## Research

### Research Report 2005-4

# Traveller Accommodation Survey Year 2003 Report





Commission canadienne du tourisme

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### Traveller Accommodation Survey Year 2003 Report

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### Introduction

Tourism thrives on strategically located and efficiently managed traveller accommodation industries. This report analyzes the economic performance and operating characteristics of business establishments in the traveller accommodation industry for 2003. The Annual Survey of Traveller Accommodation provides important supply-side data for tourism research, analysis and policy-making by government agencies, trade associations and business operators.

This report is based on a survey panel of Statistics Canada respondents from the 2003 Annual Survey of Traveller Accommodation. The traveller accommodation industry includes three sub-groups: hotels<sup>1</sup>; motels<sup>2</sup>; and other accommodations<sup>3</sup>.

The report is divided into the following topics:

- Part 1: The Effect of Global Conditions and Technology on Traveller Accommodations in 2003
- Part 2: Profile of Hotels and Motels by Size and Affiliation
- Part 3: Regional Diversity of Campgrounds and Outfitters

The 2003 report also provides tables of data (by province and size dimensions) for each of the three subgroups (hotels and motor hotels, motels, and other accommodations). These tables are found in Appendix A.

For a description of the panel of surveyed establishments, please refer to Appendix E (page 45).

<sup>&</sup>lt;sup>1</sup> Includes the following North American Industry Classificaton Sytstem: Hotels (NAICS 721111), Motor Hotels (NAICS 721112), Resorts (NAICS 721113), Casino Hotels (NAICS 721120) and All Other Accommodations n.e. (NAICS 721198).

<sup>&</sup>lt;sup>2</sup> Motels Industry (NAICS 721114).

<sup>&</sup>lt;sup>3</sup> Includes the following industries: (NAICS 721191) Bed and Breakfast, (NAICS 721192) Cottages and Cabins, (NAICS 721211) RV Parks and Campgrounds, (NAICS 721212) Hunting and Fishing Camps, (NAICS 721213) Recreational and Vacation Camps, and Rooming and Boarding Houses (721310).

### **2003 Annual Survey of Traveller Accommodation**

### **National Highlights**

- 2003 was one of the worst years experienced by the Canadian tourism industry in recent memory.
- Overall, the traveller accommodation industry saw decreases in revenues and lower operating profits compared to the year before.
- The last time the accommodation industry experienced a revenue drop was right after the recession of the early 1990s.
- Hotels reach the lowest occupancy rate in 10 years at 59%.
- Estimates for all traveller accommodation industries indicate that over 17,900 establishments generated \$12.3 billion in operating revenue in 2003. In current dollars, this is a decrease of 3.6% from 2002.
- The hotels and motels group accounted for 89% of all traveller accommodation revenues, while other traveller accommodations like campgrounds, outfitters, cottages, and bed and breakfasts generated the remaining 11%.

### **Provincial Highlights**

- The operating revenue of hotels and motels declined in most provinces, particularly in Ontario (- 8.5%) and British Columbia (-6.6%).
- With the SARS outbreak and the power outage, Ontario was faced with lower occupancy rates, below the national average.
- Forest fires throughout the summer in British Columbia hurt tourism.
- Other accommodations such as campgrounds, outfitters, cottages and bed and breakfasts also suffered as their operating revenues declined by 5.2%. This can be attributed, in part, to hurricanes in the Atlantic region, summer heat waves in Central Canada as well as forest fires in the North.

	NUMBER OF ESTABLISHMENTS	OPERATING REVENUE (\$000,000)	Salaries, Wages and Benefits (\$000,000)	OPERATING EXPENSES (\$000,000)	Operating Margin (%)
Newfoundland	470	162.5	54.5	139.8	14.0
Prince Edward Island	223	79.0	24.3	68.1	13.8
Nova Scotia	625	322.7	102.8	281.2	12.9
New Brunswick	544	232.0	69.7	202.6	12.7
Quebec	3,649	2,178.1	748.3	1,960.2	10.0
Ontario	5,043	3,838.3	1,243.8	3,458.8	9.9
Manitoba	746	592.9	139.6	556.0	6.2
Saskatchewan	936	479.9	130.2	427.0	11.0
Alberta	1,736	2,019.3	630.3	1,748.3	13.4
British Columbia	3,629	2,260.3	744.2	2,013.2	10.9
Yukon	173	71.4	19.3	65.7	7.9
Northwest Territories	97	58.7	15.6	54.7	6.9
Nunavut	43	29.4	6.9	26.6	9.6
Canada	17,915	12,324.6	3,929.6	11,002.1	10.7

Selected Financial Statistics for Traveller Accommodation, Canada and Provinces, 2003

*Estimates for 2003 are preliminary. Preliminary data are subject to revision. Due to rounding, components may not add to total (where applicable).* 

### Part 1: The Effect of Global Conditions and Technology on Traveller Accommodations in 2003

The year 2003 will be remembered as one of the worst years experienced by the Canadian tourism industry. Adverse conditions such as the Iraq conflict and the unexpected outbreak of SARS had a depressing effect on travel worldwide.<sup>4</sup> In Canada, international tourists stayed away<sup>5</sup> and spending on tourism products<sup>6</sup> declined in real terms by 2.7%. Air transport and accommodation spending were the hardest hit as real spending decreased by -6.2% and -5.2% respectively.<sup>7</sup>

While trouble in the airline industry continued in 2003, additional factors such as the West Nile Virus, MAD Cow, forest fires in British Columbia and a power outage in Ontario made 2003 an "annus horribilus". Not only were there public health warnings and adverse weather conditions but the value of the Canadian dollar also rose for the first time in over a decade<sup>8</sup> making it more expensive for foreign visitors to travel in Canada. In terms of international tourist arrivals, Canada dropped from it highest ever rank of 7<sup>th</sup> in 2002 to 10<sup>th</sup> position<sup>9</sup> in 2003. These factors contributed to making Canada a less attractive destination in 2003 and thus affected demand for accommodations.

All three major industry groups (hotels, motels and other accommodations) were adversely affected as they experienced a decrease in their occupancy rates in 2003 compared to 2002. Table 1.1 shows that not only did all the industries have lower occupancy rates in 2003 compared to the year before, but they also realized lower operating profit margins.

<sup>&</sup>lt;sup>4</sup> Asia and North America contributed to the overall drop in world travel. Asia experienced a drop of 9.3% due to SARS while North America lost over 15 million tourists between 2001 and 2003. World Tourism Organization, Volume 2, No.1, January 2004

<sup>&</sup>lt;sup>5</sup> An overall drop of -13% in the number of foreign tourists occurred in 2003 compared to 2002. Statistics Canada, International Travel Survey

<sup>&</sup>lt;sup>6</sup> For example: accommodation, passenger air transportation, travel agency, food and beverage services.

 <sup>&</sup>lt;sup>7</sup> Tourism GDP fell 2.7% in 2003 compared to the growth of the Canada economy of 1.7%.
 Statistics Canada, National Tourism Indicators

<sup>&</sup>lt;sup>8</sup> The exchange rate rose from \$ .64US in 2002 to \$ .71US in 2003, the first time it exceeded \$.70 US since 1997 and also the first time the Canadian dollar rose since 1991.

<sup>&</sup>lt;sup>9</sup> International Tourism Receipts and World's Top Destinations 2003, World Tourism Organization, June 2004

	HOTELS	MOTELS	OTHER ACCOMMODATIONS
Average Number of Rooms/Guest Units			
2002	161	54	168
2003	161	57	173
Occupancy Rate			
2002	61%	60%	69%
2003	59%	59%	65%
Average Daily Rate(ADR)			
2002	\$120	\$72	not applicable
2003	\$119	\$71	not applicable
Revenue Per Available Room (RevPAR)			
2002	\$73	\$43	not applicable
2003	\$70	\$42	not applicable
Operating Profit Margin			
2002	12%	23%	18%
2003	10%	21%	6%

### Table 1.1 Summary of the Panel of Survey Establishments by Industry, 2002 and 2003

Other accommodations<sup>10</sup> had the largest drop in occupancy rates of the three industry groups and the lowest operating profit margins. The drop in the demand for these recreational accommodations can be explained, in part, by the weather. The year has been described as one of "wild weather extremes" across the country. There were hurricanes in the Atlantic Provinces, wind storms and summer heat waves in Central Canada, a power outage in Ontario, drought conditions in the Prairies, and forest fires in British Columbia. Forest fires also occurred in Northwest Territories during the summer and a state of emergency was declared<sup>11</sup>.

As well, not only was there a drop in the number of foreign travellers to Canada in 2003, there was also an overall decrease in the number of trips made by Canadians within the country. Figure 1.2 shows that 2003 was the first time since 1999 that Canadians made fewer trips within Canada. The number of trips made by Canadians declined in all provinces. In fact, there was even a decline in the number of special interest trips made by Canadians to visit friends and relatives. Canadians also made less sightseeing trips and attended fewer cultural events.<sup>12</sup>

<sup>&</sup>lt;sup>10</sup> Other accommodations include RV parks and campgrounds (721211), recreational and vacation camps (721213), outfitters (721212), cottages and cabins (NAICS 721192), bed and breakfast(NAICS 721191) and rooming and boarding houses (NAICS 721310)

<sup>&</sup>lt;sup>11</sup> The Top Ten Canadian Weather Stories for 2003. Green Lane. Environment Canada

<sup>&</sup>lt;sup>12</sup> Canadian Travel Survey. Statistics Canada.

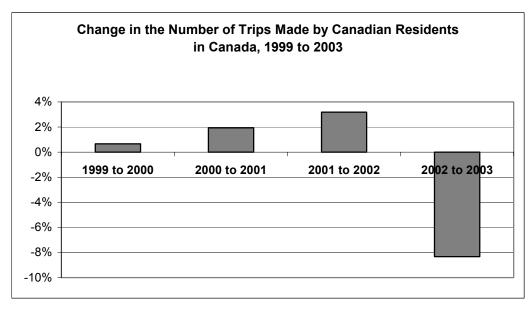
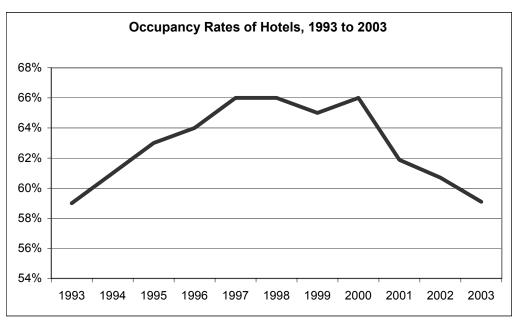


Figure 1.2 Canadians make fewer trips in Canada for the first time in 4 years

Occupancy rates dropped for all industries in 2003 and hotels were no exception. Hotels experienced a continued decline in demand for rooms as they registered an occupancy rate of 59%. This is the first time the occupancy rate of hotels dipped below 60% in 10 years (Figure 1.3).

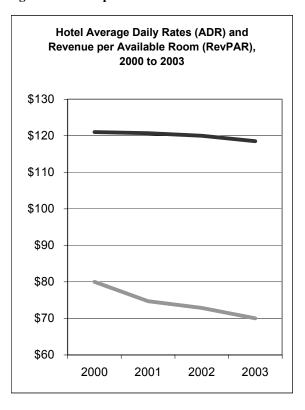




The occupancy rate of hotels has been following a downward trend since the beginning of the millennium (Figure 1.3). From 2001 to 2003, there have been a depressed number of travellers worldwide. In fact, 2001 was the first time in almost 20 years that the total number of tourists traveling the world declined. After that, the overall number of world tourists decreased even more in 2003 due to a plummet in the number of tourists visiting Asia and North America. North America was the only continent that experienced a decline in the number of tourists from 2001 to 2003<sup>13</sup>.

Figure 1.4 shows that hotel room prices continue to drop as measured by their average daily rates (ADR). These lower room rates translate into lower revenue per available room (RevPAR) and result in lower operating profits. The downward trend in hotel prices can be explained by the "merchant model" or "web booking engine" and the rise of on-line travel. There has been a growth in third-party distributors as hotels turn over a portion of their room inventory to online wholesalers that typically provide room rate reductions lower than published room rates.

Hoteliers may find that during a sluggish economy they have no choice but to turn unsold room inventory to third-party distributors. In most cases, once the inventory is released to these third parties, the hotel has little control over room rates. The third party distributor sets room rates so that they yield a market share, which allows them to set room prices as low or as high as they want. The only thing a hotel can do, at this point, is give an even greater discount or unload more room inventory<sup>14</sup>.





<sup>&</sup>lt;sup>13</sup> Source: World Tourism Organization

<sup>&</sup>lt;sup>14</sup> E. Brill, *Merchant Model or Web Booking Engine*?, Hotel On-line Special Report, December 2003 www.hotel-online.com

A recent poll of hoteliers showed that 60% of respondents believed that current Internet pricing would negatively affect room rates and result in thinning profit margins. Given that hotel Internet distribution is an important trend in the industry, many hotel rooms are advertised using online hotel consolidators/wholesalers. If an empty room can be rented for a profit above cost then hotel operators will do this. However, this has been shown to have a downward effect on room prices. For hotels that rely on third-party distribution on the Internet, only their discounted rates appear on the web and these discounted rates become the published room rate.<sup>15</sup>

### Summary

The travel industry in Canada faces a number of challenges in a rapidly changing and increasingly technological environment. One of the most important recent technology advances, the Internet, may be viewed as an opportunity by some and a threat to others. Internet distribution channels affect the supply and rate structure of hotel rooms.

The vulnerability of traveller accommodations was shown in 2003. Tourism in Canada was significantly impacted by consumer uncertainty related to worldwide events, economic conditions and the weather. The Canadian travel industry encountered a number of setbacks resulting from the Iraq War, SARS, rising exchange rates, and economic uncertainties and had one of the worst years ever in 2003.

<sup>&</sup>lt;sup>15</sup> Lynds, C. 'Technology Roundtable' Hotelier: The Magazine for Hotel Executives, Kostuch Publications Limited, Toronto, Ontario, January/February 2003.

### Part 2: Profile of Hotels and Motels by Size and Affiliation

It has been demonstrated in earlier reports<sup>16</sup> that establishments that have brand name affiliations perform better than those that are not part of a chain. Affiliated accommodations have more rooms, charge higher room rates and generally have higher occupancy rates and are more profitable than independently owned establishments. Is this the case for hotels and motels regardless of size?

A closer examination of hotel establishments by size show that over half of the hotels surveyed are midsized, having between 50 and 199 rooms. Of the hotels that are affiliated, 95% were either mid-sized or large<sup>17</sup> (Figure 2.1). On the other hand, most hotels that were not affiliated to a chain were either midsized or small<sup>18</sup> (88%).

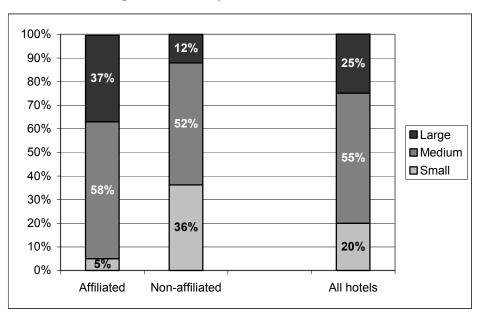


Figure 2.1 Hotels by Size and Affiliation, 2003

As shown in Figure 2.2, almost half of the motels surveyed are small, having less than 50 rooms while 42% are mid-sized, having between 50 and 99 rooms. Of all the motels surveyed, 1 in 10 was considered large, with over 100 rooms available.

