



Question:  
What do **room-ready products** and **next day delivery** have in common?

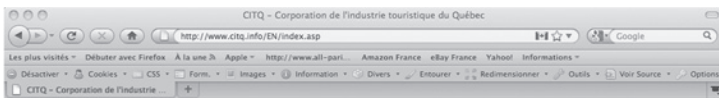
Answer:  
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terry products • blankets • pillows • clock radios • hangers • **sheeting** • pillowtop mattress • coffee makers • irons • ironing boards • laundry bags • top covers • ice buckets • trays • **cribs** • playpens • tea • coffee • **paper towel & tissue** • luggage racks • pads • janitorial supplies • sanitizers • hand care systems • robes • odour control • terry towels • **amenities** • matting • soap systems • toilet seat covers • shower heads • hair dryers • carpet extractors • vacuums • waste baskets • carpet care products • **cleaning chemicals** • pens • stationery • bellmen carts • **floor care products** • copy paper • batteries



CITQ CORPORATION DE L'INDUSTRIE TOURISTIQUE DU QUÉBEC

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**invessa**

THE CLASSIFICATION APPLICATION FOR CLASSIFICATION STATISTICS DOCUMENTATION CENTRE FAQ ABOUT US

Operators only  
Establishment #:   
Password:

Marina classification  
The Association maritime du Québec gave the CITQ this mandate... (+)

Green Key ECO-Rating Program  
CITQ is mandated by the Hotel Association of Québec

WELCOME!  
The Corporation de l'industrie touristique du Québec, the CITQ, welcomes you to its website. We hope it will help answer most of your questions. Our site provides

Question: What do room-ready products and next day delivery have in common?

**A video on the entire classification process**

Visit [www.citq.info](http://www.citq.info) and check out our all-new video explaining each of the steps in obtaining or renewing a classification certificate.

You will also find plenty of details on all the value-added services the CITQ offers for operators looking to improve their classification results.

# True or False

As heard at the regional consultations on the classification criteria for hotel establishments held by the CITQ in recent months.

## The classification criteria for hotel establishments favour large hotels.

**False** An establishment is classified on the basis of the quality of its facilities, the number of services offered and its level of upkeep and cleanliness, not on its size or number of units. The CITQ's statistics show that there are small hotels (fewer than 40 rooms) at all classification levels. In Quebec, 21% of 5-star hotels and 17% of 4-star hotels are small establishments.

## The classification criteria for hotel establishments favour urban hotels.

**False** A number of the classification sections take account of features specific to urban centres or resorts. This is true particularly of outdoor landscaping, services and on-premises activities. Some criteria apply more to resorts and establishments catering to pleasure travel, while others more frequently apply to urban and business settings, creating a balance between the different situations. Just as consumers do, the CITQ evaluates bedrooms and bathrooms in the same way whether the establishment is in the city or the countryside.

## The classifier's judgment and tastes play an important role in classification.

**False** Classification is based on hundreds of criteria that are measured objectively. The size of the bed, the number of chairs, the amount of storage space, bathroom fixtures, towels and bedding are just some examples of the criteria that cannot be evaluated subjectively by the classifier. Only part of the evaluation – the establishment's appearance (cleanliness and upkeep) – depends on the classifier's judgment.

# info CITO

Corporation de l'industrie touristique du Québec

VOLUME 8 > NUMBER 1 > **DECEMBER 2010**

## What do consumers think about bonus elements in hotel establishment classifications?

As part of the review of classification criteria for hotel establishments, we conducted an unofficial survey of consumers. One of the questions we asked was intended to determine which are the most popular bonus elements among people who travel mainly in Quebec.

See inside for information on preferences among respondents who stay at 3- or 4-star hotels.

## Insurance

ADVERTORIAL

### An insurance agent or broker? Which is right for you?

A recent survey by Quebec's financial markets regulator (AMF) revealed that few consumers understand the difference between what an insurance agent and an insurance broker do. It is essential that you be absolutely comfortable with your choice, though, when you are entrusting someone with part of your financial wealth, property or company. That is why it is important to know the main differences between an insurance agent and an independent insurance broker.

An **insurance agent**, licensed by and working for a single insurer, sells only the products offered by his or her employer. In other words, customers' needs must be fitted to the products available. An agent is rarely involved in settling claims or customer service, but instead concentrates mainly on signing up new customers. Customers have to settle their claims directly with the insurer, which can often be difficult when they have little knowledge of the industry and few sources of information.

An **independent broker**, on the other hand, has access to several insurers and so can offer a product that meets customers' specific needs. Brokers are also involved at every step along the way, mainly in settling claims – the whole point of an insurance contract. Brokers are customers' allies, advising them and guiding them to obtain a fair settlement. They make sure that customers obtain everything they deserve from insurers, even when they are not fully aware of what they are entitled to.

So what is the best way to buy insurance? If you listen to advertisements, buying insurance is a simple step; in fact, however, much hinges on that decision. Talking about regular or extended policies can be very confusing if you don't know the differences between them and what they cover. Many people feel very comfortable buying insurance, but will things be so simple if there is an accident and a claim? In the event of an accident involving injuries or death, there is no way that customers can handle such claims themselves. Your independent insurance broker is the logical choice!

Jean-François Trudel, Vice-President, Operations  
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by publishing photos and a short description of your establishment (free of charge) on

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Just write to us at [multimedia@citq.qc.ca](mailto:multimedia@citq.qc.ca)

**PLEASE NOTE** The CITO 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.



As this year winds to an end, I would like to wish you all a very happy holiday season and a happy, healthy and prosperous New Year. This is also an appropriate time to talk about the CITOQ's remarkable achievements in 2010.

