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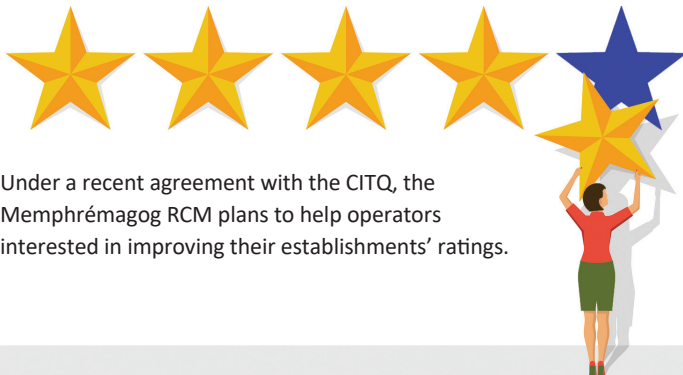
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THE MEMPHRÉMAGOG RCM TEAMS UP WITH THE CITQ TO ENHANCE THE QUALITY OF ACCOMMODATION



ENTREPRENDRE MEMPHRÉMAGOG

PAR LA MRC



Under a recent agreement with the CITQ, the Memphrémagog RCM plans to help operators interested in improving their establishments' ratings.

Subject to certain eligibility criteria, the RCM will cover half the cost of the CITQ planning service requested by any operator on the RCM's territory.

The CITQ's planning service, you will remember, is designed to help operators reach the classification results they are seeking and better target their investment.

FOR MORE DETAILS ON THIS SERVICE, SEE WWW.CITQ.INFO/SERVICES

CIVIL LIABILITY INSURANCE FOR INNKEEPERS

INSURANCE ADVERTORIAL

Does your current insurance policy include Innkeeper's Liability coverage?

It's worth checking, since it could prevent substantial losses in the event of a major claim. This type of coverage, specifically intended for establishments such as yours, compensates your guests if their belongings are stolen or damaged.

Suppose guests' bicycles were stolen from a bicycle storage area on your premises. For a civil liability claim, your guests would have to prove that you were negligent before the insurance company would indemnify them.

For small claims, however, the insurer could choose to acknowledge your liability, thus avoiding unnecessary legal procedures. You must never admit negligence, however, since this could cause prejudice for the insurer and interfere with the settlement of the claim. You need about \$5,000 in insurance coverage per room, as a general rule. Our insurance programs designed for tourist homes, bed and breakfasts and inns already include this essential coverage.

Preventive measures for summertime

Summer is almost here, a time for water sports of all kinds. You might want to allow your guests to use your beach or dock, or even a small boat. First, though, you must do a complete inspection to ensure that everything is in good condition. You must also identify any risk of injuries and take the necessary precautions. Pay special attention to shallow swimming areas, and ban diving off the end of the dock. Little precautions like these can prevent serious injuries or even death.

Inversa is the REFERENCE for accommodation establishments.

Jean-François Trudel, Vice-President, Operations
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MESSAGE FROM THE EXECUTIVE DIRECTOR

EIGHT SUCCESSFUL CLASSIFICATION TOURS

In 2016 and 2017, we carried out our eighth classification tour since the *Act and Regulation respecting tourist accommodation establishments* were adopted in 2001 and 2002, respectively.



Over this period we have conducted and followed up on nearly 50,000 classification visits throughout Quebec. I have often taken part in these tours, and I am pleased to say that we have found that most operators are very satisfied with the work done by the CITQ. As proof, consider that in 16 years, only one operator has appealed his classification, and an independent jury upheld the rating assigned him by the CITQ.

All this success is the payoff for the immense efforts we have made over the years to offer quality service and remain attentive to both consumers' and operators' needs. After broad-based consultations, we have designed and regularly updated classification grids that our experienced team applies rigorously, with the utmost professionalism.

We have also created a wide range of value-added services, extending far beyond simply classifying establishments. Every day, our staff answer operators' questions and provide original and proven assistance services for operators looking to improve their classification results. That is the case for our planning service, in particular, which over 830 operators and managers have used since it was launched in 2008.

