

DON'T MISS

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TOURIST HOMES NEW CLASSIFICATION CRITERIA STARTING IN 2016

As noted in our March issue, major changes will be coming to the classification of tourist homes starting in 2016.

Here is a reminder of the main updates approved by the Minister of Tourism in 2015.

THE
"EATING AREA"
SECTION
MORE
IMPORTANT



QUALITY
GETS A
MORE
DETAILED
EVALUATION



AS THE TABLE OPPOSITE SHOWS, the "Eating Area" section, formerly called the "Kitchen and Dining Room," now carries more weight in the classification of a tourist home. In a 2011 survey of consumers and operators, the eating area was deemed the second most important section of the evaluation, just after bedrooms.

EVALUATING THE QUALITY OF MATERIALS AND EQUIPMENT even more closely is another of the objectives of these updated classification criteria for tourist homes. The CITQ's classification tours have shown that more and more tourist homes are offering high-quality materials and facilities for their customers, especially in the "Eating Area" and "Bathroom" sections.

■ COMPARATIVE TABLE: TITLES AND RELATIVE IMPORTANCE OF SECTIONS (%)

| 2015 EDITION | | 2008 EDITION | |
|------------------------------------|----|-------------------------|----|
| Section | % | Section | % |
| Bedrooms | 22 | Bedrooms | 25 |
| Bathrooms | 18 | Bathrooms | 20 |
| Eating area | 25 | Kitchen and dining room | 20 |
| Lounge | 20 | Lounge | 20 |
| Building exterior | 8 | Building exterior | 7 |
| Services, facilities and equipment | 6 | Services and activities | 7 |
| Sustainable tourism | 1 | Sustainable tourism | 1 |



**MESSAGE FROM
THE EXECUTIVE DIRECTOR**



**AN INSPIRING INITIATIVE
AND AN EAGERLY AWAITED
UPDATE**

Given the success of the *Equip'Hotel Paris 2014* mission and the results of a recent survey, the Board of Directors has endorsed the idea of another such CITQ initiative. This time it will be to the *Maison & Objet* trade show in Paris, from January 22 to 26, 2016. The show, intended for accommodation professionals, is sure to appeal to hotel, bed and breakfast and tourist home operators interested in keeping up with the latest fashion trends and ensuring the maximum comfort for their guests.

In co-operation with *Promosalons*, a French government organization based in Montreal, and the organizers of the *Maison & Objet* show, we are offering a package you won't find anywhere else. I encourage you to take a look at the offer opposite and to join us on this trip. I am convinced that you will find lots of inspiration for all your future plans. But please note that you have only a few weeks to decide, since the package can be offered only if there are enough participants.

Helping to improve the quality of the establishments we classify is an important aspect of the CITQ's mission. Over the years, we have developed different services (planning exercises, interim visits) to meet this goal. Organizing trips to world-renowned trade shows is another of the initiatives we offer our members, to help operators stay abreast of the latest trends.

For tourist homes

In this issue, we also look at the updates to the classification criteria for tourist homes to be introduced in 2016. Once again, we have taken the latest trends into account. Above all, though, we wanted to make sure that this update met the expectations expressed by tourist home guests.

This update, to take effect starting in 2016, reflects comments we regularly receive from consumers and various surveys we conducted of hundreds of guests.

I invite tourist home operators to carefully read the paper guide sent to them and the annotated tutorial available at www.citq.info, in the Operators-only section.

Michel Rheault

THE CITQ INVITES YOU TO JOIN A MISSION TO THE MAISON & OBJET PARIS TRADE SHOW, FROM **JANUARY 22 TO 26, 2016**



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TOURIST HOMES

NEW CLASSIFICATION CRITERIA

STARTING IN 2016

MORE EMPHASIS ON COMFORT



LATEST TRENDS TAKEN INTO ACCOUNT



THE 2015 EDITION OF THE CLASSIFICATION GUIDE for tourist homes includes many new criteria mainly concerning guests' level of comfort. A 2012 survey of over 850 consumers showed that adequate and sufficient bathroom fixtures and household appliances, bedding, bathroom linen and basic toiletries included in the rental, and entertainment electronics are all among customer expectations, in both urban and cottage rentals.