Bringing all aspects of tourist accommodation classification certification together in one place was certainly one of the CITOQ's major accomplishments this year. The XENIOS™ computer system set up by the CITOQ at the request of Tourisme Québec simplifies all the steps involved in obtaining and renewing classification certificates as much as possible.

This year saw our marina classification and Éco-marina agreements renewed, along with new mandates under the Green Key and RéserVert programs and the upcoming classification mandate for golf courses. Other development plans now in the works should also lead to some exciting announcements in the near future.

In 2010, the CITOQ also undertook a broad consultation on the classification criteria for hotel establishments. This is the first step in the process of updating these criteria, involving hundreds of operators and consumers. I would like to take this opportunity to thank them all most warmly for their input.

My thanks also to the CITOQ staff for their professionalism and commitment, to all our business partners for their trust in us, to all my colleagues on the Board for their involvement and, lastly, my very special thanks to all the operators we visit, for their gracious co-operation.

Once again, allow me to offer my best wishes for 2011 to one and all!

Lyne Landry

## OUR PLANNING SERVICE

# An efficient tool for improving your classification results

Free if it is provided over the telephone, but with a charge if it is provided on your premises or at our offices. The CITOQ's planning service has proven its worth for many operators.

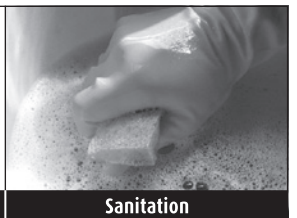
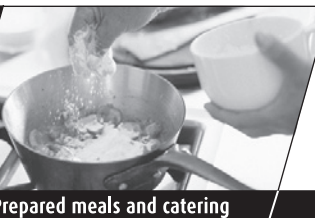


### HOW DOES IT WORK?

- 1 The CITOQ sends you a list of criteria on which your establishment fell short of the desired classification level during the last classification visit.
- 2 You send the CITOQ a written description of the proposed changes.
- 3 The CITOQ processes the data you have provided using its planning software and sends you its estimate of the new classification resulting from the proposed changes.
- 4 If this does not produce the classification results you are seeking, the CITOQ provides you with a list of criteria for which some extra effort is required so as to improve the likelihood of obtaining the desired results.

**When this planning service is used before work begins, it will help you get the most out of your investment depending on your desired classification level.**

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# WHAT DO CONSUMERS THINK ABOUT BONUS ELEMENTS IN HOTEL ESTABLISHMENT CLASSIFICATIONS?

(cont'd from page 1)

The table below lists the five bonus elements most popular with survey respondents who travel mainly in Quebec and stay at 3- and 4-star hotels.

The preferences indicated by respondents looking for 2- or 5-star hotels or who don't care about the hotel's classification were not considered, since there were so few of them. No respondent travelling mainly in Quebec said that he or she looked for 1-star establishments.

Respondents looking for 3-star establishments	Respondents looking for 4-star establishments
<b>BONUS ELEMENTS APPLYING TO ROOMS</b>	
<ol style="list-style-type: none"> <li>1. Alarm clock</li> <li>2. Information booklet on services</li> <li>3. Additional pillows and blankets</li> <li>4. Refrigerator</li> <li>5. Full-length mirror</li> </ol>	<ol style="list-style-type: none"> <li>1. Information booklet on services</li> <li>2. Alarm clock</li> <li>3. Additional pillows and blankets</li> <li>4. Full-length mirror</li> <li>5. Panoramic view from the room</li> </ol>
<b>BONUS ELEMENTS APPLYING TO BATHROOMS</b>	
<ol style="list-style-type: none"> <li>1. Hair dryer</li> <li>2. Heating with thermostat</li> <li>3. Large shower</li> <li>4. High-end faucets, accessories and fixtures</li> <li>5. Toiletries made from natural ingredients</li> </ol>	<ol style="list-style-type: none"> <li>1. Heating with thermostat</li> <li>2. Hair dryer</li> <li>3. Large shower</li> <li>4. Private toilet (separate from other bathroom facilities)</li> <li>5. Toiletries made from natural ingredients</li> </ol>
<b>BONUS ELEMENTS APPLYING TO SERVICES AND INTERIOR</b>	
<ol style="list-style-type: none"> <li>1. Supervision of visitor access</li> <li>2. Express checkout</li> <li>3. Concierge service</li> <li>4. Audiovisual equipment</li> <li>5. Bellhop service</li> </ol>	<ol style="list-style-type: none"> <li>1. Express checkout</li> <li>2. Supervision of visitor access</li> <li>3. Automated banking machine</li> <li>4. Audiovisual equipment</li> <li>5. Concierge service</li> </ol>
<b>BONUS ELEMENTS APPLYING TO THE EXTERIOR OF THE BUILDING AND ON-PREMISES ACTIVITIES</b>	
<ol style="list-style-type: none"> <li>1. Indoor pool</li> <li>2. Outdoor pool</li> <li>3. Shelter for bicycles and snowmobiles</li> <li>4. Outdoor plug-in for cars</li> <li>5. Outdoor sports equipment</li> </ol>	<ol style="list-style-type: none"> <li>1. Indoor pool</li> <li>2. Outdoor pool</li> <li>3. Fitness centre</li> <li>4. Health centre: massage therapy, hydrotherapy, etc.</li> <li>5. Bike path/cycling trail</li> </ol>

## Demographic data on respondents travelling mainly in Quebec

- 76% women
- 71% between age 35 and 64
- 64% university educated
- 55% travel for pleasure
- 45% travel for business
- 82% look for accommodation on the Web

Respondents must have stayed in a hotel establishment in the past 12 months to be eligible.



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