

info CITO

Corporation de l'industrie touristique du Québec

VOLUME 10 > NUMBER 1 > **DECEMBER 2012**

CLASSIFICATION CRITERIA FOR TOURIST HOMES Summary of a survey of hundreds of consumers



In recent weeks, the CITO conducted a survey of consumers having rented tourist homes in Quebec. More than 850 respondents had a chance to express their opinions on different aspects of how this class of establishments is classified.

The survey is one of a number of initiatives taken by the CITO in the process of updating the classification criteria for tourist homes. 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.

See inside for the survey results



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Your file will not be closed until the CITO receives the notice, and Tourisme Québec will consider that you are still operating your establishment. It will continue to be included in the lists of establishments currently in operation that are sent to various organizations, municipalities and even Revenu Québec.

It is therefore in your interest to return your notice of closure as quickly as possible, to avoid any misunderstanding.



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**Message from
the Executive Director**

On behalf of my fellow Board members and the entire CITQ team, I am delighted to wish everyone a joyous holiday season and a happy and prosperous New Year.

This year, my term as Executive Director of the CITQ will draw to a close and I will proudly pass the reins to my successor. The CITQ continues to be a key player in our industry and its many achievements make it an essential reference in terms of classification and certification.

In 2012, the CITQ successfully continued implementing the amendments to the Act and Regulation respecting tourist accommodation establishments that came into effect in 2011. In this regard, I would also like to salute the excellent collaboration of all the operators who had to spend extra time updating their files.

The CITQ also launched a major process of updating the classification criteria for tourist homes in 2012. The consumer survey, the results of which appear in this issue, is just one of the steps in this process involving hundreds of operators, consumers and experts of all kinds. I wish to thank everyone who took part. If everything goes as planned, the new criteria will be submitted to the CITQ Board and the Minister of Tourism in 2013.

The coming year also promises to be a very busy one. In 2013, the CITQ will be implementing the first phase of the new classification program for hotel establishments announced by the Minister of Tourism in 2012. In addition to renegotiating its agreements with all its clients, the Corporation also intends to keep growing. A number of interesting projects are already on the drawing board and they should give the CITQ new impetus if they come to fruition.

The CITQ's success relies on the contribution of many parties. I would like to take this opportunity to thank the CITQ staff for their commitment and professionalism, their Corporation's clients for their renewed confidence, the operators for the day-to-day collaboration and my fellow Board members for their unflinching support.

Again, my warmest wishes for the holidays and a great winter season!

Kamal Shah

CLASSIFICATION OF TOURIST HOMES

**Summary of a survey
of hundreds of consumers**

In 2012, the Corporation launched the process of updating the classification criteria for tourist homes. One of its efforts in this regard was to conduct an on-line survey that collected responses from more than 850 tourist home clients.

**Importance assigned by respondents to the
different sections of an evaluation of a tourist home**

Sections of an evaluation of a tourist home	Relative weighting in overall rating
Bedrooms	21%
Bathrooms	19%
Kitchen and dining room	21%
Lounge	16%
Building exterior	11%
Services and activities	12%

**Respondants' opinions regarding some common
perceptions among operators and consumers**

Bedrooms

Statement	Agree	Disagree
It is not important to have seating (chair, armchair) in the bedroom	64%	
Window coverings don't have to be opaque in a TH bedroom		70%
There is no need to have more than one bedside lamp for reading in the bedroom		57%
There is no need to have an air conditioner in the bedroom	51%	
There is no need to have a television in the bedroom	83%	
A box spring makes the bed more comfortable	72%	
There is no need to have a luggage rack in the bedroom	69%	

Bathrooms

Statement	Agree	Disagree
I don't care whether bathroom linens are provided		90%
A single bathroom is enough, regardless of how many people are sharing the TH		81%
I prefer a TH with a ratio of one bathroom for two people		60%
When I stay at a TH, I provide my own toiletries (soap, shampoo, creams, toothpaste, makeup remover pads, Q-tips, etc.)	89%	
I expect there to be toilet paper and tissues in the bathroom	98%	
Bathrooms should always have their own heating	81%	



(cont'd)

The survey was designed essentially to find out respondents' opinions regarding:

- the relative weighting of each section of an evaluation of a tourist home, and
- some common perceptions among operators and consumers

Kitchen and dining room

Statement	Agree	Disagree
I prefer to bring my own kitchen linens and dish detergent		96%
When I rent a TH, I like to cook. I need cake pans, pie plates, muffin tins and so on	57%	

Lounge

Statement	Agree	Disagree
Even if I'm just renting the TH, I like there to be at least one television	91%	
If electronics are provided, all the devices should be modern and recent (flat-screen TV, DVD/BlueRay/iPod charger)	55%	

