating all existing rooms and adding 80 new ones bringing the total to 240 rooms. **The Days Inn on Victoria Avenue** will be closed during its expansion from 58 rooms to 142 rooms. Both are scheduled for completion in mid-April, 2003.

Nova Scotia's three signature resorts, **Digby Pines**, **Liscombe Lodge** and **Keltic Lodge**, are getting a \$7-million upgrade of golf courses, air conditioning systems, some new cottages and a range of other improvements. Digby Pines will see \$3 million in upgrades, including meeting facilities. Keltic Lodge will have its motel-style units upgraded and Liscombe Lodge will have four more cottages built as well as additional meeting facilities.

In mid-October **Fairmont Hotels & Resorts** agreed to acquire the 538-room Orchid at Mauna Lani on the Island of Hawaii from an affiliate of Colony Capital LLC. Fairmont will operate the property, to be officially flagged as "The Fairmont Orchid, Hawaii", in December of this year. Fairmont Hotels & Resorts has also assumed management of the 415-room Monarch Hotel in Washington, DC.

Fortis Properties Corporation, St. John's, NF is buying the 276-room Delta St. John's Hotel and Conference Centre in downtown St. John's from Chimo Hotels Newfoundland Inc. It will be the eighth hotel in the company's portfolio and the third operated under the Delta brand.

Marriott International opened five new hotels in the Toronto area. Located in the Greater

Toronto areas, the hotels - the Courtyard Vaughan, Courtyard Toronto/ Mississauga, Courtyard Toronto/Markham, Residence Inn Toronto/Mississauga and Residence Inn Toronto/Markham - will operate as Marriott franchises, owned and managed by Concord Hospitality Enterprises Co. of Mentor, Ohio.

Radisson Hotels & Resorts announced its expansion into Ottawa, ON with the opening of the 176-room Radisson Hotel Ottawa Parliament Hill.

The Travelodge Hotel & Convention Center Ottawa West is undergoing a \$25 million dollar redevelopment, which includes a third-of-an-acre-of-fun Waterpark attraction in addition to first class amenities to fulfill the needs of business travellers. The redevelopment also includes 20,000 square feet of meeting and conference space, a Business center, high speed Internet access, and Secure access.

Six Continents Hotels has split its hotel and retail divisions into two separate companies with the aim of giving the company the focus it needs to be a leader in the 21st century lodging industry. Managing the company will be Richard North who assumed his position as CEO and Group Financial Director on October 1st. Stevan Porter will continue as President-Americas, while Kirk Kinsell has returned as SVP-Americas Franchising. The reorganization of its top layer of management will help to further "focus" 6C said Sir Ian Prosser, Chairman of the Board with Six Continents. The organization now has more than 500,000 rooms in 3,300 hotels in nearly 100 countries.

Travelodge welcomes three new properties: the 18-room Travelodge, Kings Crossing (BC); the 65-room Travelodge Guelph (ON); and the 88-room Travelodge Toronto Downtown West (ON).

Construction of the 236-room, 16-storey **Victoria Marriott Inner Harbour** has begun with completion scheduled for spring 2004. The hotel will be co-owned by Concert Properties and Ocean Properties, and managed by Ocean under a Marriott International franchise agreement.

ALLIED MEMBERS

Air Canada will soon begin relocating operations to the new Terminal 1 at Toronto's Lester B. Pearson International Airport. To minimize disruption to customers, AC's move will occur over five to seven years. *October 6, 2003: Airport Opening Day* - AC Intl. and Jazz domestic operations begin operating from T1-New. *November 4, 2003* - Mainline Air Canada domestic operations move to T1-New. *2003 - 2005* - Air Canada's remaining operations will stay as is. *October 2005* - Transborder operation moves to T1-New and international operation is gated at T1-New.

In October Expedia, Inc. announced that it signed an agreement to acquire the assets of **Newtrade Technologies Inc.**, a Montreal-based developer of software and information distribution services that help hotels deliver their rates and availability to the market more efficiently. Newtrade is recognized by the OpenTravel™ Alliance (OTA) as a leader in the development of open-standard technology that enables connectivity between hotel reservation systems and electronic distribution channels. As part of Expedia®, Newtrade will provide this new technology to Expedia's merchant hotel partners to improve their quality of connectivity and give hotels unprecedented flexibility and control over their information distribution and inventory management. Expedia plans to deploy Newtrade's solutions for its merchant hotel partners in early 2003.

