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THE CITQ MISSION

TO THE 2014 EQUIP'HOTEL PARIS TRADE FAIR A GREAT SUCCESS



CITQ Executive Director Michel Rheault (2nd from left) presenting the Quebec tourist accommodation classification program to visitors at the 2014 Equip'Hotel Paris trade fair.

According to all the participants, the CITQ mission to the 2014 Equip'Hotel Paris trade fair, from November 16 to 20, was a tremendous experience. Many of them found the exhibitor stands and the speakers at the trade fair invaluable sources of good ideas.

They also appreciated the interesting discussions they had with their colleagues from near and far. The CITQ mission enjoyed a number of VIP privileges, including personalized welcome and on-site support, exclusive access to a number of launch events and an architect-led tour of several prestigious Parisian establishments.

All operators were invited to join the mission in an advertisement published in the June issue of infoCITQ and sent out by mail. Given the success of this first experience, the CITQ plans to offer other such professional renewal opportunities.



The CITQ group taking a guided tour of the Peninsula hotel, a prestigious Paris establishment that opened in 2014.



The CITQ group attending a personalized presentation at a booth in the Technology section of the 2014 Equip'Hotel Paris trade fair.



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**MESSAGE FROM
THE CHAIR OF THE BOARD**

**IN 2014, THE CITQ SUCCESSFULLY
CARRIED OUT ITS RESPONSIBILITIES
IN CLASSIFYING TOURIST ACCOMMODATION**



I will be proud to pass the reins to my successor when my term as Chair of the Board of the CITQ comes to an end in March 2015. 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 2014, the CITQ successfully carried out its responsibilities in classifying tourist accommodation, marinas and eco-marinas, as well as conducting inspections of Hôtellerie Champêtre, Green Key and Bienvenue cycliste establishments. It also continued its co-operation with Haiti, where joint efforts are expected to pick up again in 2015.

Aside from its regular classification activities, the CITQ is also a valuable partner committed to making an active contribution to advancing our industry. The mission it organized to the 2014 Equip'Hotel Paris trade fair, described in this issue, is a good example. The initiative allowed a large number of operators to draw inspiration from the latest trends.

The prestigious fair was also an exceptional showcase for the CITQ and Quebec achievements in terms of tourist accommodation classification. CITQ Executive Director Michel Rheault was appointed a 2014 Equip'Hotel Paris ambassador, the only one for all of Canada, and was invited to give a talk on the made-in-Quebec hotel classification program, which reportedly attracted a lot of interest.

All my colleagues on the Board and I are proud of the Corporation's accomplishments. This success would never have been possible, of course, without the confidence of our clients and our partners, and the commitment and professionalism of the whole CITQ team. Let me take this opportunity to thank them most sincerely for their hard work.

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

Caroline Milot

Caroline Milot



Haitian Minister of Tourism Stéphanie Balmir Villedrouin presenting a classification sign to a hotel operator.

**HAITI PROUDLY
POSTS ITS NEW HOTEL
CLASSIFICATION SIGNS**

Stéphanie Balmir Villedrouin, the Haitian Minister of Tourism, recently issued new signs to those hotel operators whose establishments have been classified under a program launched in April 2012 by her Department. The signs, produced by the CITQ, feature hibiscus blossoms symbolizing the establishment's classification level.

The CITQ's co-operation with Haiti started in 2014, and in 2015 will enter a new phase. Among other things, a recognition mission and training sessions for local classifiers are planned.

As you will remember, the Haitian Minister of Tourism gave the CITQ the mandate to update the existing classification criteria and to manage the entire hotel classification program, in co-operation with Haitian partners.

NEW CLASSIFICATION STANDARDS FOR HOTEL ESTABLISHMENTS IN 2015

In January 2015, the CITQ will launch the second phase in the renewal of the classification program for hotel establishments, announced in 2012 by Nicole Ménard, Minister of Tourism at the time. Two new basic standards, following the application of revised criteria for the 2013-2014 classification tour, will now be part of the evaluation for this class of establishment.

