

info CITO

Corporation de l'industrie touristique du Québec

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2005 : A year of renewal

Message from
the Executive Director

In the December 2004 issue we announced that 2005 would be a crucial year for the review of classification grids. All year long, the CITQ will be consulting with different parties so as to prepare new grids that we hope will meet the expectations of travellers and operators.

The classification process, just like the tourism industry itself, must keep evolving constantly. Customers' needs change, while new goods and services are regularly appearing on the market. We have to make sure that our evaluation criteria reflect these developments.

Reviewing seven classification grids, each with hundreds of evaluation criteria, will call for broad-based input. Representatives of sector associations for the categories classified, many operators, CITQ classifiers and different experts will all help us carry out this important task.

In the months to come, you will also be asked for your opinion on the new grids. Then the CITQ will submit them to the Minister of Tourism for approval. You can rest assured that we will do everything we can to make sure your views are heard. Check your e-mail and regular mail and visit our Website regularly to find out when and how to send us your opinions. We're counting on your input.

Michel Rheault

Efficient solutions

Would you like to boost your competitiveness and your profits?

In the service sector, the hotel industry uses a lot of energy to serve and satisfy guests. But there are ways to provide even better service, at less cost.

Reducing the energy consumption and costs of a typical establishment is not only possible, but comes with a number of other benefits. For instance, you can improve your guests' comfort and satisfaction, reduce maintenance costs and system failures, lengthen equipment life and building value, cut greenhouse gas emissions, and project a "cleaner" corporate image.

For a hotel, the best way to reduce energy consumption is to draw up an energy management plan, based on the following guidelines:

- calculate your energy costs and consumption, for each type of energy you consume;
- compare your energy costs with those of other, similar businesses;
- determine where you use energy (heating, lighting, hot water, cooking, air conditioning, etc.);
- draw up an energy investment program, including measures with different cost recovery periods so that some of your savings will help pay for other investments.

Some factors are essential if your efforts to save energy are to pay off:

- an official commitment by senior management to the energy management plan;
- an ongoing system for recording energy consumption and costs;
- a way of informing employees and guests of your energy savings;
- excellent purchasing and house-keeping practices;
- clear delegation of responsibilities for controlling energy consumption.

For more information on this subject, see the *Saving Energy Dollars in Hotels, Motels and Restaurants* guide, from the Energy Innovators Initiative, Hospitality Sector, of the Natural Resources Canada Office of Energy Efficiency.

You can also find useful information on the Agence de l'efficacité énergétique du Québec Website, at www.aee.gouv.qc.ca.

Martin Cardinal

Agence de l'efficacité
énergétique

Québec

Vous économisez. L'environnement y gagne aussi.

PLEASE NOTE

The advertisements and sponsored columns appearing in this newsletter in no way represent CITQ policies and are not to be considered endorsements. Although these sponsored articles and advertisements are intended to provide useful information for operators of tourism establishments, the CITQ recommends that readers shop around and make the appropriate comparisons before choosing goods or services.

A new CITQ Board of Directors

At their annual assembly on April 1, CITQ members elected a new Board for 2005. The Board brings together experienced directors from all classes of tourist establishments classified by the CITQ:

Executive Committee

- Jean Authier
Chair
(co-opted member)
- Marco Gendreau
Vice-Chair
(resorts)
- Georges Sardi
Treasurer
(hotel establishments)
- Natasha Desbiens
Secretary
(hotel establishments)

Directors

- Claude Coudé
(youth hostels)
- Régent Fradette
(co-opted member)
- Nancy Gingras
(hospitality villages)
- Gérard Lambert
(bed & breakfast establishments)
- Pierre Pilon
(bed & breakfast establishments)
- Kamal Shah
(tourist homes)
- Nelson Théberge
(hotel establishments)
- Jacques Veillette
(co-opted member)
- Gaétan Vézina
(educational institutions)
- Michel Rheault
(Executive Director – cannot vote)

You're open only in the summer?

Please help us to do our job. Travelling around the huge province of Quebec and timing visits to match the operating dates of hundreds of seasonal establishments is a major challenge for CITQ classifiers. It is important that you comply with your operating dates on file with the Ministère du Tourisme, because these are the dates we use when drawing up a schedule for visiting different regions of Quebec.

The CITQ is dedicated to managing your funds wisely. Thanks for your co-operation.

Insurance

Who is responsible for contents belonging to guests... insurance wise ?

All types of establishments are concerned with the Innkeeper's Liability coverage or still with the liability pertaining to the belongings of their guests.

This coverage, normally excluded from your insurance contract, allows compensation for the loss of your guest's belongings following a claim for which your establishment would be held liable. In some instances, certain exclusions may apply, such as theft for example.

All claims must undergo a process for settlement:

Step 1 - The victim, or his/her Insurer, must send a request of reimbursement for the loss.