Over two-thirds of the affiliated motels are mid-sized, having between 50 and 99 rooms. Conversely, the independently owned motels, almost 3 out of 4 surveyed were small (Figure 2.2).

<sup>&</sup>lt;sup>16</sup> 2002 and 2001 CTC Reports on Traveller Accommodation.

<sup>&</sup>lt;sup>17</sup> Large hotels are defined as having 200 or more rooms.

<sup>&</sup>lt;sup>18</sup> Small hotels have less than 50 rooms.

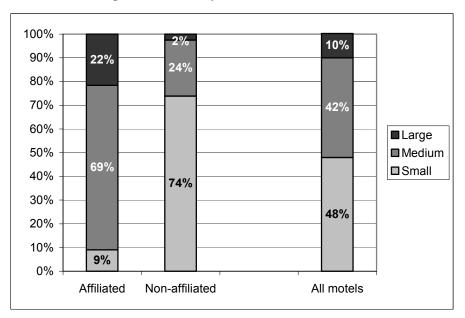


Figure 2.2 Motels by Size and Affiliation, 2003

### **Small Hotels and Motels**

Although a small establishment is defined as having less than 50 rooms, the average small hotel or motel has less than 30 rooms (Figure 2.1). Most of these establishments are non-affiliated and are typically located in rural places and can also be found along the highways.

The panel shows that, when comparing the hotels to the motels in this size group, the motels have higher occupancy rates (51%) than the hotels (46%). This is partly due to a price differential of \$20 between the two (Table 2.1).

	AVERAGE NUMBER OF ROOMS	AVERAGE DAILY RATE (ADR)	REVENUE PER AVAILABLE ROOM (REVPAR)	OCCUPANCY RATE
All Small Hotels	29	\$ 82	\$ 37	45%
Small Affiliated Hotels				
Small Non-Affiliated Hotels	27	\$ 79	\$ 36	46%
All Small Motels	28	\$ 62	\$ 32	51%
Small Affiliated Motels				
Small Non-Affiliated Motels	27	\$ 59	\$ 31	51%

Table 2.1 Small Hotels and Motels by Affiliation, 2003

...Data suppressed, there are too few establishments

Apart from the difference in price between independently owned hotels and motels, another interesting distinction is their source of revenues. Table 2.2 shows that independently owned hotels earned proportionately more of their revenues from the sale of alcohol (36%) than from their room sales (26%).

Independently owned hotels may have a liquor or beer store as part of their establishment which conform to provincial licensing as in Manitoba and Saskatchewan. As well, nationally, many hotels, in addition to having rooms, often operate a restaurant or bar.

In contrast, motels primarily offer rooms and many independent motels do not have restaurants. Therefore, non-affiliated motels generate a significantly greater share of their revenues from room sales (58%) than do the non-affiliated hotels (26%).

	Rooms	MEALS	ALCOHOL	MERCHANDISE	SERVICE
All Small Hotels	28%	26%	35%	2%	9%
Small Affiliated Hotels					
Small Non-Affiliated Hotels	26%	26%	36%	2%	9%
All Small Motels	61%	16%	6%	8%	9%
Small Affiliated Motels					
Small Non-Affiliated Motels	58%	18%	6%	8%	10%

### Table 2.2 Revenue Distribution of Small Hotels and Motels by Affiliation, 2003

...Data suppressed, there are too few establishments

Motels derive most of their revenues from room sales and they require proportionately less purchases of food and beverages than do hotels in order to provide meals to guests. This is reflected in Table 2.3 where motels experienced a proportionately lower share of cost of goods (16%) compared to hotels at 32%. As a result, motels have a higher profit margin (15%) than do hotels (10%), when it comes to the small sized establishments.

### Table 2.3 Expense Distribution as a Share of Revenues of Small Hotels and Motels by Affiliation, 2003

	LABOUR	COST OF GOODS SOLD	OCCUPANCY COSTS	ADVERTISING	DEPRECIATION AND INTEREST	OTHER EXPENSES	OPERATING PROFIT MARGINS
All Small Hotels	28%	31%	9%	3%	4%	17%	10%
Small Affiliated Hotels							
Small Non-Affiliated Hotels	28%	32%	8%	2%	4%	16%	10%
All Small Motels	27%	15%	12%	4%	5%	21%	16%
Small Affiliated Motels							
Small Non-Affiliated Motels	26%	16%	12%	4%	5%	21%	15%

... Data suppressed, there are too few establishments

### Medium Hotels and Motels

The majority of hotels surveyed, regardless of whether or not they are affiliated with a chain, are midsized having between 50 and 199 rooms. As for motels, only those that are affiliated with a chain account for the majority of establishments in this size group<sup>19</sup>.

Generally, the affiliated establishments have more rooms than their independently owned counterparts. Affiliated hotels have 10 more rooms than non-affiliated hotels while the affiliated motels have 3 more rooms than the non-affiliated motels (Table 2.4).

<sup>&</sup>lt;sup>19</sup> Mid-sized motels have between 50 and 99 rooms whereas mid-sized hotels have between 50 and 199 rooms.

These affiliated accommodations also charged higher room rates, earned higher revenues per available room (RevPAR) and had considerably higher occupancy rates. The greater demand for these affiliated establishments may be explained, in part, by the fact that they are part of a central reservation system. The central reservation system enables room reservations to be made through a toll-free brand-centralized call centre or a brand-centralized website. This service is convenient to travellers as it facilitates reservations and confirmations. A central reservation service can also help travellers find a hotel or motel, whether it is downtown, in the suburbs or along the highway.

	AVERAGE NUMBER OF ROOMS	Average Daily Rate (ADR)	REVENUE PER AVAILABLE ROOM (REVPAR)	OCCUPANCY RATE
All Medium Hotels	112	\$ 94	\$ 55	59%
Medium Affiliated Hotels	116	\$ 95	\$ 57	61%
Medium Non-Affiliated Hotels	106	\$ 93	\$ 52	55%
All Medium Motels	72	\$71	\$ 43	60%
Medium Affiliated Motels	73	\$ 74	\$ 47	64%
Medium Non-Affiliated Motels	70	\$ 63	\$ 33	53%

Table 2.4 Medium Hotels and Motels by Affiliation, 20	03
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The Internet has put tremendous pressure on reservation capabilities in accommodations. The use of the Internet as a reservation tool is booming. This poses a serious challenge for independent hotel and motel operators as they often do not have enough resources to handle reservation inventory and room rate changes that come with the Internet's numerous distribution channels.<sup>20</sup>

Both affiliated hotels and motels generated a greater portion of their revenues from the sale of rooms while the independently owned accommodations earned a greater share of their revenues from the sale of meals and alcohol (Table 2.5).

	Rooms	MEALS	ALCOHOL	MERCHANDISE	SERVICE
All Medium Hotels	61%	18%	13%	1%	7%
Medium Affiliated Hotels	65%	16%	12%	1%	7%
Medium Non-Affiliated Hotels	54%	21%	16%	1%	7%
All Medium Motels	87%	4%	1%	0%	7%
Medium Affiliated Motels	96%	1%	0%	0%	3%
Medium Non-Affiliated Motels	67%	12%	3%	1%	17%

### Table 2.5 Revenue Distribution of Medium Hotels and Motels by Affiliation, 2003

While affiliated establishments had higher operating profit margins than their independently owned counterparts, it was the affiliated motels that realized significantly higher profit margins than the non-affiliated motel (Table 2.6). Affiliated motels had the lowest share of labour costs at 24% and also an insignificant share in their cost of goods (1%). Given that these establishments earned almost all of their revenues from the sale of rooms (96%) as shown in Table 2.5 and very little from the sale of meals (1%), this was not surprising.

<sup>&</sup>lt;sup>20</sup> Deveau, D., 'Get Centered: A Central Reservation System is a Must for Hotels Big and Small', Hotelier: The Magazine for Hotel Executives, Kostuch Publications Limited, Toronto, Ontario, January/February 2005.

	LABOUR	COST OF GOODS SOLD	OCCUPAN CY COSTS	ADVERTISING	DEPRECIATION AND INTEREST	OTHER EXPENSES	OPERATING PROFIT MARGINS
All Medium Hotels	31%	13%	13%	4%	6%	20%	13%
Medium Affiliated Hotels	30%	12%	13%	4%	6%	21%	14%
Medium Non-Affiliated Hotels	33%	16%	13%	3%	5%	17%	13%
All Medium Motels	25%	3%	13%	3%	9%	23%	24%
Medium Affiliated Motels	24%	1%	13%	4%	11%	19%	28%
Medium Non-Affiliated Motels	27%	7%	12%	1%	6%	31%	16%

Table 2.6 Expense Distribution as a Share of Revenues of Medium Hotels and Motels by Affiliation, 2003

### Large Hotels and Motels

Most of the large establishments surveyed belong to a chain. Even though a large hotel is defined as one that offers 200 or more rooms, the average large hotel has well over 300 rooms whether it is affiliated or not (Table 2.7).

Affiliated hotels charged \$139 a night and had the lowest occupancy rate of the accommodations in this size category. Meanwhile, affiliated motels charged \$81 a night and had the highest occupancy rate of 63%. Given that most of these establishments are typically located near a commercial airport, that have regularly scheduled passenger service, many guests are likely looking to stay for a night between connector flights and would prefer to pay a more economical price.

	AVERAGE NUMBER OF ROOMS	AVERAGE DAILY RATE (ADR)	REVENUE PER AVAILABLE ROOM (REVPAR)	OCCUPANCY RATE
All Large Hotels	365	\$ 136	\$ 82	60%
Large Affiliated Hotels	374	\$ 139	\$ 83	60%
Large Non-Affiliated Hotels	329	\$ 121	\$ 75	62%
All Large Motels	124	\$ 80	\$ 51	63%
Large Affiliated Motels	125	\$ 81	\$ 51	63%
Large Non-Affiliated Motels				

### Table 2.7 Large Hotels and Motels by Affiliation, 2003

...Data suppressed, there are too few establishments

Affiliated hotels had 45 more rooms than the independent counterparts and charged \$18 more a night. The independently owned hotels experienced a slightly higher occupancy rate at 62%, than the affiliated hotels (60%). The greater demand for the non-affiliated hotels may also be explained by the difference in price.

Unlike the mid-sized hotels, most large hotels offer similar facilities whether or not they are affiliated and have about the same revenue distributions as shown in Table 2.8.

	Rooms	MEALS	ALCOHOL	MERCHANDISE	SERVICE
All Large Hotels	63%	21%	6%	0%	10%
Large Affiliated Hotels	63%	21%	6%	0%	10%
Large Non-Affiliated Hotels	62%	21%	7%	0%	10%
All Large Motels	87%	6%	3%	0%	4%
Large Affiliated Motels	87%	7%	3%	0%	4%
Large Non-Affiliated Motels					

### Table 2.8 Revenue Distribution of Large Hotels and Motels by Affiliation, 2003

... Data suppressed, there are too few establishments

In this size group, not only did non-affiliated hotels have higher occupancy rates than the affiliated accommodations but they also registered slightly higher operating profit margins. Table 2.9 shows that this is due to the proportionately lower share of labour costs and slightly lower occupancy costs than the non-affiliated hotels realize.

Occupancy costs include property taxes, insurance and rent of land and utilities<sup>21</sup>. Given that affiliated hotels have more rooms than independently owned hotels, it makes sense that the affiliated hotels would have proportionately higher occupancy costs than the non-affiliated hotels.

Table 2.9 Expense Distribution as a Share of Revenues of Large Hotels and Motels by Affiliatio	n. 2003
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	LABOUR	COST OF GOODS SOLD	OCCUPANCY COSTS	Advertising	DEPRECIATION AND INTEREST	OTHER EXPENSES	OPERATING PROFIT MARGINS
All Large Hotels	37%	9%	16%	4%	6%	21%	8%
Large Affiliated Hotels	37%	8%	16%	4%	6%	21%	8%
Large Non-Affiliated Hotels	34%	9%	15%	3%	6%	23%	9%
All Large Motels	29%	4%	16%	4%	11%	18%	19%
Large Affiliated Motels	28%	4%	17%	4%	11%	18%	18%
Large Non-Affiliated Motels							

...Data suppressed, there are too few establishments

<sup>&</sup>lt;sup>21</sup> Includes heat, power, light and water.

### Summary

The rise in the number of brands in the accommodation industry has resulted in increased competition among the affiliated establishments. At the same time, non-affiliated accommodations that are not part of a central reservation system are challenged as they must adapt to the technology of the Internet and gain access to a central reservation system so they can benefit from global distribution systems.

The fact that the independently owned large and small establishments experienced a greater demand for their rooms and had higher operating profit margins can be mostly attributed to price differences. On average, the large and the small accommodations that belonged to a chain, charged \$20 more a night for a room than their independently owned counterparts.

The aim of this chapter was to determine if affiliated establishments perform better than non-affiliated accommodations regardless of size. It was found that only the mid-sized establishments that belonged to a chain demonstrated better performance than those that were independently owned. Amongst the medium establishments, the price difference between affiliated and non-affiliated accommodations was less than \$10. As well, the fact that the affiliated establishments were part of a central reservation system and were connected to global distribution and travel web sites gives these accommodations a competitive edge over those that are independently owned. Independent operators often do not have the resources to handle the frequent reservation and room rate changes that are required of the Internet's distribution system.

### Part 3: Regional Diversity of Campgrounds and Outfitters

This article examines the regional diversity of two industries, campgrounds<sup>22</sup> and outfitters<sup>23</sup>. Results are based on a panel of surveyed establishments who responded to the 2003 Annual Survey of Traveller Accommodation<sup>24</sup>.

Recreational vehicle parks and campgrounds (NAICS 721211) include establishments operating serviced or un-serviced sites to accommodate campers and their equipment<sup>25</sup> as well as trailer parks, campgrounds, recreational vehicle parks, tourist camping park and tourist camps. (Excluded in these types of camps are Federal, Provincial and Municipal campgrounds.)

Campgrounds also include recreational and vacation camps (721213). These establishments operate overnight recreational camps, such as children's camps, family vacation camps and outdoor adventure retreats that offer trail riding, white water rafting, hiking and similar activities. Cabins and fixed campsites with amenities like food services, recreational facilities, equipment and organized recreational activities are often found in these establishments.

Outfitters (NAICS 721212) are establishments that operate hunting and fishing camps. A broad range of services is often provided such as access to outpost camps or housekeeping cabins, meals and guides. Transportation may also be provided to the facility in addition to the sale of food, beverages, hunting and fishing supplies. Game bird, deer, moose and caribou are some examples of hunting found in Canada; northern pike, lake trout, bass, brook trout and fly-fishing are some forms of fishing experiences.

### Where were most campgrounds and outfitters found?

The results from the 2003 survey panel show that two-thirds of the outfitters in Canada were in remote locations that only had access by fly-in, while 30% of these hunting and fishing camps were accessible by car or bus. On the other hand, campgrounds, were mostly (63%) located in a rural setting. Some campgrounds were also located in the outskirts of a town or city<sup>26</sup> (17%) while others were located along the highway (15%).

