



Tourist accommodation in Quebec keeps improving

Message from
the Executive Director

Earlier this year, we announced the results of our latest complete classification tour, the second since the *Tourist Accommodation Establishments Act* was adopted. Throughout the tour, conducted in both 2004 and 2005 and stretching across all the regions of Quebec, we once again saw how the quality of tourist accommodation in Quebec is constantly rising (see the table below for examples).

The official classification program has certainly played a major part in this improvement by offering establishment operators specific, measurable criteria. The program, which the industry itself has long been asking for, could never have been such a success without the efforts and initiative of operators, who are increasingly focused on offering quality accommodation for their clients.

Let me take this opportunity to thank all Quebec's establishment operators for their warm welcome during this recent classification tour, and to assure them of our complete and continuing support in their quest for quality.

Michel Rheault

For details on classification statistics for all of Quebec or a specific region, see www.citq.qc.ca

HIGHLIGHTS OF THE 2004-2005 CITQ CLASSIFICATION TOUR

Tourist Accommodation Establishments	2006	2004
• with a classification certificate	5,565	5,277
• with the highest rating in their category	6%	4%
• with the 2nd highest rating in their category	34%	29%
• with 1 star or sun or less	9%	11%

Source: CITQ calculations, from the Ministère du Tourisme databases of January 12, 2004 and January 13, 2006.

Mattresses

ADVERTORIAL

Installation and support are keys to durability

Proper installation and good support will extend the life of your mattress. Some people prefer box springs, while others choose frames with wooden slats. Still others opt for wooden foundations, which different manufacturers offer in various thicknesses, covered with foam in different densities and compressibilities. It is essential that the box spring or foundation be of good quality, since otherwise it may well crack or sag.

Installing a box spring and mattress set on a metal base calls for particular attention. For twin and queen size beds, frames with six feet (casters or skids) are strongly advisable, and for a king size bed, nothing less than eight supports will do. You can also place the set on a pedestal bed base, generally available in heights of 6 or 7.5 inches.

The total height of the bed should be between 22 and 25 inches. This will be comfortable for all your clients, regardless of their height, as it strikes a balance between short and tall.

Suppliers can bring your purchases right to your door, and can even carry them up to the rooms. They may even be willing to get rid of your old bed materials. Others will even install your mattresses, box springs and metal frames or bases. When negotiating with the sales representative, you may want to talk about whether your maintenance team has the skills to keep your beds in proper shape. For a few dollars more, you may be able to save yourself some trouble down the line.

Ronald Thibault,
Executive Director



PLEASE NOTE

The CITQ is not responsible in any way for the information in our contributors' advertorials and advertisements, and they are in no way to be considered endorsements. Although these articles and advertisements are intended to provide you with useful information on operating tourist accommodation establishments, we recommend that you shop around and make the appropriate comparisons before choosing a product or service.

RENOVATION AND MAINTENANCE



APPEARANCE IS A KEY CONSIDERATION IN EVALUATING AN ESTABLISHMENT

The appearance of the items classified is an important consideration. Their upkeep and maintenance by the operator are an integral part of the evaluation. For example, appearance is worth 22% of the overall evaluation for a hotel establishment and 29% for a bed and breakfast.



RENOVATING TO EARN ANOTHER STAR OR SUN? PLAN CAREFULLY

Renovating to gain a star or sun can be risky if you don't do the work where it counts.

As this table shows, some sections, like bedrooms and bathrooms, have a huge impact on the overall classification. Needless to say, renovating these areas of your establishment is more likely to pay off!

The same principle applies to the different items in a particular area. See the condensed guides on the CITQ Website, www.citq.qc.ca. Items are ranked in decreasing order of importance.

EVALUATION OF BEDROOMS AND BATHROOMS

Categories	% of the overall evaluation
Hotel establishments	60%
Bed & breakfast establishments	50%
Tourist homes	40%
Resorts	50%
Hospitality villages	25%
Youth hostels	40%
Educational institutions	60%

Insurance

ADVERTORIAL

Business Interruption Insurance

Have you ever thought of (or has your broker talked to you about) the financial losses your business could suffer as a result of an accident?

If you were to have a fire, an explosion or any other type of accident, your Insurer would intervene and indemnify you accordingly. Your basic coverage would allow you to rebuild and to replace any lost equipment and goods. However, it would take some time to rebuild and re-open, to re-establish your clientele, in short to resume normal operations. Also, following a major loss, your sales would most probably drop, and could even cease temporarily – but you would still have to make fixed payments for rent, loans, taxes, insurance premiums, wages, etc.

Unfortunately, this kind of loss is not covered by a basic policy. That is why you should think of adding a business interruption clause to your contract. Its purpose is to maintain your company's financial status as it would have been had the damages not occurred. It would protect your company's income so that you could continue to cover expenses. You would already be under great stress from the losses you had suffered; there's no need to worry about financial obligations on top of it all. Business interruption coverage is worth it for the peace of mind it brings.

Jean-François Trudel, Vice-President, Operations
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NOW THAT YOU'VE MADE MAJOR RENOVATIONS, YOU CAN'T WAIT FOR THE CITQ CLASSIFIER TO COME?

