



# ROOMers

Insights and Information on the Canadian Hotel Industry

## Canada's Lodging Industry: How We Fared in 2003

The 2004 economic impact analysis of Canada's lodging industry (based on 2003 data) is the third in a series of studies prepared by Jeff Dover of KPMG, in conjunction with Lyle Hall of Hall Hospitality Services, for the Hotel Association of Canada. The 2003 study has been updated to reflect the current hotel inventory and operating data. It quantifies 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. The methodology used in the current study does differ slightly from the two previous studies (2000 and 2001) in the following ways:

- ♦ The 2000 version of the hotel database used to generate economic impacts has been refined and updated to reflect an additional 262 hotels containing about 20,000 rooms. Some of the additions resulted from new construction, while others from omissions in earlier versions of the database. The current inventory also contains an improved classification of hotels
- ♦ Operating data used to derive industry expenditures is based on key performance statistics contained in Trends in the Hotel Industry Canadian Edition 2003, published by PKF Consulting
- ♦ Statistics Canada changed the methodology for classifying industries and, as a result, adjustments were required to the employment and wage assumptions used in previous analyses

Finally, as we are all aware, 2003 was another extremely challenging year for the Canadian Lodging Industry with significant reductions in room nights occupied and room revenues in many locations as both leisure and business travellers scaled back their travel plans. For this, and the

methodological adjustments referred to earlier, direct comparison of the 2003 data to previous years' data is not appropriate. Nevertheless, Canada's lodging industry continues to thrive and to also generate significant economic impacts.

### The Size of Canada's Lodging Industry

The results of the current study were calculated using a total inventory of 3,465 properties, all with 30 or more rooms and comprising a total of 326,891 rooms. This represents approximately 11,630 more rooms than the 2001 study. This study was confined to those establishments operating on a year-round basis with a minimum of 30 guest rooms. However, the HAC's database includes 3,116 establishments with less than 30 guest rooms totalling 50,880 rooms. Combining these two databases suggests a total of 6,581 lodging establishments totalling 377,771 rooms in Canada.

*See Canadian Lodging on Page 3*

### The HAC ECOmmodation Green Key Rating Program



Check-in to superior fiscal and environmental performance

On May 31st, 2004 the Hotel Association of Canada (HAC) and CH2M HILL officially launched [www.hacgreenhotels.com](http://www.hacgreenhotels.com), the full-service website designed exclusively for participants of the nationally recognized **HAC ECOmmodation Green Key Rating Program**.

*See Easy to be Green on page 7 for full story*

### Inside this issue...

# Government Relations

## Federal Election

### Funding for Tourism Marketing

The HAC called for \$25 million in new funding annually for the Canadian Tourism Commission. This will generate \$1.25 billion in new revenue including \$366 million going to the government in taxes; a compelling business case argument with a phenomenal Return on Investment.

### Support for Safety/Security & the Canada / U.S. Border

The HAC commended the federal government for its ongoing dedication to safety and security. However, the HAC reinforced that any real or perceived tightening up of our border with the U.S. threatens our Cross Border business with immediate devastating results. In 2003 we witnessed 5.7% fewer visitors coming to Canada and the Canadian Travel Deficit is predicted to grow this year to \$6 billion plus if action is not taken immediately

HAC President Tony Pollard wrote to every Member of Parliament in advance of the election laying out these positions and seeking support from all candidates and political parties. At the same time the HAC called on all hoteliers across Canada to undertake the same initiative with their respective candidates and Party Leaders. Pollard points out that 226,000 hotel employees in every region and riding do make a big difference.

For more information visit the *Newsworthy* page on our website: [www.hotelassociation.ca](http://www.hotelassociation.ca)

## Border Report

An open and efficient Canada - U.S. Border remains at the top of the HAC Government Relations Agenda. Canada has witnessed a significant decline reduction year over year of U.S. visitors to Canada; with our travel deficit growing to levels not seen since 1994.

The HAC continues to lobby for enhanced government support for safety & security, citing people will not travel unless they feel safe and secure. Some initiatives of the Martin Government are encouraging in this respect:

- ♦ Establishment of the Cabinet Committee on Canada - U.S. Relations
- ♦ The Prime Minister invited provincial Premiers to be part of the international process. Canada - U.S. Relations is now a standing item on all Federal and Provincial Agendas

- ♦ Establishment of a dedicated Privy Council Office with direct links to the U.S. Homeland Security office

- ♦ The number of Canadian Consulates in the U.S. has expanded from 15 to 22

- ♦ A comprehensive International Policy Review is underway reviewing Canada's position in the world in economics, trade, security, defense commitments, the World Trade Organization, World Bank and the International Monetary Fund. Travel, tourism and hospitality are included

## Border Coalition Report

The Hotel Association of Canada is a founding member of the Coalition for Secure and Trade Efficient Borders. The Coalition, formed by over 55 Canadian business associations and individual companies after September 11, assists the federal government through dialogue and cooperation in order to successfully deal with border and security issues.

On March 16th, the Coalition released its Third Report updating the progress made on the Plan for Action while also introducing areas for further improvement. Here are a few of the Coalition's recommendations that impact the lodging industry:

- ♦ The Canadian Federal government will follow through with previous infrastructure commitments as quickly as possible, especially at the critical Windsor/Detroit crossing, the world's largest trading point

- ♦ Both governments ensure that the U.S. VISIT program be implemented in a manner that does not impede the flow of low-risk goods and people

- ♦ Both governments commit additional funding for physical infrastructure to support the 30-Point Plan and border initiatives, and work with provinces and municipalities to expand access to border-crossing facilities at key crossings

- ♦ Both governments harmonize bi-national border clearance and security programs to further increase security while also simplifying and clarifying the customs process for entering both Canada and the U.S.