Step 2 - The Insured, the establishment in this case, must send the claim to its Insurer upon reception. (Never assume liability. This falls to the Insurer.)

Step 3 - Finally, the Insurer will either stand up for the Insured and assume defense or immediately abandon the claim. In both instances according to terms,

conditions and exclusions of the contract.

Each establishment must verify its insurance needs according to its clientele. Skiing equipment and clothing are more expensive than bathing suits, therefore a higher limit of coverage would be needed. It would be appropriate to discuss with your broker, specialized in the tourism area, in order to evaluate your specific needs.

This coverage generally consists of either one of the following two limitations; an aggregate limit per event/loss or a limit per room/unit. The program we offer to bed and breakfast and tourist homes includes an aggregate limit of \$2,500 per event, and theft is not covered.

Jean-François Trudel,
Vice-President, Operations
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Rep : René Bastien



Since 1936 EMPIRE CROCKERY has been a major importer and distributor of hotel and restaurant supplies.

Should you be looking to upgrade any of the accessories in your rooms, here are a few items which EMPIRE CROCKERY can offer you.



Furniture basics

As part of their continuing education program, CITQ classifiers call on experts and recognized manufacturers in different fields. In this issue, representatives of Les Meubles Saint-Damase Inc. and Les Industries JSP Inc. give us some tips.

Strength and durability

- Solid or laminated wood or a combination of the two makes for durable, flame-resistant and easily repaired furniture.
- Furniture made of melamine, softwood and lacquered wood is fragile and requires more maintenance.
- Quality construction, using dovetailed or tongue-and-groove techniques, makes furniture stronger.
- Good-quality hinges and sliders make sliding doors more durable and easier to use.

Finishes

- Brushed-on paint gives a better finish than spray paint, since it penetrates the wood better and keeps its shine longer. Spray paint can also leave blemishes and gives an uneven finish.
- Water-based sealants and some special sealants are odourless and better for the environment.



- Special mats under furniture prevent swelling due to moisture. When you clean rugs, furniture without special mats absorbs water and swells.

Savings

- You can save up to 20% without compromising on appearances by using bed headboards unfinished on the side facing the wall.
- Furniture with laminated tops and veneered sides can be a relatively inexpensive and fairly durable solution, especially if it has edges of solid wood.

- Sturdy and durable materials may cost more to purchase, but can be less expensive in the long run.

Trends

- The current trend, especially for hotels looking to project a unique image, is made-to-measure furniture customized to match the hotel's concept and needs.
- More and more operators are turning to manufacturers for advice on the best way to maintain furniture, since they are better informed about the proper techniques.
- Desks with built-in electric outlets and telephone and Internet jacks are increasingly popular with establishments offering such services for guests.



Advice from classifiers



1. Some ideas for keeping your furniture in good condition:
 - install a turntable or sliding base under televisions;
 - place coffeepots on trays, rather than directly on the furniture.
2. Furniture needs to be inspected and repaired regularly if it is to keep its appearance. As operators know, guests don't tend to treat furniture very well if it is already in poor condition.
3. If you have a limited budget for purchasing new furniture, it is better to refurnish a small number of rooms rather than all your rooms at once. You'll be able to afford better quality.

Answers

to your questions

Is the 2005 Accommodation in Québec directory sent out to operators?

YES - ... provided that they have requested it from the CITQ.

Just call 1 866 499-0550 and talk to your service agent. The first copy is free. Shipping and handling charges of \$5 per copy apply to all additional copies.

Check the table opposite for the name of your service agent.



Does the directory come in other formats?

YES - You can order a CD-ROM version of the directory from your service agent by calling 1 866 499-0550. Shipping and handling charges of \$5 apply. You can also consult the directory on the CITQ Website and print it from there: www.citq.qc.ca



REMEMBER OUR NEW ADDRESS!



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LONGUEUIL

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The CITQ wishes to salute the excellent work of the companies that helped move its offices in March. Thanks to their great service, the CITQ was able to keep operating with minimal inconvenience for all concerned.

Our thanks to:

- Bell Canada
- Calibre Plus
- CGA Devencore
- Construction C&G Beaulieu
- EXA Design
- Groupe Conseil LVMB
- Les Transports Lacombe
- Pixel Communications
- Rubanco

QUESTIONS ABOUT YOUR CLASSIFICATION?

Ask your service agent.

David Harrison, ext. 231

- Bas-Saint-Laurent
- Chaudière-Appalaches
- Gaspésie
- Mauricie
- Saguenay-Lac-Saint-Jean

Christine Blackman, ext. 232

- Abitibi-Témiscamingue
- Charlevoix
- Duplessis
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- James Bay
- Eastern Townships
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- Nunavik

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WWW.CONFERENCEPLANNING.CA

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Administrator of the official accommodation classification program



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The masculine gender is used merely for simplification. No discrimination is intended.

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