

DON'T MISS

2014, A RECORD-BREAKING YEAR,
DESCRIBED BY THE CITQ EXECUTIVE DIRECTOR
page 2

SOME THOUGHTS
BY CLASSIFIER DIANE RACINE
page 3

A QUEBEC HOTEL OPERATOR HELPS
NEEDY CHILDREN IN HONDURAS
page 4

ANSWERS TO YOUR QUESTIONS
ON THE TAX ON LODGING
page 4



 Follow us on Facebook and on line
WWW.CITQ.INFO

INVESSA REMAINS THE TOP-RANKED INSURANCE BROKER

INSURANCE
ADVERTORIAL

IN THE TOURIST HOMES AND BED AND BREAKFAST CATEGORIES

Invesa has been a pillar in the accommodation industry for over 15 years now, and remains the leading insurance broker in the tourist homes and bed and breakfast categories. Our rates have stayed very stable ever since we introduced our insurance programs, thanks to our quality risks underwriting practices reserved exclusively for establishments in good standing, holding classification certificates. The CITQ evaluation criteria, combined with our underwriting standards, have proved a winning formula that have allowed us to maintain your privileges. The more customers we have in the tourist accommodation industry, the better protected your terms will be.

New programs for "Motels" and "Inns" are also proving very popular, despite being introduced only recently. Another insurer has withdrawn from this market, so the number of requests for quotes is up sharply. Although we are happy to serve you directly through skilled representatives in this field, remember that our products are always available from your local broker, through Soplex Solutions d'assurance.

THE AMF HAS JUST AUTHORIZED **INSURANCE DIRECT SALE** OVER THE INTERNET WITHOUT A PROFESSIONAL

The Autorité des marchés financiers surprised the industry by authorizing online insurance sales, without a broker. This decision will have serious consequences and we find it difficult to accept, given the regulations governing our profession and the insurance industry. It is hard to believe that a consumer will be able to purchase the right insurance in just a few minutes when it takes us three to five years to professionally train a representative who just finished a 3 years insurance educating program.

Food for thought!

Jean-François Trudel
Vice-président, opérations
514 382-6560 1 800 561-6560



WHO DOES WHAT AT THE CITQ?

At the request of a number of operators, in this issue we will try to answer all the questions our readers ask about the CITQ's role, who it works with and what it does.

Over the years, the CITQ has been assigned ever-wider mandates and it is now active even outside Canada. The Corporation has also put together an extensive range of value-added services that are increasingly popular with operators.

See inside for more details on how the CITQ operates and what each member of the team can offer you.

THE 2014 ANNUAL REPORT ONLINE AT WWW.CITQ.INFO

The CITQ released its 2014 annual report at its Annual General Meeting on March 21. It shows that we conducted the largest classification tour in our history last year. The marked increase in the number of operators calling on the Corporation's value-added services and the tremendous success of the CITQ mission to the 2014 Equip'Hotel Paris trade fair are a few of the other topics covered in the report.



To read it, visit www.citq.qc.ca/fr/rapport.php (available in French only)

« BE THE CHANGE YOU WISH TO SEE IN THE WORLD »
GANDHI

ASK FOR OUR
ECO-FRIENDLY PRODUCTS !



BOUCHERVILLE - QUÉBEC - DRUMMONDVILLE - CARROUSEL.CA



**MESSAGE FROM
THE EXECUTIVE DIRECTOR**



**2014,
A RECORD-BREAKING YEAR**

The CITQ team worked extremely hard in 2014, setting a number of new records. You can read all about it in the 2014 CITQ annual report mentioned in this issue.

For the moment I would like to point out that our classifiers carried out the most extensive classification tour in our history last year. Our operator relations agents offered an unparalleled number of value-added services, including detail letters and planning exercises.

Our administration agents, for their part, handled thousands of administrative operations, including the annual update of data on establishments, openings and changes to operator and establishment files.

We are proud of everything we have accomplished, but we can't help but note that many operators are unaware of all the work that goes on before and after a classification visit. That's why we decided to devote this issue to the theme of "Who does what at the CITQ?" We are also launching a new column introducing the individual members of our team.

The Corporation has come a long way since it was created in 2000, and our team has adapted quickly to all the changes along the way. Tourisme Québec has considerably broadened our initial mandate and made us fully responsible for the classification program, from opening files to issuing certificates.

Over the years we have added a growing variety of mandates, and the CITQ is now working on the international scene, in Haiti. We have also introduced value-added services making the CITQ a true industry partner and a key player in improving product quality.

We are always there for you, and proud of our reputation for helpfulness. I invite all operators to consult our representatives whenever you have any questions on the programs and services we offer.

Have a great summer!

Michel Rheault



ADMINISTRATION AGENTS



Our administration agents are the CITQ's front line. They:

- carry out administrative operations including opening, closing and updating operator and establishment files;
- co-operate with bonjourquebec.com on the annual update of establishment data;
- answer operators' questions on all administrative aspects of their files;
- manage the production and mailing of classification signs and the annual billing of certification fees.

Relying on their customer service experience, in 2014 the team of CITQ administration agents carried out more than 2,300 administrative operations, handled over 4,600 updates of establishment data and oversaw the production of more than 2,300 classification signs.

OPERATOR RELATIONS



In 2014 the team of operator relations agents, all of them with degrees in tourism management, sent out over 470 detail letters, collaborated on nearly 90 planning exercises and validated close to 4,000 classification results.

The CITQ is not only a team of veteran classifiers but also a group of experienced agents working before and after every classification visit. The Quebec Minister of Tourism has given the CITQ full responsibility for the official tourist accommodation classification program for eight classes of establishments.