UNIFORM CLASSIFICATION STANDARD



Starting in January 2015, a hotel establishment's classification will be based not only on the overall evaluation but also on its score for the "Rooms" AND "Bathrooms" sections.

For example, to earn a four-star rating, an establishment must receive an overall score of 4 AND its rooms and bathrooms must also have a score of 4. If these two conditions are not met, the establishment could receive a 3-star or 3-star Superior rating (see opposite).

The Uniform Classification Standard will apply to establishments with 1 to 5 stars.

SUPERIOR RATING STANDARD



The SUPERIOR rating, also introduced in 2015, will identify establishments according to the quality of their facilities. It may be granted in two cases.

In the first case, it will be granted to recognize establishments that receive a higher score for the Rooms AND Bathrooms sections than their overall results. For example, an establishment with an overall result of 4 stars, but a score of 5 for its Rooms and Bathrooms sections, will receive a rating of 4 stars SUPERIOR.

In the second case, it will recognize establishments whose Rooms OR Bathrooms receive a lower score than their overall results. For example, an establishment with an overall result of 4 stars, but only 3 stars on either the Rooms or Bathrooms section, will receive a rating of 3 stars SUPERIOR.

In either case, the ratings for the Food Services, Services and Interior and Building Exterior sections must be at least equal to the overall result.

The SUPERIOR Rating Standard will apply to establishments with 1 to 4 stars.

NOTICE TO HOTEL ESTABLISHMENT OPERATORS – Check the score sheet you received following the latest classification visit for your establishment. It clearly indicates the rating your establishment could be given when the new standards are applied. Call the CITQ support services right away if you would not be satisfied with this rating.

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ANTOINE DE SAINT-EXUPÉRY

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ANSWERS TO YOUR QUESTIONS

FACT OR FICTION?

INSURANCE ADVERTORIAL

When we talk about insurance with friends, colleagues or family, we all have our own understanding of how it works. Yet just as we leave it to mechanics to look after our cars, and to lawyers to advise us on legal matters, we should turn to insurance brokers to explain the often complex wordings of insurance contracts. Here are some frequent misconceptions.

My establishment is insured for \$500,000. If it burns down, that's how much I'll get from the insurer.

WRONG: The insurer will indemnify the insured party up to the amount stipulated. As the insured party, you have to put back the building in the same condition it was before the fire; otherwise you will only receive its depreciated value. The same applies for any damaged property.

Insurance contracts are all the same.

WRONG: Even if the amounts shown in the general conditions of the policy are the same, there are enormous differences in the wording of different contracts. Is it a named perils, extended or all-risk coverage contract? There is a world of difference if you ever have to make a claim. It's also important to have a contract suited to your operations.

My tree fell on my neighbour's car, so my insurer will have to pay.

WRONG: The insurer of the car will pay for the damage to the vehicle, and then will have to prove that you were negligent in order to recover the amount paid. If the tree fell after being hit by lightning, for instance, the insurer of the car will have no recourse.

I can shop around for insurance myself.

TRUE... but... Not very many people are capable of understanding all the intricacies of an insurance contract. Brokers often run into people who think this way and, generally speaking, after three or four questions and a couple of examples, the client quickly realizes that he or she is better off dealing with and being represented by a broker.

Think it over!

Jean-François Trudel
 Vice-President, Operations
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Do bed and breakfast establishments have the choice of offering breakfasts for guests?

NO... According to the *Regulation respecting tourist accommodation establishments*, bed and breakfast establishments are "Establishments that offer, for an all-inclusive price, accommodation in rooms in a private residence where the operator resides and rents a maximum of 5 rooms receiving a maximum of 15 persons, including breakfast served on the premises." (Division II, section 7(5))

Remember also that an establishment may not offer a breakfast of lower quality than the one declared at the time of the classification visit.

Does a bed and breakfast establishment operator have to spend the night in his or her establishment?

YES... As section 7(5) of the *Regulation respecting tourist accommodation establishments* cited above requires, the operator must reside in the establishment. So this means that the operator spends the night there.



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