



Service Industries Division

# Annual Survey of Traveller Accommodation, 2001

**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.

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



**Mailing Address**

**Operating Address**



Please make **correction** or **addition** to the above labelled business operating name, legal ownership name, mailing address and operating address, where necessary, in the space provided below:

**Ownership name** (Corporation, proprietorship or partnership)

**Operating (trade) name**

050				

051				

**Mailing address**

**Operating address**

049				
	Postal Code			

052				
	Postal 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. Accurate and timely statistical information could not be produced without their continued co-operation and goodwill.



### 4. Revenue

Please report (estimate if necessary) sales and receipts of your business operation for the **2001** reporting period by **type of revenue or service** listed below, **where applicable**. **Please exclude GST** and all other **taxes** collected by you for remittance to a government agency.

Dollars (omit cents)	
<b>113</b>	
<b>104</b>	
<b>105</b>	
<b>114</b>	
<b>101</b>	
<b>103</b>	
<b>109</b>	
<b>106</b>	
<b>107</b>	
<b>108</b>	
<b>115</b>	
<b>120</b>	
<b>130</b>	

- a) **Rooms and suites** – Report revenue from the sales of rooms and suites accommodation .....
- b) **Meals and Non-Alcoholic Beverages** – Include prepared meals and non-alcoholic beverages from restaurants and snack bar (**exclude sales by concessionaires**) .....
- c) **Alcoholic Beverages Served** – Include beer, wine and liquor served in restaurants, lounges and bars .....
- d) **Other Sales of Alcohol** – Include sales of alcohol for off-premises use .....
- e) **Service Revenue** – Include revenue from guest laundry, telephone, parking services, and charges from entertainment, sports, health, recreation and amusement facilities and transportation service .....
- f) **Sales of Merchandise** – Include revenue from vending machines, newsstands, gifts and pro shops and sales of recreational and sports equipment and accessories, supplies etc. (**exclude sales by concessionaires**) .....
- g) **Facility Rental Revenue** – Report revenue from the rental of banquet halls, meeting rooms, ballrooms and concession spaces .....
- h) **Other Rental Revenue** – Include revenue from rental of machinery and equipment .....
- i) **Commissions and Fees** – Include management fees, franchise fees, foreign exchange, gambling, lottery and other commissions received .....
- j) **Other Operating Revenue** – Include all operating revenue not reported above (*please specify major items*)

<b>035</b>	
------------	--

- k) **Total Operating Revenue** (sum of items a) to j)) .....
- l) **Non-Operating Revenue** – Include interest and all other revenue not directly related to the operation of this business (*please specify major items*) .....

<b>036</b>	
------------	--

- m) **Total Revenue** (sum of Boxes 115 and 120) .....

### 5. Employment

Please report the **average monthly number** of persons employed in this business establishment during the **2001** reporting period.

- a) **Paid Employees** – to whom you paid salaries and wages as shown in Operating Expenses, (Section 7, Box 160)
  - Full-time Employees – Worked more than 30 hours per week .....
  - Part-time Employees – Worked less than 30 hours per week .....

No of Employee (Full Year)		No of Employee (Seasonal)		Total Number	
<b>198</b>		<b>199</b>		<b>152</b>	
<b>200</b>		<b>201</b>		<b>151</b>	

- b) Working proprietors and/or working partners of **unincorporated** businesses ...

<b>153</b>	
------------	--

### 6. Client Base

Please report (**estimate** if necessary) the **percentage** of your guest room revenue (Section 4, Box 113) derived from the following clientele:

Domestic clients	Percent (%)	
a) Households or individual (for leisure purposes) .....	<b>180</b>	
b) Companies or individual (for business purposes) .....	<b>181</b>	

Please report (**estimate** if necessary) the **percentage** breakdown of foreign visitors by their country of origin. (Please note that the percentages may add up to 100% or to the total percentage of foreign visitors as reported in Box 185)

	Percent (%)	
U.S. ....	<b>401</b>	
U.K. ....	<b>402</b>	

## 7. Operating Expenses

Please report (estimate if necessary) the following expenses incurred during the **2001** reporting period (complete only those expense categories which are **applicable** to your establishments). Please indicate in your reporting if a particular expense item is included with another item reported. Please **include GST except** the portion which is refundable by government. **Do not include capital expenditures** (to be reported in Section 8, g)). If it is detailed enough, you may also attach a copy of your expense statements and proceed to section 8.