- ♦ Both the Canadian and U.S. governments ensure all existing primary lanes, including FAST and NEXUS lanes, are fully staffed during critical high-traffic-volume periods

A complete copy of this report may be obtained by contacting the Hotel Association of Canada.

# Canadian Lodging Generates Billions

*...con't from Cover*

Using the inventory of 3,465 properties, the Canadian lodging industry generated over \$10.9 billion in revenues. Rooms department revenue amounted to \$7.4 billion of total revenues, while food and beverage department revenues totaled \$2.7 billion. Other revenues (\$803 million) include areas such as telephone, in-room movies, retail, health club, parking, currency exchange, etc.

Overall operating expenditures totaled \$7.6 billion. Of overall operating expenditures wages and salaries accounted for \$3.4 billion or 45.1%.

## Economic Impact of Canada's Lodging Industry

The analysis considers the Canadian Lodging Industry from the perspective of both direct impacts (i.e. Canadian hotel employment and the value-added and government revenues generated by the Canadian lodging industry and its employees) and indirect impacts (the employment, value-added and government revenues generated by suppliers to the industry).

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 lodging industry in 2003 was \$9.7 billion - \$7.2 billion generated on a direct basis, and the remaining \$2.5 billion on an indirect basis.

Total wages and salaries generated, either directly or indirectly, are estimated at \$5 billion in 2003. Of that amount, \$3.4 billion was generated on a direct basis.

Employment impacts are measured in full-year equivalent jobs. An individual who is employed for the full year in a part-time capacity, for example, represents one full-year equivalent job. The Canadian lodging industry is estimated to have generated 226,838 jobs, 182,753 of which were on a direct basis.

Ongoing operations of the Canadian lodging industry produce significant direct and indirect annual revenues for the three levels of government. The pie chart to the right outlines the breakdown of amounts by recipient.

## Government Revenues (2003)



# Notable & Newsworthy

## HOTEL COMPANIES

On May 10th **Atlific Hotels & Resorts** introduced its new corporate logo. The new logo is the third incarnation in 45 years, the last logo being debuted in 1989. The new logo is designed to project a contemporary style and look for today's business environment and it incorporates a subliminal 'A' for Atlific an 'O' for Ocean Properties, Atlific's parent company.



On April 15th **InterContinental Hotels Group (IHG)** announced **Hotel Indigo**, the company's 7th brand and a new lodging

alternative for the traveller seeking a hotel experience, not just a hotel room. Based on a retail service model, IHG took a unique approach to hotel design providing balance, a retailer's approach to service and the flexibility to continually refresh the hotel décor. A brand developed primarily for conversions, Hotel Indigo will fit a variety of markets in preferred locations where a hotel might not be reaching its full potential. The first property, with 140 rooms, is scheduled to open late 2004 in Atlanta, GA.

**Intrawest Corporation**, Vancouver, BC has combined all of its travel and leisure businesses into the newly formed **Leisure and Travel Group**. This new organization combines its mountain and warm-weather resorts, its golf, lodging and central reservations businesses, and Club Intrawest. Intrawest now consists of two divisions, the Leisure and Travel Group and the Resort Development Group.

**Intrawest Corporation** has expedited the release of Phase 2 of its upscale **Westin Trillium House** hotel project at Blue Mountain by 12 months following last month's successful 1st phase launch. The 109 condo units were all snapped up in less than 7 hours. The 101 units in the final phase of the hotel project went on sale late May. The project, which will be the largest luxury hotel in the region, will offer 10,000 square feet of conference space and a year-round, \$5 million aquatic centre.

Winnipeg-based **Canad Inns** has received approval to build a \$40-million (US) hotel and entertainment complex next to the Alerus Centre concert venue. Leo Ledohowski hopes to have the 192-room hotel, waterpark and 10-screen movie complex open by late 2005. Canad is also about to start building a new property in Brandon.

## PROPERTIES

**Days Inns - Canada** welcomes the **Days Inn - Tofino**, BC to the family. This full service property boasts 63

rooms/suites with many in-room amenities, waterfront meeting facilities, and on-site dining. The property also offers a variety of unique all-inclusive adventure packages.

**Days Inns - Canada** has begun construction on the new 78-room **Days Inn - Oromocto**, NB located on the Oromocto First Nation, a Maliseet First Nation community. Expected to open in February 2005, features include a two-story atrium lobby, executive suites and meeting rooms, an indoor pool and whirlpool, and cold weather plug-ins.

The luxurious **Brentwood Bay Lodge & Spa** opened in May on an inlet near Victoria, BC. The 33-room resort offers a spa, a Fine Art Gallery featuring BC artists, conference facilities and the Marina & Eco-adventure Centre with Canada's only PADI (Professional Association of Diving Instructors) Dive Resort. Amenities include king-sized beds, spa-style bathrooms, fireside areas, DVD entertainment systems, Wi-Fi Internet and private patios/balconies.

**Homewood Suites by Hilton** has begun construction on a new 108-suite hotel inside the 26.5-acre Mississauga Entertainment Centrum in suburban Toronto. This will be the second Homewood Suites property in Canada.

Construction has begun on the 88-suite **Comfort Suites Red Deer**. When completed in the autumn of 2004, the Red Deer Comfort Inn & Suites will be owned by Canadian Asset Management Inc, and managed by Atlific Hotels & Resorts under a Choice Hotels International franchise agreement. The 4-storey all-suite hotel will feature an indoor pool, waterslide, hot tub, steam room and conference center as well as a number of in-room amenities.