Services and activities

Statement	Agree	Disagree
I like the TH to have a games room (pool table, card table, etc.)		60%
I expect the TH to have a swimming pool or body of water suitable for swimming		71%
Even if the TH is in a resort, I expect it to have central air conditioning		59%

Sustainable tourism

Statement	Agree	Disagree
If I rent a TH and I have the option, I recycle	99%	
If I rent a TH and I have the option, I compost		52%
If I rent a TH and I have the option, I use as little water as possible	89%	

Data on respondents

- 58% look for a 4-star TH
- 9% don't care about the classification level
- 99% usually rent for pleasure
- 95% usually rent in the country
- 70% usually rent a cottage, 20% a home and 10% a condo
- 95% usually rent for 3 to 7 days
- 54% usually rent for 5 or more people
- 60% are female
- 58% are ages 41 to 60

Go to www.citq.info to consult the September 2011 and 2012 issues for the results of the surveys completed by several hundred tourist home operators.

Insurance

ADVERTORIAL

Planning renovations?

Before starting any major renovations, you need to verify different aspects of your insurance coverage with your insurer. You will be asked various questions about the renovations, including their cost and type, who will be doing them, and whether the building will be occupied or vacant at that time. Once you have given the insurer all these details, you could be given new conditions to your insurance contract. If the work is major, the insurer could even refuse to continue covering the risk. So it is important to verify first to avoid rendering your contract invalid because of the unauthorized additional risk.

In all cases, regardless of the scope of the work, it is essential to verify the validity of coverage and demand proof of insurance from the contractors you hire. If the work is major, the contractor will take out "Builders risk" insurance on his and the client's behalf, covering all the workers involved. This type of coverage is usually added to an existing insurance policy and covers the full amount of the work, including materials while they are being installed. In resume, it is important to contact your insurer to properly protect your interests. An independent insurance broker will be able to guide you properly and suggest alternatives should your current insurer deny your coverage.

Hurricane Sandy

The hurricane that struck the Eastern coast, mostly around New York City, caused at least \$50 billion in losses, including \$20 billion in insured losses. Although Hurricane Sandy was the second-worst ever in terms of losses, there is little likelihood that it will affect business and residential insurance premiums. The reinsurance companies are well capitalized and this event will force them to draw on only some of their reserves. By way of comparison, September 11 cost reinsurance companies more than \$80 billions.

Jean-François Trudel,
Vice-President, Operations
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True or False *

The CITQ uses criteria better suited to hotel establishments when classifying tourist homes.

False The eight categories of establishments classified by the CITQ are each evaluated according to separate criteria. Each

classification guide is drawn up as part of a major consultation process involving dozens of operators in the class concerned, consumers and various tourism industry representatives. The classification criteria are approved by the CITQ Board, which includes representatives of all the establishment classes and, as a final step, by the Minister of Tourism.

The CITQ assigns similar weighting to the bedrooms in a tourist home as it does to those in hotel establishments.

False The relative weighting for the Bedroom section accounts for 25% of the overall rating for a tourist home. The weighting is 40% for a hotel establishment.

* Comments expressed by operators in on-line surveys conducted from November 2011 to July 2012.

Training

ADVERTORIAL

Changes to the standards for housekeepers in tourist accommodation establishments

To allow larger numbers of housekeepers to enrol in the workplace apprenticeship program (PAMT), two essential skills under the professional standard have been converted into complementary skills. This change reflects the findings of a survey of managers from 41 hotel establishments representing more than 850 housekeepers.

The two skills in question are:

- Skill 5: Be able to perform related maintenance duties
- Skill 6: Clean common areas

The PAMT for housekeeping staff was introduced in 2011. In concrete terms, the PAMT allows employees (apprentices) to develop their skills while working under the supervision of experienced workers (journeypersons), who share their expertise based on a professional standard recognized by the industry. Employers who participate in the PAMT may receive a refundable tax credit from the Quebec government.*

The PAMT is also available for cooks and food and beverage servers. For more details, consult the *Apprentissage en milieu de travail* section of the CQRHT website (www.cqrht.qc.ca) or contact us as 450-651-1099 or 1-866-651-1099.

*Some conditions apply.

Emilia Stancu,
Programs Project Officer



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Publications mail number 40026257

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LIBRARY AND ARCHIVES CANADA 2012
BIBLIOTHÈQUE ET ARCHIVES NATIONALES DU QUÉBEC, 2012
ISSN-1710-2405 (PRINTED) ISSN-1715-2496 (ON LINE)

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