



**CITQ**

Corporation de  
l'industrie touristique  
du Québec

[www.citq.info](http://www.citq.info)

**Classification and certification experts**

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A close-up photograph of a hand about to ring a silver service bell. The hand is positioned at the top left, with the index finger touching the top of the bell. The bell is shiny and reflective, with a black base. The background is a soft, light blue gradient.

# 2010 Annual Report

CITO

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du Québec

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Classification and certification experts



## WHO ARE WE?

The Corporation de l'industrie touristique du Québec (CITQ) is a non-profit organization that designs, implements and manages classification, certification and standardization programs for goods and services on behalf of public- and private-sector customers. The CITQ is a large group of associations working in the different sectors covered by its classification and certification programs.

## OUR MISSION

To provide classification, certification and standardization services for goods and services on behalf of public- and private-sector customers, so as to enhance the goods and services concerned and keep consumers well informed.

## OUR VISION

To set the standard for classification and certification services, in Quebec and elsewhere.

## OUR VALUES

Professionalism, integrity, attention to detail, fairness and openness are the values that guide the CITQ in everything it does.



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# 11 CLASSIFICATION AND CERTIFICATION SYMBOLS

The classification certificate for a tourist accommodation establishment is a sign that must be displayed outside the building at all times, in a conspicuous place. The sign bears the name of the establishment, its class and its rating, illustrated by stars and, for bed & breakfast establishments only, suns.

The classification certificate for marinas is a sign indicating the classification level, illustrated with golden anchors. The sign for *Eco-marinas* indicates their classification level, illustrated with *eco-drops*. *Green Key* certification is in the form of a certificate showing the certification level, indicated by green keys. *RéserVert* certification is symbolized by an Eastern white cedar tree in three colours representing the three pillars of sustainable development.



## HOTEL ESTABLISHMENTS

Establishments offering lodging in one or more adjacent buildings.



## BED AND BREAKFASTS

Private homes operated as accommodation establishments by their owners or occupants. They may have up to five rooms, and prices include breakfast on site.



## TOURIST HOMES

Furnished cottages, apartments or houses with a kitchenette and one or more bedrooms.



## RESORTS

Establishments offering lodging, meals or cooking facilities, recreational activities and equipment.



## YOUTH HOSTELS

Establishments providing dormitory or private rooms for travellers of all ages, and meals or cooking facilities.



## EDUCATIONAL INSTITUTIONS

Establishments offering visitors rooms in residences used by students during the school year.



## HOSPITALITY VILLAGES

Establishments where participants offer lodging in their homes for up to six people, along with breakfast, lunch or dinner and group activities.



## MARINAS

A harbour for pleasure boaters, where sailboats and other craft are moored, offering various services.



## ECO-MARINAS

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# 1 2010 BOARD OF DIRECTORS

As at November 30, 2010, the members of the CITQ Board of Directors were as follows: \*

## EXECUTIVE COMMITTEE

**Lyne Landry**, *Chair* (Quebec City region)

**Kamal Shah**, *Treasurer* (Laurentides)

**Jean-Guy Girard**, *Secretary* (Saguenay/Lac Saint-Jean)

## DIRECTORS

**Pierre Cartier** (Lanaudière)

**Natasha Desbiens**, *Past Chair* (Quebec City region)

**Claude Dufour** (Charlevoix)

**Gilles Éthier** (Quebec City region)

**Michèle Fournier** (Chaudière-Appalaches)

**Daniel Guay** (Charlevoix)

**Caroline Milot** (Centre-du-Québec)

**Rosetta Vannelli** (Montreal)

## OBSERVER

**Suzanne Asselin**, *Director of Tourist Service Quality*,  
Ministère du Tourisme du Québec

## NON-VOTING MEMBER

**Michel Rheault**, *CITQ Executive Director*

\* Paloma Fernandez (Montreal) and Joanne Côté (Centre-du-Québec) left their positions as Vice-Chair and Director, respectively, during the past fiscal year.

## CITQ MEMBERS

Association de l'Agrotourisme et du Tourisme Gourmand

Association des camps du Québec

Association des gîtes du Saguenay/Lac-Saint-Jean

Association des gîtes touristiques de Montréal

Association des gîtes touristiques Magog-Orford

Association des hôteliers du Québec

Association des petits hôtels de Montréal

Association des relais de santé du Québec

Association des villages d'accueil du Québec

Auberges de jeunesse du Saint-Laurent

Fédération des cégeps

Hotel Association of Greater Montréal

Hôtellerie Champêtre, Quebec Resorts and Country Inns

Mouvement québécois des vacances familiales

Quebec Region Hotel Association

Tremblant Resort Association

The CITQ is the largest group of sector associations in the tourist accommodation industry.