CLASSIFICATION IS INCREASINGLY POPULAR

The table in this issue illustrates the growing popularity of our classification program. After our most recent tour, the number of certifications topped 9,000 establishments, and this upward trend looks set to continue in 2018.

We have every reason to be confident in the future, and we are convinced that the CITQ's classification program will continue to play a key role in enhancing the quality of tourist accommodation in Quebec, the objective of the program from its outset. We would like to take this opportunity to thank everyone who has contributed to the success of this program and the CITQ in any way.

Michel Rheault



This class of establishment has not been subject to classification since the amendments to the Regulation adopted in 2016 by the Minister of Tourism.



This class was created by the amendments to the Regulation adopted in 2011 by the Minister of Tourism. It comprises tourist accommodation establishments that belong to none of the other classes.

2000 / 2001

The *Act and Regulation respecting tourist accommodation establishments* are adopted, requiring operators of such establishments to hold a classification certificate serving as their permit.

The Minister of Tourism update classification of industry, and to visit and breakfast establishments, hostels, educational in

200

TRENDS IN THE NUMBER OF ESTABLISHMENTS CERTIFIED 2004 - 2018

CATEGORIES	JANUARY 2004*	JANUARY 2018*	VARIATION
	NUMBER OF ESTABLISHMENTS		
Hotel establishments	2 025	1 463	- 562
Bed and breakfast establishments	1 685	1 161	- 524
Tourist homes	1 498	5 716	+ 4218
Resorts	267	198	- 69
Youth hostels	45	63	+ 18
Educational institutions	30	34	+ 4
Hospitality villages	17	0	-17
Other accommodation establishments	0	404	+ 404
TOTAL	5 567	9 039	+ 3 472

Most of these establishments have moved into another class, in particular the other accommodation establishments class.

* CITQ database

NOTEWORTHY CLASSIFICATION DATES

2002 / 2003

The CITQ completes the first full classification tour since the Act was adopted.

2010

The CITQ becomes responsible for managing the classification program for tourist accommodation, from start to finish.

2016

Amendments to the *Act and Regulation respecting tourist accommodation establishments* make the CITQ responsible for informing municipalities, which then have 45 days to oppose the application, of applications for a classification certificate on their territory, and remove classification requirements for hospitality villages.

2011

Amendments to the *Act and Regulation respecting tourist accommodation establishments* require operators to obtain a certificate confirming that they comply with local by-laws regarding land uses, and introduce the "Other accommodation establishments" class.

2008 / 2009

The five-star classification scale approved by the Minister is applied to classes that were formerly rated on a three- or four-star scale.

WATCH OUT FOR FRAUDSTERS!



An operator in the Magdalen Islands recently alerted us to a scheme intended to cheat her out of several thousand dollars. In fact, it seems that she was not the only one in the region to have been targeted. We suggest you carefully read her story, to make sure you don't fall victim to this scam yourself.

A client reserves a stay in your establishment. He gives plausible reasons for sending you a cheque for more than the amount owing, and asks you to deposit the cheque and wire the extra funds to him immediately. Unfortunately, his cheque bounces – you lose the funds you sent to him and the bank charges you a penalty.

To avoid falling victim to this kind of scam, the Canadian Anti-Fraud Centre offers this advice:*

- Independently confirm your buyer's name, street address, and telephone number.
- Never accept a cheque for more than your selling price.
- Never agree to wire back funds to a buyer – you have limited recourse if there is a problem with a wire transfer.
- Resist pressure to "act now."
- If you accept payment by cheque, ask for a cheque drawn on a local bank or a bank with a local branch. You can visit that bank branch to determine if the cheque is legitimate.
- If the buyer wants to use a service you have not heard of, be sure to check it out to ensure it is reliable. If you do not feel comfortable with the service, don't use it.

* <http://www.antifraudcentre-centreantifraude.ca/fraud-escroquerie/types/over-surplus/index-eng.htm>, consulted March 5, 2018.

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