

info CITO

Corporation de l'industrie touristique du Québec

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More emphasis on breakfast in classifying hotel establishments

Because breakfast is an important element in customer satisfaction, it is now an official criterion in the new classification grid for hotel establishments that took effect earlier this year.

A study published recently by the UQÀM Tourism Intelligence Network found that breakfast included in the price of a room is the most popular service among hotel customers, after Wi-Fi access.

*Levasseur, Maithé (2013), "Petit déjeuner inclus," online. "Le globe-veilleur" column, <http://veilletourisme.ca>, consulted May 7, 2013.



See inside for more details on this new classification criterion.



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TAKE SOME PICTURES OF YOUR LANDSCAPING

There's nothing like photos taken in summer, when everything is green and blooming, to help us evaluate your landscaping. Give some copies to your classifier, so he or she can put them in your file, or e-mail them to info@citq.qc.ca. Make sure to specify your establishment's number, name and tourist region.



IMPORTANT NOTICE

Have you changed your representative? Remember to notify the CITO immediately, since only your authorized representative can ask for changes to your classification file and receive all the information necessary to manage it.



**Message from
the Chair of the Board**

I was delighted to accept the mandate of Chair of the Board of the CITQ, at the Corporation's annual meeting on March 15.

In the coming year, all my colleagues on the Board and I will work to ensure that the Corporation continues to carry out each of its mandates efficiently and effectively. In addition to its usual classification and certification tours, the CITQ must apply the new criteria for hotel establishments in 2013. We also plan to finish updating the classification criteria for tourist homes, a class of establishment that has seen tremendous growth in recent years.

Constantly listening to the industry and the travelling public while remaining on the cutting edge in its sector are essential parts of the CITQ's mission. Like our predecessors, we will do everything we can to help the CITQ meet this commitment.

We will also support the CITQ in its efforts to develop a variety of classification and certification services for goods and services in different sectors. Here I am referring in particular to the all-new classification program for member establishments of the Regroupement québécois des résidences pour aînés (RQRA), which the CITQ has promised to create in 2013. Other projects may also be announced in the near future.

As you can see, 2013 looks to be a promising and productive year, with all kinds of achievements. Let me take this opportunity to welcome all the new members of the Board, and to invite all my colleagues to continue contributing to the success of the CITQ. I also wish to thank all the establishment operators who, year after year, extend a warm welcome to our visitors and provide them with quality services that enhance Quebec's reputation worldwide.



Caroline Milot

The new Chair of the CITQ Board, a third-generation hotel owner

On March 15, Caroline Milot was elected Chair of the Board of the CITQ, taking over from Kamal Shah, whose two-year term ended this year. Ms. Milot is Executive Director of Hôtel et Suites Le Dauphin, in Drummondville, and sat on the Board of the Corporation as a Director for many years. The new Chair of the CITQ Board is a third-generation hotel owner, a member of a family with several establishments in Quebec. Ms. Milot also serves as Secretary on the Board of the Association des hôteliers du Québec (AHQ).

There are several new members on the 2013 Board, representing different classes of tourist accommodation establishments classified by the CITQ and from a number of Quebec regions.

See the list of directors at www.citq.info/ca.

Insurance

ADVERTORIAL

Stable rates for our "Bed and breakfast and Tourist home" packages

Home insurance rates for building owners have gone up sharply in the past three years. The deterioration of the loss ratio against premiums charged by insurers, mainly due to water damage, has forced them to increase their premiums by 12% to 15% per year. Despite these changes, Invesa has managed to hold its increases down to 5% or 9% for bed and breakfasts and, even better, to maintain the same rates for five years for tourist homes, thanks mainly to sound risk management and good maintenance done by the establishments concerned. Invesa has been serving bed and breakfasts for 20 years and tourist homes for over 10 years, and is now the reference, known both for its products and for its rates and service.

Preventing summer mishaps

Warm weather is finally here! So this is a good time to take a look around and identify the potential risks involved in some summer activities. In conducting an analysis of incidents involving bodily injuries, we unfortunately found a number of easily remedied problems. For instance, it is important to pay particular attention to swimming pools: their accessibility, lifejackets and water toys, which must be carefully inspected. Playgrounds for children are another potential source of injury, so you should make sure they are in good condition. Check wooden structures for solidity and potential rot that could weaken them and lead to serious injuries. Lastly, it is essential that you keep your broker informed of the activities offered at your establishment. Docks, playgrounds and watercraft should also be mentioned.

