

# info CITO

Corporation de l'industrie touristique du Québec

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## New classification criteria for tourist homes soon to be submitted for Ministerial approval

Regularly reviewing the classification criteria to reflect the constantly evolving expectations of the travelling public is one of the CITO's contractual obligations to Tourisme Québec.

Now, after two years of work and consultations, the CITO is about to submit its updated classification criteria for tourist homes to the Minister for Tourism, Pascal Bérubé, for approval.

This rigorous process is the outcome of a broad-based consultation.

See inside for the timeline.



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**3** étapes

① Inscription.

② Préparation aux évaluations.

③ Réalisation des étapes d'évaluation.

Et... célébrer la réussite!

Contactez-nous, nous répondrons!

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## CLASSIFICATION VISITS IMPORTANT NOTICE

Given the problems encountered by our classifiers with people failing to keep appointments, the CITO wishes to remind everyone that under the *Act respecting tourist accommodation establishments*, it is obliged to visit all establishments every two years.

The CITO asks for your co-operation in keeping the appointment made by the classifier for your establishment's classification visit. If you cannot be available on that date, please delegate someone who can give the classifier access to your establishment.

The fact that you have clients in your establishment is not a valid reason for refusing the classifier access. The CITO assures you that they will be treated with tact and respect.

**PLEASE NOTE!** Because so many operators are failing to keep their appointments with classifiers, the CITO is being forced to arrange more classification tours in many regions. The heavy costs resulting from these additional tours are complicating the CITO's efforts to strictly control its resources and the costs of visiting the thousands of establishments throughout Quebec. This is why it is important that you help our classifiers respect their schedule of visits.

The CITO thanks all the operators who have made or will make our classifiers' jobs easier by keeping their appointments.



## NOW EASIER TO RENEW YOUR CERTIFICATE

**Message** from the Executive Director

For over 3,000 operators, it will soon be time to renew your establishment's classification certificate. The latest update to the *Act and Regulation respecting tourist accommodation establishments* provides that certificates are no longer extended automatically. Operators must now re-apply for a certificate every two years.

Once you have submitted your initial application, had your certificate of compliance with municipal by-laws signed and provided proof of ownership (a copy of the purchase contract or municipal tax bill), all you need to provide with your renewal application is proof of civil liability insurance. This will make the renewal process much simpler.

In future, all these renewals of classification certificates will be done on a set date, i.e. January 1, every two years. The fees payable will be calculated on an annual basis, however. They cover all aspects of the work the CITOQ does for operators:

- opening and annually updating administrative files
- classification visits and related overhead
- producing or replacing and delivering signs

Remember that unlike all other regional or sector tourism organizations (ATR, ATS), the CITOQ is not subsidized by Tourisme Québec and the services it offers are covered only by the fees paid by operators.

These fees also cover many value-added services:

- when you open your first file with the CITOQ, you are entitled to a telephone and e-mail advisory service to answer any questions you may have about the classification criteria for your establishment. This service will help you understand the criteria that will be considered when the CITOQ classifier visits your establishment or the results you will be sent following the visit;
- various information tools such as classification guides, the CITOQ website, the quarterly *infoCITOQ* newsletter, etc. are also available to you;
- since 2012 and with your agreement, your establishment has been advertised free of charge on the official Quebec government [bonjourquebec.com](http://bonjourquebec.com) site, along with a short description and photos (see the sidebar later in this issue for more details).

As you read this issue, the paperwork has probably already been sent out to the 3,000 operators concerned. Your renewal application must be returned to the CITOQ by October 31, 2013 to ensure that your classification certificate does not expire.

Michel Rheault

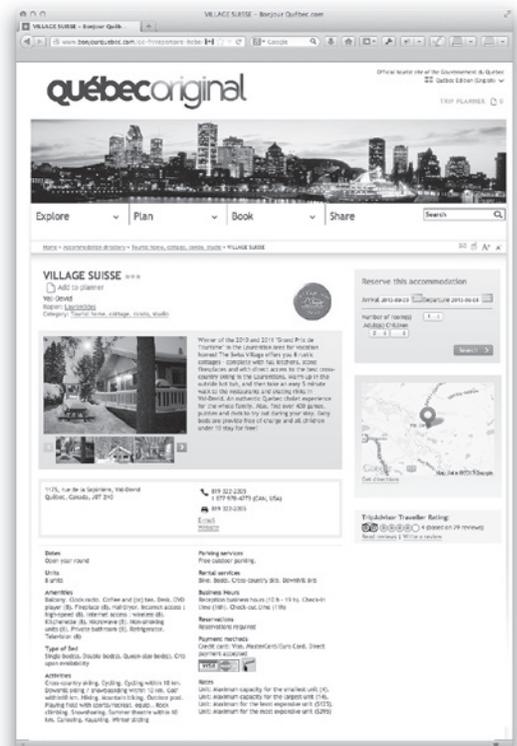
# Photos of your establishment published free on [bonjourquebec.com](http://bonjourquebec.com)

In September of every year, the CITOQ, in co-operation with [bonjourquebec.com](http://bonjourquebec.com), invites operators to update the data on their establishments, including contact information, prices, list of units, etc.