<sup>&</sup>lt;sup>22</sup> RV Parks (NAICS 721211) and Recreational and Vacation Camps (721213).

<sup>&</sup>lt;sup>23</sup> Hunting and Fishing Camps (NAICS 721212).

<sup>&</sup>lt;sup>24</sup> RV parks and recreational camps made up 50% of the surveyed panel of establishments and 30% was made up of the hunting and fishing camps, in the 'other accommodation' sample strata. The remaining 20% of the establishments that belong in the panel of other accommodations group include bed and breakfasts (NAICS 721191), cottages and cabins (NAICS 721192) and rooming and boarding houses (NAICS 721310).

<sup>&</sup>lt;sup>25</sup> Including tents, tent trailers, travel trailers and RVs (recreational vehicles).

<sup>&</sup>lt;sup>26</sup> Suburbs or suburban location.

### **Regional Perspective**

Characteristics and performance indicators showed regional diversity for both campgrounds and outfitters<sup>27</sup>. The following characteristics of both industries will be examined: average number of guest units, occupancy rates, client base, revenue and expense distributions and operating profits.

### Quebec has the largest campgrounds and outfitters

Figure 3.1 shows that campgrounds in the Atlantic and the West are smaller than those in Central Canada. The average campground in Quebec is by far the largest in the country having 267 guest units, followed by Ontario with 183 guest units.

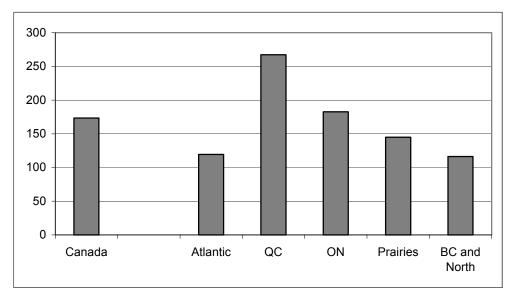


Figure 3.1 Campgrounds, Average Number of Guest Units by Region, 2003

### Quebec also has the largest hunting and fishing camps

Generally, hunting and fishing camps have less than 30 guest units with the exception of Quebec. For 2003, outfitter establishments in Quebec have the largest number of guest units (67), while those in the Atlantic are the smallest having less than 10 guest units (Figure 3.2).

<sup>&</sup>lt;sup>27</sup> Due to the small number of establishments found in the Eastern provinces, data for Newfoundland, Prince Edward Island, Nova Scotia and New Brunswick were grouped together to present information on the Atlantic regions. As well, data for Manitoba, Saskatchewan and Alberta were combined to form the Prairie region and the Territories (Yukon, Northwest and Nunuvut) are included with the BC and North data.

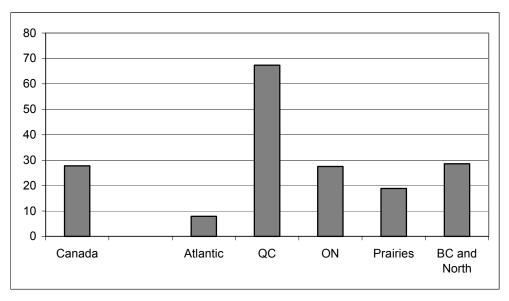
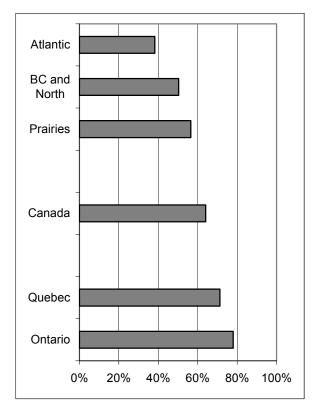


Figure 3.2 Outfitters, Average Number of Guest Units by Region, 2003

### Campgrounds in Central Provinces had higher occupancy rates than Eastern and Western Canada

Campgrounds in Ontario were in greater demand than those in all other provinces. Quebec followed as shown in Figure 3.3. Campsites in the Atlantic region and the Western provinces had lower occupancies. This demand for campgrounds followed the same pattern in 2002 with Central Canada showing much higher occupancy than the coastal provinces.





The demand for campgrounds in all provinces experienced a decrease in their demand in 2003 compared to 2002. The weather likely had some impact on the lower occupancy of campgrounds. There were hurricanes in the Atlantic Provinces, windstorms in Central Canada, dryness and drought in the Prairies and forest fires in the West.<sup>28</sup>

### Outfitters in BC and North had the highest demand

Outfitters in BC and the North were in the greatest demand as they had the highest occupancy rates, followed by Quebec as shown in Figure 3.4. For the most part, all regions displayed a decline in their demand for hunting and fishing camps, especially Ontario. Ontario had the second highest occupancy rate in 2002<sup>29</sup> and experienced the lowest demand for their outfitters in 2003. This was likely due to the power outage experienced in Ontario as well as the public health warnings. In fact, Ontario had one of the most significant drops in the number of both Canadian and foreign travelers in 2003 compared to the national average.<sup>30</sup>

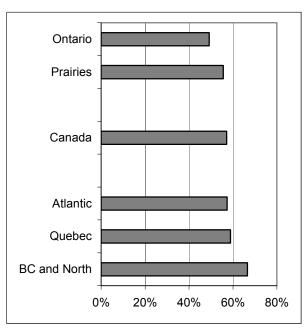


Figure 3.4 Occupancy Rates of Outfitters, by Region, 2003

Table 3.2 shows that campgrounds in the Prairies, the Atlantic and Quebec generated at least 90% of their revenues from Canadian travellers. Campgrounds in British Columbia and the Territories generated about a third of their business from foreign visitors.

<sup>&</sup>lt;sup>28</sup> The Top Ten Canadian Weather Stories for 2003. Green Lane. Environment Canada

<sup>&</sup>lt;sup>29</sup> BC and the North once again had the highest occupancy for outfitters in 2002.

<sup>&</sup>lt;sup>30</sup> The number of trips made by Canadian in Ontario dropped -11.52% compared to Canada's average -8.3% while the number of trips made by foreign visitors to Ontario dropped -16.6% compared to Canada's average -13.3%. <u>Canadian Travel</u> <u>Survey and International Travel Survey</u>, Statistics Canada.

	DOMESTIC	FOREIGN
<u>Campgrounds</u>		
Canada	87%	13%
Atlantic	90%	10%
QC	94%	6%
ON	88%	12%
Prairies	92%	8%
BC and North	66%	34%
Outfitters		
Canada	36%	64%
Atlantic	75%	25%
QC	61%	39%
ON	25%	75%
Prairies	34%	66%
BC and North	25%	75%

Table 3.2 Client Base of Campgrounds and Outfitters by Region, 2003

The client base of outfitters varied by region. The majority of the business in Ontario and the West and Northern provinces was generated by foreigners. The converse was true for outfitters in the Atlantic region and Quebec, as they derived a significant portion of their revenues from domestic travellers (Table 3.2).

Packaged vacations accounted for a significant portion of the revenue earned in Quebec campgrounds (36%) and in Ontario (33%). Revenues earned from the sale of guest units in Quebec and Ontario were among the lowest of all the campgrounds in Canada at 41% and 33% respectively. Campgrounds in British Columbia earned the largest portion of their revenues from the sale of guest units (64%). The sale of merchandise in the Atlantic provinces was the most significant of all the regions at 24% of the operating revenues earned (Table 3.3).

CAMPGROUNDS	CANADA	ATLANTIC	QC	ON	PRAIRIES	BC AND NORTH
Guest Units	41%	54%	41%	33%	46%	64%
Packaged Vacations	28%	8%	36%	31%	16%	16%
Meals	4%	3%	8%	2%	6%	2%
Alcohol	1%	0%	1%	1%	0%	0%
Merchandise	14%	24%	3%	22%	11%	6%
Services	5%	2%	7%	5%	3%	3%
Other Revenue	7%	9%	4%	7%	18%	8%
OUTFITTERS	CANADA	ATLANTIC	QC	ON	PRAIRIES	BC AND NORTH
Guest Units	5%	7%	6%	14%	2%	0%
Packaged Vacations	81%	81%	80%	59%	91%	94%
Meals	2%	5%	1%	5%	0%	1%
Alcohol	1%	0%	2%	1%	0%	0%
Merchandise	3%	0%	4%	6%	3%	2%
Services	1%	0%	1%	3%	1%	1%
Other Revenue	5%	6%	5%	12%	4%	3%

Table 3.3 Revenue Distribution of Campgrounds and Outfitters by Region, 2003

The significance of packaged vacations as a share of operating revenues for hunting and fishing camps showed differences across the regions (Table 3.3). Outfitters in British Columbia and the Territories generated the highest portion of their revenues from the sale of packaged vacations (94%), followed by the Praires (91%).

In terms of profits, outfitters earned higher operating profits than did campgrounds, for the Eastern provinces and the Prairies. In fact, the campgrounds in the Prairies experienced negative profits (-2%) due mostly to their relatively high share of labour costs (40%), occupancy costs and other expenses. Only in British Columbia and the Territories did campgrounds experience higher returns than the outfitters (Table 3.4)

					-	
CAMPGROUNDS	CANADA	ATLANTIC	QC	ON	PRAIRIES	BC AND NORTH
Labour	35%	29%	43%	32%	40%	29%
Cost of Goods	18%	21%	13%	26%	14%	8%
Occupancy Costs	12%	14%	12%	9%	15%	18%
Advertising	2%	2%	3%	1%	2%	2%
Depreciation and Interest	6%	8%	5%	6%	7%	8%
Other Expenses	22%	21%	20%	21%	29%	23%
Operating Profit	4%	6%	3%	6%	-7%	12%
OUTFITTERS	CANADA	ATLANTIC	QC	ON	PRAIRIES	BC AND NORTH
Outfitters Labour	Canada 25%	Atlantic 37%	<b>QC</b> 23%	<b>ON</b> 27%	PRAIRIES 25%	BC AND NORTH
Labour	25%	37%	23%	27%	25%	24%
Labour Cost of Goods	25% 17%	37% 11%	23% 16%	27% 18%	25% 18%	24% 19%
Labour Cost of Goods Occupancy Costs	25% 17% 6%	37% 11% 9%	23% 16% 7%	27% 18% 7%	25% 18% 6%	24% 19% 5%
Labour Cost of Goods Occupancy Costs Advertising	25% 17% 6% 5%	37% 11% 9% 4%	23% 16% 7% 3%	27% 18% 7% 5%	25% 18% 6% 5%	24% 19% 5% 5%

Table 3.4 Selected Expenses of Campgrounds and Outfitters by Region, 2003

Outfitters in British Columbia and the Territories were faced with a higher cost of goods sold as a share of their operating revenues earned than campgrounds. Outfitters in British Columbia and the North also had the highest proportion of other expenses of all the regions; these other expenses are related mostly to a rise in fuel costs. Fuel costs are important for flying guests to outposts and play an important role in the operation of hunting and fishing camps especially in British Columbia, Yukon, Northwest Territories and Nunuvut where the distances to outposts can be long (Table 3.4).

### Summary

From a regional perspective, Quebec had the largest campgrounds and outfitter operations. For the most part, the demand for campgrounds and outfitters decreased in 2003 compared to 2002. This decrease in demand for these recreational accommodations can be explained, in part, by the adverse weather conditions across the country. Another contributing factor is the overall decrease in the number of domestic and foreign trips made in Canada in 2003. The decreased number of foreign travellers in 2003 is likely due to the war in Iraq, SARS and an increase in the value of the Canadian dollar.

Travel in Canada by Canadian residents fell 8.3% in 2003 to 172.2 million trips after reaching a six-year high of 187.9 million trips in 2002. Overall, domestic trips account for about 4 in 5 trips made within Canada in 2003. Pleasure trips and trips made to visit friends and relatives represent about 3 in 4 domestic trips and dropped 9.5% and 6.0% respectively.

The demand for campground and outfitters displayed a regional pattern and is sensitive not only to economic conditions but also to differences in landscape and adverse weather conditions. Campgrounds tended to generate most of their business from Canadian travellers while the converse was true for hunting and fishing camps. With the exception of outfitters located in the Atlantic Provinces and Quebec, outfitters generated the majority of their revenues from foreign visitors.

For the most part, outfitters had higher operating profits than campgrounds. This was due to the proportionately lower share of labour and occupancy costs as a share of revenues earned that hunting and fishing camps had compared to campgrounds. Only in British Columbia and the Territories did campgrounds have higher operating profits than the outfitters. This was due to the relatively high share of other expenses related to a rise in fuel costs.

### **Appendix A: Tables**

Size	SURVEY PANEL	AVERAGE NUMBER OF ROOMS	AVERAGE NUMBER OF EMPLOYEES	Occupancy Rate	ADR	REVPAR	Operating Profit
CANADA	686	155	106	59%	\$124	\$72	10%
Small	20%	29	34	46%	\$97	\$45	9%
Medium	55%	110	73	58%	\$98	\$57	12%
Large	25%	363	239	60%	\$142	\$85	9%

#### Overview of the panel of hotels and motor hotels, by size, 2003

### Distribution of revenue by type of service for hotels and motor hotels, by size, 2003

SIZE	Rooms	MEALS	ALCOHOL	MERCHANDISE	SERVICE
CANADA	60%	21%	9%	1%	10%
Small	31%	26%	28%	2%	13%
Medium	59%	19%	12%	1%	10%
Large	62%	21%	6%	0%	10%

#### Selected expenses as a percentage of total revenue for hotels and motor hotels, by size, 2003

SIZE	LABOUR	COST OF GOODS	OCCUPANCY COSTS	Advertising	DEPRECIATION AND INTEREST	OTHER EXPENSES	OPERATING PROFIT
CANADA	35%	11%	14%	4%	6%	20%	10%
Small	31%	27%	9%	3%	4%	17%	9%
Medium	33%	13%	12%	4%	6%	20%	12%
Large	36%	9%	15%	4%	6%	20%	9%

#### Distribution of the accommodation revenue by type of client for hotels and motor hotels, by size, 2003

SIZE	DOMESTIC	HOUSEHOLDS	BUSINESS	GOVERNMENT	FOREIGN
CANADA	76%	29%	39%	8%	24%
Small	87%	47%	30%	10%	13%
Medium	81%	35%	37%	10%	19%
Large	73%	26%	40%	8%	27%

PROVINCE	SURVEY PANEL	AVERAGE NUMBER OF ROOMS	AVERAGE NUMBER OF EMPLOYEES	OCCUPANCY RATE	ADR	REVPAR	OPERATING PROFIT
CANADA	272	57	11	59%	\$71	\$42	21%
Small	47%	28	12	51%	\$62	\$32	16%
Medium	42%	72	10	60%	\$71	\$43	24%
Large	10%	124	12	63%	\$80	\$51	19%

#### Overview of the panel of motels, by size, 2003

### Distribution of revenue by type of motels, by size, 2003

	Rooms	MEALS	ALCOHOL	MERCHANDISE	SERVICE
CANADA	81%	8%	3%	2%	7%
Small	61%	16%	6%	8%	9%
Medium	87%	4%	1%	0%	7%
Large	87%	6%	3%	0%	3%