Tesa Entry Systems has officially unveiled its rebranding as Onity. Onity, a company of the Chubb Plc group, London, England, describes itself as the world's leading provider of electronic locking systems to hotels, resorts and the hospitality industry. The new name reflects the company's recent extension of services and intelligent facility management solutions, including the acquisition in January 2002 of Senercomm, headquartered in Palm Beach Gardens, FL. Senercomm's hospitality guestroom applications include set-back thermostats and wireless links to door locks, mini-bars, door switches, safes, etc.

Via Rail Canada officially opened Campbellton's new passenger rail station Oct. 1st - the new station is part of the federal government's \$402 million capital investment in passenger rail. Via has enjoyed significant growth in ridership and revenues across Canada in recent years and the capital investment will provide the modern equipment, tracks, signalling and facilities it needs to meet the growing demand, while ensuring safe, efficient service to customers.

OTHER NEWS

Quebec City's new \$20 million cruise ship terminal at Pointe-à-Carcy is now officially open for business. Some 25 ships have already used the terminal since work was completed in July. The Quebec City business community and various individuals have already begun using the facility for meetings.

The **Government of Ontario Tourism Marketing Partnership Corporation** (OTMPC) launched its new Tourism Consumer Information System (TCIS) on Oct. 18. TCIS is a fully-integrated multi-channel system that acts as an information portal for consumers and the industry to promote Ontario tourism worldwide. Tourism operators are encouraged to visit the Partners web site at www.tourismpartners.com and browse the new consumer web site at www.ontariotravel.net.

hyphen Information Management Systems

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hyphen helps single and multi-unit hotels and restaurants of all sizes successfully optimize their technology. Improve guest experience and boost the bottom line by aligning information systems with your business strategy. **For a limited time HAC members receive 15% off hyphen services (excluding 1-1 Online).**

Their team of experts analyse the flow of information within your hotel/restaurant operations and implement innovative ways to streamline your systems. hyphen employees are chosen directly from the hospitality industry and know first-hand the issues you face. With over 9,000 technology installations worldwide, hyphen professionals know all the successful hospitality technology and operational trends.

*Installations - 3350 PMS, 1050 POS, 4000 interface, 650 sales and catering

*End-users trained - 200,000

*RFP's completed - 100

Systems Evaluation

hyphen thoroughly analyses your working



environment (hardware & software utilization, employee efficiency & technology comprehension, reporting requirements, guest experience, cost and impacts) and recommends ways to increase productivity by using technology effectively.

Systems Maintenance

hyphen's team of ISM (Information Systems Manager) experts keep your information systems running smoothly so you can focus on your guests. Whether you need an ISM 6 hours a day or 6 hours a week, hyphen has flexible management solutions that fit your budget and support your operational needs.

Systems Consulting

hyphen combines innovative ideas with in-depth hospitality knowledge to align tech-

nology specifically to your business initiatives. hyphen's comprehensive worldwide consulting services include: information systems consulting - procurement and application selection - system design, integration and optimization - implementation and training.

1-1 Online

e-learning with a REAL difference - your own live trainer! 1-1 Online training features a live instructor who remotely shares your learning application on-line in real-time from your own office. Their best priced option for Word, Excel, Outlook, and Explorer! For training specials, check www.hyphen-training.com.

Visit hyphen February 3 & 4 in Toronto at HAC's 11th Annual Conference & Trade Show! For more information on all of their services call 1.877.448.7246 or visit the hyphen website at www.hyphenism.com.



Colliers International

~ Specialists in Hotel Property Transactions ~

Colliers International Hotels was formed in 1985 to specialize in hotel and leisure property transactions. As distinguished from other real estate advisors, the members of the hotel division are not only real estate experts, but are also dedicated hospitality professionals who understand the fundamentals of hotel operations, including market trends, management and franchise agreements, leases and contracts, operating statements, budgets/forecasts, capital requirements and marketing programs. These professionals have an appreciation for the complexity of day-to-day operations, understanding that hotels are operating businesses whose transactions cannot be structured in the same manner as conventional real estate.

