

## DON'T MISS

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- ▶ According to Quebec law, any cottage, apartment or house rented for a period of 31 days or less must possess an official classification certificate.
- ▶ This classification is valid for two years and provides information regarding the quality and comfort offered by each establishment.
- ▶ A sign as this must be displayed within sight.



### YOU CAN RELY ON IT! ▶

Access Quebec's official classification program [here](#).






Access the list of Quebec's classified establishments [here](#).



## Google™ THE CITQ'S GOOGLE-BASED CAMPAIGN TO PROMOTE CERTIFICATION IS A GREAT SUCCESS

Since November 2012, tourists using Google to find a cottage, home or apartment to rent in Quebec have seen an ad inviting them to choose a cottage classified by the CITQ.

-  **41,750** people have clicked on the CITQ's Google ad, redirecting them to the web page shown here
-  **15,500** of them then continued to [bonjourquebec.com](#) and spent an average of 5 minutes on that site
-  **9,500** of them were visiting [bonjourquebec.com](#) for the first time

## WARNING BY THE INSURANCE BUREAU OF CANADA CONCERNING COTTAGE RENTALS

*La Presse* recently published an article in which a representative of the Insurance Bureau of Canada gave an important warning concerning cottage rentals. Under the *Civil Code*, she noted, an insured party absolutely must notify the insurer of any factor liable to change the risk assessment, including renting the premises to strangers. The insurer can deny a claim if it has not been informed of the change in situation, explained Anne Morin, Public Affairs Supervisor with the Insurance Bureau of Canada.

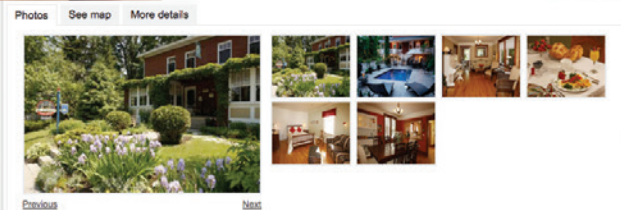
The author of the article, Violaine Ballivy, also warned readers to think about informing their insurer if rentals include the use of their watercraft. You really don't want to have to pay the hospital bill for an American tourist who injures himself using your pedal boat, she pointed out.

Violaine Ballivy, "Comment louer son chalet sans être hors-la-loi ?", *La Presse*, June 28, 2014.



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PHOTOS OF YOUR ESTABLISHMENT  
**PUBLISHED FREE ON  
 BONJOURQUEBEC.COM**

In September every year, the CITQ, in co-operation with [bonjourquebec.com](http://bonjourquebec.com), invites operators to update the data on their establishments, including contact information, prices, list of units, etc.

At the same time, operators are also invited to publish, free of charge, on [bonjourquebec.com](http://bonjourquebec.com) (or update the information if it is already there):

- a short description of their establishment
- up to six photos of it
- a promotional brochure
- a discount coupon
- a video link
- mobile website, Facebook, Twitter and blog addresses

Please note, however, that this material can only be submitted online. An e-mail explaining how to take advantage of this exceptional offer will be sent out soon to all operators.

**RENEWING YOUR CERTIFICATE**

Under the *Tourist Accommodation Establishments Act and Regulations*, operators must re-apply for a classification certificate every two years.

This means that over 3,500 operators will soon receive classification certificate application forms, to be signed and returned to the CITQ with proof of at least \$2 million in civil liability insurance.

Note that you do not need to submit a new certificate of compliance with local by-laws and property titles unless you have made major changes to your establishment (e.g. a change in class or an increase in the number of rental units).

**EQUIP'HOTEL  
 PARIS**

THE CITQ  
 EXECUTIVE  
 DIRECTOR IS  
 APPOINTED AN  
**EQUIP'HOTEL  
 PARIS  
 AMBASSADOR**



CITQ Executive Director Michel Rheault is proud to have agreed to serve as one of the ambassadors for the *Equip'Hotel Paris* trade fair in November. The global event, which attracted over 110,000 visitors in 2012, is a key source of information on new trends in the hospitality and catering industry.

**TALK ON CLASSIFICATION IN QUEBEC**

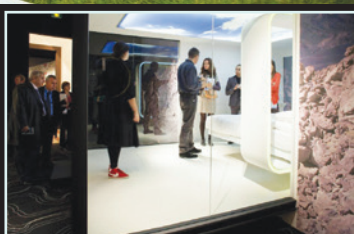
As an ambassador, Mr. Rheault will be invited to give a talk on hotel classification in Quebec. In addition to painting a portrait of the Quebec hotel industry, he will explain Quebec legislation on tourist accommodation, the workings of the official classification program, the integrated classification management system developed by the CITQ and the value-added services it offers.

The *Equip'Hotel Paris* 2014 ambassadors are world-renowned architects, designers, chefs and hotel managers. The whole CITQ team is delighted with this honour, as it will help promote Quebec know-how in classification and certification.

