

Military Family Appreciation Program Embraced by Canadian Hotels

Earlier this year the Hotel Association of Canada, in conjunction with the Department of National Defence, developed a program designed to support Canada's Regular and Reserve Forces Members and their families.

The HAC Military Family Appreciation Program, open to all lodging facilities in Canada, has a simple premise: hotels can show support for the military community by offering a reduced room rate to members of the military and their immediate family.

Since launching, this initiative has spread quickly amongst Canadian hoteliers and more than 360 hotels are now participating in the program.

Howard Johnson Canada recently announced that the program would be available at all 42 Howard Johnson hotels and 11 Knights Inns.

"When we heard about this program we knew we wanted to be part of it," stated Glen Blake, President of Howard Johnson Canada. "It is very important to show support to our Canadian Troops. We think it is imperative to recognize the contribution these individuals make to our country whether they're on duty or not."

The program, which applies to leisure travel only, encourages hotels to tailor offerings to suit their needs including any restrictions or blackout periods. National Defence and the Canadian Forces Exchange System (CANEX) will publicize your offer on their websites, base newspapers and in promotional blitzes around the country.

The list of authorized patrons includes the following categories of personnel and their families: Regular Force military personnel (approximately 65,000), Reserve Force military personnel (approximately 25,000), Department of National Defence Public Service employees (approximately 20,000), and Non-Public Fund employees (approximately 5,000), members of the RCMP (approximately 23,000), and retired military personnel (approximately 400,000).

Hotels may offer discounts to all authorized patrons or to specific target groups (e.g. regular and reserve forces only).

When making bookings the Canadian Forces will request the "Support our Troops" leisure travel rate and will present their military identification upon checking in. HAC anticipates this offer remaining in place for a year but it could be extended for longer.

"At the Banff Park Lodge we recognize that the members of the military work hard protecting our freedom and our country and we believe that they should be able enjoy the country they protect," says Andries Flierjans, the Lodge's Director of Rooms and an ex-service member himself. "Therefore we are happy to offer special CANEX rates to the military services while they are on holiday, so that they can enjoy Banff National Park, Canada's first National Park."

To receive the appropriate forms required to register your hotel discount with CANEX please contact the HAC at info@hotelassociation.ca.

HAC has also developed a plaque for hotels to use in promoting the Military Family Appreciation Program (see sketch). Etched in rosewood with goldfill, the 8" x 10" plaques are available for approximately \$60 plus shipping & handling.

Plaques can be ordered directly from:

Globe Awards & Promotions

T: 613-234-4440 F: 613-234-5501

sales@globecanada.com

Ref: "Hotel Association Military Appreciation Plaque"

The second offering of the Hotel Association of Canada's Military Family Appreciation Program is a recruitment component. The recruitment component provides hotels with the opportunity to employ former Canadian Forces (CF) members. There are approximately 5,000 Canadian Forces Members being rotated out monthly.

The Canadian Forces Transition Assistance Program (TAP) assists medically released CF members' transition to the civilian workforce. It provides a free online job bank, where Employer Partners such as your hotel can post jobs. CF members also have the opportunity to post their resume in its job bank for you to access.

The Canadian Forces offer your hotel highly qualified, experienced, skilled, loyal and hardworking personnel with Government of Canada Security Clearance and a willingness to serve.

Should you require additional information on the Transition Assistance Program, please contact Chief Warrant Officer Fred Rideout at rideout.fc@forces.gc.ca, (613) 992-0414 or 1-800-883-6094 for more details.