Colliers is a global practice, which recognizes the importance of local knowledge and teamwork. Their offices are strategically located throughout North America, Europe, Asia and Australia, creating a strong and effective network for marketing



a hotel asset to offshore investors with an interest to invest in North America. As part of Colliers International, the hotel team has access to real estate professionals in some 251 offices in 52 countries, including the Asian Pacific Rim, which further complements their services by providing in-depth local expertise.

One of Colliers' key strengths, is their ability to work as a team, thus utilizing industry contacts and buyer relationships to most effectively market a property to the most likely buyers. The various offices operate as a team, dividing responsibilities or contacts in foreign markets and pooling information on domestic, American and

off-shore investors, capital sources and operators. Compensation of the individual is partially dependent upon group performance. This formula has proven to be successful, as CIH has acted on behalf of hotel owners in transactions that are valued at more than US \$3 billion.

Colliers has completed or advised on transactions spanning each province. Asset and portfolio sales have ranged between \$2m and \$165m on behalf of a variety of sellers from REITs, hotel investment companies and private investors.

More specifically, Colliers has been the most active hotel real estate broker in Canada, representing over 45% of broker-related deals since 1990. In total, Colliers has completed 141 hotel sales in Canada, in more than 60 cities/towns since 1989, representing some Cdn \$1.5 billion in transactions.



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 Green Scene

Eco-Efficiency: Improving Your Bottom Line and the Environment

By Carolyn Miyazaki, TerraChoice Environmental Services Inc.

The goal of eco-efficiency is to improve a hotel's bottom line while reducing the effect its operations have on the environment. It is a management philosophy that encourages hotels and other businesses to seek out and incorporate environmental improvements that also provide economic benefits.

The HAC Green Leaf™ Eco-Rating Program encourages and enables hoteliers to improve their eco-efficiency. The Program begins with an assessment of the hotel's environmental and eco-efficiency status. This assessment is the basis for the rating given to the hotel (ranging from one to five Green Leafs) and for the recommendations that offer insights on how the lodging can improve its rating and eco-efficiency. This assists the property in reducing their impact on the environment, reducing their energy costs, increasing their bottom line and marketing themselves as environmentally responsible to an aware target audience.

There are six elements that a hotel can address in order to improve its eco-efficiency:

1. Reduce material use
2. Reduce energy use
3. Reduce toxic substances that are absorbed into the air
4. Make use of more recyclables and recycling programs
5. Maximize use of renewables, such as using wind energy instead of fossil fuel
6. Use products that last longer

The Green Leaf Program also has a quarterly newsletter that includes Eco-Tips that offer helpful pointers including tips for Environmental Committees and information on what other hotels in the Program are doing to be eco-efficient.

Eco-Rated hotels are working with innovative methods that improve their eco-efficiency and their profits, while at the same time distinguish themselves in the market. For example, two methods that participating hotels are finding that make a difference in the pool and spa section are:

- ♦ using an ionization system for purifying the water in their pool and
- ♦ using a heat exchange, Dryatron dehumidification system to heat their pool.

Mr. Barry Dimson from the Sheraton Rittenhouse, which proudly markets itself with its four Green Leaf rating, is one of many to see the benefits of eco-efficiency. "Not only do eco-smart hotels lower operating costs," said Mr. Dimson, "they [also] increase customer loyalty from environmentally conscious guests and organizations."

For more information on the Hotel Association of Canada's HAC Green Leaf™ Eco-Rating Program, please contact Mike Thibedeau, TerraChoice Environmental Services Inc. at 1-800-478-0399 or visit online at www.terrachoice.com.

Plan Your Way to a Better Bottom Line

The Office of Energy Efficiency of Natural Resources Canada

More and more commercial businesses and public institutions across Canada that are looking for ways to better their performance are discovering how improving energy efficiency can increase their operating efficiency and boost their bottom line.

Planning is critical to the success of any operation. Frequently, organizations have short and long-term plans to guide their core business activities, but the potential for savings from energy efficiency measures are often neglected. In fact, planning for savings can be just as important as planning for profit.