**Hilton Garden Inn Kitchener/Cambridge** is now open for business. The 123-room property offers complimentary High speed Internet, complimentary remote printing to the 24-hour business center, as well as a number of other in-room and on-site amenities including The Pavilion restaurant and large conference rooms.

**The Crowne Plaza Chateau Lacombe**, Edmonton has introduced complementary high-speed Internet ports in all of their Club Level and Priority Club guestrooms and suites. The hotel will also offer its guests free wireless service (WiFi) in the hotel lobby, the Promenade, Café Lacombe, Bellamy's Lounge, Club Floors and Priority Club Floors.

**Fairfield Inn and Suites**, a **Marriott International** brand, has made its debut in Canada. A new 170-room hotel opened near Toronto International Airport, the first Canadian location for the value-priced chain.

**Choice Hotels Canada** welcomes the 82-room **Clarion Hotel & Suites Selby, Toronto**. The original beauty of the historic property (once home to Ernest Hemingway) has been retained and complemented by modern guest room amenities, such as data ports.

# I N N O V A T I V E



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## HOTEL SPA PROGRAMMING, SITE DESIGN & MANAGEMENT

### A CTC 'Call to Action'

The Canadian Tourism Commission (CTC) is encouraging the lodging industry to apply for and take advantage of funding for marketing developed to counter outbound travel by Canadians. Outbound travel is predicted to grow substantially in the future due in part to an aging travelling population and increased foreign advertising to Canadians. The goal of this marketing initiative is to build awareness among Canadians of Canada as a prime travel destination.

#### Program Objectives

- ♦ Counter outbound travel by Canadians by offering Canadian alternatives to US/overseas destinations
- ♦ Provide private sector tourism organizations with the opportunity to create new marketing partnerships with the CTC

#### Program Description

- ♦ Develop and market Canadian travel packages with a value-added component and a strong call to action encouraging Canadians to travel in Canada.

- ♦ All proposals should be consistent with the Canada Marketing Program objectives and strategic direction. This is to build awareness among Canadians of Canada as a prime travel destination, leverage the equity built in the CTC's brand and creative platform, and convince Canadians to stay and travel in Canada.

#### Who Can Partner

- ♦ Lead applicants should be tourism industry organizations, tourism associations and tourism businesses (hotels) directly involved in marketing tourism products, packages and services. The project and implementation must be private sector-led and partner-driven.
- ♦ Individual provinces/territories may contribute financially but neither they nor their ad agencies should lead the project.

#### Other

- ♦ A minimum of three major financial partners (lead applicant included), led by a consortium of private sector businesses (hotel/hotels) and/or city/region

destination marketing organizations;

- ♦ The project and its messages target outbound conversion: offering Canadians alternatives to US/ overseas destinations and experiences;
- ♦ Applicants are required to present a project with eligible costs from \$25,000 up to \$200,000.

The CTC's participation may reach up to a maximum of 50% of eligible costs for the first year, and subject to re-approval, up to 40% on the second year and up to 30% on the third year.

These initiatives are not intended to replace provincial/territorial programming or to subsidize existing and ongoing marketing activities

The closing date for proposals promoting your offers during the 2005 calendar year will be Tuesday, September 7, 2004.

For complete details about this program, its criteria and electronic application form, please visit CTC's website at [www.canadatourism.com/ri](http://www.canadatourism.com/ri).

# Artistic Innovations

## ~ Why Wall Décor? ~

Today's hospitality properties have become multi-tiered in a global community. The leisure property must be equipped for the business executive who wants also to be entertained, educated and pampered. The inclusion of some kind of Spa facility in all categories of the hospitality trade lends credence to this fact. Plus, the development of added attractions to properties has spawned eco-tourism; adventure-tourism, the innovative culinary-tourism and the hot Boutique property class.

What does wall décor contribute to this diversity? Thoughtful touches! Spaces away from home need to make the clientele comfortable and relaxed in a retreat from the "maddening crowd", as well as creating a memorable ambience unique to the property. Art achieves this for you. For the least amount of your decorating budget, framed art and mirrors contribute to the corporate or property image and ambience. Whether the décor



is progressive, classic, traditional or transitional, wall décor is integral in the final statement of your project. Sales, clientele loyalty, employee morale and performance are all affected. It is because of this belief that Artistic Innovations Inc. is committed to promoting their clients' goals through art while also enhancing the décor.

The design team at Artistic Innovations are excited by art and décor trends. This passion is shown in their distinctive framed art designs, creating the best combination of art and framing for every

space. The design consultants provide site evaluation; budget formulation; concept development; art selection and framing design. Artistic prides itself on the quality of their service and product and stand by these with integrity.

This Spring Artistic Innovations Inc. the Gallery Lijue Mirror line to the market. The Collection consists of thirty-nine beveled mirrors stunningly framed in solid wood, which are crafted with beautiful finishes; wrought iron and Venetian cut glass spanning all the décor styles. The response has been so overwhelming that fifteen new designs will be added to the collection this Fall 2004.

The Company's offices, showroom and manufacturing facilities are situated in Toronto. Call today and join the list of Artistic Innovations satisfied customers. Tel: (416)638-3193 or toll free at (800) 318-3398



# Gilchrist & Soames

## ~ Personal Care Products that Pamper ~

Gilchrist & Soames is a privately owned manufacturer and purveyor of fine personal care products for the luxury and upscale hotel, resort and spa markets throughout the world. With headquarters in North America and England, Gilchrist & Soames maintains a global reach. They currently supply over 3,500 of the finest hotels, resorts and spas in North America and Europe alone.

Gilchrist & Soames' success formula is simple: Hotels and spas embrace our longstanding tradition of uncompromising formulation quality, innovative packaging, unisex fragrances and unmatched same-day shipping service.

