

info CITO

Corporation de l'industrie touristique du Québec

VOLUME 3 > NUMBER 3 > JUNE 2006

Certifications

TEXTE PUBLICITAIRE

Welcome Cyclists!

A new bicycle-friendly form of certification officially appeared on the Quebec tourism landscape this year. When touring cyclists see the "Bienvenue cyclistes!™" (Welcome cyclists!) sign, they know that they will receive services designed to meet their needs. Offered by Vélo Québec, the organization overseeing the development of the Route verte, the pan-Quebec biking network that will be over 4,300 km long when completed, this certification is available to all categories of tourist establishments. Most of the 300 establishments certified to date are located within a few kilometres of the Route verte or near other bicycle routes.

The logo (depicting a bicycle under a roof) will be visible in key locations consulted by touring cyclists: the www.routeverte.com and www.velo.qc.ca Websites, tourist information centres, regional tourism associations, Tourisme Québec offices as well as local tourism organizations. Regional initiatives such as tourist guides, the Websites of certain regional tourist associations and bicycle maps will also help to promote "Bienvenue cyclistes!™" among target clientele.

The advantages associated with "Bienvenue cyclistes!™" are very likely to convince touring cyclists to choose certified accommodation: at all establishments other than campsites, they can count on finding a locked shelter for storing their bicycles at night, meals designed to provide cyclists with the energy they need (where food services are available), tourist information and tools for making minor repairs.

As for cyclists who prefer to camp, they are guaranteed access to sites even without a reservation as long as they arrive by bicycle, a covered shelter for preparing meals, basic tools and tourist information.

It's not too late to apply for "Bienvenue cyclistes!™" certification: the necessary information and procedures are available on the www.routeverte.com site.

We are happy to help. Just contact us by e-mail at bienvenuecyclistes@velo.qc.ca or by telephone at (514) 521-8356, extension 380, or 1-800 567-8356, extension 380.

Have a great cycling season!
The "Bienvenue cyclistes!™" team



Message from the Chair of the Board

I was very proud and enthused to accept the appointment as Chairman of the Board of Directors at the CITO Annual Assembly on March 17, after being active in the organization for many years now. I am proud of the remarkable work done by the CITO to date, and enthusiastic about the exciting challenges that lie ahead.

One of these challenges, the renewal of the classification program, is sure to keep us very busy. Once Tourisme Québec has given its approval, the CITO will have to implement the new classification grids drawn up in 2005 in co-operation with players in the tourism industry. Strengthening various partnerships, such as the one with the Association maritime du Québec for classifying marinas (see page 2), is another of the jobs facing us in the coming year.

Just like my predecessors and with the help of all my colleagues on the Board, I plan to do everything in my power to help the CITO play a leading role. Ours is the only organization in Quebec to bring together most industry associations in the area of tourist accommodation, making it uniquely representative and giving it unique expertise. The CITO must make its voice heard wherever the future of our industry is at stake, and offer its expert services to the greatest possible number of organizations.

In that connection, I will close by inviting all accommodation operators to keep up the extraordinary spirit of co-operation that has made the classification program such a success. My thanks in advance for your support.

Thank you and have a great tourist season!

Marco Gendreau

The members of the 2006 Board of Directors are listed on page 2.

See http://www.citq.qc.ca/EN/about_us.asp
for the list of CITO member associations.

PLEASE NOTE

The CITO 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.

CITQ BOARD OF DIRECTORS 2006

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 Natasha Desbiens (Hotel establishments)
 Régent Fradette (Tourist homes)
 Nancy Gingras (Hospitality villages)
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 Kamal Shah (Tourist homes)
 Luc St-Jacques (Bed & breakfast establishments)
 Nelson Théberge (Hotel establishments)
 Dominique Tremblay (Educational institutions)

Observers appointed by Tourisme Québec (no voting rights)
 Louis Parent, Christian Tardif

Executive Director of the CITQ (no voting rights)
 Michel Rheault



THE CITQ LAUNCHES VOLUNTARY CLASSIFICATION FOR MARINAS IN QUEBEC

Earlier this year, the Association maritime du Québec (AMQ) announced that it was introducing a voluntary classification program for Quebec marinas. The AMQ plan, drawn up in co-operation with the CITQ and many marina operators, includes dozens of criteria for evaluating the facilities and services offered. Participating marinas will be classified on a scale of 0 to 5 anchors.