## THE CITQ EXTENDS ITS EXPERTISE TO CLASSIFYING GOLF COURSES

The Quebec Golf Course Owners Association (ATGQ) and the CITQ signed an agreement in 2010 to set up a voluntary classification program for golf courses. Throughout the past fiscal year, golf industry experts and industry representatives, the ATGQ and the CITQ met to develop the classification criteria that are to be used for the program. Each criterion was then tested at various golf courses, including the Blainvillier, the Beloeil, the Mirage, the Montcalm and Rawdon.

The classification grid for golf courses developed by the CITQ and its partners ranges from 0 to 5 stars and covers four aspects: the course, services and equipment, the club house and sustainable development. The first classification visits will start in 2011.

## XENIOS MANAGEMENT<sup>MC</sup> NOW TRADE-MARKED

In 2010, the system for managing the classification processes developed by CITQ professionals, Xenios Management<sup>TM</sup>, was granted a trade-mark by the Canadian Intellectual Property Office.

The totally integrated Xenios MANAGEMENT<sup>TM</sup> system, as explained in a video on the CITQ website, is based on industry practices and software designed to manage all the steps in a classification program as efficiently and inexpensively as possible, from designing classification grids to issuing the results of classification visits.

Xenios Management<sup>TM</sup> is a one-of-a-kind system that has earned the trust of CITQ customers in sectors as varied as classification of marinas, golf courses, urban horticultural landscaping and ecological certification.





## 9 HUMAN AND MATERIAL RESOURCES

### NEW COMPENSATION POLICY

In December 2009, the CITQ adopted a new compensation policy offering all employees competitive remuneration that reflects the situation in the Quebec tourism industry while meeting pay equity and employment equity requirements. The new compensation policy called for a painstaking analysis of each position in the organization and a comparative study by the Hay Group, a global compensation management consulting firm.

### FIBRE OPTICS AND NEW COMPUTERS

Efficient data transfer systems are a must for the CITQ. Every day, tremendous quantities of data on the establishments visited by classifiers are transmitted to the CITQ and forwarded to organizations that issue classifications and certifications. The Corporation also introduced a direct fibre-optic Internet connection to speed up data transfer considerably and make it safer, thereby simplifying telework, and acquired more powerful computers with two screens for all staff in the Classification and Administration Departments.



### EXPANDING OUR PREMISES

In 2010, the CITQ expanded its premises to meet the increasing needs of a growing clientele. For instance, early this past fiscal year Tourisme Québec shipped all its operator files to the CITQ, so the Corporation could handle the transfer of responsibility for all steps involved in obtaining classification certificates. An approximately 700 ft<sup>2</sup> multipurpose room was added to the CITQ offices to meet the demands of this new workload, and is used mainly for receiving and sending out the hundreds of certification signs, filing the 6,000 paper files for tourist accommodation establishments and holding training sessions.

Jean-Marc Dreyfus celebrated his tenth year with the CITQ in 2010. A multitasking individual who enjoys challenges, Jean-Marc has gained solid expertise over the years in all aspects of classification and certification. Before joining the CITQ, he held various positions in the hotel and travel industry. We thank Jean-Marc for his great loyalty and commitment to his employer.



## MESSAGE FROM THE CHAIR OF THE BOARD



**I am happy to present the Annual Report of the Corporation de l'industrie touristique du Québec for 2010, which was a very successful year in many respects.**

All year long, the CITQ again met the expectations of an increasingly diverse clientele, while guaranteeing consumers from near and far a reliable benchmark for all goods it classifies or certifies. In addition to conducting thousands of classification visits throughout Quebec and offering establishment operators a broad range of value-added services, the CITQ experienced remarkable growth over the past fiscal year.

My colleagues on the Board and I were pleased to sign the outsourcing agreement that Tourisme Québec offered us in 2009, and which we amended in January 2010. The agreement makes the CITQ responsible for managing the classification program for tourist accommodation, from start to finish. Thanks to the CITQ's sound financial management since 2002, we were able to sign a new agreement despite the fact that it provides no financial compensation as of 2010. We were also able to limit the resulting increase in classification rates to a reasonable level, thanks to the funds accumulated over the years.