Gilchrist & Soames was established in England in 1749 by the longest continuously operating personal care company in the world. Gilchrist & Soames is unique; they are the only hotel personal care manufacturer that has its own



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brands and provides the benefits of two established and recognizable luxury brands. The Luxury Hotel division offers the esteemed Gilchrist & Soames brand while the Luxury Spa division offers the essential oil-based and natural brand Essentiel Elements. Each brand has its own distinct character and style and can customize programs for in-room amenities, retail, VIP gifting, professional spa and locker room.

Gilchrist & Soames' quality formulations conform to strict Cosmetic,

Fragrance and Toiletries Association (CTFA) standards. Formulations are blended from the finest raw ingredients, therapeutic grade essential oils, and unique fragrances and purified (Reverse Osmosis) water to ensure only the purest formulations.

While their success demonstrates their ability to partner with properties of any size, the Gilchrist & Soames vision is not to be the biggest amenity company, but the best amenity company. They are large enough to exceed your expectations and small enough to keep their promises.

For further information please contact Matthew Hardy, Canadian Sales Manager at 317-786-8286 ext 556 mhardy@gilchristsoames.com.

Or visit [www.gilchristsoames.com](http://www.gilchristsoames.com).



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

Organizations that plant vegetation on top of their buildings could keep their energy costs from going "through the roof," and may qualify for funding from the Government of Canada. Green-roof technology is considered an eligible measure within its existing funding programs for energy-efficient buildings.

Green-roof technology refers to a complex system of root-repellant and waterproof membranes, lightweight growing media, drainage layers and plants that rest directly on the rooftops. It does not include potted plants. The benefits include savings on energy for heating and cooling, decreased roof maintenance, sound insulation and aesthetic appeal. These benefits are greatest in the summer and most cost-effective in buildings with high air-conditioning costs. Although considered a new concept in Canada, green roofs have been used extensively in Europe for more than a decade. More than 10 percent of flat roofs in Germany contain green-roof infrastructure.

The Energy Innovators Initiative offers up to 50% of retrofit planning costs and up to 25% of retrofit implementation costs, based on energy savings, in commercial and institutional buildings. CBIP and IBIP offer funding for new

building designs that use at least 25% less energy compared to similar buildings. To maximize funding, projects should include multiple energy-saving measures. For more information, visit [www.oee.nrcan.gc.ca/ici/english/home.cfm](http://www.oee.nrcan.gc.ca/ici/english/home.cfm).

Funding for these initiatives was previously announced, and provided for in the March 2004 federal budget. The Government of Canada's approach to climate change is focused on making the right choices for Canada. This will ensure that the actions taken contribute to the long-term goals of building a sustainable economy for the 21st century, a healthier environment and strong communities, while affirming Canada's place in the world.

**EnerTip:** Make sure that your refrigerator's rubber door seals are clean and tight. They should hold a slip of paper snugly. If paper slips out easily, it's time to replace the door seals. Here's another way to check the seals: when it's dark, place a lit flashlight inside the refrigerator and close the door. If you can see light around the door, the seals need to be replaced. Use the flashlight to check on freezers and ovens as well.



Natural Resources  
Canada

Ressources naturelles  
Canada

Canada

## It's Easy to be Green at [www.hacgreenhotels.com](http://www.hacgreenhotels.com)

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The Hotel Association of Canada (HAC) and CH2M HILL have officially launched [www.hacgreenhotels.com](http://www.hacgreenhotels.com), the full-service website designed exclusively for participants of the nationally recognized HAC ECOMmodation Green Key Rating Program.

The HAC ECOMmodation Green Key Rating Program is a graduated property rating system that was originally developed by the HAC back in 1997 to recognize hotels, motels and resorts committed to improving their fiscal and environmental performance. Administered for the HAC by CH2M HILL, the HAC ECOMmodation Green Key Rating Program is now a fully functional web-based program including simplified on-line performance audits, instant eco-ratings, and performance reports with property-specific suggestions for improvement.

This fully automated web site allows hoteliers to register for the program on-line through the secure e-banking function. Once registered, a private login-password is issued and hoteliers will have instant access to 'members only' services and a variety of useful tools and services. The easy to use on-line performance audit with its 'save' function enables participants to complete the checklist at their own pace. Once completed and submitted, the site will automatically assess the results of the audit and generate an instant Green Key Rating between one and five. A perform-

ance report providing participants with suggestions on how to "unlock" various opportunities to reduce operating costs and environmental impacts will follow the instant Green Key Rating.

Additional benefits on [www.hacgreenhotels.com](http://www.hacgreenhotels.com) include unique and increased marketing, sales and PR opportunities, increased guest and employee motivation, as well as cooperation with eco partners such as Natural Resources Canada's *Energy Innovators Initiative* and the Public Works & Government Services *Accommodation Directory*.



HOTEL ASSOCIATION OF CANADA  
ECOMmodation Rating Program



Check-in to superior fiscal and environmental performance

[www.hacgreenhotels.com](http://www.hacgreenhotels.com)

## Are Your Employees Empowered to Sell Rooms at the True "Best Available Rate"?

### "Saving money on your distribution channels"

Recently consumer reports ([www.consumerreports.org](http://www.consumerreports.org)) listed its guide to getting the best hotel rates. Of the all price lowering techniques listed, two recommendations stood out encouraging guests to "call the hotel directly" and then to "bargain".

