

info CITO

Corporation de l'industrie touristique du Québec

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TOURIST ACCOMMODATION *in figures*

Did you know that 838 tourist accommodation establishments in Quebec improved their classifications in recent years?

Between 2002 and 2007 *

- 250 hotel establishments and
 - 231 bed & breakfast establishments
- and between 2002 and 2008 **
- 271 tourist homes
 - 75 resorts
 - 7 youth hostels and
 - 4 educational institutions
- earned additional stars or suns.

* New classification criteria introduced in 2008 for these classes.
** New 0 to 5 star classification scale introduced in 2009 for these classes.

Source: CITO database.



THINKING OF RENOVATIONS
TO IMPROVE
YOUR CLASSIFICATION?

Plan carefully!

Operators are sometimes disappointed when their renovations have little impact on their classification results. In most cases, they could have avoided this problem if they were more familiar with the classification process and had called on the CITO for planning assistance.

See inside for more details.

Wages, tips, leaves,
pay sheets, overtime,
psychological harassment...

For employers, **WWW.CNT.GOUV.QC.CA**
is an ideal work companion!



The CITO receives the mandate to audit RéserVert establishments

Earlier this year, the Association des hôteliers du Québec (AHQ) and the CITO announced that they had signed a service agreement giving the CITO the mandate to conduct audits of establishments holding RéserVert certification.



This program, launched at the initiative of the AHQ, recognizes Quebec hotels for their sustainable development efforts. Hotel managers can include some 140 concrete steps in support of sustainable development in 10 different sectors. RéserVert certification can be earned by hotel establishments of all sizes. The program logo is a cedar tree, or thuya occidentalis, in three colours representing the three pillars of sustainable development.

Audit inspections for RéserVert establishments will be done every two years, in conjunction with classification visits. This arrangement will save valuable time for operators, since they will receive one visit instead of two.

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.



Back from a classification tour

Message from the Executive Director

Over the past several months, I have had the opportunity to talk with many operators across Quebec. Of the many questions I heard, I was particularly struck by the ones concerning the role of the CITQ and of regional tourism associations (RTAs). Some operators believe, for instance, that establishments cannot be classified if they do not belong to a regional tourism association, while others think that the special tax on accommodation goes to fund the CITQ.

Since the *Act respecting tourist accommodation establishments* took effect in 2001, all establishments – whether they belong to an RTA or not – must have a classification certificate. The CITQ is the organization mandated by the Minister of Tourism to manage the classification program for the seven classes of tourist accommodation establishments. As such, it visits these establishments and informs Tourisme Québec of the results. The Department then issues classification certificates, in the form of a sign showing the name of the establishment, its class and the number of stars or suns obtained following CITQ classifier's visit.

All establishments with a rating of 1 star (sun) or more are listed free of charge in the CITQ's annual *Accommodation in Québec* directory and on the bonjourquebec.com Website.

The purpose of the RTAs is to promote their respective regions. They must be able to count on various sources of funding, including the annual contributions by their members and, more recently, the accommodation tax. All tourist accommodation establishments in the participating regions must collect a tax of \$2 or 3% per night, as applicable, and remit it to Revenu Québec. These amounts are then redistributed to participating RTAs. In 2008, there were 20 regions applying this means of funding.

To belong to a RTA, an establishment must be classified. RTA members benefit from the association's promotional tools: regional tourist guides, the association's Website, regional information offices and various marketing campaigns.

Michel Rheault

THINKING OF RENOVATIONS TO I

Renovating to gain a star or sun can be risky if you don't do the work where it counts. As the table below shows, some areas have a huge impact on the overall classification. Renovating these areas of your establishment is more likely to pay off!

BEDROOMS AND BATHROOMS	% OF THE OVERALL EVALUATION
Hotel establishments	60%
Bed & breakfast establishments	52.5%
Tourist homes	45%
Resorts	50%
Youth hostels	45%
Educational institutions	55%
Hospitality villages	25%



Insurance

ADVERTORIAL

Why do you need to inform your insurer when you are renovating?