The CITQ is proud to be involved in the AMQ's initiative, as it will give pleasure boaters reliable and detailed information on the level of comfort and service offered by participating marinas, while helping to improve the quality of this important part of our tourism industry.

SUSTAINABLE TOURISM AND CLASSIFICATION

Following the launch by the Quebec Minister of Tourism of the new "Sustainable Tourism" policy in May 2005, many operators have suggested that the CITQ include various environmentally friendly measures in the new classification grids submitted to the Minister in December.

Here are some ways of encouraging sustainable tourism that we have recommended in the new classification grids, **subject to the Minister's approval.**

For bedrooms

Bonus points for energy-efficient heating, ventilation, air-conditioning and lighting systems.

For bathrooms

Bonus points for biodegradable cleaning products and the use of water-saving devices.

For indoor amenities

Bonus points for recycling programs, energy-efficient appliances, storage of filtered drinking water, recovering rainwater, air-filtration systems, and using chlorine-free paper, fair-trade products and environmentally friendly energy sources.

REMEMBER that these criteria are **not in effect at the moment** and will apply only to hotel establishments, bed & breakfast establishments, tourist homes, youth hostels and educational institutions, and only if the Minister of Tourism approves them.

Insurance

ADVERTORIAL

The Environment and Your Insurance

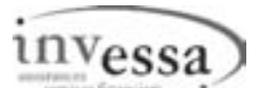
Many people these days are dedicated to protecting the environment, and governments are also doing the best they can. In the end, each and every one of us has to accept responsibility and do our part.

When it comes to insurance, what does it involve? Start by thinking about the kinds of damage possible and its environmental impact, to decide on the coverage you need. In the tourism industry, the main causes of environmental damage are pollution and soil contamination caused by oil spills or leaking oil tanks.

All commercial policies automatically exclude pollution-related damage, and much the same applies for home insurance. While there are a very few insurance companies that cover damage caused directly to the dwelling and its contents resulting from leaking tanks, even they systematically exclude soil contamination and any consequent third-party damage.

In this connection, we must emphasize that under existing legislation, the owner or any other person responsible for the property is responsible for the high costs of cleaning up pollution. So it is essential that you be careful to avoid such accidents. There are ways to minimize risks, however: replace tanks after 20 years, and conduct regular visual inspections. Remember that damage caused by normal wear and tear is not usually covered by insurance contracts.

Jean-François Trudel, Vice-President, Operations
 (514) 382-6560 1 800 561-6560



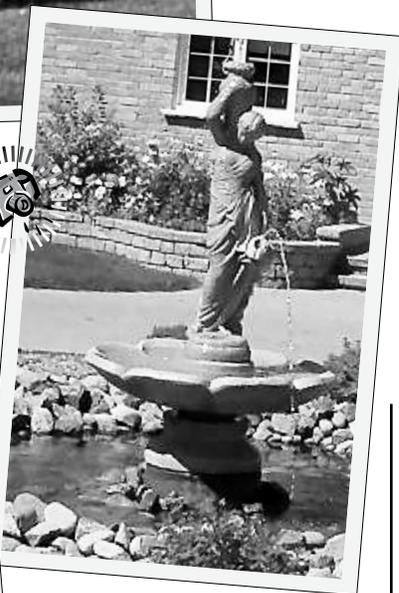
PHOTOS OF THE OUTSIDE OF YOUR ESTABLISHMENT

Photos can be very useful, or even essential, when a classifier has to visit your establishment while everything is covered in snow. Here are some ideas for shots that will help the classifier evaluate the outside of your establishment. Send us some copies that we can keep on file.



Close-up shots of landscaping (shrubs, rock gardens, flower beds, etc.)

Close-up shots of specific elements (fountains, pergolas, sculptures, etc.)



Close-up shots of outdoor furniture



General views of the outside of your establishment from the front, back and side, if applicable.

Marketing

ADVERTORIAL

Training in Clientele Development and Merchandizing of Tourism Services or Products

It is sometimes difficult for a hotel manager or junior trade commissioner to properly grasp the workings of a travel distribution network (tour wholesalers, tour operators, travel agencies, the Internet). You can miss countless opportunities if you are unfamiliar with the functioning of the tourism industry.