This raises an important question for independent properties - do you with all of the distribution channels that you may participate in (i.e. your web site; discount sites: expedia, travelocity; opaque sites: priceline, hotwire) - empower your staff with rate information and the authorization to sell rooms at the truly best available rate? Rates that allow you to sell rooms and to control the costs of distribution? As many of you know the arrival of the internet for the hotel industry and the art of selling rooms online has not always been the perfect world that we were all led to believe would improve our bottom line. Keeping distribution costs under control is now one of the number one daily challenges for owners and operators of independent hotels, motels and resorts in Canada.

Let me try to explain further. Just last month I was searching for a room for a one night stay in Edmonton. In my search for the best rate, I of course found various rates for the specific property that I wanted to stay at. Today, I, like many business travelers, know what I want when it comes to where I stay and I am not always swayed by the brands of the industry. Therefore, I spend some time researching where I want to stay. So after some quick research into location and amenities, I found the property that I wanted to stay at - an independent three star property. Booking four days in advance of arrival, the rates that I found for the property were as varied as the channels they used to sell their rooms:

Distribution Channel	Rate Type	Rate
1. Property's own web site	"Internet Special"	\$119.00
2. Expedia.ca	"Spring Special"	\$120.60
3. Hotels.ca	"Best Available"	\$130.00
<i>Note: All rates exclusive of taxes</i>		

From this quick search without using any of the opaque websites (priceline.com or hotwire.com), I found that probably the "real rate" that I could get from the property could be somewhere in the range of \$90 to \$100 per night. I quickly calculated that the property must be paying out at least \$15 to \$20 per night depending on their deal with each of the channels. Add into that any administration, handling and applicable currency exchange costs to the equation and those channels that we thought were very attractive to sell rooms can become costly.

That takes us back to my original question. Are your employees empowered to sell rooms at any rate? Well, when I called the property directly to try and book my room at my rate I found that the managers, reservation agents or line staff that I spoke with at various times of the day (I tried three times) were reluctant to take me up on my offer even though the math tells me and them that they would end up with the same amount of income for the night without the added associated costs. And if they wanted, they could even get a little ahead of the game by quickly negotiating with me for an amount slightly above my range - I was willing to go to \$105. From my point of view I was saving the property money by calling directly and avoiding those channels.

Getting a handle on the costs will be the first key to understanding what you are truly paying. Review any contracts that you have engaged in and review invoices for what you are being charged. Explain to your staff all of the channels you use to sell rooms, give them access to the rates sold on those channels and provide them with selling guidelines. Proper training and communication between staff and management will determine your success in reducing distribution costs.

I should tell you how my booking story ended. Frustrated, with no one listening at my original choice of property, I ended up booking at a competitor whose staff took me up on my offer on the first attempt. That property got it - will yours?

*Neil Holm is President of hyphen Information Systems Management [www.hyphenism.com](http://www.hyphenism.com)*

# New Members

## **3ONE NETWORKS CORP.**

Colin Boog, President  
4464 Markham St.  
Victoria, BC V8Z 7X8  
Tel: (240) 483-3245  
www.3one.ca

3one Networks manufactures and installs Broadband over Powerline (BPL) equipment for the hotel industry in Canada. 3one has successfully installed this technology for hotels such as the Holiday Inn, Best Western, Ramada, and Coast Hotels. Guest simply plugs into the modem for access to the high-speed Internet.

## **COLLIERS INTERNATIONAL REALTY ADVISORS**

Curtis Gallagher, Vice President - Hospitality & Tourism Division  
1 Queen St., E., Suite 2200  
Toronto, ON M5C 2Z2  
Tel: (416) 643-3702  
www.colliers.com

Colliers is an international real estate advisory company with a Hospitality and Tourism division specializing in the hotel and leisure industry. Working with owners and investors, Colliers' primary focus is to

provide services that maximize the value of a clients' hotel assets.

## **DERBYSHIRE VICEROY CONSULTANTS LTD**

Joel Rosen, VP - Hospitality  
191 The West Mall, Suite 200  
Toronto, ON M9C 5K8  
Tel: (416) 232-9999 ext. 297  
www.derbytax.com

Derbyshire Viceroy Consultants Limited is Canada's premier consulting firm specializing exclusively in providing taxpayers of commercial, industrial, multi-residential, and special purpose properties with full-range property assessment and tax management services.

## **HEALTH & FITNESS GROUP INTERNATIONAL**

Jarek Cholewa, President  
1645 Russell Rd., Suite 201  
Ottawa, ON K1G 4G5  
Tel: (613) 749-0145  
www.hfginternational.com

Health & Fitness Group International (HFG) Inc. is a full-service spa and fitness consulting firm, specializing in the revenue generating programming, site design and management of wellness and hotel/resort spa facilities at national & international levels.

## **ROGERS CABLE**

Maria Folino, Marketing Coordinator  
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www.rogers.com

Rogers Business Solutions offers you a range of innovative communication products and services uniquely tailored to meet your business needs. Whatever your company's size or activity, these products will help you to be more efficient, more productive and ultimately bring cost benefits to your bottom-line.

## **SILVER HOTEL GROUP**

Deepak Ruparell, President  
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www.silverhotel.ca

Silver Hotel Group is one of the largest privately owned hotel investment, development, and management companies in Canada. Silver focuses on all areas involving hotel investments. Silver's current portfolio includes 16 hotels located in Canada and the U.S., and ranges from full service and limited hotels to independent boutique hotels.

# HAC Launches New Membership Category

As teachers and mentors to the industry's future employees, the Hotel Association of Canada (HAC) recognizes just how important the contributions of the educator are. For this reason, HAC is pleased to be launching its new **Educator Membership** category.

An **HAC Educator Membership** links faculty and administrators to services tailored for hospitality educators. If you're looking for industry knowledge, professional networking, or opportunities for students, HAC has the resources to assist you in developing and delivering your program.