#### Selected expenses as a percentage of total revenue for motels, by size, 2003

	LABOUR	COST OF GOODS	OCCUPANCY COSTS	Advertising	DEPRECIATION AND INTEREST	OTHER EXPENSES	OPERATING PROFIT
CANADA	26%	6%	14%	4%	9%	21%	21%
Small	27%	15%	12%	4%	5%	21%	16%
Medium	25%	3%	13%	3%	9%	23%	24%
Large	29%	4%	16%	4%	11%	18%	19%

#### Distribution of the accommodation revenue by type of client for motels, by size, 2003

	DOMESTIC	HOUSEHOLDS	BUSINESS	GOVERNMENT	FOREIGN
CANADA	90%	41%	41%	7%	10%
Small	85%	43%	37%	6%	15%
Medium	92%	35%	49%	8%	8%
Large	95%	43%	37%	10%	15%

### Overview of the Panel of other accommodations, by size, 2003

SIZE	SURVEY PANEL	AVERAGE NUMBER OF GUEST UNITS	AVERAGE NUMBER OF EMPLOYEES	OCCUPANCY RATE	OPERATING PROFIT
CANADA	409	112	25	65%	6%
Small	48%	18	20	62%	4%
Medium	34%	106	23	60%	1%
Large	17%	392	46	69%	12%

SIZE	Rooms	PACKAGED VACATIONS	MEALS	ALCOHOL	MERCHANDISE	SERVICE
CANADA	28%	50%	4%	1%	8%	9%
Small	17%	59%	5%	1%	9%	9%
Medium	35%	46%	5%	2%	6%	6%
Large	37%	42%	2%	0%	8%	11%

Distribution of revenue by type of service for other accommodations, by size, 2003

#### Selected expenses as a percentage of total revenue for other accommodations, by size, 2003

SIZE	LABOUR	COST OF GOODS	OCCUPANCY COSTS	Advertising	DEPRECIATION AND INTEREST	OTHER EXPENSES	OPERATING PROFIT
CANADA	30%	18%	10%	3%	6%	24%	6%
Small	29%	21%	8%	4%	7%	23%	4%
Medium	30%	12%	12%	3%	6%	29%	1%
Large	30%	18%	11%	2%	6%	21%	12%

#### Distribution of the accommodation revenue by type of client for other accommodations, by size, 2003

SIZE	DOMESTIC HOUSEHOLDS		BUSINESS AND GOVERNMENT	Foreign	
CANADA	80%	72%	8%	20%	
Small	65%	59%	6%	35%	
Medium	85%	73%	12%	15%	
Large	85%	80%	5%	15%	

### Overview of the panel of hotels and motor hotels, by province, 2003

PROVINCE	NUMBER OF ESTABLISHMENTS IN SURVEY PANEL	TOTAL NUMBER OF ROOMS	AVERAGE NUMBER OF ROOMS	OCCUPANCY RATE	ADR	REVPAR	OPERATING PROFIT
CANADA	686	106,429	155	59%	\$124	\$72	10%
NF	19	1,629	86	61%	\$101	\$62	19%
PE	12	922	77	49%	\$100	\$49	5%
NS	38	5,000	132	62%	\$112	\$69	11%
NB	31	2,998	97	58%	\$95	\$55	12%
QC	105	17,143	163	57%	\$142	\$81	7%
ON	153	32,487	212	58%	\$128	\$74	9%
MN	50	4,452	89	61%	\$86	\$53	7%
SK	46	4,979	108	57%	\$85	\$49	12%
AB	92	16,456	179	60%	\$124	\$75	15%
BC	119	19,048	160	59%	\$132	\$78	11%
ΥT	11	825	75	55%	\$65	\$36	11%
NT	х	x	x	х	x	x	х
NN	х	x	x	x	x	x	x

x Confidential data

Canada totals include all provinces and territories

PROVINCE	NUMBER OF ESTABLISHMENTS IN SURVEY PANEL	TOTAL NUMBER OF ROOMS	AVERAGE NUMBER OF ROOMS	Occupancy Rate	ADR	REVPAR	OPERATING PROFIT
CANADA	272	15,417	57	59%	\$71	\$42	21%
NF	x	х	Х	x	x	x	x
PE	11	407	37	48%	\$48	\$23	25%
NS	27	1,086	40	54%	\$69	\$37	21%
NB	17	787	46	63%	\$74	\$46	23%
QC	45	3,287	73	66%	\$71	\$47	21%
ON	77	4,934	64	60%	\$76	\$46	22%
MN	x	414	69	60%	\$63	\$38	23%
SK	14	804	57	51%	\$65	\$33	11%
AB	25	1,270	51	55%	\$69	\$38	23%
BC	40	1,912	48	54%	\$68	\$37	17%
YT	х	х	х	х	х	х	x
NT	x	х	х	х	х	х	x
NN	x	х	х	x	x	x	x

Overview of the panel of motels, by province, 2003

Canada totals include all provinces and territories

PROVINCE	NUMBER OF ESTABLISHMENTS IN SURVEY PANEL	TOTAL NUMBER OF GUEST UNITS	Average Number of Rooms	Occupancy Rate	OPERATING PROFIT
CANADA	409	45,972	112	65%	6%
NF	26	623	24	33%	12%
PE	х	х	х	x	x
NS	20	1,682	84	40%	8%
NB	24	1,935	81	42%	5%
QC	75	15,101	201	70%	5%
ON	93	11,394	123	76%	9%
MN	33	1,769	54	64%	0%
SK	28	1,475	53	56%	15%
AB	34	6,235	183	64%	8%
BC	52	4,354	84	59%	0%
YT	x	х	х	х	x
NT	x	х	х	х	x
NN	Х	x	x	x	x

## Overview of the panel of other accommodations, by province, 2003

x Confidential data

	Rooms	MEALS	ALCOHOL	MERCHANDISE	SERVICE
CANADA	60%	21%	9%	1%	10%
NF	63%	22%	7%	1%	7%
PE	68%	22%	5%	0%	6%
NS	71%	16%	5%	1%	7%
NB	65%	25%	5%	0%	5%
QC	61%	21%	7%	0%	9%
ON	61%	20%	6%	0%	12%
MN	39%	19%	29%	2%	11%
SK	55%	20%	17%	2%	7%
AB	56%	23%	10%	1%	10%
BC	61%	19%	10%	1%	9%
YT	50%	31%	11%	4%	4%
NT	х	x	x	x	x
NN	x	x	x	x	x

Distribution of revenue by type of service for hotels and motor hotels, by province, 2003

Canada totals include all provinces and territories

	Labour	COST OF GOODS	OCCUPANCY COSTS	Advertising	DEPRECIATION AND INTEREST	OTHER EXPENSES	OPERATING PROFIT
CANADA	35%	11%	14%	4%	6%	20%	10%
NF	36%	11%	9%	4%	6%	16%	19%
PE	35%	11%	17%	4%	5%	23%	5%
NS	33%	8%	14%	3%	7%	23%	11%
NB	33%	12%	17%	3%	4%	20%	12%
QC	39%	10%	14%	4%	6%	21%	7%
ON	36%	9%	15%	4%	7%	20%	9%
MN	26%	24%	11%	4%	5%	23%	7%
SK	31%	17%	15%	3%	4%	17%	12%
AB	32%	12%	12%	3%	7%	19%	15%
BC	37%	11%	13%	4%	6%	19%	11%
ΥT	33%	18%	11%	2%	10%	16%	11%
NT	х	х	х	х	х	х	х
NN	х	х	х	х	х	х	х

# Distribution of expenses as a share of revenue for hotels and motor hotels, by province, 2003

x Confidential data

	Rooms	MEALS	ALCOHOL	Merchandise	SERVICE
CANADA	81%	8%	3%	2%	7%
NF	x	x	x	x	x
PE	78%	10%	3%	0%	8%
NS	83%	12%	1%	2%	1%
NB	71%	13%	1%	3%	12%
QC	84%	6%	2%	1%	6%
ON	87%	5%	1%	4%	3%
MN	97%	0%	1%	0%	1%
SK	61%	12%	11%	2%	15%
AB	74%	13%	7%	0%	5%
BC	77%	3%	2%	0%	17%
ΥT	x	x	x	x	x
NT	х	x	x	x	x
NN	x	x	x	х	x

Distribution of revenue by type of service for motels, by province, 2003

Distribution of expenses as a share of revenue for motels, by province, 2003

	LABOUR	COST OF GOODS	OCCUPANCY COSTS	Advertising	DEPRECIATION AND INTEREST	OTHER EXPENSES	PROFIT
CANADA	26%	6%	14%	4%	9%	21%	21%
NF	х	x	x	x	x	x	x
PE	26%	6%	12%	3%	7%	20%	25%
NS	29%	6%	13%	3%	10%	18%	21%
NB	23%	9%	10%	12%	8%	15%	23%
QC	30%	4%	14%	3%	9%	19%	21%
ON	24%	5%	15%	4%	10%	19%	22%
MN	26%	0%	19%	3%	11%	18%	23%
SK	30%	12%	11%	2%	6%	27%	11%
AB	26%	8%	13%	2%	7%	21%	23%
BC	23%	3%	12%	2%	8%	35%	7%
ΥT	х	х	х	х	х	х	х
NT	х	х	х	х	х	х	х
NN	х	x	x	x	x	х	х

	GUEST UNITS	PACKAGE VACATIONS	MEALS	ALCOHOL	MERCHANDISE	SERVICE
CANADA	28%	50%	4%	1%	8%	9%
NF	14%	73%	1%	0%	5%	7%
PE	x	x	х	х	x	х
NS	52%	3%	5%	1%	27%	12%
NB	57%	13%	11%	2%	13%	4%
QC	30%	51%	6%	1%	3%	9%
ON	31%	38%	3%	1%	15%	12%
MN	8%	79%	1%	1%	4%	7%
SK	14%	70%	1%	1%	5%	9%
AB	24%	58%	7%	0%	5%	6%
BC	31%	56%	3%	3%	3%	4%
ΥT	х	x	х	x	х	x
NT	x	x	х	x	х	x
NN	х	х	х	х	х	х

Distribution of revenue by type of service for other accommodations, by province, 2003

Distribution of expenses as a share of revenue for other accommodations, by province, 2003

	LABOUR	COST OF GOODS	OCCUPANCY COSTS	Advertising	DEPRECIATION AND INTEREST	OTHER EXPENSES	Profit
CANADA	30%	18%	10%	3%	6%	24%	6%
NF	36%	11%	11%	3%	8%	17%	12%
PE	x	х	х	х	x	x	х
NS	25%	29%	12%	2%	8%	15%	8%
NB	34%	14%	18%	2%	9%	16%	5%
QC	35%	14%	11%	3%	6%	22%	5%
ON	28%	21%	10%	2%	7%	19%	9%
MN	24%	15%	8%	5%	8%	37%	0%
SK	32%	21%	8%	4%	5%	14%	15%
AB	28%	20%	8%	2%	3%	28%	8%
BC	29%	13%	11%	4%	5%	30%	0%
YT	Х	Х	х	х	х	х	х
NT	х	х	х	х	х	х	х
NN	x	Х	х	х	x	x	х

	DOMESTIC	HOUSEHOLDS	BUSINESS	GOVERNMENT	FOREIGN
CANADA	76%	29%	39%	8%	24%
NF	89%	14%	55%	20%	11%
PE	96%	71%	17%	8%	4%
NS	91%	35%	45%	11%	9%
NB	93%	24%	46%	23%	7%
QC	72%	26%	37%	8%	28%
ON	78%	32%	39%	6%	22%
MN	94%	32%	50%	13%	6%
SK	96%	33%	51%	13%	4%
AB	78%	27%	44%	7%	22%
BC	63%	26%	29%	8%	37%
ΥT	55%	24%	22%	10%	45%
NT	х	х	x	x	x
NN	x	x	x	x	x

Distribution of the accommodation revenue by type of client for hotels and motor hotels, by province, 2003

x Confidential data

Canada totals include all provinces and territories

CANADA	2002	2003
Full Time	70%	70%
Full Year	61%	59%
Part Year	9%	11%
Part Time	30%	30%
Full Year	24%	23%
Part Year	6%	7%

# Distribution by type of employment for hotels and motor hotels, 2002 and 2003

	DOMESTIC	HOUSEHOLDS	BUSINESS	GOVERNMENT	FOREIGN
CANADA	90%	41%	41%	7%	10%
NF	x	x	x	x	x
PE	91%	82%	8%	1%	9%
NS	77%	45%	28%	3%	23%
NB	92%	41%	43%	8%	8%
QC	95%	60%	32%	3%	5%
ON	84%	41%	40%	3%	16%
MN	93%	33%	49%	12%	7%
SK	92%	39%	39%	14%	8%
AB	93%	27%	60%	6%	7%
BC	89%	41%	40%	9%	11%
YT	х	x	x	x	x
NT	х	x	x	x	x
NN	x	x	x	x	x

Distribution of the accommodation revenue by type of client for motels, by province, 2003

Canada totals include all provinces and territories

		I V	,
CAN	ADA	2002	2003
Full Time		64%	65%
Full Time	Full Year	45%	46%
Full Time	Part Year	19%	19%
Part Time		36%	35%
Part Time	Full Year	25%	24%
Part Time	Part Year	11%	11%

#### Distribution by type of employment for motels, 2002 and 2003

	DOMESTIC	HOUSEHOLDS	BUSINESS AND GOVERNMENT	Foreign
CANADA	80%	72%	8%	20%
NF	83%	57%	26%	17%
PE	х	х	x	x
NS	87%	82%	4%	13%
NB	90%	81%	9%	10%
QC	91%	89%	3%	9%
ON	75%	73%	2%	25%
MN	57%	56%	1%	43%
SK	95%	86%	8%	5%
AB	94%	59%	35%	6%
BC	65%	59%	6%	35%
YT	х	х	x	x
NT	х	х	x	x
NN	х	х	x	x

Distribution of the accommodation revenue by type of client for other accommodations, by province, 2003

x Confidential data

Canada totals include all provinces and territories

		-	
CANADA		2002	2003
Full Time		84%	79%
Full Time	Full Year	13%	13%
Full Time	Part Year	71%	66%
Part Time		16%	21%
Part Time	Full Year	3%	2%
Part Time	Part Year	13%	19%

## Distribution by type of employment for other accommodations, 2002 and 2003

# **Appendix B: Concepts and Methods**

# Background

The annual survey of traveller accommodation, conducted by Statistics Canada for over four decades, has undergone a number of important changes in methodology. It started as a census survey for hotel businesses and eventually the remaining traveller accommodation industries were added to provide a census survey for all accommodation business establishments. In 1985, the survey unit was changed to the company level (i.e. legal entity) and a sample of the larger size segment of the business population by type of industry was introduced.

In 1992, to make the survey outputs more relevant and useful, a redesign of the survey was undertaken to convert it back to an establishment base. At the same time, the survey was expanded to collect new data elements including the number of guest-room units, average occupancy rates, business market locations and facilities. To complete the annual picture, the non-surveyed businesses continue to be measured using administrative sources of data.

In order to have a more effective survey instrument, two separate questionnaires were developed for the survey. The first is sent to the Hotel and Motor Hotel and to Motel establishments; the second is sent to the remaining six industries (see *Appendix C*). However, the questionnaires are conceptually similar and have been designed to allow for an aggregation of common data elements.

With the cooperation and support of Tourism Canada, and later the Canadian Tourism Commission, questions were added on reservation and rating systems, market classes, capital spending, type of employment, country origin of foreign clientele, packaged vacations and advertising practices. Additional questions on revenue from vacation packages, the cost of sales breakdowns and on monthly occupancy rates are asked for the first time with the 1996-97 survey.