Aside from the review of the agreement with Tourisme Québec, the Board was busy with a number of other matters this year, including the signing of an agreement with the Quebec Golf Course Owners Association (ATGQ) on golf course classification, the launch of a pilot project for detecting illegal tourist accommodation establishments in two Quebec regions and the adoption of a new compensation policy.

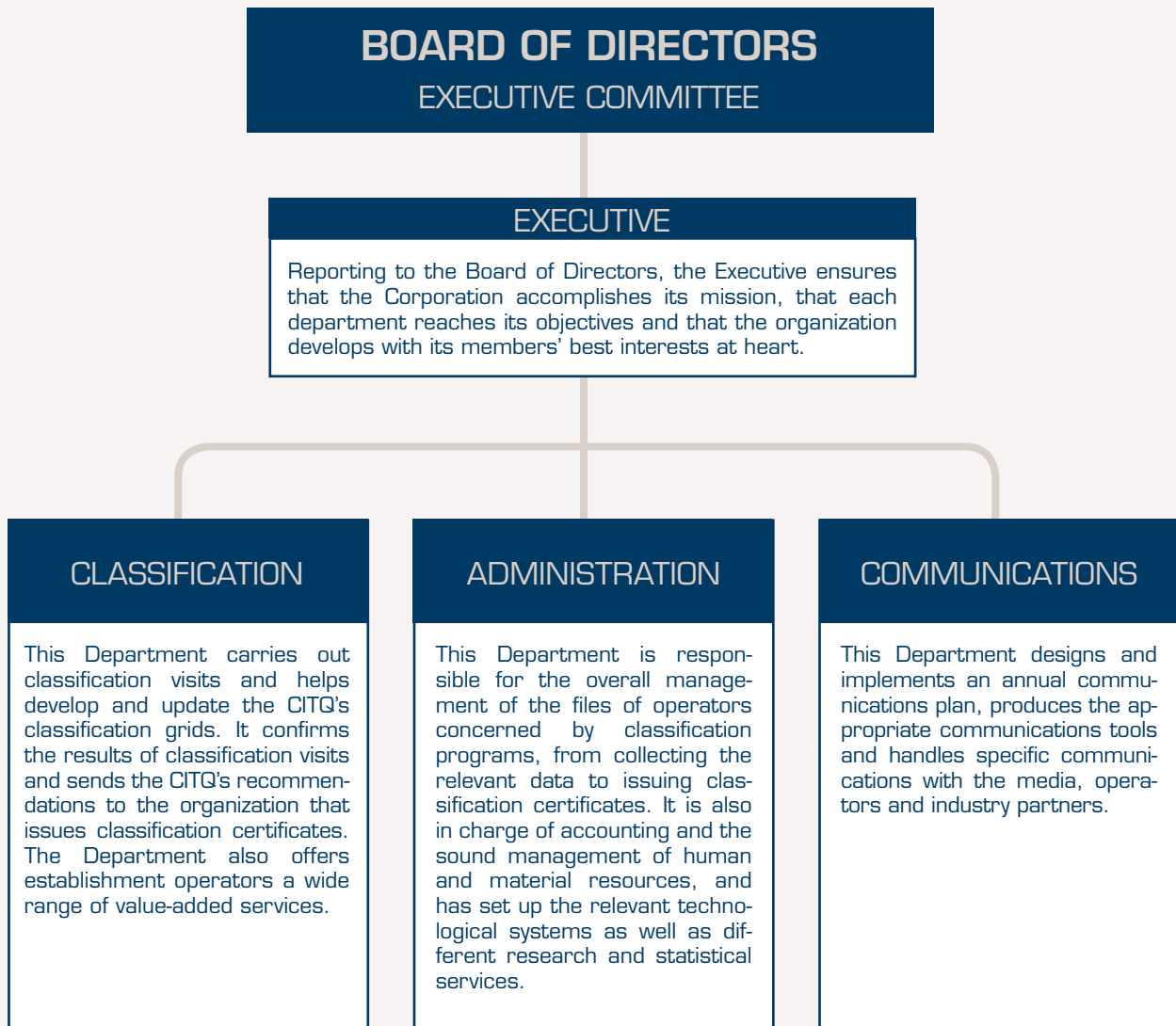
Lastly, in 2010 the Board expressed its gratitude to Marco Gendreau, whose term ended last year. A Board member since the CITQ was founded in 2001 and Chair of the Board from 2006 to 2008, Mr. Gendreau made a remarkable contribution to the establishment of the CITQ and the work of the Board. As well, we expressed our thanks to Joanne Côté and Paloma Fernandez, who left the Board in 2010. We wish them all the best in the new challenges they have taken on.