## **WHO CAN BE AN EDUCATOR MEMBER:**

**Educator Members** are educators and administrators from schools, colleges and universities with programs in hotels & lodging, travel and recreation.

Membership in HAC broadens your knowledge base so your research, lectures and discussions will always be ahead of the trends:

*The Hotel Association of Canada has been a valuable resource for Guelph's School of Hospitality & Tourism Management. At the leading edge of hotel trends, they have repeatedly played a major role in the development of our curriculum. We have benefited from their services, exhibited at their trade show, and have built a valuable partnership with the aim of promoting the industry as a rewarding career.*

Don MacLaurin, Associate Professor  
School of Hospitality and Tourism Management  
University of Guelph, Ontario

## **EDUCATOR MEMBER BENEFITS:**

- ♦ Access to our Resource Center
- ♦ Our quarterly newsletter, RooMers
- ♦ A link on HAC's website to your institution or program specific page
- ♦ Industry statistics, press releases
- ♦ Discounts, and much more

## **EDUCATOR MEMBERSHIP PACKAGES:**

There are two package types available to help your program make the most of its relationship with HAC.

### **Basic Educator Membership Package**

Allows for up to two (2) contacts from

your institution. The fee for this package is \$250 (plus GST) and is based upon the calendar year.

### **Educator Membership Package Plus**

Allows the institution to add additional contacts to the Basic Package for a fee of \$75.00 per additional contact. Please note that additional contacts will receive all Educator Member benefits with one or two exceptions.

The **Educator Membership** category was developed with the assistance of the following institutions: the School of Hospitality & Tourism Management, University of Guelph, ON; the School of Hospitality & Tourism Management, Ryerson University, ON; and the School of Hospitality, Recreation & Tourism of Humber College, ON.

To find out more about the HAC's new **Educator Membership**, please contact Andrea Myers - Member Services by phone at (613) 237-7149 or email [myers@hotelassociation.ca](mailto:myers@hotelassociation.ca).

# Awards

## HOTELS

**Radisson Hotels & Resorts** recently presented its *President's Award* to five Canadian hotels. Chosen from 310 properties in Radisson's international chain, this top honour was presented to: **Radisson Suite Hotel Winnipeg Airport**, MB; **Radisson Suite Hotel Halifax**, NS; **Radisson Hotel Toronto-Markham**, ON; **Radisson Hotel Toronto East**, ON; and **Radisson Plaza Hotel Saskatchewan**, SK.

Small Luxury Hotels of the World has awarded **Brentwood Bay Lodge & Spa** on Vancouver Island a membership to its prestigious international lodgings association. The newly opened ocean-front resort becomes only the third property in Canada to be selected. The property also received two awards for its wine list at the Vancouver Playhouse International Wine Festival: the resort's Arbutus Grille & Wine Bar was honoured with the *Best First Time Entry* award and a *Silver award* for the 2004 wine list competition.

**CHIP** hotel management companies recently presented awards honouring star performers at the 2004 Gala Awards ceremony. Winners were selected from the company's 30-plus properties across Canada and in Washington State. Major award winners included: *Leader of the Year: Martin Robert*, Regional Director - HR Services, QC; *General Manager of the Year: Patti Schweighardt*, GM, Saskatoon Inn Hotel & Conference Centre; *Associate of the Year: Stephen Fumerton*, Guest Services Agent - Crowne Plaza Ottawa; *Hotel of the Year: Hotel des Seigneurs St-Hyacinthe*. The **Radisson Calgary Airport** won *Highest Guest Satisfaction Index*, while the **Best Western Charlottetown** won in *Highest Rooms Contribution*, awarded to the hotel with the highest rooms profit percentage over the past year.

CAA/AAA has presented both **The SoHo Metropolitan Hotel** and its sis

ter hotel, **The Metropolitan Hotel Toronto**, with prestigious *Four Diamond Awards*. The restaurants in each hotel also received *Four Diamond Awards*.

**The Fairmont Newfoundland** is pleased to announce that the hotel's fine dining room, The Cabot Club, has received the prestigious 2004 CAA/AAA *Four Diamond* rating for the 10th consecutive year. The Cabot Club is one of only seven in Atlantic Canada to receive the 2004 CAA/AAA *Four Diamond Award*.

**The Four Seasons Hotel, Vancouver** is the only Canadian property to make the list of *Departure Magazine's Top Ten City Hotels* in the US and Canada. The property ranked #8 in the list, compiled from a reader survey.

For the second year running, the **Sheraton Fallsview Hotel and Conference Centre** in Niagara Falls is proud recipient of the "2004 *Ultimate Service Award*" for North America. The *Ultimate Service Award* is an independent initiative in partnership with CNN Partner Hotels, American Express, TNS Hospitality and Leisure, Octopus Travel.com, Qatar Airways and Villeroy & Boch that recognizes front line staff and excellent service in the hotel industry. The Award is presented in nine territories, with only one hotel in each region winning.

Toronto's **Valhalla Inn**, in the airport area, won the *Hospitality Award* from the North West Travellers' Association of Canada, a group formed in 1882 to assist the travelling salesman. Although members use their own criteria in voting, common reasons for choosing the Valhalla included service, location and rates.

Toronto's **Hotel Le Germain** has been named one of the world's coolest hotels by Condé Nast Traveler in the magazine's May issue. It's the only Canadian hotel on a list of 50 of the

most stylish and luxurious new hotels in the world. The one-year-old Le Germain is praised in the magazine for its relaxed chic. The editors chose the hotel for its design, citing its lounge/lobby and "old-fashioned" service.