You don't have to wait! Just ask for an interim visit. An interim inspection is one other than the inspection that is legally required every two years (four years for educational institutions), and can be done following major improvements likely to change an establishment's classification level, at the operator's specific request.

Here's how to request an interim visit:

- 1) Send a written request to the CITQ, describing the improvements you have made to your establishment since the last classification inspection.
- 2) If, after reviewing your file, the CITQ feels that the improvements are not likely to raise your classification, it will send you a letter with recommendations describing the additional improvements apt to increase your classification.
- 3) If, after reviewing your file, the CITQ feels that the improvements could raise your classification, it will send you a letter describing possible arrangements for the interim inspection (immediately, or the next time a CITQ classifier is in your region), with the approximate costs of each option.
- 4) Send a letter to the CITQ to confirm your choice.
- 5) The CITQ will send you an invoice for \$150, as a deposit corresponding to two hours' work by a classifier.
- 6) The CITQ classifier will conduct an interim visit and, on payment of all the related charges, will send the Ministère du Tourisme and you the results of the visit.
- 7) The Ministère du Tourisme will issue a new classification certificate and, if your classification level has changed, will send you a new sign.

REMEMBER:
Having a CITQ classifier come for an interim visit does not necessarily mean that you will gain a new star or sun. The classifier will not be able to know for sure whether the quality and extent of the improvements you have made actually merit an increase in your classification until he or she has seen them in person.



Environment

ADVERTORIAL

Another step towards environmental protection : the choice of ecological paper

The hotel industry is thinking more about environmental protection these days. Hoteliers can give customers a way of taking responsibility for their environment by offering them the option of reusing their towels, so as to save water, detergent and energy.

Another way hoteliers can help preserve the Earth's resources is by choosing ecological tissues and toilet paper. These products consist of 100% recycled paper (mostly post-consumer materials), dried by natural gas (one of the cleanest fuels), made with 80% less water than the industry average and bleached without chlorine. By using these environmental friendly products, hoteliers will build customers' awareness and show them something they can do to protect their environment – a priority for all of us. Carrousel joins Cascades Tissue Group in promoting its paper products, but especially in promoting a new way of living.

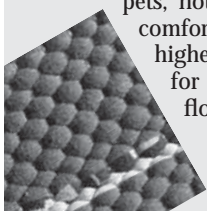
My planet, I love it as big as the Earth!

For more information:
Jean-René Dufresne, representative
(514) 875-2025, #422



ADVICE FROM CLASSIFIERS

- A wide strip of carpet along the base of walls in hallways can go a long way to protecting them from the constant banging by housekeepers' and luggage carts.
- An underpad is a recognized way of extending the life of your carpets, not to mention greater comfort for clients and a higher classification level for your establishment's floor covering.



Legislation

ADVERTORIAL

**BILL 112 ON SMOKING
What to expect, how to prepare**

The amended smoking legislation that comes into force on May 31 is sure to have a wide-ranging impact. The improved quality of the environment will allow employees and clients to enjoy a smoke-free space that is no longer harmful to their health. Costs related to burn marks to chairs, tables and carpeting should decrease, as should maintenance costs related to smoke stains on walls, lampshades and other decorations.

The Act will take a more equitable approach than the previous legislation, as it will apply to all restaurants. There are certain exceptions, however: for example, hotel establishments can still designate 40% of rooms for smokers, and open terraces can still allow clients to smoke.

Since smoking often goes hand-in-hand with drinking, the new provisions may well cause a temporary decrease in customers for many bars and restaurants, as well as a decline in liquor sales. Food sales, on the other hand, will probably go up. There may also be a reduction in the average length of meals, and tips related to liquor sales may drop.

It is important that restaurant owners become familiar with the new provisions and inform their employees. To ensure that the transition period of at least four to six months goes smoothly, they must also prepare frontline staff to interact with customers who smoke, especially with recalcitrant smokers.

François Pageau,
Professor



Answers
to your questions

Is it better to completely renovate a small number of rooms than to partially renovate all rooms?

YES - For classification purposes, it may be more profitable to make general improvements to a group of rooms rather than improving a single item (new carpeting, for instance) in all rooms.

Can an establishment that offers only breakfast get points for food service?

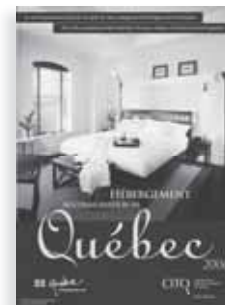
NO - Although the fact that an establishment offers breakfast is taken into account in its evaluation, points for food service are given only for those offering lunch or dinner.

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Electronic version:
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Publications mail number 40026257

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Version française également disponible.



PUBLICATION | CITQ
TEXTS | CITQ Communications Department
GRAPHIC DESIGN | Pixel Communications
CIRCULATION | 6,000 copies

LEGAL DEPOSIT | LIBRARY AND ARCHIVES CANADA 2006
BIBLIOTHÈQUE ET ARCHIVES NATIONALES DU QUÉBEC, 2006
ISSN 1715-0078