For more details,  
 see [www.equiphotel.com](http://www.equiphotel.com)

**EQUIP'HOTEL**  
PARIS  
PORTE DE VERSAILLES, FRANCE  
16 - 20 NOV. 2014

**THE CITQ INVITES YOU TO JOIN  
A MISSION TO THE EQUIP'HOTEL PARIS  
TRADE FAIR IN NOVEMBER**



**VIP  
TREATMENT**

- accompanied by the CITQ Executive Director and Director of Classification
- on-site support by a Montreal representative of *Equip'Hotel*
- personalized welcome (fast, free access, lounge, cloakroom, etc.)
- option of "matchmaking" with suppliers (some conditions apply)
- guided tour of trend-setting hotels and restaurants

**GROUP  
PACKAGE  
FROM \$1,284**

- per person, double occupancy
- INCLUDING**
- return Montréal-Paris flight
  - 6 nights, including breakfast
  - other options available

**PRIVILEGED  
ACCESS TO**

- more than 1,600 exhibitors from 32 countries
- the latest trends in all sectors of the hotel industry (design, technology, spas, hospitality products, food services, etc.)
- dozens of internationally acclaimed speakers
- culinary competitions featuring leading chefs

**To reserve,  
call 1 866 499-0550  
or write to [equiphotel@citq.qc.ca](mailto:equiphotel@citq.qc.ca)**

For more details on EQUIP'HOTEL, see [www.equiphotel.com](http://www.equiphotel.com)

Offer in co-operation with:



Association hôtelière  
de la région de Québec



ASSOCIATION DES HÔTELS  
DU GRAND MONTRÉAL

**NEW  
PROCEDURE  
FOR REPORTING  
ILLEGAL  
ACCOMMODATION**

Tourisme Québec recently created a new web page explaining how to report illegal accommodation.

The page (in French), at <http://www.tourisme.gouv.qc.ca/messages/plaintes-hebergement.php>, contains a definition of illegal accommodation and a form for quickly and confidentially submitting all the relevant information when making a report.

You can access the form (in French) online, at <http://www.tourisme.gouv.qc.ca/messages/contact-plaintes-hebergement.php>.

You can also make a report:

- by mail: Direction de l'accueil et de l'hébergement touristique, 900 boul. René-Lévesque Est, bureau 400, Québec, QC G1R 2B5
- by fax: 418 646-6439

Provide the following information:

- the address of the illegal accommodation establishment (street number, street, municipality) (required)
- proof of rental to tourists for 31 days or less (e.g.: Internet advertisement, advertising photos, rental contract, receipt, etc.) (required)
- your name and address (optional)
- the name of the operator of the illegal accommodation and other additional information (optional)



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## ANSWERS TO YOUR QUESTIONS

**Can the classifier inform me of the results of a classification visit immediately?**

**NO...** Classification results may not be disclosed before the CITQ classification team has thoroughly reviewed all the classifier's observations at the time of the visit. Each observation is assessed on the basis of the photos taken during the visit and the results of previous visits. Following this validation process, you will receive a score sheet indicating the overall classification for your establishment (number of stars or suns) and the scores obtained in each section of the evaluation.

**Can the classification sign be billed to the operator?**

**YES...** but only in certain cases. Operators who wish to order additional signs or those whose establishment has changed names, or who have had their sign stolen, must pay the cost of having a new sign made and shipped to them.

### ...AND NO!

Classification signs are issued free of charge for a new establishment, a change in class (from bed and breakfast to tourist home, for instance) or a new classification (a change in the number of stars or suns).

Remember that a classification sign bears the name of the establishment, its class and its classification level, illustrated by stars or, for bed and breakfast establishments only, by suns. Signs must be posted in a conspicuous location, either at the main entrance of the establishment or, in the case of a group of movables or immovables, in the area used to welcome or register tourists.

## ZONING REQUIREMENTS AND YOUR INSURANCE CONTRACT

### INSURANCE ADVERTORIAL

Many establishments are subject to municipal or provincial zoning requirements, in the form of by-laws or regulations. These obligations, very often unknown to the owner, are basically intended to authorize or prohibit certain structures and uses on the property. They may concern the proximity of buildings or activities to the street or a body of water, for example, or the sale of alcohol.

In the event of an incident, it is important to be aware of the potential impact of these by-laws and regulations and the best way to avoid any undesirable repercussions.

Buildings generally have acquired rights concerning their locations and uses. However, these rights may expire if the building is destroyed in an accident or, in some cases, when the establishment is sold. If an accident occurs, the zoning requirements will apply if a certain percentage of the building is destroyed, usually 50%. In that case, you will not be allowed to rebuild on the same site, or even sometimes on the same property. The insurer is required to pay for the actual damage incurred, i.e. the percentage of the building that was destroyed.

To protect yourself adequately, you should obtain insurance riders covering the additional cost of removing debris, costs related to relocation, and additional construction costs if this kind of zoning requirement applies. Although many insurers refuse to provide insurance in such cases, Invesa offers programs including these coverage options, for a basic amount.

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LEGAL DEPOSIT

LIBRARY AND ARCHIVES CANADA, 2014

BIBLIOTHÈQUE ET ARCHIVES NATIONALES DU QUÉBEC, 2014

ISSN-1710-2405 (PRINTED) ISSN-1715-2496 (ON LINE)



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