Before starting any major renovations, there are a few precautions you need to take in terms of your insurance. Depending on the scope of the renovations, you may need additional insurance coverage. It is important to inform your broker of your plans and to get his or her recommendations. The following tips should be useful.

When hiring a contractor, make sure that he or she has the necessary permits for doing the work and ask to see proof of liability insurance. If you are having major work done, like an expansion, a new building, demolishing bearing walls, etc., it is important to make sure that your contractor has "worksites" liability insurance listing you as an additional insured party. This insurance will give you adequate coverage during the work, at the contractor's expense.

If you are doing the work yourself, without employing any professionals, you should let your broker know. He or she will then be able to study your file and adjust your insurance coverage, making sure that you have enough insurance to protect your property and your investment. It is important to know that if you have anyone else help you, even a relative or a friend, and he or she causes any damage covered by your insurance policy, the insurer could pursue the person responsible for the damage.

Once the work is finished, review the amount of your insurance with your broker to ensure that it reflects your current situation and the cost of rebuilding. In addition, if you did the renovations with a view to changing your activities or offering a new service, like a hot tub, restaurant, etc., you also need to let your broker know. He or she will notify your insurer, and your insurance contract will be amended accordingly. A change in activities could also influence the premium charged to you; the insurer could even decide not to maintain your insurance coverage.

In closing, we would remind you that we have launched a new motel insurance program. This comes on top of our very successful programs for B&Bs, tourist homes and inns.

Jean-François Trudel, Vice-President, Operations
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NUMBER OF VISITS OBJECTIVE 4,500

REPORT ON AN EXCEPTIONAL TOUR

In 2009, the CITQ is conducting the most extensive classification tour in its history, covering nearly 4,500 establishments across Quebec. As of September 1, we had already completed 2,968 visits.

The CITQ thanks all operators for their much appreciated co-operation and invites all those who have not yet been visited to show the same helpful spirit, to make this exceptional tour a great success.

The CITQ has to visit all tourist homes, resorts, youth hostels, educational institutions and hospitality villages this year, to apply the new 0 to 5 star classification scale, as well as half of all hotel establishments and B&Bs.

The adoption of a scale of 0 to 5 stars for all establishments classified by the CITQ is part of a major change to the classification program approved by the Minister of Tourism in 2008. Only bed & breakfast establishments will be classified on a scale of 0 to 5 stars.

Answers to your questions:

Does having a first-aid kit available for customers affect my classification results?

Yes – When a classifier notes that a first-aid kit is missing during a classification visit, he or she will give you 48 hours to send the CITQ proof that such a kit has been purchased. After that deadline, demerit points are applied to the classification grid, and this may affect your classification.

Is there a particular first-aid kit that meets CITQ standards?

No – A number of operators have told us that salespeople have been offering them kits “meeting CITQ standards.” The CITQ does not endorse any particular kit, but a list of items recommended for such kits is appended to the classification guides issued to all operators.

Classification guides are available for consultation in the section for operators on the www.citq.info Website.

Amendments to the Act respecting tourist accommodation establishments take effect soon

On June 12, the Quebec National Assembly adopted the *Act amending the Act respecting tourist accommodation establishments*. The amendments to the related regulation will be submitted by Tourisme Québec for adoption this fall.

The main changes to the Act include the introduction of the concept of provisional classification certificates and the principle of the seasonal nature of the classification sign. The new Act also removes the requirement that establishments post their rates at the reception desk and transfers jurisdiction over the classification of outfitters from the Department of Natural Resources and Wildlife to Tourisme Québec.

The amendments to the Act will take effect at the same time as the amendments to the regulation, which will be submitted for adoption this fall.

The CITQ and Tourisme Québec will take all the necessary steps to keep operators informed of upcoming changes.

Are you correctly listed in Accommodation in Québec?

To ensure that your establishment is correctly listed in the next edition of the CITQ *Accommodation in Québec* directory, make sure that the information in your file is accurate. To do so, don't forget to return the forms you will be receiving shortly from Tourisme Québec for its annual database update.