THESE UPDATES WERE NOT ONLY BASED on a vast consultation, but also take account of industry trends for tourist homes in terms of both indoor and outdoor amenities. The CITQ visits specialized trade fairs and many manufacturers as one way of staying abreast of the latest trends. The updated criteria also reflect the observations made during the CITQ's various classification tours of all Quebec regions.

DEMERIT POINTS ADDED FOR LACK OF CLEANLINESS AND UPKEEP



THE 2015 CLASSIFICATION GUIDE not only contains a number of new demerit points related to cleanliness and upkeep, but also more severe penalties for a number of them, such as mould, parasites and insects. In some cases these penalties can even lead to the loss of a star. Over 80% of consumer complaints received by the CITQ are concerned primarily with these three items.

DO YOU HAVE ANY QUESTIONS ABOUT THE NEW CLASSIFICATION CRITERIA FOR TOURIST HOMES?

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 tourist homes



REMEMBER

The new classification criteria for tourist homes will be applied over a two-year period. Tourist homes visited in 2014 will be evaluated on the basis of these new criteria in 2016, while those visited in 2015 will not be subject to the new criteria until 2017.



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IS THE DESCRIPTION OF YOUR OPERATIONS ACCURATE?

**INSURANCE
ADVERTORIAL**

Your establishment's insurance contract is based on the operations' description that you originally provided to your broker or insurer when the initial contract was issued. It's a good idea to verify and make sure that it is still representing today's reality, at the time of renewing your contract. You must declare all activities and services you offer.

Without downplaying the professional obligations of your insurance advisor when you renew your contract, as the insured party you are responsible for informing him or her of any changes that could influence the insurer in determining your premium or even deciding whether to insure you or not. Failure to do so can void the insurance contract, meaning that you will have no coverage in the event of a claim, if the insurer can show that there was a substantial increase in the level of risk.

DON'T TAKE ANYTHING FOR GRANTED!

We often tend to take things for granted or to judge for ourselves what seems to be right. For example, a small hotel establishment looking to attract more business decided to change its vocation slightly and become a rooming house. Some people may consider this a minor change, but in the insurer's eyes it can be a major modification, and influence the coverage. Different insurers may see it differently, too.

There are many other situations that can increase the level of risk: unoccupied premises, neighbouring risks, presence of a drinking establishment, etc. I am constantly pointing out how complex insurance contracts are. It is important to buy your insurance from competent individuals who understand your needs. The price is important, but not as important as competence and the quality of the product that protects your property

Jean-François Trudel
VicePresident, Operations
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JEAN-MARC DREYFUS CLASSIFIER



A classifier's job means lots of travel and, very often, long road trips. When he gets back home, Jean-Marc Dreyfus likes to cook for his family and friends. His rhubarb meringue pie, a recipe inspired by his native Alsace, is one of his most popular dishes.

Jean-Marc has been with the CITQ since it was founded in 2000. Multitalented and multilingual, he enjoys challenges and has developed solid expertise in classifying and certifying establishments of all kinds. Before joining the CITQ, he held various positions in the hotel and travel industry.

What does he like most about his job?

He finds dealing with all the different kinds of establishments and operators' expectations, while continuing to conduct rigorous evaluations, the most interesting challenge in his job as a classifier. In his 15 years in this position, Jean-Marc has had to become thoroughly familiar with every classification criterion, adapt to different situations and establish good communications.

His most memorable experience?

In February 2008, Jean-Marc was driving from La Tuque to Parent, in the upper Mauricie region, when a truck carrying logs suddenly lost its load right in the middle of the highway. Bundled up in his "Far North" coat, as he calls it, with nothing but a protein bar for supper, and worrying that he might be surrounded by some hungry wolves, Jean-Marc had to wait eight hours in his car before the road was cleared.

It's too bad that classifiers aren't accompanied by St. Bernard dogs with casks of brandy slung around their necks!



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