The 10th Anniversary Condé Nast Traveler Gold List is out and Canada has 35 properties under the heading of *World's Best Places to Stay*. Listed alphabetically within each province, the properties are: **British Columbia:** *Aerie Resort, Fairmont Chateau Whistler, Fairmont Empress, Fairmont Hotel Vancouver, Fairmont Vancouver Airport, Fairmont Waterfront, Four Seasons Hotel, Hastings House Country Estate, Hotel Le Soleil, Opus Hotel, Pacific Palisades Hotel, Pan Pacific Hotel, Pan Pacific Lodge, Sutton Place Hotel, Wedgewood Hotel, Westin Resort & Spa*, and the *Wickaninnish Inn* **Alberta:** *Fairmont Banff Springs, Fairmont Chateau Lake Louise, Fairmont Hotel Macdonald, Fairmont Jasper Park Lodge*, and *Post Hotel* **Ontario:** *Fairmont Château Laurier, Four Seasons Hotel, Park Hyatt*, and *Windsor Arms Hotel* **Quebec:** *Auberge Saint-Antoine, Château Versailles, Fairmont Tremblant, Fairmont Le Château, Fairmont Le Château Frontenac, Fairmont Le Manoir Richelieu, Loews Hotel Vogue*, and *Ritz-Carlton* **Nova Scotia:** *Keltic Lodge*.

The following Canadian properties made Condé Nast's *Reserve List*: **Delta Victoria Ocean Pointe Resort & Spa**, BC; **Fairmont Royal York**, ON; **Fairmont the Queen Elizabeth**, QC; **Loews Le Concorde**, QC; **Sofitel**, QC. And making the #2 spot for *Best place by Location in the Americas* is the **Fairmont Chateau Lake Louise**, AB.

...Awards continued on next page

# Newsworthy

...con't from page 4

April 27th saw the opening of the **Victoria Marriott Inner Harbour**, the first Marriott Hotel in the city. The 236-room, 16-story hotel offers 5,000 square feet of meeting and conference space, wireless high-speed Internet access in all public spaces, and a self-service business center. Other hotel features include room service, laundry valet service, state-of-the-art fitness center, lap pool and hot tub and the signature 'Marriott Bed' in each room.

Vancouver's **Sutton Place** has completed the first phase of its one-year, \$5 million guestroom refurbishment, which includes new furniture, energy-efficient lighting, mirrors and new bathroom fixtures. New guestroom amenities include flat screen televisions, DVD/CD players, lamps, cordless phones and electronic mini-safes.

After completing a \$30-million hotel-wide renovation, the **InterContinental Toronto Centre** now offers complimentary high-speed Internet cable access in all 586 guest rooms. Wireless is also available in many areas of the hotel.

**Renaissance Hotels**, a division of Marriott, has opened a 249-room property near Toronto's Airport. The Renaissance Toronto Airport Hotel features six suites, one club floor, lounge and 26,000 square feet of meeting space and 8 meeting rooms.

Vancouver-based Executive Hotels & Resorts has added a 90-unit property in Kananaskis to its portfolio. The **Executive Resort at Kananaskis** features rooms, suites and lofts. There are also conference, meeting and workshop facilities for up to 300 guests.

**Delta London Armouries** has recently completed a year-long \$750,000 renovation project. In addition to a refurbished main lobby, guest rooms and Armouries suites, this designated historic building now offers an executive lounge, a Royal Suite and complimentary high speed Internet access.

## ALLIED MEMBERS

**Diners Club** and MasterCard International have announced plans to pursue an alliance that will see the two companies providing enhanced global acceptance to Diners Club North America cardholders, and enhanced U.S. and Canadian acceptance for Diners Club International cardholders. The new arrangement would see Diners Club cards issued in the U.S. and Canada reissued with the MasterCard brand on the front in order to function as MasterCard cards. The cards would be accepted at the more than 22 million locations worldwide where MasterCard cards are accepted.

After 14 years, veteran hospitality, tourism and leisure consultant **Lyle Hall** has left KPMG to set up his own consulting practice focused on the gaming, hospitality and tourism sectors. Based in Toronto, you can find Hall Hospitality Advisors Inc. online at [www.hallhospitality.com](http://www.hallhospitality.com)

**Tadaa Wireless Communications** recently deployed the largest WiFi infrastructure in North America at Westmount Square. Residents and visitors of the Montreal office, condo and business complex will be able to use their wireless devices anywhere in the complex and within a 3 km radius.

## OTHER NEWS

**Travelodge** celebrated Sleepy Bear's 50th birthday this past May. Sleepy Bear has been a fundamental part of Travelodge since first introduced as the official mascot on May 6th, 1954. Over the last 50 years, Sleepy has become an icon to children of all ages and a welcome face for travellers seeking friendly and comfortable lodging.

Congratulations to the **Fairmont Royal York Hotel** which celebrated its 75th birthday on June 11th. The Fairmont Royal York is the setting for HAC's 2005 National Conference & Trade Show on February 15 & 16.

# Awards

...con't from page 10

**Choice Hotels Canada** handed out its *Gold, Silver and Bronze Hospitality Awards* this past May. A record-number, 52 in total, were handed out this year: 33 gold, 14 silver and five bronze. Congratulations go out to all Choice Hotels Canada award winners!

**The Hampton Inn & Suites Surrey/Langley** was honoured as "Top Hotel in Canada" with the company's *Light House Award*. This designates the property as one of the brand's top hotels. The criteria was based on guest surveys as well as product quality and service scores measured quarterly.

**The Westin Harbour Castle**, the *Four Seasons*, and the **Hotel Le Germain** have won the Greater Toronto Hotel Association's annual *Pierre Bourgoin Hotel of the Year Award*.