Including energy management and energy efficiency retrofits as part of your organization's strategic plan can reduce your energy bill by up to 20 per cent - and that can substantially improve your overall bottom line. Not only will becoming more energy efficient improve your organization's performance, it will also help reduce greenhouse gases that contribute to climate change, which is good for your business and the environment.

If you want your organization to become more energy efficient but don't know how to start or don't have the resources, Natural Resources Canada's Office of Energy Efficiency (OEE) can help. The OEE's Energy Innovators Initiative (EII) helps its member organizations save money and reduce their operating costs by becoming more energy efficient. Through the EII, large consumers of energy in the commercial and institutional sectors have access to a wide variety of tools and measures, including financial incentives, technical information and workshops.

One way your organization can plan its way to a better bottom line is through the EII's Energy Retrofit Assistance for Retrofit Planning, or ERA (P), whereby organizations can receive up to 50 per cent of approved costs to a maximum of \$25,000 for activities related to planning

an energy retrofit. Eligible measures include audits, feasibility studies, energy management plans and other facilitation services.

New to the EII's roster of tools and measures, this planning incentive was developed to help organizations overcome barriers associated with implementing an energy-saving project. ERA(P) will help organizations explore and identify the best possible alternatives for energy sources and for cost-saving retrofits. To date, 63 organizations have already qualified to receive almost \$959,000 for retrofit planning.

So far, there has been significant interest in the EII's incentive for retrofit projects. Your organization may still qualify if you act soon. ERA provides up to 25 per cent of approved costs to a max. of \$250,000 for the implementation of comprehensive retrofit projects. Eligible costs include project development and management; capital costs, including equipment and labour; and costs related to monitoring and tracking systems.

Since April 2001, 58 commercial businesses and public institutions have received more than \$8 million in financial incentives from the EII. The total value of these projects is more than \$151 million, representing a significant investment in energy efficiency retrofits by the commercial and institutional sectors. When completed, these projects are expected to reduce total energy bills by more than \$22.1 million annually and reduce average annual energy consumption by about 20 per cent. That's more than 1.9 million gigajoules every year.

The EII is available to help your organization become more energy efficient and reap the benefits. Don't miss out. To find out more, call EII at (613) 992-3245, fax (613) 947-4121 or e-mail info.services@nrcc.gc.ca. You can also visit the EII's Web site at <http://oee.nrcc.gc.ca/eii>.

Leading Canadians to Energy Efficiency at Home, at Work and on the Road

The Office of Energy Efficiency of Natural Resources Canada strengthens and expands Canada's commitment to energy efficiency in order to help address the challenges of climate change.

Here are the latest hotels to be rated under the HAC Green Leaf Eco-Rating Program (as of Oct. 31, 2002).

- | | |
|----------------|--|
| 2 Leaf Rating: | Hostelling International Vancouver Downtown |
| 3 Leaf Rating: | Hostelling International - Ottawa Sandy Hill |

Corrections

The following properties were listed with incorrect ratings in the previous issue of the *Roomers Green Scene*: the Holiday Inn Select Kanata has a 4 Leaf Rating, not 3; and the Four Points by Sheraton Kitchener has a 3 Leaf Rating, not 2.