# Methodology

Commencing with the 1998 survey year, the methodology is no longer a cut-off sample of large establishments. Rather, the new methodology is a random sample stratified by type of industry, province, and establishment revenue size, designed to achieve a balanced representation of establishments from across accommodation services (NAICS 721). While larger establishments continue to be represented, smaller establishments are selected randomly. To contribute to industry total estimates, these sampled units are then multiplied by a sampling factor (i.e., "weighted up") to represent all the smaller units in the stratum. For purposes of this report, however, all data are unweighted (each survey establishment represents only itself).

For national accounting purposes, the original sample is drawn to obtain a significant coverage of total revenue. Support from the Canadian Tourism Commission allows for additional questionnaires to be mailed to establishments beyond the number required for national accounting.

# **Appendix C: Analytical Notes**

The 2003 Traveller Accommodation Survey achieves a significant degree of coverage for the hotels, motels and other accommodation industry groups by province. The panel survey data in this report are presented to emphasize relative rather than absolute measures of the industries' business performance, structure and characteristics. However, in interpreting these data, the following considerations should be taken into account:

- For statistical purposes, the stratification of the survey sample ensures that maximum coverage by revenue of the total industry is obtained. The reporting establishments included in the 2003 panel for this Report represent almost 50% of the Hotel, Motor Hotel and Motel Group (NAICS 721111, 721112, 721113, 71114, 721120 and 721198) and almost 50% of total Accommodation Services (NAICS 721) based on the 2003 industry aggregate revenue estimates.
- Commencing with the 1998 survey year, the sample design changed from a strictly top-down approach to a probability sample stratified by industry type, province and revenue. As a result of this change, the survey panels after the 1997 reference year contain fewer hotels (Part I), fewer motels (Part II) and more other accommodation services establishments (Part III). As well, the coverage of smaller-sized businesses has increased relative to the large establishments in the surveys subsequent to 1997.
- Please note that while the majority of establishments report a December fiscal year end, establishments with a fiscal year reporting period ending anytime between April 1<sup>st</sup>, 2003 and March 31, 2004 also are included in the 2003 survey data. The data for fiscal year end other than December is not 'calanderized'.
- In preparing this report based on the panel data, Statistics Canada follows a thorough editing procedure with respondent follow-up for reported data but does not undertake any imputation for non-responding survey units. Therefore, panel data is compiled based only on reporting businesses. Year-to-year comparisons are made between survey panels that are not statistically identical.
- In an establishment-based survey, some expenditure categories may be understated because of the expenses incurred by head office. For example, a portion of expenditures on advertising and marketing in the case of affiliated properties is indirectly included in the management fees paid by the franchisee.

# **Appendix D: Sample and Coverage**

The traveller accommodation survey covers establishments assigned to Major Group 721 – Accommodation Service Industries – of the North American Industry Classification System (NAICS), which contains the following twelve industries:

- 721111<sup>62</sup>: *Hotels* These establishments provide suites or guest rooms within a multi-story or high rise structure, accessible from the interior only, and they generally offer guests a range of complementary services and amenities, such as food and beverage services, parking, laundry services, swimming pools and exercise rooms, and conference and convention facilities.
- 721112<sup>63</sup>: *Motor Hotels* These establishments are designed to accommodate clients travelling by motor vehicle and provide short-stay suites or guest rooms within a low-rise structure, characterized by ample, convenient parking areas, interior access to rooms, and their location along major roads. Limited complementary services and amenities may also be provided.
- 721113<sup>64</sup>: *Resorts* These establishments feature extensive indoor and/or outdoor leisure activities on the premises on a year-round basis. Resorts are designed to accommodate vacationers and provide full-service suites and guest rooms, typically in a non-urban setting next to lakes, rivers or mountains. Establishments of this type often provide access to conference facilities.
- 721120<sup>65</sup>: Casino Hotels The casino operation includes table wagering games and may include other gambling activities, such as slot machines and sports betting. These establishments generally offer a range of services and amenities, such as food and beverage services, entertainment, valet parking, swimming pools, and conference and convention facilities.
- 721198<sup>66</sup>: All Other Traveller Accommodations These establishments are not classified to any other industry and are primarily engaged in providing short-term lodging. Guest Houses, tourist homes and youth hostels are included in this category.
- 721114<sup>67</sup>: *Motels* These establishments are designed to accommodate clients travelling by motor vehicle, and provide short-stay suites or guest rooms, within a one or two story structure, characterized by exterior access to rooms and ample parking areas adjacent to the room entrances. Limited complementary services and amenities may also be provided.
- 721192<sup>68</sup>: Housekeeping Cottages and Cabins These establishments are designed to accommodate vacationers and may include access to private beaches and fishing.
- 721191<sup>69</sup>: Bed and Breakfast These establishments provide guest rooms in private homes or in small buildings converted for this use, and they often possess a unique or historic character. Bed and Breakfast homes are characterized by a highly personalized service, and the inclusion in the room rate, of a full breakfast, served by the owner or owner-supervised staff.

<sup>&</sup>lt;sup>62</sup> Formerly part of SIC 9111 under the Standard Industrial Classification System – Hotels and Motor Hotels

<sup>&</sup>lt;sup>63</sup> Formerly part of SIC 9111 under the Standard Industrial Classification System – Hotels and Motor Hotels.

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<sup>&</sup>lt;sup>65</sup> Formerly part of SIC 9111 under the Standard Industrial Classification System – Hotels and Motor Hotels.

<sup>&</sup>lt;sup>66</sup> Formerly part of SIC 9114 under the Standard Industrial Classification System – Guest Houses and Tourist Homes.

<sup>&</sup>lt;sup>67</sup> Formerly SIC 9112 under the Standard Industrial Classification System – Motels

<sup>&</sup>lt;sup>68</sup> Formerly SIC 9113 under the Standard Industrial Classification System - Tourist Courts and Cabins

<sup>&</sup>lt;sup>69</sup> Formerly SIC 9114 under the Standard Industrial Classification System – Guest Houses and Tourist Homes.

- 721310<sup>70</sup>: *Rooming and Boarding Houses* These establishments provide temporary or longer-term accommodation, which for the period of occupancy, may serve as a principal residence. These establishments may also provide complementary services, such as housekeeping, meals and laundry services.
- 721211<sup>71</sup>: *RV (Recreational Vehicle) Parks and Campgrounds* These establishments are primarily engaged in operating serviced or unserviced sites to accommodate campers and their equipment, including tents, tent trailers, travel trailers and RVs (recreational vehicles). These establishments may provide access to facilities, such as washrooms, laundry rooms, recreation halls and facilities, and stores and snack bars.
- 721212<sup>72</sup>: *Hunting and Fishing Camps* These establishments provide a range of services, such as access to outpost camps or housekeeping cabins, meals and guides, and they may also provide transportation to the facility, and sale of food, beverages, and hunting and fishing supplies.
- 721213<sup>73</sup>: Recreational (except Hunting and Fishing) and Vacation Camps These establishments are primarily engaged in operating overnight recreational camps, such as children's camps, family vacation camps, and outdoor adventure retreats that offer trail riding, white-water rafting, hiking and similar activities. These establishments provide accommodation facilities, such as cabins and fixed campsites, and other amenities, such as food services, recreational facilities and equipment, and organized recreational activities.

The target population consists of all statistical establishments classified as traveller accommodation services according to the North American Industrial Classification System (NAICS 721) during the reference year 2003. Data users who wish to learn more about NAICS, its underlying principles, and many of the other statistical concepts discussed in this brief summary, are referred to the Introduction section of the Statistics Canada publication "North American Industrial Classification System: Canada 1997" (catalogue number 12-501).

The objective of the Traveller Accommodation Survey is to provide estimates for the whole industry. The portion of the population eligible for sampling was defined as all statistical establishments with revenue above \$50,000. The main motivation for the exclusion of unincorporated firms and incorporated firms below \$50,000 from direct data collection was to achieve major reductions in the response burden. The excluded portion represents a substantial proportion of the whole industry in terms of number, but its contribution to the overall estimate is modest at under 10%. Firms below the exclusion thresholds are still part of the universe, but their contribution is accounted for in the final estimates through the use of administrative records as proxy data. Only basic information can be obtained from this source, including: total revenue, expenses, depreciation, and wages, salaries and benefits.

The frame is the list that identifies the firms classified to the industry in question. The frame is maintained by Statistics Canada's Business Register, using taxation account information (i.e. income tax, goods and services tax and payroll deductions records) submitted to Canada Customs and Revenue Agency. Provincial tourist accommodation guides and other directories, and internet newswire services are also used to ensure establishments are correctly identified prior to sample selection and survey mailout.

<sup>&</sup>lt;sup>70</sup> Formerly SIC 9121 under the Standard Industrial Classification System – Lodging Houses and Residential Clubs.

<sup>&</sup>lt;sup>71</sup> Formerly SIC 9131 under the Standard Industrial Classification System – Camping Grounds and Travel Trailer Parks

<sup>&</sup>lt;sup>72</sup> Formerly SIC 9141 under the Standard Industrial Classification System – Outfitters (Hunting and Fishing Camps

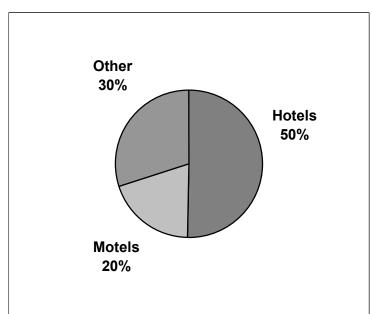
<sup>&</sup>lt;sup>73</sup> Formerly SIC 9149- under the Standard Industrial Classification System – Other Recreation and Vacation Camps.

COVERAGE RATE BY INDUSTRY, 2003	2003 SURVEY SAMPLE SIZE	2003 REPORT PANEL	2003 PANEL COVERAGE RATE
Hotel and Motor Hotel	1,283	686	53.5%
Motel	607	272	44.8%
Other Accommodation	991	409	41.3%
Total Establishments	2,881	1,367	47.4%

*Note: Panel coverage rate equals questionnaires mailed back and accepted as complete divided by the total number of establishments sampled.* 

# Appendix E: Description of the Panel of Surveyed Establishments

In 2003, there were 1,367 respondents in the survey panel. Figure 1 shows that hotels accounted for 50% of the survey respondents, motels 20% and the other accommodation group accounted for 30% of the panel. This reflects a similar percentage share of hotels, motels and other accommodations in the 2002 survey panel.<sup>31</sup>



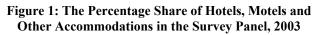


Figure 2 shows that almost half of the hotels (48%) in the 2003 survey panel were located centrally, and another 47% of the hotels in the panel were either located along the highway or in a rural or a suburban setting. Only 5% of the hotels in the survey panel were located near an airport. The majority of motels (88%) on the other hand were located along a highway or downtown or in the suburbs. Only 10% of the motels in the survey panel were located in a rural setting and 3% near an airport.

<sup>&</sup>lt;sup>31</sup> In 2002, 51% of the survey respondents in the panel were hotels, motels accounted for 21% and the other accommodation group accounted for 28% of the panel.

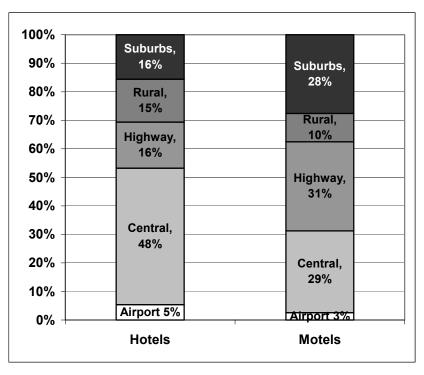
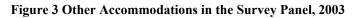


Figure 2: Location (Percentage Share) of Hotels and Motels in the Survey Panel, 2003

In 2003, half of the "other accommodations" industry group was made up of campgrounds while outfitters made up 30% of the establishments in the survey panel (Figure 2). The remaining 20% of the establishments in this industry group include bed and breakfasts (NAICS 721191), cottages and cabins (NAICS 721192) and rooming and boarding houses (NAICS 721310). The majority of these establishments are located in either a rural or a remote setting.



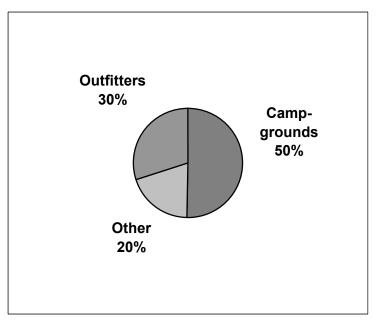


Table 2 indicates the portion of total revenue covered by the 2003 survey panel based on the 2003 accommodation services industry aggregates. The unweighted survey panel covers close to half of the total revenues of the traveller accommodation industry, at 43.3%.

INDUSTRY COVERAGE BY REVENUE, 2003	2003 Panel	2003 PANEL REVENUE (MILLIONS \$)	2003 Total Industry Revenue (millions \$)	ESTIMATED PANEL COVERAGE
Hotels, Motor Hotels and Motels	958	5,019.4	10,912.6	46.0%
Other Accommodations	409	321.5	1,412.0	22.8%
Accommodation Total	1,367	5,340.8	12,324.6	43.3%

Table 2

<sup>&</sup>lt;sup>32</sup> In 2003, there were 686 hotels and 272 motels in the survey panel. These two industry groups are combined because the 2003 Total Industry Revenue was published as an aggregate of hotels, motor hotels and motels.

# **Appendix F: Glossary of Terms**

#### Affiliation

Association with a brand name chain through the use of market operating name and management techniques and services, marketing practices, reservation system, quality standards and training, etc. A business may be operated as a franchise with an owner-manager or a franchise-manager.

#### Accommodation Revenue per Room

The annual accommodation revenue received divided by the total number of available rooms.

#### Average Daily Rate (ADR)

A calculation of accommodation revenue per day divided by the total number of rooms sold.

#### **Central Reservation System**

A guest booking system using a centralized computer or telephone answering system. This is usually found in establishments affiliated with a chain or franchise.

#### Depreciation

The proportion of the book value of tangible fixed assets that are charged to the current year for bookkeeping purposes. This would include any amortization of leasehold improvements.

#### **Economy Accommodation**

Basic accommodation provided with minimal or no facilities, amenities and guest services.

#### Establishment

A statistical concept used to denote the smallest business unit capable of providing a basic set of industrial statistics (e.g. a mine, store, factory, hotel, farm, airline).

#### Full-time, Full-year Employee

A regular employee who worked more than 30 hours per week for a full year as observed by the business.

#### **Full-time, Seasonal Employee**

A regular employee who worked more than 30 hours per week for only part of the year (seasonal) as observed by the business.

#### Gross Operating Profit per Available Room (GOPPAR)

This is calculated by dividing an establishment's total gross operating profit (GOP) by the total number of rooms available per year.

## Large Size Properties

Properties with 200 or more rooms (units) for hotels and motor hotels, and 100 or more rooms (units) for motels and other accommodation.

## Luxury Accommodation

The highest standard of accommodation that offers an extensive range of facilities, amenities and guest services.

# Meals & Alcoholic Beverages per Room

Total annual revenue received from meals and alcoholic beverages divided by the total number of available rooms.