HAVE A GREAT SUMMER!

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



MORE EMPHASIS ON BREAKFAST IN CLASSIFYING HOTEL ESTABLISHMENTS

(cont'd from page 1)

Reflecting the results of consultations on updates to the classification criteria for hotel establishments, the CITQ will now be evaluating breakfast service, as follows:



**BREAKFAST INCLUDED,
A very popular service
with hotel guests**

"Breakfast included in the price of a room is the most popular service among hotel customers, after Wi-Fi access."

This finding, from a study by the UQÀM Tourism Intelligence Network, is based on a survey by Hotels.com, of 8,600 travellers in 28 countries. The survey noted that breakfast included is the favourite of all services not related to technology: 31% of respondents would like it to be the norm in hotels in 2013. This applies both to clients travelling for pleasure and to those travelling on business.

Source: Levasseur, Maithé (2013), "Petit déjeuner inclus," online. "Le globe-veilleur" column, <http://veilletourisme.ca>, consulted May 7, 2013.

CLASSIFICATION GUIDE FOR HOTEL ESTABLISHMENTS

SECTION 3 • FOOD SERVICES

TYPE OF BREAKFAST

- LEVEL 5 Full breakfast and elaborate buffet**
 - A la carte breakfast
 - Elaborate (hot or cold) buffet
- LEVEL 4 Full breakfast or elaborate buffet**
 - A la carte breakfast, or
 - Elaborate (hot or cold) buffet
- LEVEL 3 Elaborate continental breakfast**
 - A la carte or buffet
- LEVEL 2 Continental breakfast**
- LEVEL 1 Take-out breakfast**
 - Multifunction space or in room
- LEVEL 0 No breakfast**

*Classification Guide for Hotel Establishments, 2012 edition, page 80.

DO YOU HAVE ANY QUESTIONS
ABOUT THE NEW CLASSIFICATION CRITERIA
FOR HOTEL ESTABLISHMENTS?

Consult the annotated guide in the
operators-only section at www.citq.info

Click on the question marks
for useful details on the
new classification criteria
for hotel establishments



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THE CITQ PROMOTES ITS CLASSIFICATION SERVICES ON GOOGLE

Since November 2012, potential customers searching for a cottage, house or apartment in Quebec have seen an ad placed by the CITQ.

Simply clicking on the ad takes them to the page shown here, with information on the *Act respecting tourist accommodation establishments* and the benefits of classification.



▶ According to Quebec law, any **cottage, apartment or house rented for a period of 31 days or less must possess an official classification certificate.**

▶ This classification is valid for two years and provides **information regarding the quality and comfort offered** by each establishment.

▶ A sign such as this must be displayed within sight,

YOU CAN RELY ON IT!



Access Quebec's official classification program [here](#).



Access the list of Quebec's classified establishments [here](#).



As of May 14, 2013, over 14,000 Google users had consulted this page on the CITQ website.

True or False

Classifying an establishment while there are guests present or before it has been cleaned has a negative effect on classification results.

False Most classification criteria are not affected in any way by the presence of guests. The classification criteria – floor area, number of bathroom fixtures, locks, heating, air conditioning, etc. – remain the same, whether or not the room is occupied.

In addition, CITQ classifiers have enough experience to distinguish between temporary and permanent conditions. For instance, they can certainly tell the difference between water splashed on a bathroom counter by guests and mould that has been growing in cracks for months.

REPORTING ESTABLISHMENTS WITH NO CLASSIFICATION CERTIFICATE

You can report, in complete confidentiality, tourist accommodation establishments that appear to be operating without a classification certificate. Just contact Tourisme Québec and give the exact address of the establishment being rented without a classification certificate and, if possible, the name and address of the person operating it.

You can send your message:

By e-mail to:

etablissements.touristiques@tourisme.gouv.qc.ca, or

By regular mail to:

Direction de l'accueil et de l'hébergement touristique,
900, boul. René-Lévesque Est, bureau 400, Québec City,
QC G1R 2B5

Remember that Tourisme Québec, and not the CITQ, is responsible for enforcing the *Act respecting tourist accommodation establishments*.