CLASSIFIERS



Travelling to every part of Quebec, the CITQ's classifiers:

- visit thousands of establishments every year;
- classify each one according to hundreds of evaluation criteria specific to each of the eight classes of establishments overseen by the CITQ;
- contribute to updating these classification criteria, thanks to their observations in the field;
- attend professional development sessions that include presentations on new materials and products.

Five of the eight permanent classifiers at the CITQ have over 10 years' experience with the Corporation, and they all have extensive experience in the tourist accommodation industry. In 2014, the team conducted nearly 4,000 classification visits in all parts of Quebec, including Nunavik.

AGENTS

Following classification visits, the CITQ's operator relations agents:

- analyze and validate the results of classification visits by looking at the photos taken during the visit and the results of previous visits;
- answer operators' questions about all aspects of their classification results and the criteria for their class of establishment;
- handle the detail letters service, for operators who request it, listing all the criteria for which they did not reach the desired classification level;
- collaborate with the director of classification on the planning service to help operators better target their investments so as to reach the desired classification level.

DIANE RACINE, CLASSIFIER

In July 2010, Diane Racine's classification tour took her to Blanc-Sablon aboard this mighty vehicle.



Known for her energy and enthusiasm, Diane Racine has 15 years' experience as a classifier with the CITQ. Before joining the Corporation, she spent over two decades in a number of management positions in the hotel industry.

What does she like most about her job?

After 15 years of travelling across Quebec, Diane has seen the positive impact of the classification program on the quality of tourist accommodation. And that gives her the greatest satisfaction. For Diane, classification criteria give operators detailed references to help them improve their product to satisfy their target customers and respond to competition. At least that's what many operators have told her!

Her most memorable experience?

An unforgettable tour from Natashquan to Blanc-Sablon! In July 2010, thick fog blanketed the whole Lower North Shore. When she was unable to travel by air, Diane had to cross the Natashquan River aboard a boat piloted by a local Native who came to her rescue, and then travel 38 kilometres in an ATV to reach the next village. And she finally reached Blanc-Sablon aboard a Newfoundland fisherman's boat that had to dodge huge icebergs in the Gulf of St. Lawrence!

Who says a classifier's job is glamorous?



Reach thousands of outdoor enthusiasts!

ADD YOUR ACCOMMODATION
TO OUR DIRECTORY FOR FREE
WWW.DECOUVERTESMAG.COM

MAGAZINE
D

infoCITQ
 Corporation de l'industrie touristique du Québec

WWW.CITQ.INFO

FOLLOW US ON FACEBOOK



ANSWERS TO YOUR QUESTIONS

Will the tourist homes visited in 2015 be rated according to the 2015 edition of the classification guide issued earlier this year?

NO... The criteria in the 2015 edition of the *Classification Guide for Tourist Homes* will take effect on January 2016. This means that only those establishments that were visited in 2014 will be subject to these criteria in 2016. Those that were or will be visited in 2015 will be rated according to these new criteria in 2017.

Does the CITQ handle the tax on lodging?

NO... Operators in regions where the tax on lodging applies must register for this tax with Revenu Québec. To find out whether your establishment and your region are subject to the tax on lodging or to complete the *Demande d'inscription (LM-1)* registration form online, visit www.revenuquebec.ca. You can also order it online at that address or by calling 1 800 267-6299.

Remember that the tax on lodging helps finance the *Fonds de partenariat touristique*, created to support and strengthen the Quebec tourism industry.

CORRECTION

In the article on the CITQ mission to the 2014 Equip'Hotel Paris trade fair, in the March 2015 issue, we wrongly stated that the Hôtel Port-Royal was located in Montreal rather than Quebec City. Our apologies to the operators of the hotel, in the Old Port of Quebec City.



Geneviève Milot, co-owner of Groupe GenCaM, visiting Honduras last October, where she helped distribute over 4,000 bed kits for needy children.

A QUEBEC HOTEL OPERATOR APPEALS TO YOUR GENEROSITY TO HELP NEEDY CHILDREN GET A GOOD NIGHT'S SLEEP

Quebec hotel operator Geneviève Milot, co-owner of Groupe GenCaM¹, launched a fundraising campaign in March for the Sleeping Children Around the World foundation. For more than 35 years now, SCAW has been helping needy third-world children to sleep better, by providing them with kits including a mattress, bedding and school uniforms and supplies.

Ms. Milot is appealing to your generosity and asks that you send your donations to GMilot@groupegenca.com. Each kit costs a mere \$35, and in return you will receive an income tax receipt and a photo of the child you have helped.

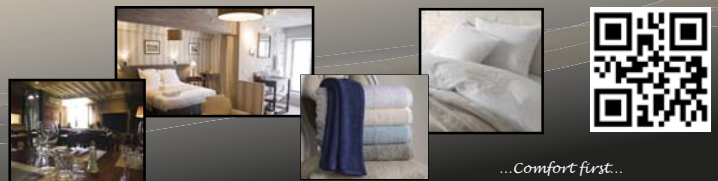
¹ Groupe GenCaM owns the Hôtel et Suites Le Dauphin in Drummondville and Quebec City, the Quality Suites in Drummondville, the Quality Inn et Suites in Lévis, and the Le Globe-Trotter restaurant in Drummondville.

LITERIEHOTEL.CA

Hospitality products available online www.literiehotel.ca

New products: Sheets T - 300

Quote available online
ventes@literiehotel.ca



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.info info@citq.qc.ca
 Publications mail number 40026257

LEGAL DEPOSIT

LIBRARY AND ARCHIVES CANADA, 2015

BIBLIOTHÈQUE ET ARCHIVES NATIONALES DU QUÉBEC, 2015

ISSN-1710-2405 (PRINTED) ISSN-1715-2496 (ON LINE)

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.