In just a few years, the CITQ has become a real leader in its sector. This success would not have been possible without the commitment and professionalism of the entire CITQ senior management team, and I would like to take this opportunity to show my appreciation. My thanks, as well, to all our customers for their renewed confidence in us and to all operators for their co-operation.

A handwritten signature in black ink that reads "L. Landry". The signature is written in a cursive, flowing style.

Lyne Landry

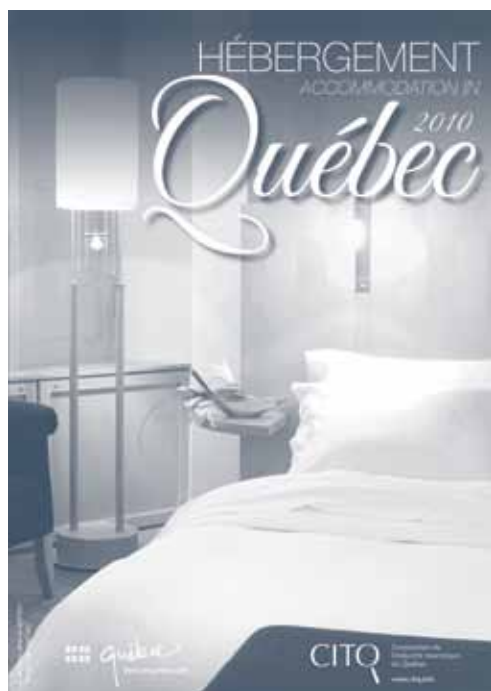
### 3 2010 ORGANIZATION CHART





### **EXPLANATORY VIDEOS ON WWW.CITQ.INFO**

Two videos were posted on the home page of the CITQ website in 2010. The first gives a detailed description of the steps involved in obtaining a classification certificate for tourist accommodation establishments and the value-added services offered by the CITQ. The other describes Xenios Management™, the integrated management system for the classification and certification process developed by CITQ professionals (see description on page 17).



### **NEW INDEXES IN THE 2010 EDITION OF ACCOMMODATION IN QUÉBEC**

The 2010 edition of the CITQ's *Accommodation in Québec* directory includes two new indexes, on Green Key and RéserVert establishments. The CITQ conducts audit inspections of Green Key establishments for the Hotel Association of Canada (HAC) and of RéserVert establishments for the Association hôtelière du Québec (AHQ). *Accommodation in Québec* is handed out free of charge by all tourist information offices across the province and by Québec delegations abroad. An electronic version is also available on the CITQ Website, at [www.citq.info/EN/documentation.asp#rhq](http://www.citq.info/EN/documentation.asp#rhq).

## 8 VALUE-ADDED SERVICES

### PROMOTIONAL CAMPAIGNS AND COMMUNICATION TOOLS

The CITQ has developed various means of communicating with classified and certified establishment operators, industry partners and consumers. They include:

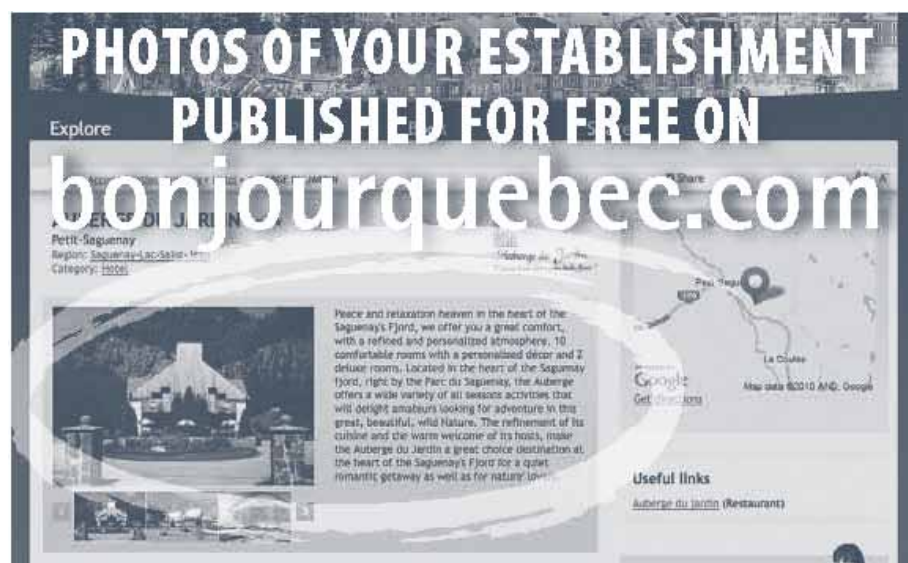
- the [www.CITQ.info](http://www.CITQ.info) website;
- the quarterly *infoCITQ* newsletter;
- the annual *Accommodation in Québec* directory;
- media campaigns;
- presentations at educational institutions;
- participation in shows, conventions and other industry events.