# **Medium Size Properties**

Properties with 50 to 199 rooms (units) for hotels and motor hotels, and 50 to 99 rooms (units) for motels and other accommodation.

## **Mid-scale Accommodation**

Basic accommodation provided with some amenities, but limited facilities and guest services.

## **Occupancy Expenses**

The total cost of rent or lease of land and buildings, heat, hydro, water, insurance, taxes, permits and licenses.

## **Occupancy Rate**

The total number of units occupied divided by the total number of units available for a given reporting period, normally expressed as a percentage.

## **Operating Margin**

A financial performance measure calculated by dividing the difference between operating revenue and operating expenses (operating profit/loss) by total operating revenue. Interest (both long-term and short-term) and depreciation are excluded from operating expenses.

## Part-time, Full-year employee

One who is employed for less than 30 hours per week for a full-year as observed by the business.

## Part-time, Seasonal employee

One who is employed for less than 30 hours per week for only part of the year (seasonal) as observed by the business.

## Profit

A financial performance measure calculated by dividing the difference between total revenue and total operating expenses (gross profit/loss) by total revenue. Depreciation and interest expense on short-term loans are included. (Interest on long-term loans and mortgages are excluded as well as other non-operating expenses such as write-offs, valuation adjustments and capital losses).

## **Rating System**

Quality rankings of accommodation, based on the range and the standard of its amenities, facilities and services using a star or other similar rating system.

#### **Reference Year**

For the 2001 Annual Survey of Traveller Accommodation, businesses are asked to report for the calendar year or for the most recently completed fiscal year ending no later than March 31, 2003.

#### **Revenue per Available Room (RevPAR)**

A calculation of accommodation revenue per day divided by the total number of available rooms. It is also calculated by multiplying the occupancy rate by the average daily room rate (ADR).

#### Salaries, Wages and Benefits

Include the commissions, bonuses, vacation pay, and employers' contributions to pension, medical, unemployment insurance and worker's compensation plans.

#### Salary Dollars per Room

The annual labour costs divided by the total number of available rooms.

#### **Small Size Properties**

Properties with up to 49 rooms (units) for all types of accommodation.

#### **Total Revenue per Room**

Total annual operating revenue received divided by total available rooms.

#### **Upscale Accommodation**

More comfortable and attractive accommodations provided along with a broad range of facilities, amenities and services.

# **Appendix G: Hotels and Motels Questionnaire**

Service Industries Division

# ~~~

Mailing Address

In all correspondence concerning this questionnaire please quote this nine digit reference number below



Annual Survey of Traveller Accommodation, 2003 Confidential when completed Francais au verso

Authority This survey is conducted under the authority of the Statistics Act, Revised Statutes of Canada, 1985, chapter S-19. Completion of this questionnaire is a legal requirement under this Act.

Operating Address

 $\odot$ 

Correct pre-printed information if necessary using the corresponding boxes below:

0001	Legal name		
0004	Number and street		
0005	City	0006	Province or State
0053	Country	0007	Postal code / Zip code

0002	Business name		
0081	Number and street		
0082	City	0083	Province or State
	Country	0085	Postal code / Zip code

#### Information for Respondents

#### **Survey Objective**

This annual survey of traveller accommodation businesses is conducted by Statistics Canada to collect business operating information for statistical and economic analysis of the industries as mandated by the agency to fulfil the demand of many users. The results of the survey are used by business operators and associations for market analysis and assessment of industry performance, operating characteristics and trends, by governments to develop national and regional economic policies, by agencies such as the Canadian Tourism Commission for analysis and policy making and for providing valuable statistics and information feedback to the industries, and by Statistics Canada for maintaining important data input to the preparation of the Canadian System of National Accounts.

#### Survey Reporting Unit

The reporting unit for this survey questionnaire is the business operating establishment (accommodation property) of the traveller accommodation businesses. The operating establishment may be owned by a corporation, a sole proprietor, a limited partnership or a joint-venture partnership. The identification of such legal entity and the operating or trade name of this operating establishment have been labelled in this questionnaire. Please make corrections or additions to the label above if necessary.

#### Confidentiality

Statistics Canada is prohibited by law from publishing any statistics which would divulge information relating to any identifiable business without the previous written consent of that business. The data reported on this questionnaire will be treated in strict confidence, used for statistical purposes, and published in aggregate form only. The Confidentiality provisions of the Statistics Act are not affected by either the Access to Information Act or by any other legislation.

#### Note of Appreciation

Canada owes the success of its statistical system to a long-standing co-operation involving Statistics Canada, the citizens of Canada, its businesses, governments and other institutions such as the Canadian Tourism Commission. Accurate and timely statistical information could not be produced without their continued co-operation and goodwill.

#### **Data Sharing Agreements**

In order to reduce response burden and to provide consistent statistics, Statistics Canada has entered into data sharing agreements with the statistical agencies of Quebec, Manitoba and British Columbia under Section 11 of the *Statistics Act*. For business locations operated in Quebec, Manitoba and British Columbia, the agreements authorize Statistics Canada to forward a copy of the data collected in this survey to the statistical agencies of these provinces. The Statistics Acts of these provinces include the same provisions for confidentiality and penalties for disclosure of information as the federal Statistics Act. As well, Statistics *Act* for the sharing of information from this survey. Under section 12 of the *Statistics Act* you may refuse to share your information with the Canadian Tourism Commission by writing to the Chief Statistician and returning your letter of objection along with the completed questionnaire in the enclosed return envelope. The agreement with the Canadian Tourism Commission requires that they keep the information confidential and use it only for statistical and research purposes.

Statistics Canada's publications are available for use in Statistics Canada's regional offices and all major libraries. As well, please visit our web site at www.statcan.ca

#### **Reporting Instructions for Respondents**

Please complete and return this questionnaire within 30 days of receipt. If you require assistance in the completion of the questionnaire or have any questions regarding the survey, please contact:

Operation and Integration Division Statistics Canada, Tunney's Pasture Ottawa, Ontario K1A 0T6 Phone No. 1-800-916-9316 Fax No. 1-888-605-2493

5-3300-35 : 2003-05-14 STC/SER 425-60137



Statistics Statistique Canada Canada



	1. Business Activity and Classification
	Please check (✓) below the one type of accommodation category which most accurately describes your business establishment.
0150	O Hotel 721111
	<ul> <li>provides short stay suites or guest rooms in a multi-storey or high-rise structure</li> <li>rooms are accessible from the interior only</li> </ul>
	<ul> <li>usually located in an urban setting</li> <li>may also provide a wide range of complementary services and amenities</li> </ul>
0151	Motor Hotel 721112
	<ul> <li>provides short stay suites or guest rooms in a low-rise structure</li> <li>rooms are accessible from both the interior and exterior</li> </ul>
	<ul> <li>accommodates clients travelling by motor vehicle</li> <li>provides ample, convenient parking areas</li> </ul>
	<ul> <li>located along major roads</li> <li>may also provide limited complementary services and amenities</li> </ul>
0152	Motel 721114
	<ul> <li>provides short stay suites or guest rooms in a one or two storey structure</li> <li>rooms are accessible from the exterior only</li> </ul>
	<ul> <li>accommodates clients travelling by motor vehicle</li> <li>provides ample parking areas adjacent to the room entrances</li> </ul>
0153	may also provide limited complementary services and amenities     Resort 721113
0100	provides short stay, full service suites or guest rooms
	<ul> <li>typically located in a non-urban setting next to mountains, lakes, or rivers</li> <li>provides extensive indoor and/or outdoor leisure activities on the premises on year-round basis</li> </ul>
0154	may also provide conference facilities     Casino Hotel 721120
• • •	<ul> <li>orasino noteri</li> <li>provides short stay suites or guest rooms with a casino on the premises</li> <li>casino operation includes gambling activities such as table wagering games, slot machines, sports betting</li> </ul>
	conference or convention facilities may be available
0162	may also provide a wide range of complementary services and amenities     All Other Traveller Accommodation 721198
-	<ul> <li>provides short stay lodging but is not yet classified to any other industry</li> <li>examples are youth hostels; tourist homes; dormitories; university residences which may only open</li> </ul>
	<ul> <li>examples are youth hosters, tourist nomes, domitches, university residences which may only open seasonally to the public</li> <li>please provide a brief description:</li> </ul>
0163	• piease provide a brier description.
0103	None of the above (please describe briefly below, the nature of your business activity)
0041	
Please o	2. Form of Organization heck (✓) and report the legal status of this business operation below:
	<sup>3</sup> O Incorporated <sup>2</sup> O Unincorporated – partnership
	Unincorporated individual proprietorabin
	1 O Unincorporated – individual proprietorship     5 O Unincorporated – limited partnership       4 O Other (please specify)     2025
	O Unincorporated – individual proprietorship       O Unincorporated – limited partnership         O Other (please specify)       0025
	4 Other (please specify) 0025
0170	Other (please specify) 0025 Joint-venture (please provide names of major partners below)
0170 Please r	Other (please specify) 0025 Joint-venture (please provide names of major partners below) 0180 eport if this business operation is affiliated with a chain, or a franchise group.
0170 Please r	Other (please specify) 0025 Joint-venture (please provide names of major partners below) 0180 eport if this business operation is affiliated with a chain, or a franchise group. 3 No No 1 Yes (please specify name of affiliation below)
0170 Please r	Other (please specify)   0025     1   Joint-venture (please provide names of major partners below)   0180   eport if this business operation is affiliated with a chain, or a franchise group.   3   No   1   Yes (please specify name of affiliation below)
0170 Please n 0789	Other (please specify)   0025     1 Joint-venture (please provide names of major partners below)   0180   eport if this business operation is affiliated with a chain, or a franchise group.   3 No   1 Yes (please specify name of affiliation below)   0790   3. Reporting Period Information
0170 Please n 0789 Please n	Other (please specify)   0025     0180     eport if this business operation is affiliated with a chain, or a franchise group.     3   No     1   Yes (please specify name of affiliation below)     0790     Control of your fiscal year (normal business year) ending between April1st, 2003 and March 31, 2004. Indicate below the period covered by this questionnaire.
0170 Please r 0789 Please r Please in	4 Other (please specify) 0025     1 Joint-venture (please provide names of major partners below)   0180     eport if this business operation is affiliated with a chain, or a franchise group.     3 No     1 Yryn     At hom for your fiscal year   (normal business year) ending between April 1st, 2003 and March 31, 2004.   dicate below the period covered by this questionnaire.
0170 Please r 0789 Please r Please in	4 Other (please specify) 0025     1 Joint-venture (please provide names of major partners below)   0180   eport if this business operation is affiliated with a chain, or a franchise group.      3 No   1 Yes (please specify name of affiliation below)     0790 <b>3. Reporting Period Information</b> eport information for your fiscal year (normal business year) ending between April 1st, 2003 and March 31, 2004.   VYYY MM DD
0170 Please r 0789 Please in Please in Did you o	4 Other (please specify) 0025     1 Joint-venture (please provide names of major partners below)   0180   eport if this business operation is affiliated with a chain, or a franchise group.   3 No   1 Yes (please specify name of affiliation below)   0790 <b>Base Structure (please specify name of affiliation below)</b> 0790 <b>Base Structure (please specify name of affiliation below)</b> 0790 <b>Base Structure (please specify name of affiliation below)</b> 0790 <b>Base Structure (please specify name of affiliation below)</b> 0790 <b>Base Structure (please specify name of affiliation below)</b> 0790 <b>Base Structure (please specify name of affiliation below)</b> 0790 <b>Base Structure (please specify name of affiliation below)</b> 0790 <b>Base Structure (please specify name of affiliation below)</b> 0790 <b>Base Structure (please specify name of affiliation below)</b> 0790 <b>Base Structure (please specify name of affiliation below)</b> 0790 <b>Base Structure (please specify name of affiliation below) Base Structure (please specify name of affiliation below) B</b>
0170 Please r 0789 Please r Please ii 0 Did you d 0048	<ul> <li>4 Other (please specify) 0025</li> <li>1 Joint-venture (please provide names of major partners below)         <ul> <li>0180</li> <li>eport if this business operation is affiliated with a chain, or a franchise group.</li> <li>3 No</li> <li>1 Yes (please specify name of affiliation below)</li> <li>0790</li> </ul> </li> <li>Beport information for your <u>fiscal year</u> (normal business year) ending between April 1st, 2003 and March 31, 2004.</li> <li>addicate below the period covered by this questionnaire.</li> </ul> <li>D11 From YYYY MM DD To 0012 YYYY MM DD operate this business unit for the full year?</li> <li>1 Yes (if yes, please go to Section 4)</li> <li>3 No (if no, please check the appropriate box(es) below.)</li>
0170 Please r 0789 Please in Please in Did you o 0048	<ul> <li>4 Other (please specify) 0025</li> <li>1 Joint-venture (please provide names of major partners below) 0180</li></ul>
0170 Please r 0789 Please in Please in Did you o 0048	4 Other (please specify) 0025          1 Joint-venture (please provide names of major partners below)         0180         eport if this business operation is affiliated with a chain, or a franchise group.         3 No       1 Yes (please specify name of affiliation below)         0790         Beport information for your fiscal year (normal business year) ending between April1st, 2003 and March 31, 2004.         OI12 YYYY MM DD         perate this business unit for the full year?         1 Yes (if yes, please go to Section 4)         3 No (if no, please check the appropriate box(es) below.)         2 Seasonal operation (please specify period)
0170 Please r 0789 Please i Please i Did you o 0048	<ul> <li>4 Other (please specify) 0025</li> <li>1 Joint-venture (please provide names of major partners below) 0180</li></ul>
0170 Please r 0789 Please i Please i Did you o 0048	<sup>4</sup> Other (please specify) 0025          1       Joint-venture (please provide names of major partners below)         0180         eport if this business operation is affiliated with a chain, or a franchise group.         3       No         1       Yes (please specify name of affiliation below)         0790         Beport information for your fiscal year (normal business year) ending between April1st, 2003 and March 31, 2004.         YYYY MM DD         YYYY MM DD         YYYY MM DD         Other (if yes, please go to Section 4)         3       No (if no, please check the appropriate box(es) below.)         2       Newly built property (please specify date of opening)
0170 Please r 0789 Please in 0 Did you o 0048 004 003	<sup>4</sup> Other (please specify) 0025          1       Joint-venture (please provide names of major partners below)         0180         eport if this business operation is affiliated with a chain, or a franchise group.         3       No         1       Yes (please specify name of affiliation below)         0790
0170 Please r 0789 Please in 0 Did you o 0048 004 003 003	<sup>4</sup> Other (please specify) 0025          1       Joint-venture (please provide names of major partners below)         0180         eport if this business operation is affiliated with a chain, or a franchise group.         3       No         1       Yes (please specify name of affiliation below)         0790
0170 Please r 0789 Please in 0 Did you o 0048 004 003 003	<ul> <li>4 Other (please specify) 0025</li> <li>1 Joint-venture (please provide names of major partners below) 0180 eport if this business operation is affiliated with a chain, or a franchise group. 3 No 1 Yes (please specify name of affiliation below) 0790 0790 0790 0790 0012 1 Yes (please specify name of affiliation below) 0790 0012 1 YYY 1 MM DD To 0012 YYYY MM DD 1 1 Yes (If yes, please go to Section 4) 3 No (If no, please check the appropriate box(es) below.) 2 Seasonal operation (please specify period) 012 YYYY MM DD 1 C 2 Newly built property (please specify date of opening) 1 O 1 O 1 O 1 O 1 O 1 O 1 O 1 O 1 O 1 O</li></ul>
0170 Please r 0789 Please in 0 Did you o 0048 004 003 003	<ul> <li>4 Other (please specify) 0025</li> <li>1 Joint-venture (please provide names of major partners below) 0180 eport if this business operation is affiliated with a chain, or a franchise group. 3 No 1 Yes (please specify name of affiliation below) 0790 0790 0012 0790 0012 0790 0012 0797 0012 0012 0797 0012 001 001 001 001 001 001 001 001 00</li></ul>
0170 Please r 0789 Please r Please in 0 0 0 0 0 0 0 0 0 0 0 0 0	4 ○ Other (please specify)       0025         1 ○ Joint-venture (please provide names of major partners below)         0 1 ○ Joint-venture (please provide names of major partners below)         0 1 ○ Yes (please specify name of affiliation below)         3 ○ No       1 ○ Yes (please specify name of affiliation below)         0 790         Benefitiation for your fiscal year (normal business year) ending between April1st, 2003 and March 31, 2004.         Alternative of period covered by this questionnaire.         Off 1 FromYYYMM DD         To 0012YYYYMM DD         Off Yes (if yes, please go to Section 4)         3 ○ No (if no, please check the appropriate box(es) below.)       2 ○         Seasonal operation (please specify date of opening)         Off YYYY
0170 Please n 0789 Please in 0 Did you o 0048 004 003 003 003 003 003 003	4 ○ Other (please specify)       0025         1 ○ Joint-venture (please provide names of major partners below)         0 1 ○ Joint-venture (please provide names of major partners below)         0 1 ○ Yes (please specify name of affiliation below)         3 ○ No       1 ○ Yes (please specify name of affiliation below)         0 790         Benefitiation for your fiscal year (normal business year) ending between April1st, 2003 and March 31, 2004.         Alternative of period covered by this questionnaire.         Off 1 FromYYYMM DD         To 0012YYYYMM DD         Off Yes (if yes, please go to Section 4)         3 ○ No (if no, please check the appropriate box(es) below.)       2 ○         Seasonal operation (please specify date of opening)         Off YYYY