**The Toronto Hilton** and its Tundra Restaurant are proud recipients of the CAA/AAA's 2004 *Four Diamond Award*.

## ALLIED MEMBERS & PARTNERS

The **Diners' Club Club Rewards Program** has won the "Best Affinity Charge/Credit Card Program" (Americas) for the 7th consecutive year as part of the prestigious *Freddie Awards*. The *Freddie Award* has become the premier recognition award for frequent travel.

The **Canadian Tourism Commission** won the *International Culinary Association Stewardship Award* for leadership in the development of culinary tourism at the First International Culinary Tourism Conference held this past May in Victoria, BC. The awards are presented to individuals and organizations that excel in their efforts to develop and support culinary tourism through innovative development and marketing. Culinary tourism includes a variety of cuisine or agri-tourism activities developed for visitors involving food and beverages ranging from food festivals to farm and factory tours.

## Who's Where Now

**Lori Anderson**, General Manager, Quality Inn Peterborough, Peterborough ♦ **Evangeline Brouwer**, Director of Conference Services, The Fairmont Chateau Whistler ♦ **Melanie Coates**, Regional Director - Public Relations Central/Eastern Canada, Fairmont Hotels & Resorts ♦ **Bill Collins**, General Manager, Sandman Calgary Airport Hotel - Suites and Spa ♦ **Alaric Da Cunha**, Fairmont President's Club Manager, The Fairmont Royal York ♦ **Vito Curalli**, National Director of Sales, Hilton Canada, Mississauga ♦ **Samantha Denham**, Director of Marketing, Days Inns - Canada ♦ **Alasdair Douglas**, VP of Marketing & Sales, Intrawest's Storied Place's Division ♦ **Tony Elenis**, Chairman, Ontario Restaurant, Hotel & Motel Association ♦ **Sharon Fraess**, General Manager, Holiday Inn Metrotown ♦ **Peter C. Godsoe**, Chairman - Board of Directors, Fairmont Hotels & Resorts Inc. ♦ **Chris Hamilton**, General Manager, Comfort Inn Airport West, Mississauga ♦ **Robert Housez**, General Manager, Delta Chelsea Downtown Toronto ♦ **Heidi Howarth**, Chair, Manitoba Hotel Association ♦ **Daniel O. Jarvis**, President and Chief Executive, Intrawest Leisure and Travel Group ♦ **Kerry Ann Kotani**, Director of Marketing, The Fairmont Royal York ♦ **Peter Lee**, Director of Franchise Sales & Development, Cendant Corporation, BC ♦ **Robert Lemieux**, Director of Sales, Delta Chelsea Downtown Toronto ♦ **Stuart Levson**, Director of Sales, Staybridge Suites by Holiday Inn, Markham ♦ **Alex Limongelli**, Director of Sales, Holiday Inn Metrotown ♦ **Fabian Magliocchi**, Front Office Manager, Le Royal Meridien King Eddy, Toronto ♦ **Stuart McColl**, Regional Director - Sales & Marketing Central/Eastern Canada, Fairmont Hotels & Resorts ♦ **Karen McQuade**, Director of Marketing & Sales, Le Royal Meridien King Eddy, Toronto ♦ **James D. Meier**, Chief Financial Officer, AFM Hospitality Corporation ♦ **Hashem Melhem**, General Manager, Delta Bow Valley, Alberta ♦ **Sylvain Milhomme**, Director of Food and Beverage, Le Royal Meridien King Eddy, Toronto ♦ **Dennis Ricci**, Franchise Sales Director - Eastern Canada, Cendant Corporation's Hotel Group ♦ **Denis Rochon**, General Manager, Lithuanian Casino Grand Casino World, Vancouver ♦ **Karen M. Rose**, Board of Directors, Fairmont Hotels & Resorts Inc. ♦ **Sanjay Rateja**, General Manager, Fairfield Inn & Suites Toronto Airport ♦ **Will Schmidt**, Chairman, Alberta Hotel & Lodging Association ♦ **Hugh R. Smythe**, President and Chief Operating Officer, Intrawest Leisure and Travel Group ♦ **Tim Trowbridge**, General Manager, Staybridge Suites by Holiday Inn, Markham ♦ **Karen Varik**, Account Director, The Fairmont Chateau Whistler ♦ **Michael Welch**, General Manager-Toronto Airport for Air Canada, Pearson International

## Reserve Now and Beat the Rush!

**Booth space for the Hotel Association of Canada's 2005 Trade Show is now available.**

**Held in conjunction with HAC's annual National Conference, the 2005 Trade Show will feature longer exhibit hours, more variety and greater opportunities to showcase your company.**

**To reserve your booth today, call: (613) 237-7149. This event will be held Feb. 15 & 16 in Toronto.**



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Address comments or questions to the Editor:

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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.

## Upcoming Events

### L'ASSOCIATION DES HÔTELIERS DU QUÉBEC

55th Annual Conference

October 24 - 25, 2004

Boucherville, QC

### INTERNATIONAL HOTEL & RESTAURANT ASSOCIATION

41st Annual Congress

November 19 - 22, 2004

Istanbul, Turkey

[ohrner@ih-ra.com](mailto:ohrner@ih-ra.com)

[www.ih-ra.com](http://www.ih-ra.com)

### BRITISH COLUMBIA & YUKON HOTELS' ASSOCIATION

80th Annual Convention

November 21 - 23, 2004

Vancouver, BC

[www.bcyha.com](http://www.bcyha.com)

### BC HOSPITALITY TRADE EXPOSITION

November 22 - 23, 2004

Vancouver Convention & Exhibit Centre

### HOTEL ASSOCIATION OF CANADA

Annual Conference & Trade Show

February 15 & 16, 2005

Fairmont Royal York, Toronto