At the same time, operators are also invited to publish, free of charge, on [bonjourquebec.com](http://bonjourquebec.com) (or update the information if it is already there):

- a short description of their establishment
- up to six photos of it
- a promotional brochure
- a discount coupon
- a video link
- mobile website, Facebook, Twitter and blog addresses

Please note, however, that this material can be submitted only by Internet. An e-mail explaining how to take advantage of this exceptional offer will be sent out soon to all operators.



# UPDATING THE CLASSIFICATION CRITERIA FOR TOURIST HOMES: TIMELINE OF A VAST CONSULTATION

Over the past two years, the CITQ has invited all operators of tourist homes and hundreds of consumers to take part in updating the classification criteria for tourist homes.

## June 15 to August 1, 2011

An Internet survey of operators and consumers, primarily to decide on the priority of the sections of a tourist home evaluation. 1,034 operators and 305 consumers responded. The survey results were published in the September 2011 issue of *infoCITQ*.



## September–October 2013

The new classification criteria will be studied and approved by the CITQ Board of Directors. The criteria approved by the CITQ Board of Directors will be submitted to the Minister for Tourism.



## November 2011 to July 2012

Four Internet surveys of operators, concerning proposed changes to the evaluation of bedrooms, bathrooms, kitchens, dining rooms and lounges. On average, 300 operators responded. The survey results were published in the September 2012 issue of *infoCITQ*.

## November 2012

Internet survey of consumers, to seek respondents' opinions on the most frequent comments heard during the consultations by the CITQ. 850 consumers responded. The survey results were published in the December 2012 issue of *infoCITQ*.

## August 2013

The final round of Internet consultations. All operators and managers of more than two tourist homes were invited to take part in virtual industry round tables to discuss each criterion.

## QUEBEC CRACKS DOWN ON ILLEGAL ACCOMMODATION

A recent article in *La Presse* noted that two people in the Quebec City region had received notices of offence from the Director of Criminal and Penal Prosecutions (DPCP) on July 17, for illegally operating tourist accommodation establishments.

The article reported that the offenders could be subject to thousands of dollars in fines for renting apartments to tourists without holding the appropriate classification certificates. It also explained that the fines for people who contravene the *Act respecting tourist accommodation establishments* range from \$750 to \$2,250 per day and, for repeat offences, can be as high as \$2,250 to \$6,750 per day.

Source : Marie-Michèle Sioui, August 17, 2013,  
"Québec sévit contre des gîtes illégaux,"  
<http://www.lapresse.ca>, consulted on August 21, 2013.



**Insurance**

ADVERTORIAL

# One disaster after another!

The first half of 2013 must surely have been one of the worst sequences for insurers in quite a time. The damage caused by the floods in Alberta, the water and hail in Toronto and of course the tragic events in Lac-Mégantic all had a major impact on many insurers across the country. Intact, for example, suffered \$300 million in losses in Alberta, \$170 million in Toronto and \$25 million in Lac-Mégantic. The reinsurers that insure the insurers also posted considerable losses as a result of these events. All insurance sectors were affected, so increases in home, business and automobile insurance rates are to be expected.

The events in Lac-Mégantic sensitize us to think about our insurance protections. As we have often repeated in this column, you can't choose your insurance product and your broker simply on the basis of price. Above all, working with an independent insurance broker means building a trusty relation. Your broker will help you evaluate your insurance needs and suggest coverage to help you minimize your risk. Should you ever suffer of a major accident, your broker will be your ally, helping you throughout the settlement process. Take a few minutes and think about the disaster victims, especially those who lost someone close to them. How can they feel comfortable settling their claims in this kind of situation without the support of an insurance professional?

**New conditions for inns and motels**

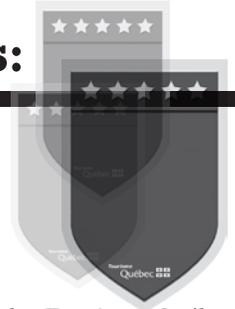
Invesa is proud to announce that updates to its insurance program for motels and inns with fewer than 30 rooms have now been finalized. We can already see that the new program, offered in the past few weeks, with its customized coverage and highly competitive rates, meets industry expectations. Remember that you can now obtain insurance quotes for these establishment classes, along with bed and breakfasts and tourist homes, directly from Invesa, but also from brokers in your region, through Soplex Solutions d'assurance.

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



# Answers to your questions:

## Can I copy my classification sign?



*Yes...* provided you post the sign issued by Tourisme Québec and sent to you by the CITQ. Section 14 of the *Regulation respecting tourist accommodation establishments* stipulates that the sign issued by Tourisme Québec must be posted in a conspicuous location, at the main entrance of the establishment or, in the case of a group of movables or immovables, in the location used to welcome or register tourists. Remember also that anyone who destroys, removes, hides, alters or obliterates this sign is guilty of an offence under the *Act respecting tourist accommodation establishments* (section 37(3)).

Operators who would like additional copies of their sign may ask for them from the CITQ.

## Does the size of bathroom fixtures affect their classification?

*Yes...* but not in all classes of establishments classified by the CITQ. Oversize showers and bathtubs that offer a high level of comfort will influence the evaluation of the Bathroom Fixtures criterion in the hotel establishments, tourist homes and bed and breakfast classes. These fixtures may be worth bonus points, or may be integral parts of the superior evaluation levels for the bathroom fixtures criterion.

To be considered oversize, showers must measure more than 81 cm x 106 cm (32 in x 42 in), and bathtubs must be more than 153 cm (60 in) long.



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