			4. Rev	enue						
	ase report (estimate if necessary) sales ar e of <b>revenue</b> or <b>service</b> listed below, <b>whe</b>							, 	Do	llars
you	for remittance to a government agency.						,		(omit	cents)
a)	Rooms and suites – Report revenue from	m the s	sales of rooms and sui	tes accom	nodati	on		229	5	
b)	Meals and Non-Alcoholic Beverages – and snack bar (exclude sales by conces								5	
c)	Alcoholic Beverages Served – Include I	beer, w	ine and liquor served i	in restaura	nts, Ioı	unges and bars	S	141	4	
d)	Other Sales of Alcohol – Include sales of	of alcol	nol for off-premises use	e				. 141	6	
e)	Service Revenue – Include revenue f entertainment, sports, health, recreation a								6	
f)	Sales of Merchandise – Include revenue recreational and sports equipment and ac								8	
g)	Facility Rental Revenue – Report reversion spaces							nd 229	7	
h)	Other Rental Revenue - Include revenue	e from	rental of machinery ar	nd equipme	ent			. 229	8	
i)	Commissions and Fees – Include man other commissions received							nd 206	0	
j)	Other Operating Revenue – Include all o	peratir	ng revenue not reporte	d above (p	lease	specify major i	tems)			
2071								207	7	
k)	Total Operating Revenue (sum of items	a) to i)	)					208	o	
,	Non-Operating Revenue – Include inte		,					is		
0005	business (please specify major items)					·····		ר ר	_	
2095								209	7	
m)	Total Revenue (sum of Boxes 2080 and	2097)						209	8	
			5. Emplo	oyment						
Plea	ase report the average monthly numb	<b>er</b> of p			s estat	lishment durin	g the 200	03 report	ing period	
a)	Paid Employees – to whom you paid shown in Operating Expenses, (Section 7					of Employee Full Year)		Employe asonal)	e	Total Number
	<ul> <li>Full-time Employees – Worked more the second second</li></ul>	ian 30	hours per week		6316		6318		6310	)
	- Part-time Employees - Worked less th	an 30 I	nours per week		6317		6319		6311	
b)	Working proprietors and/or working partn	ers of	unincorporated busir	nesses	6321					
- /	9 P P P P P P P P P P P P P P P P P P P		6. Clien				-			
roo	ase report ( <b>estimate</b> if necessary) the <b>p</b> m revenue (Section 4, Box 2295) de ntele:		tage of your guest	Ple bre not	akdow e that	report ( <b>estim</b> n of foreign vi the percentag e of foreign vis	isitors by les may	their co add up t	untry of o to 100% of	rigin. (Please or to the total
Do	mestic clients		Percent (%)			5				rcent (%)
a)	Households or individual	2370			0.9				2374	
h)	(for leisure purposes)	2370							2375	
0)	Companies or individual (for business purposes)	2371				e			2376	
c)	All levels of governments	2372				any			2377	
	reign clients					any			2378	
d)	All foreign visitors (for leisure or business purposes)	2373				Foreign			2379	
	Total (of above boxes must equal 100	)%) .	100%		Тс	otal (of abov ual 100% or b	e boxes	must	2385	

					/.	Operati	ng Expe	enses					
whi Plea	ch are app ase includ	licable to y	our establis	hments). P ion which i	lease indica s refundabl	ate in your i le by gover	reporting if nment. <b>Do</b>	a particula not inclue	ir expense i de capital e	(complete o tem is includ expenditure on 8.	led with a	nother item	reported.
												Dollars (omit cen	
a)	products,	alcoholic b	everages a	nd mercha	indise purc	hased for	resale. Exc	clude othe	r costs, su	cost of food ch as office	5721		
	(total o	e provide the of Boxes 55	32, 5533 an	d 5531 sho	ould equal E	3ox 5721)	of sales if p	ossible an	d applicable	e below:			
		st of food p lated to Rev						553	32				
		st of alcoho lated to Rev				Section 4)		553	33				
		st of all oth lated to Rev			tion 4)			553	51				
b)	Salaries,	wages, bon	uses and co	ommissions	paid to yo	ur employee	es				3010		
c)		e benefits (e									3040		
d)		or lease of la		,							4120		
,		or lease of n		•							4140		
	Repairs a	nd maintena	ince to build	lings, furnis	, hings, mac	hinery and	equipment				4176		
a)	•	·		,	•		0,				4230		
•		ounting and									4555		
	•	ent and con	•								4365		
i)		, advertising									4350		
J)											4427		
k)		axes									4429		
I)		censes, bus					,				4042		
		, power and									4102		
n)	Telephone	e, telegraph,	telex, facsi	mile and po	ostage								
o)	Travel (tra	insportation,	accommod	lation, food	, entertainn	nent expens	ses while tra	avelling)			4370		
p)	Royalties	and franchis	se fees								4440		
q)	Depreciati	on (for build	lings, equipi	ment and le	easehold im	provement)	)				4520		
r)	Interest ex	pense: on s	short-term lo	oans							4611		
		on l	ong-term lo	ans and m	ortgages						4612		
s)	Contract la	aundry, clea	ning and ma	aintenance							4177		
		on paid (e.g				,				orted under	4082		
ŕ	cost of sa	ales - Box 5	721 above)						••••••		4000		
	٦ <b></b> -	perating exp	penses not	specified al	bove (pleas	se specify m	najor items)				4569		
4561											Ē		
w)	Total Ope	erating Expe	enses (sum	of items a)	) (total of a1	l, a2 and a3	8) to v))				4599		
Die		<ul><li>(✓) and repo</li></ul>							d Facilit	ies		N	
		., .		0.1	0				and euitoe	available for		Numbe	r
,	sale (occu	ipancy) on <b>a</b>	iverage per	day during	this reporti	ing year					9781		
	1) Averaç		ccupancy F	Rate – Plea	se report th	e percenta			nodation ur	nits sold (oc	cupied) to	o the total n	umber
	of <b>unit</b> 9782	s available 9783	for the repo 9784	rting period 9785	, by <b>month</b> 9786	/ <b>year</b> 9787	9788	9789	9790	9791	9792	9793	9794
	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	year
	<u> </u>							-					-
%													
	2) Averag	ge Daily Ro	om Nights	Sold – Plea	ase report t	he average	daily numb	per of roon	ns and/or su	ites sold <b>(oc</b>	cupied),	by month/y	ear
	9795	9796	9797	9798	9799	9800	9801	9802	9803	9804	9805	9806	9807
	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	year
No.													
1		•							÷				

	8. Other Operating Character	ristics and Facilities - Continued
c)	<b>Facilities Available</b> – Please check $(\checkmark)$ and report the <b>types</b> of facilities	ty available, <b>on-site</b> , other than accommodation.
	9107 C Restaurants (please 9105 9105	Number     Restaurant       Self-operated     9106     Leased-out
	9108 O Bars/Lounges	9114 C Exercise room/sauna/hot tub facilities
	9109 O Boardrooms and meeting facilities	9115 O Tennis courts
	9110 O Convention centre	9116 O Alpine skiing facilities
	9111 O Business service centre	9117 O Golf course
	9112 O Indoor swimming pool	9118 O Children's recreation facilities
	9113 O Outdoor swimming pool	9119 Other facilities (please specify)
	9120	
d)	d) Locality of Establishment – Please check (✓), only one, the close	st identification of your business location:
	9121 1 Centre city – located in the town core or central bu	usiness district
	<ul> <li>Suburban – located in the outskirts of town or city</li> <li>Highway – located off a major highway or through</li> </ul>	
	<ul> <li><sup>3</sup> Highway – located off a major highway or through</li> <li><sup>4</sup> Airport – located near an airport with regularly sch</li> </ul>	-
	<sup>5</sup> <b>Rural</b> – facilities located in a rural atmosphere	
e)	e) Reservation System – Please check (✓) if this establishment particip	pates in a central reservation system and specify.
	9122 3 O No	
	1 O Yes (please specify) 9123	
f)	) Market Position – Please report if your business operation is ranked	by a star or other rating program
	9124 3 O No	
	1 O Yes (please specify <b>rating</b> and <b>system</b> )	Rating 9125
	System —— 9126	
	Please check ( $\checkmark$ ) below, one category which most accurately describ	es the major targeting market segment of your business operation:
	9127 1 Economy 2 Mid-scale	3 ◯ Up-scale
	4 C Luxury 5 C Don't know	
g)	<ul> <li>Capital Expenditure – Please report total expenditure of capital up specify amount:</li> </ul>	grade or renovation, if any, incurred during the 2003 reporting period and
		\$ (omit cents)
	7077     3 O No     1 O Yes (please specify)	) ——— Amount 7078
	9. Marketir	ng Information
	Please answer the following questions (as best you can), relating to t period.	he marketing practices of your establishment during the 2003 reporting
	<ul> <li>Please report which of the following advertising methods you used i Please check (✓) below where applicable (more than one box may b</li> </ul>	
	9128 Accommodation Guide Listing 9	133 O Brochures 9139 O Internet
	9129 O Radio Ads 9	134 O Direct Mail
	9130 O Newspaper Ads 9	135 O Travel Information Offices
	9131 O Magazine Ads 9	136 O Trade Shows
	9132 C Television Ads 9	137 O Consumer Shows
	9138 Other (please specify)	
b)	<ul> <li>Do you offer packaged vacations to your customers (independent of</li> </ul>	those offered by tour operators)?
	9141 3 O No	
	1 Yes Please specify what <b>percentage</b> of you	
	revenue was generated by packaged vaca	9142
	If yes, in addition to accommodation, what do you typically include in	n a <b>package</b> ? Please check(✓) below where <b>applicable</b> :
	9143 O Meals 9	146 O Sports Equipment
	9144 O Transportation 9	147 O Entertainment (i.e., theatre ticket)
		147       O       Entertainment (i.e., theatre ticket)         148       O       Attractions/Events (i.e., museum ticket)

e information of <b>one</b> business operating	-		his questi						
luded here, please report the total num				and specify					
low. In addition, please indicate below al entity during the reporting period:	, the <b>name</b> and a	address of any newly acq	uired or I	newly built	accomm	nodati	on estab	lishment	by y
Names		Addresses					Revenues	<b>(¢</b> )	
0912	0913	Addresses			0958	г	evenue	5(\$)	
0950	0954				0959				
0951	0955				0960				
0952	0956				0961				
0953	0957				0962				
-	t the information	on contained herein is	complet	te and corr	ect to t			-	led
nature of authorized person		Title 0014				C	015 Year	Date Mont	th
me of person to contact for further primation ( <i>please print</i> )									
$\stackrel{_{\rm 5}}{\longrightarrow}$ Mr. <sup>2</sup> Mrs. <sup>3</sup> Miss <sup>4</sup>									
mail address:			ite addre	ess:					
lephone number:		Extension: 0027	Fax 0016	number:					
		Į	991	10 hour(s	)	9909	minu	ites	
w long did you spend collecting the Comments If n 220		oleting this questionnaire required please enclos	?	arate shee					
Comments If r			?	arate shee					
Comments If r			?	arate shee					
Comments If r			?	arate shee					
Comments If n			?	arate shee					
Comments If r			?	arate shee					
Comments If n			?	arate shee					
Comments If n			?	arate shee					
Comments If n			?	arate shee					
20 If n			?	arate shee					
20 If n			?	arate shee					
20 If n			?	arate shee					
20 If n			?	arate shee					
200 If n			?	arate shee					
200 If n			?	arate shee					
Comments         If n           120         113           113         114			?	arate shee					
Comments         If n           920         920           913         914			?	arate shee					
Comments         If n           120         113           113         114			?	arate shee					
Comments         If n           920         920           913         914			?	arate shee					
Comments If n			?	arate shee					
Comments         If n           920         920           913         914			?	arate shee					
Comments         If n           220			?	arate shee					
Comments         If n           220			?	arate shee					
Comments         If n           220			?	arate shee					

# **Appendix H: Other Accommodation Questionnaire**

Service Industries Division

# ~~~

Mailing Address

In all correspondence concerning this questionnaire please quote this nine digit reference number below



Annual Survey of Traveller

Accommodation, 2003

Confidential when completed Français au verso. Authority This survey is conducted under the authority of the Statistics Act, Revised Statutes of Canada, 1985, chapter S-19. Completion of this questionnaire is a

legal requirement under this Act.

**Operating Address** 

 $\odot$ 

Correct pre-printed information if necessary using the corresponding boxes below:

0001	Legal name		
0004	Number and street		
0005	City	0006	Province or State
0053	Country	0007	Postal code / Zip code

0002	Business name		
0081	Number and street		
0082	City	0083	Province or State
	Country	0085	Postal code / Zip code

#### Information for Respondents

#### **Survey Objective**

This annual survey of traveller accommodation businesses is conducted by Statistics Canada to collect business operating information for statistical and economic analysis of the industries as mandated by the agency to fulfil the demand of many users. The results of the survey are used by business operators and associations for market analysis and assessment of industry performance, operating characteristics and trends, by governments to develop national and regional economic policies, by agencies such as the Canadian Tourism Commission for analysis and policy making and for providing valuable statistics and information feedback to the industries, and by Statistics Canada for maintaining important data input to the preparation of the Canadian System of National Accounts.