This makes it crucial for hotel managers to know the "selling" aspects of their establishments in an industry where price is often the most important consideration. By learning how the distribution network operates, you will understand how to be part of an integrated global tourism product to be sold by third parties abroad. Find out about commissions, contract negotiations with foreign companies, trade shows and essential contacts.

Knowing how to greet clients properly is not enough; you also have to know how to attract them. What should you do about appealing to emerging markets? Are you ready to cater to new clienteles looking for services adapted to their needs? What exactly are these needs? Knowing how to structure prices and products according to different clienteles may be critical for your profitability and key to your future. And what role does the Internet play in all of this?

The ITHQ invites you to take part in its professional tourism workshops, given by industry experts for industry players, for answers to all these questions and concerns. For more information, please visit our Website, at www.ithq.qc.ca, or call (514) 282-5113.

Marie-France Alarie
Trainer – ITHQ

Institut de tourisme
et d'hôtellerie
Québec

ADVICE FROM CLASSIFIERS

Many operators are already appealing to their guests' environmental consciousness and washing towels less often. You can, too. Just post a small sign indicating that only towels left in a specific spot in the bathroom will be washed. This can considerably reduce the amount of wastewater going down the drain and the energy used for laundry, not to mention the reduced wear and tear on your bathroom linens!

Some laundry products are less harmful for the environment, too, and easier on bedding and linens.



Mattresses

ADVERTORIAL

Picking a mattress to meet your guests' needs: a winning choice!

Selecting a mattress with the right degree of firmness to meet your guests' needs can be a very complex exercise. If you provide a profile of your clientele, your mattress supplier will be able to advise you. As a starter, we have noticed that consumers these days are looking for supple, cushioned mattresses.

After the first visit, guests who have enjoyed a good night's sleep thanks to your delightfully comfortable mattresses will be more apt to become regular customers. The greatest gift you can offer your guests is a restful night and that sense of well-being that exceeds what they can find at home or at a competing establishment.

A hotel operator recently told me that he had never received a single complaint about the quality of his mattresses. The reason is simple: if you offer a better than average product, you can look forward to congratulations from customers who appreciate their excellent night's sleep!

So go ahead and ask your supplier for information, specifications on the filling used, samples of the kind of mattresses you are considering and so on.

For more information on mattresses, feel free to contact us.

Ronald Thibault, Executive Director
(418) 832-2951



N.B.: The lack of a box spring results in demerit points in the classification of bedrooms. – Ed.

Answers

to your questions

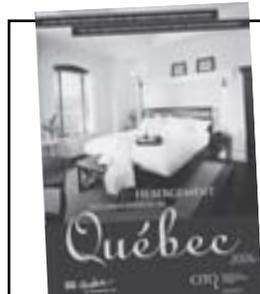
Does the Tobacco Act have an impact on classification?

NO... although classifiers have to ask about the number of non-smoking units in your establishment, to enter this information in your declaration of services and activities. Tourist accommodation establishments are subject to this legislation, however. For more details, contact the Department of Health and Social Services, which is responsible for the Act. Just call 1 877 416-8222.

Are there still plans to create an "Inn" class?

YES... Throughout 2005, a committee of operators of hotel establishments and bed & breakfast establishments, along with experts of all kinds, drew up an "Inns" classification grid that the CITQ Board of Directors then forwarded, in December, to the Minister of Tourism for approval.

This new class cannot be implemented, however, until section 7 of the *Regulation respecting tourist accommodation establishments*, defining the classes covered, has been amended. That is a lengthy process that calls for a decision by Cabinet, pre-publication in the official Gazette, and a public consultation period, among other steps. The CITQ is keeping an eye on matters and will inform operators of any developments.



THE 2006 EDITION OF ACCOMMODATION IN QUÉBEC IS HERE!

If you would like a paper copy:

- call 1 866 499-0550 and order one from your operator relations agent;
- pick one up from your nearest tourist information centre. Their addresses are listed on www.citq.qc.ca/hq.

To consult it on-line:

- go to <http://www.citq.qc.ca/EN/documentation.asp> and click on the image of the directory;
- download and print out the regions you want.

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Administrator of the official accommodation classification program



Corporation de l'industrie touristique du Québec

1010 De Sérigny Street, Suite 810
Longueuil, Québec J4K 5G7
(450) 679-3737 1 866 499-0550
Fax: (450) 679-1489
www.citq.qc.ca info@citq.qc.ca

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

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