In 2010, the Corporation introduced a number of new tools.

### VISIBILITY CAMPAIGN REACHING MILLIONS OF INTERNET USERS

Thanks to a partnership with [bonjourquebec.com](http://bonjourquebec.com), the official Quebec government tourism site, tourist accommodation establishment operators can now publish a short description, up to six pictures of their establishments, a logo and a brochure on [bonjourquebec.com](http://bonjourquebec.com), free of charge. The [bonjourquebec.com](http://bonjourquebec.com) site now hosts over 2,044 establishment profiles with photos and descriptions.

The CITQ is proud to be associated with this initiative, as it will project an even more attractive image of all Quebec has to offer in terms of tourist accommodation and reach millions of Internet users from around the world.



## MESSAGE FROM THE EXECUTIVE DIRECTOR

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**During the past fiscal year, from December 1, 2009 to November 30, 2010, the CITQ not only discharged all the responsibilities assigned by its various customers, but also launched a number of new initiatives.**

Throughout the year, the CITQ conducted and analyzed nearly 2,850 classification and certification visits for tourist accommodation, marinas, Eco-marinas and establishments holding Green Key and RéserVert certification. The CITQ team also provided many value-added services, including its increasingly popular planning service, for which demand is growing every year.

In 2010, the Corporation successfully carried out the new mandate assigned by the Quebec Minister of Tourism. The CITQ now handles all aspects of tourist accommodation establishment certification, from opening files to issuing certificates. In the past fiscal year, our staff handled over 2,000 cases of establishments opening, closing or making changes to their operations.

Our partnership with [bonjourquebec.com](http://bonjourquebec.com) also helped us boost the visibility of tourist accommodation establishments by reaching millions of Internet users. Operators can now publish a short description and photos of their establishments on [bonjourquebec.com](http://bonjourquebec.com), entirely free of charge. This innovative partnership also meant that operators could now go online and directly update the data on their establishments annually – a real first that has generated substantial savings in time and money.

The review of classification criteria for hotel establishments was another major activity that involved considerable effort in 2010. The multi-step process, which will continue in 2011, led to a broad-based industry consultation process and a fact-finding mission to a number of European countries.

At the request of many operators and in agreement with Tourisme Québec, the CITQ set up a pilot project in 2010 to detect illegal tourist accommodation establishments in two tourist regions. Based on an informative approach that explains all the benefits of classification, the operation produced encouraging results and should continue in 2011.

Lastly, the CITQ signed an agreement with the Quebec Golf Course Owners Association (ATGG) to introduce a voluntary classification program for golf courses in Quebec in 2011. We also obtained a trade-mark for our integrated classification management system, Xenios Management™, which has attracted a great deal of interest, suggesting there may be promising developments ahead for the Corporation.

Boosting our efficiency and support for operators, remaining attuned to the needs of the industry and working to develop the CITQ were the goals we pursued tirelessly throughout the past fiscal year. With the support of the entire CITQ team, our customers, partners and Board members, we are sure that 2011 will be an equally busy and successful year.

A handwritten signature in dark ink, appearing to read 'M Rheault'. The signature is fluid and cursive, written in a professional style.

Michel Rheault



## 5 TOURIST ACCOMMODATION

Since November 30, 2010, the CITQ has been responsible for classifying seven classes of establishments covered by the *Act respecting tourist accommodation establishments* on behalf of Tourisme Québec. It manages all aspects of the process leading to classification certificates for hotel establishments, bed & breakfast establishments, tourist homes, resorts, youth hostels, educational institutions and hospitality villages.

### ONE-STOP TOURIST ACCOMMODATION CLASSIFICATION SERVICE

On January 25, 2010, Tourisme Québec put the CITQ in charge of all aspects of the classification certificate process. Operators can now take advantage of a one-stop service allowing them to:

- open a file;
- classify their establishment;
- obtain a departmental certificate;
- update their contact information and the list of activities and services they offer;
- change class or number of units;
- transfer their establishment;
- cease operations.