Who's Where Now

Reginald D. Archambault Jr., Director of Food & Beverage, Four Seasons Hotel, Toronto ♦ **Elizabeth Benitez-Alvarez**, Sales Manager, Holiday Inn Markham ♦ **Andy Bishop**, Director of Sales and Marketing - Executive Committee, Calgary Marriott Hotel ♦ **Jason Bonnell**, Sales Manager, Hilton Toronto ♦ **Jim Cummins**, Director - Catering & Banquets, Sheraton Centre Toronto ♦ **Colleen Curran-Fotopoulos**, Sales Manager, Best Western Carlton Place, Toronto ♦ **Melanie Dugré**, Sales Coordinator, Days Inns - Canada, Toronto ♦ **Mike Evans**, Sales Manager, Sheraton Gateway, Toronto ♦ **Marie Gambardella**, Association Sales Manager, Airport Marriott, Toronto ♦ **Tricia Gooding**, Assistant Director of Sales, Days Inn & Conference Centre Toronto Downtown ♦ **Troy Hughes**, Director of Finance, Brookstreet Hotel Strategic Leadership Team, Ottawa ♦ **Ali Khoja**, General Manager, ARC The.Hotel, Ottawa, ON ♦ **Rekha Khoté**, General Manager, Sheraton Centre, Toronto ♦ **Kirk Kinsell**, Senior Vice President of Americas Franchising, Six Continents Hotels, PLC ♦ **Frank Klees**, Ontario Tourism and Recreation Minister ♦ **Nikki Lewis**, Regional Sales Manager, Metropolitan Hotels, Toronto ♦ **Cindy Matlow**, Director-Corporate Sales, Canadian Niagara Hotels & Resorts ♦ **Kelly McCauley**, GM, Radisson Hotel Ottawa Parliament Hill ♦ **Barbara McCully**, Regional Director of Public Relations - Canada, Hilton Canada, Mississauga ♦ **Tanya Middleton**, Regional Sales Coordinator, Metropolitan Hotels, Toronto ♦ **Colin W. Moore**, President of Canadian Operations, Starbucks Coffee Company ♦ **Anne Mortensen**, Public Relations Manager, Four Seasons Hotel, Toronto ♦ **Robyn Peter**, Corporate Sales Manager, Fairmont Royal York, Toronto ♦ **Kevin Porter**, Director of Sales & Marketing, The Westin Prince, Toronto ♦ **Robert Preece**, Director of Sales, Renaissance Fallsview Hotel, Niagara Falls ♦ **Robert (Bob) Rice**, Director Sales & Marketing, Brookstreet Hotel Strategic Leadership Team, Ottawa ♦ **Danielle Richardson**, Director-Sales & Marketing, Soho Metropolitan Hotel, Toronto ♦ **Teresa Riopelle**, Director of Sales, Radisson Hotel Ottawa Parliament Hill ♦ **Jeremy Roncoroni**, Hotel Manager, Metropolitan Hotel Toronto ♦ **Dale Ryan**, Public Relations - Executive Committee, Calgary Marriott Hotel ♦ **Alex Selmani**, Sales Manager, Colony Hotel Toronto ♦ **Chantal Smitheram**, Casting Director, Brookstreet Hotel Strategic Leadership Team, Ottawa ♦ **Sean Stewart**, Sales Manager of Business Travel Sales, Renaissance Hotel at Skydome, Toronto ♦ **Kate Sullivan**, Director of Sales, Four Seasons Hotel, Toronto ♦ **Mario Tarso**, Sales Manager, Holiday Inn Select Toronto Airport ♦ **Catharine Thompson**, Corporate Sales Manager, Renaissance Fallsview Hotel, Niagara Falls ♦ **Kosta Tomazos**, Vice President, Six Sigma for Starwood Hotels ♦ **John Tsorlinis**, Marketing Coordinator, Days Inns - Canada, Toronto ♦ **Jeff Tulloch**, Sales Manager, Sheraton Hotel, Winnipeg ♦ **Melanie Wendeler**, Director - Hotel Integration, Fairmont Hotels & Resorts, Toronto ♦ **Rawi Zayadi**, GM, Crowne Plaza Don Valley, Toronto.

Upcoming Events

11th Annual Hotel Association of Canada Conference & Trade Show

"Hotels.ca - Doing Business Due North"

February 3 & 4, 2003

Sheraton Centre Hotel, Toronto

Tel: 613.237.7149

Email: debi.hac@hotels.ca

The Power Within - "Ignite the Spirit"

February 28, 2003

TELUS Convention Centre

Calgary, AB

1.866.994.2555 ext.227

www.powerwithin.com

Fourth Annual Super Accommodation exhibition (SAX) & the Fifth Annual Tourism Forum

"The Adventure of Change"

March 25 & 26, 2003

Casino Rama Entertainment Centre

Orillia, ON

1.800.461.1972 or 1.800.363.7227

info@ontarioaccommodation.com or escapes@resorts-ontario.com

KPMG Hospitality, Leisure & Tourism/Colliers Intl. Hotels

7th Annual Canadian Hotel Investment Conference

March 31 - April 1, 2003

Fairmont Royal York Hotel, Toronto

Tel: 416.777.8612

www.kpmg.ca/chic



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