#### Survey Reporting Unit

The reporting unit for this survey questionnaire is the business operating establishment (accommodation property) of the traveller accommodation businesses. The operating establishment may be owned by a corporation, a sole proprietor, a limited partnership or a joint-venture partnership. The identification of such legal entity and the operating or trade name of this operating establishment have been labelled in this questionnaire. Please make corrections or additions to the label above if necessary.

#### Confidentiality

Statistics Canada is prohibited by law from publishing any statistics which would divulge information relating to any identifiable business without the previous written consent of that business. The data reported on this questionnaire will be treated in strict confidence, used for statistical purposes, and published in aggregate form only. The Confidentiality provisions of the Statistics Act are not affected by either the Access to Information Act or by any other legislation.

#### Note of Appreciation

Canada owes the success of its statistical system to a long-standing co-operation involving Statistics Canada, the citizens of Canada, its businesses, governments and other institutions such as the Canadian Tourism Commission. Accurate and timely statistical information could not be produced without their continued co-operation and goodwill.

#### **Data Sharing Agreements**

In order to reduce response burden and to provide consistent statistics, Statistics Canada has entered into data sharing agreements with the statistical agencies of Quebec, Manitoba and British Columbia under Section 11 of the *Statistics Act*. For business locations operated in Quebec, Manitoba and British Columbia, the agreements authorize Statistics Canada to forward a copy of the data collected in this survey to the statistical agencies of these provinces. The Statistics Acts of these provinces include the same provisions for confidentiality and penalties for disclosure of information as the federal Statistics Act. As well, Statistics Canada has entered into a data sharing agreement with the Canadian Tourism Commission under section 12 of the *Statistics Act* for the sharing of information from this survey. Under section 12 of the *Statistics Act* you may refuse to share your information with the Canadian Tourism Commission by writing to the Chief Statistician and returning your letter of objection along with the completed questionnaire in the enclosed return envelope. The agreement with the Canadian Tourism Commission requires that they keep the information confidential and use it only for statistical and research purposes.

Statistics Canada's publications are available for use in Statistics Canada's regional offices and all major libraries. As well, please visit our web site at www.statcan.ca

#### **Reporting Instructions for Respondents**

Please complete and return this questionnaire within 30 days of receipt. If you require assistance in the completion of the questionnaire or have any questions regarding the survey, please contact:

Operation and Integration Division Statistics Canada, Tunney's Pasture Ottawa, Ontario K1A 0T6 Phone No. 1-800-916-9316 Fax No. 1-888-605-2493

5-3300-335: 2003-05-14 STC/SER 425-60137



Statistics Statistique Canada Canada



1. Business Activity and Classification						
Please check (✓) below the one type of accommodation category which most accurately describes your business establishment.						
0156 <b>Bed-and-Breakfast</b> 721191 • provides short stay guest rooms in private homes or in small buildings converted for this use • often possesses a unique or historic character • characterized by a highly personalized service • room rate includes a full breakfast, served by the owner or owner-supervised staff						
0157 Housekeeping Cottages and Cabins 721192 • provides short-term lodging in facilities known as housekeeping cottages and cabins • designed to accommodate vacationers • may include access to private beaches and fishing						
<ul> <li>0158 ORV (Recreational Vehicle) Parks and Campgrounds 721211</li> <li>provides serviced or unserviced sites to accommodate campers and their equipment, such as tents, tent trailers, travel trailers or RVs</li> <li>may also provide access to facilities such as washroom, laundry rooms, recreation halls, stores and snack bars</li> </ul>						
0159 Hunting and Fishing Camp (Outfitter) 721212 • primarily engaged in operating hunting and fishing camps • provides a range of services, such as access to outpost camps or housekeeping cabins, meals and guides • may also provide transportation to the facility, services of food, beverages, and hunting and fishing supplies						
<ul> <li>0160 Recreational (except Hunting and Fishing Camps) and Vacation Camps 721213</li> <li>operates overnight recreational camps, such as children's camps, family vacation camps, and outdoor adventure retreats</li> <li>offers trail riding, white-water rafting, hiking and similar activities</li> <li>provides accommodation facilities, such as cabins and fixed camp sites</li> <li>also provides other amenities, such as food services, recreational facilities and equipment, and organized recreational activities</li> <li>excludes day camps</li> </ul>						
<ul> <li>0161 O Rooming and Boarding Houses 721310</li> <li>provides temporary or longer-term accommodation which, for the period of occupancy, may serve as a principal residence</li> <li>includes rooming and boarding houses, fraternity and sorority houses, off-campus dormitories, residential clubs and workers' camps</li> </ul>						
<ul> <li>may also provide complementary services, such as housekeeping, meals and laundry services</li> <li>All Other Traveller Accommodation 721198         <ul> <li>provides short-term lodging but is not yet classified to any other industry</li> <li>examples are youth hostels; tourist homes; dormitories; university residences which may be open only seasonally to the public</li> <li>please provide a brief description:</li> </ul> </li> </ul>						
0163						
0040 O None of the above (please describe briefly below, the nature of your business activity)						
0041						
2. Form of Organization						
Please check (✓) and report the <b>legal status</b> of this business operation below:						
0024     3 O     Incorporated     2 O     Unincorporated - partnership						
<sup>1</sup> O Unincorporated – individual proprietorship <sup>5</sup> O Unincorporated – limited partnership						
4 Other (please specify) 0025						
3. Reporting Period Information						
Please report information for your fiscal year (normal business year) ending between April 1, 2003 and March 31, 2004.						
Please indicate below the period covered by this questionnaire.						
0011 From						
Did you operate this business unit for the <b>full year</b> ?						
<b>0048</b> $\stackrel{1}{\bigcirc}$ Yes ( <b>if yes</b> , please go to Section 4)						
3 O       No (If no, please check the appropriate box(es) below.)         0042 O       Seasonal operation (please specify period)       0120         From       I						
0032 O Newly built property (please specify date of opening)						
0033 Change of fiscal year-end 0073 From YYYY MM DD To 0074 YYYY MM DD						
0034 Change of ownership (please specify effective date)						
0035 Ceased operation (please specify effective date)						
0036 O Temporarily closed (please specify effective date and reason)						

4. Revenue												
Please report (estimate if necessary) sales and receipts of your business operation for the <b>2003</b> reporting period by <b>type</b> of <b>revenue</b> or <b>service</b> listed below, where <b>applicable</b> . Where <b>possible</b> , please provide the breakdown of the												
receipts from packaged vacation, by type of revenue and services listed. If total revenue only of packaged vacation available, please report in Box 2300, and indicate (<) below the type of services included. Please exclude GST an all other taxes collected by you for remittance to a government agency.									Dollars			
a)	a) Guest Accommodation – Report revenue from the sales of room, suite, cabin, cottage, tent and/or traile campsite accommodation								2295			
<ul> <li>b) Meals and Non-Alcoholic Beverages – Include prepared meals and non-alcoholic beverages from restaurants and snack bar, (exclude sales by concessionnaires)</li> </ul>								1415				
c)	c) Alcoholic Beverages Served – Include beer, wine and liquor served in restaurants, lounges and bars								1414			
<ul> <li>d) Service Revenue – Include revenue from guest laundry, telephone, parking services, and charges from entertainment, sports, health, recreation and amusement facilities and transportation service</li> </ul>								2296				
e)	Sales of Merchandise – Include revenue recreational and sports equipment ai concessionnaires)	nd acc	cessories, oil, ga	soline, sup	olies e	tc. (exclude	sales	by .	2028			
f)	Facility Rental Revenue – Report reve concession spaces								2297			
g)	Other Rental Revenue - Include revenue	e from i	rental of machinery	boat, motor	and sp	orts equipment	t	1	2298			
h)	Packaged Vacation Revenue – Indicate	(√) bel	ow the types of ser	rvices includ	ed				2300			
	2386 Accommodation 23	87 🔿	Meals	2388 🔾	Sports	Equipment						
	2389 Transportation 23	90 ()	Guides	2391 🔾	Other			_				
i)	Other Operating Revenue – Include all of	peratin	g revenue not repo	orted above (	please	specify major it	tems)					
2071			<u> </u>				,	ן ר	2077			
i)	Total Operating Revenue (sum of items	a) to i))						┛┝	2080			
	J) Total Operating Revenue (sum of items a) to i))     k) Non-Operating Revenue – Include interest and all other revenue not directly related to the operation of this											
business (please specify major items)									2097			
2095												
I) Total Revenue (sum of Boxes 2080 and 2097)									2098			
	5. Employment											
Ple	ase report the <b>average monthly number</b> of	of perso	ons employed in thi	is business e	stablish	ment during th	ne 2003 i	eporti	ing peri	od.		
a)	Paid Employees – to whom you paid shown in <b>Operating</b> Expenses, (Section 7					of Employee Full Year)		f Empleason			Total Number	
	- Full-time Employees - Worked more th	an 30 ł	nours per week		6316		6318			6310		
	- Part-time Employees - Worked less that	an 30 h	ours per week		6317		6319			6311		
b)	Working proprietors and/or working partn	ers of I	unincorporated bu	usinesses .	6321							
			6. C <u>li</u> e	ent Base								
acc	Please report (estimate if necessary) the percentage of your guest accommodation revenue (Section 4, Box 2295) derived from the following clientele: Please neport (estimate if necessary) the percentage breakdown of foreign visitors by their country of origin. (Please note that the percentages may sum up to 100% or to the total percentage of foreign visitors as reported in Box 2373)											
Do	mestic clients		Percent (%)							Perc	cent (%)	
a)	Households or individual (for leisure purposes)	2370			U.S.				. 23	74		
b)	Companies or individual (for business purposes)	2371			U.K.					75		
c)	c) All levels of governments 2372							0077				
Foreign clients Germany												
	All foreign visitors (for leisure or business purposes)	2373			Japar	1						
or business purposes)							/9					
	must equal 100%)					otal (total of about the second secon			. 23	85		

	7. Operating Expenses		
only the particular refunda	report (estimate if necessary) the following expenses incurred during the 2003 reporting period (complete ose expense categories which are applicable to your establishment). Please indicate in your reporting if a ar expense item is included with another item reported. Please include GST except the portion which is ble by government. Do not include capital expenditures (to be reported in Section 8, e)). If it is detailed , you may also attach a copy of your expense statements and proceed to section 8.		
			Dollars
a) Co	st of goods sold (purchases plus opening inventory minus closing inventory). Report the cost of food		(omit cents)
pro	ducts, alcoholic beverages and merchandise purchased for resale. Exclude other costs, such as office oplies and materials used. These should be reported in Box 4000 below	5721	
b) <b>Sal</b>	aries, wages, bonuses and commissions paid to your employees	3010	
	uployee benefits (e.g., employer's contribution to pension, medical, employment insurance and Worker's mpensation plans)	3040	
d) Rei	nt and/or lease of land and building	4120	
e) Rer	nt and/or lease of machinery, equipment, computer and motor vehicles	4140	
	pairs and maintenance to buildings, furnishings, machinery and equipment on tinclude capital expenditures, to be reported in section 8, e))	4176	
g) Leg	al, accounting and auditing	4230	
h) Ma	nagement and consulting fees	4555	
i) Ma	rketing, advertising and promotion	4365	
		4350	
	perty taxes, permits, licenses, business tax and other tariffs/taxes (exclude income tax)	4427	
	at, light, power and water	4042	
	ephone, telegraph, telex, facsimile and postage	4102	
II) Ira	vel (transportation, accommodation, food, entertainment expenses while travelling)	4370	
o) Dep	preciation (for buildings, equipment and leasehold improvement)	4520	
p) Inte	erest expense: on short-term loans	4611	
	on long-term loans and mortgages	4612	
	ice and all other supplies and materials used in the business (do not include purchases reported under st of sales - Box 5721 above)	4000	
r) All	other operating expenses not specified above (please specify major items)		
1561		4569	
		4599	
s) Tot	tal Operating Expenses (sum of items a) to r) )	4000	
	8. Other Operating Characteristics and Facilities		
Please	check (✓) and report the following operating <b>characteristics</b> and <b>facilities</b> :		Number
	mber of Guest Accommodation Units – Please report the total number of units of guest accommodation cluding campsites) available for sale (occupancy) on average per day	9781	
b) Gu	est Accommodation Unit Occupancy – Please report either 1) or 2) below:		Percent (%)
	Average Occupancy Rate – Please report the ratio of guest accommodation units sold (occupied) to the total number of units available for the reporting period	9794	
1	total number of units <b>available</b> for the reporting period		Number
2)	Average Actual Unit Nights Sold – Please report the average daily number of guest accommodation units		
	sold (occupied)	9807	

8. Other Operating Characteristics and Facilities - Continued							
c) Locality of Establishment – Please check (<), only one, the closest identification of your business location:							
9121 1 Centre city – located in the town core or central business district							
2 O Suburban – located in the outskirts of town or city limits							
<sup>3</sup> Highway – located off a major highway or throughway							
<sup>4</sup> O Airport – located near an airport with regularly scheduled passenger service							
rural atmosphere							
essible by automobile or bus							
w, one category which most accurately describes the maj	or targeting market segment of your						
Mid-scale <sup>3</sup> Up-scale							
Don't know							
enditure of <b>capital upgrade</b> or <b>renovation</b> , if any, incurre \$ (omit Yes ( <i>please specify</i> ) Amount							
9 Marketing Information							
applicable, relating to the marketing practices of your e	stablishment during the <b>2003</b> reporting						
9133 O Brochures	9139 O Internet						
9134 O Direct Mail							
9135 O Travel Information C	ffices						
9136 O Trade Shows							
9137 Consumer Shows							
40							
10. Multi-Establishment							
me and address of any newly acquired or newly built a	the names, addresses and revenues accommodation establishments by your						
	Revenues (\$)						
	0959						
	0960						
0956	0961						
0957	0962						
	(), only one, the closest identification of your business loc town core or central business district utskirts of town or city limits or highway or throughway port with regularly scheduled passenger service rural atmosphere ssible by automobile or bus w, one category which most accurately describes the maj or build-scale 3 Up-scale Don't know enditure of capital upgrade or renovation, if any, incurre \$ (omit regularly scheduled passenger service) applicable, relating to the marketing practices of your e 9133 Brochures 9134 Direct Mail 9135 Travel Information 9136 Travel Information C 9136 Travel Shows 9137 Consumer Shows 10						

11. Certification	I certify that the information	on contained he	rein is co	mplete and correct to the	e be	sto	of my	knowlee	dge.
Signature of authorized	Title	Title 0015 Date							
orginatare of authorized	percent	0014				Y	ear	Month	Day
					1				
Name of person to con information (please print 0026	t name								
<sup>1</sup> Mr. <sup>2</sup> Mrs. <sup>3</sup> Miss <sup>4</sup> Ms. <sup>0054</sup> Last		t name							
E-mail address: 0018			Web site	address:					
Telephone number: <sup>0017</sup> ( )		Extension: 0027		Fax number: <sup>0016</sup> ( )					
How long did you spend collecting the data and completing this questionnaire?									

Comments	If more space is required please enclose a separate sheet.
9920	
9913	
_	
9914	
9915	
9916	
	Thank you for your co-operation