In the past, the CITQ handled only those aspects related to establishment classification, while Tourisme Québec oversaw all the other tasks listed above.

Tourisme Québec is still responsible, however, for enforcing the *Act and the Regulation respecting tourist accommodation establishments*, for inspections and for withdrawing, denying or cancelling classification certificates.

In the first year of its new mandate, the CITQ handled 2,058 new applications involving establishments and changes in operations, distributed over all tourist regions of Quebec.

Types of projects	Total
Openings and re-openings	449
Openings after detection	284
Ceasing operations	298
Closures	395
Changes in class	23
Changes to units	514
Changes of name	95
<b>Total</b>	<b>2,058</b>

### ESTABLISHMENT DATA NOW UPDATED ONLINE



Every year, establishment operators are required to update their contact information and other details, such as means of contact, the number of units for rent and their facilities, prices, etc.

In 2010, this complex operation, which formerly involved over 6,000 mailings with up to four forms to be filled out by each operator, was carried out online for the first time, thanks to an innovative partnership with [bonjourquebec.com](http://bonjourquebec.com).

Nearly 4,000 operators took advantage of this new option, representing substantial savings in time and money. It saved an estimated 33,275 letter-size sheets of paper and 10,464 envelopes, not to mention postage!

(See page 14 for another major benefit of the CITQ/[bonjourquebec.com](http://bonjourquebec.com) partnership.)

### REVIEW OF HOTEL ESTABLISHMENT CLASSIFICATION CRITERIA LEADS TO A BROAD-BASED CONSULTATION PROCESS

Over the past fiscal year, the CITQ undertook a review of classification criteria for hotel establishments – a multi-step process that involves, in particular, extensive consultations with the industry and the travelling public, as well as exhaustive research into the different classification programs currently used around the world.

#### Survey

The CITQ surveyed hundreds of hotel establishment operators in Quebec and consumers who had recently stayed in hotel establishments, seeking their opinions on the classification criteria now used and on possible improvements.

## PLANNING SERVICE

Since it was launched in March 2008, the CITQ's planning service has enjoyed growing popularity. Using specially designed software, the value-added service helps operators, managers and developers reach the classification results they are seeking and better target their investments.

The service is free if no travel or meeting with managers is required, and billed on an hourly basis otherwise. It is an efficient tool for improving the quality of tourist accommodation in Quebec.

Over the past fiscal year, 57 operators in 4 classes of establishments from 14 tourist regions across Quebec used this proven service.

**Call on our  
planning  
service**

And let us  
help you reach your  
classification objectives



**CLASSIFICATION  
CERTIFICATE**

### Planning exercises in 2010

REGIONS	HOTEL ESTABLISHMENTS	BED AND BREAKFASTS	TOURIST HOMES	RESORTS	TOTAL
<b>Abitibi-Témiscamingue</b>	1	1			<b>2</b>
<b>Bas-Saint-Laurent</b>	3				<b>3</b>
<b>Charlevoix</b>		1	8		<b>9</b>
<b>Chaudière-Appalaches</b>	1			1	<b>2</b>
<b>Eastern Townships</b>	6	1			<b>7</b>
<b>Gaspésie</b>	1				<b>1</b>
<b>Îles-de-la-Madeleine</b>	1		1		<b>2</b>
<b>Lanaudière</b>			1	1	<b>2</b>
<b>Laurentides</b>	1		5		<b>6</b>
<b>Mauricie</b>	1				<b>1</b>
<b>Montréal</b>	1	1			<b>2</b>
<b>Montréal</b>	4	1	2		<b>7</b>
<b>Quebec City region</b>	8				<b>8</b>
<b>Saguenay- Lac-Saint-Jean</b>		2	2	1	<b>5</b>
<b>Total</b>	<b>28</b>	<b>7</b>	<b>19</b>	<b>3</b>	<b>57</b>



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[www.citq.info](http://www.citq.info)



## 8 VALUE-ADDED SERVICES

### DETAIL LETTERS

Throughout the year, many operators ask the CITQ for help in improving borderline results, winning back a star or sun they have lost or simply consolidating their classification results.

The first form of assistance offered, which serves as a sort of lead-up to the CITQ planning service described below, is to send operators, at their request, a letter detailing all the criteria on which they fell short of their target score. These criteria are presented in order of importance, helping the operator to identify what efforts would be most worthwhile.

In 2010, 245 operators from 19 tourist regions in five tourist accommodation classes and marinas received detail letters prepared by staff in the Classification Department.



Detail letters in 2010

REGIONS	HOTEL ESTABLISHMENTS	BED AND BREAKFASTS	TOURIST HOMES	RESORTS	MARINAS	TOTAL
Abitibi-Témiscamingue	1	1			1	3
Bas-Saint-Laurent	3	6	1			10
Centre-du-Québec	1	2				3
Charlevoix	4	2	21			27
Chaudière-Appalaches	1	7	5			13
Duplessis	2	2				4
Eastern Townships	10	12	26			48
Gaspésie	3	6	5	1		15
Îles-de-la-Madeleine	1		11			12
James Bay			1			1
Lanaudière	2		3	3		8
Laurentides	3	4	5			12
Manicouagan	2	2	3	1		8
Mauricie	2	2	2			6
Montérégie	1	1		2	1	5
Montréal	3	3				6
Outaouais		1	3			4
Quebec City region	19	12	13		1	45
Saguenay-Lac-Saint-Jean	6	7	2			15
<b>Total</b>	<b>64</b>	<b>70</b>	<b>101</b>	<b>7</b>	<b>3</b>	<b>245</b>

### Consultation sessions

A CITQ team also met with nearly 125 operators who turned out for the regional consultation sessions held in eight cities across Quebec. These meetings followed up on a consultation tour of all the CITQ member hotel associations.

### A comparative study of different classification systems

The CITQ also carried out a comparative study of several different classification systems now in use, such as those of the CAA and Canada Select, as well as certain European systems that were examined via exploratory missions to France, Germany, Belgium, the Netherlands and Switzerland (see below).

### Advisory committee and ratification

Data collected from all these operations will be used to inform the provincial committee responsible for validating and guiding the CITQ's work on the future grid to be proposed to the CITQ Board of Directors. The Board will then submit its recommendations to Tourisme Québec, which has the final say on the new criteria.

Reviewing classification criteria is not only an obligation under the agreement between the CITQ and Tourisme

Québec, but is also intended to meet consumers' constantly changing needs and reflect the introduction of new goods and services.

## THE CITQ RECEIVES A WARM WELCOME FROM EUROPEAN HOTEL ASSOCIATIONS

The CITQ's Executive Director and Director of Classification had extremely productive discussions with representatives of several European hotel industry associations on their mission in November 2010. It was an opportunity for them to learn more about the Star Union International hotel classification system, which seven European countries have implemented and which is to be extended to five other major countries in the next five years.

Our representatives visited about twenty four-star hotels in ten cities in five countries to test the classification grids now used by the CITQ. The results, which highlight the two systems' similarities and differences, will enable the CITQ to make the changes required to bring its methods into line with those already used in many countries.

### Tourist accommodation classification visits conducted in 2010

REGIONS	HOTEL ESTABLISHMENTS	BED AND BREAKFASTS	TOURIST HOMES	RESORTS	YOUTH HOSTELS	EDUCATIONAL INSTITUTIONS	HOLIDAY VILLAGES	TOTAL
Abitibi-Témiscamingue	14	12	15	1	0	0	0	42
Bas-Saint-Laurent	33	37	37	7	0	1	0	115
Centre-du-Québec	17	24	7	1	0	0	0	49
Charlevoix	36	42	147	1	1	0	0	227
Chaudière-Appalaches	45	46	31	3	0	0	0	125
Duplessis	26	19	6	0	1	0	0	52
Eeyou Istchee	2	0	0	0	0	0	0	2
Eastern Townships	86	91	146	24	0	0	0	347
Gaspésie	53	64	68	3	3	0	0	191
Îles-de-la-Madeleine	7	8	88	1	0	0	0	104
James Bay	13	1	3	0	0	0	0	17
Lanaudière	27	20	61	9	0	0	0	117
Laurentides	78	58	147	8	0	0	0	291
Laval	12	1	3	0	0	0	0	16
Manicouagan	17	31	18	3	1	0	0	70
Mauricie	30	39	37	4	2	0	0	112
Montréal	55	36	11	8	0	0	0	110
Montréal	118	55	15	0	2	0	0	190
Outaouais	44	23	26	3	1	0	0	97
Quebec City region	145	116	52	6	4	0	1	324
Saguenay-Lac-Saint-Jean	39	47	39	3	4	0	0	132
<b>Total</b>	<b>897</b>	<b>770</b>	<b>957</b>	<b>85</b>	<b>19</b>	<b>1</b>	<b>1</b>	<b>2730</b>

### Tourist accommodation establishments in operation on November 30, 2010

CLASSES	Classification levels (Suns for bed & breakfasts establishments, stars for other classes)								OPENINGS	CLOSINGS	NET VARIATION *
	PC	0	1	2	3	4	5	TOTAL			
Hotel establishments	34	9	289	751	560	237	19	1899	49	69	-20
Bed and breakfasts	36	0	1	110	726	520	20	1413	98	174	-76
Tourist homes	207	0	45	306	1249	525	8	2340	493	194	+299
Resorts	2	0	8	45	112	74	4	245	4	9	-5
Youth hostels	4	0	1	13	30	11	0	59	6	2	+4
Educational institutions	1	0	0	3	17	9	0	30	1	0	+1
Holiday villages	0	0	0	1	6	4	0	11	0	1	-1
<b>Total</b>								<b>5997</b>	<b>651</b>	<b>449</b>	<b>+202</b>

PC = pending classification

\* Variation between December 1, 2009 and December 1, 2010

### A sharp increase in the "tourist homes" class

Between December 1, 2009 and November 30, 2010, the number of tourist accommodation establishments in operation rose from 5,795 to 5,997, owing mainly to a sharp increase in the number of tourist homes. There was a substantial drop in the number of bed and breakfasts, and large numbers of establishments opening and closing.

# 6 MARINAS AND THE ECO-MARINA PROGRAM



The CITQ handles marina classification and Eco-marina certification on behalf of the Association maritime du Québec (AMQ). As such, it has helped develop and update classification and certification criteria; it also conducts marina classification and certification visits.

## MARINA CLASSIFICATION

The AMQ's voluntary marina classification program comprises over 250 criteria covering the quality of the marine and land-based infrastructure, services and activities offered on site. Marinas are rated on a scale of 0 to 5 golden anchors.

In 2010, the CITQ visited 14 marinas. This year, seven more joined the ranks of classified marinas, bringing the total number to 48 in 17 of Quebec's tourist regions.



Number of marinas by classification level	
Certification	Number of marinas
2 golden anchors	2
3 golden anchors	23
4 golden anchors	20
5 golden anchors	1
PC *	2
<b>TOTAL</b>	<b>48</b>

\* Pending classification  
Source: CITQ database, as at November 30, 2010

## ECO-MARINA CERTIFICATION

The Eco-marina program is based on Ontario's Clean Marine program, which has been used to evaluate 200 "green" practices covering all aspects of marina operation with an environmental impact, since 2000. Eco-marinas are rated on a scale of 1 to 5 eco-drops.

In 2010, the CITQ carried out 12 Eco-marina certification visits. Over that period, six more facilities joined the program, bringing the total number of Eco-marinas to 38 in 15 of Quebec's tourist regions.



Number of Eco-marinas by certification level	
Certification level	Number of Eco-marinas
1 eco-drop	1
2 eco-drops	28
3 eco-drops	7
4 eco-drops	1
PC *	1
<b>TOTAL</b>	<b>38</b>

\* Pending classification  
Source: CITQ database, as at November 30, 2010

## GREEN KEY PROGRAM RÉSERVERT PROGRAM



### GREEN KEY

The CITQ conducts audit inspections of all establishments in Quebec participating in the Green Key program of the Hotel Association of Canada (HAC). The HAC Green Key Eco-Rating Program examines more than 140 criteria in evaluating the environmental performance of tourist accommodation establishments. Certified establishments can earn 1 to 5 green keys.

Over the past fiscal year, CITQ classifiers inspected 71 Green Key certified establishments. As at November 30, 2010, the program comprised 147 participating Quebec establishments in 18 of Quebec's tourist regions.

#### Number of certified Green Key establishments in Quebec, by certification level

Certification level	Establishments
1 green key	2
2 green keys	20
3 green keys	81
4 green keys	41
5 green keys	3
<b>TOTAL</b>	<b>147</b>



### RÉSERVERT

La CITQ conducts audits of establishments holding RéserVert certification from the Association des hôteliers du Québec (AHQ). The program recognizes Quebec hotels for their concrete steps in support of sustainable development in the environmental, social and economic fields. The program logo is an Eastern white cedar in three colours, representing the three pillars of sustainable development.

Over the past fiscal year, the CITQ audited 20 RéserVert establishments. As at November 30, 2010, there were some 60 participating establishments in 17 of Quebec's tourist regions.