		Dollars (omit cents)	
a)	<b>Cost of sales</b> (purchases plus opening inventory minus closing inventory). Report the cost of food products, alcoholic beverages and merchandise purchased for resale. Exclude other costs, such as office supplies and materials used. These should be reported in Box 177 below ..... Please provide the breakdown of the above reported total cost of sales if possible and applicable below: (total of Boxes 156, 157 and 158 should equal Box 159)	<b>159</b>	
	1) <b>Cost of food products</b> used in meals preparation (related to Revenue Box 104 in Section 4) .....	<b>156</b>	
	2) <b>Cost of alcoholic beverages</b> used or sold (related to Revenue Box 105 and Box 114 in Section 4) .....	<b>157</b>	
	3) <b>Cost of all other merchandise</b> sold (related to Revenue Box 103 in Section 4) .....	<b>158</b>	
b)	<b>Salaries, wages, bonuses and commissions</b> paid to your employees .....	<b>160</b>	
c)	<b>Employee benefits</b> (e.g., employer's contribution to pension, medical, employment insurance and Worker's Compensation plans) .....	<b>161</b>	
d)	Rent and/or lease of land and building .....	<b>162</b>	
e)	Rent and/or lease of machinery, equipment, computer and motor vehicles .....	<b>163</b>	
f)	Repairs and maintenance to buildings, furnishings, machinery and equipment <b>(do not include capital expenditures, to be reported in Section 8, g)</b> .....	<b>166</b>	
g)	Legal, accounting and auditing .....	<b>167</b>	
h)	Management and consulting fees .....	<b>190</b>	
i)	Marketing, advertising and promotion .....	<b>168</b>	
j)	Insurance .....	<b>169</b>	
k)	Property taxes .....	<b>195</b>	
l)	Permits, licenses, business tax and other tariffs/taxes (exclude income tax) .....	<b>196</b>	
m)	Heat, light, power and water .....	<b>171</b>	
n)	Telephone, telegraph, telex, facsimile and postage .....	<b>172</b>	
o)	Travel (transportation, accommodation, food, entertainment expenses while travelling) .....	<b>173</b>	
p)	Royalties and franchise fees .....	<b>174</b>	
q)	Depreciation (for buildings, equipment and leasehold improvement) .....	<b>175</b>	
r)	Interest expense: on short-term loans .....	<b>176</b>	
	on long-term loans and mortgages .....	<b>197</b>	
s)	Contract laundry, cleaning and maintenance .....	<b>193</b>	
t)	Commission paid (e.g. to travel agents, credit card institutions) .....	<b>194</b>	
u)	<b>Office and all other supplies and materials used</b> in the business ( <b>do not include purchases reported under cost of sales</b> - Box 159 above) .....	<b>177</b>	
v)	All other operating expenses not specified above ( <i>please specify major items</i> ) .....		
<b>037</b>		<b>178</b>	
w)	<b>Total Operating Expenses</b> (sum of items a) (total of a1, a2 and a3 ) to v) ) .....	<b>179</b>	

## 8. Other Operating Characteristics and Facilities

		Number	
Please check (✓) and report the following operating <b>characteristics</b> and <b>facilities</b> :			
a)	<b>Number of Guest Accommodation Units</b> – Please report the total <b>number of rooms and suites available</b> for sale (occupancy) on <b>average</b> per day during this reporting year .....	<b>241</b>	
b)	<b>Guest Accommodation Unit Occupancy</b> – Please report <b>either 1) or 2)</b> below:		
	1) <b>Average Room Occupancy Rate</b> – Please report the <b>percentage of guest accommodation units sold (occupied)</b> to the total number		

## 8. Other Operating Characteristics and Facilities - Continued

c) **Facilities Available** – Please check (✓) and report the **types** of facility available, **on-site**, other than accommodation.

<div style="border: 1px solid black; padding: 2px; width: 40px; text-align: center; margin-bottom: 5px;">243</div> <input type="radio"/> <b>Restaurants</b> ( <i>please specify number</i> )	→ <div style="border: 1px solid black; padding: 2px; width: 40px; text-align: center;">244</div>	<table border="1" style="border-collapse: collapse; width: 100%;"> <tr><th style="text-align: center;">Number</th></tr> <tr><td style="height: 20px;"> </td></tr> </table>	Number		<b>Restaurant Self-operated</b>	<table border="1" style="border-collapse: collapse; width: 100%;"> <tr><th style="text-align: center;">Number</th></tr> <tr><td style="height: 20px;"> </td></tr> </table>	Number		<b>Restaurant Leased-out</b>
Number									
Number									
<div style="border: 1px solid black; padding: 2px; width: 40px; text-align: center; margin-bottom: 5px;">246</div> <input type="radio"/> Bars/Lounges			<div style="border: 1px solid black; padding: 2px; width: 40px; text-align: center; margin-bottom: 5px;">250</div> <input type="radio"/> Exercise room/sauna/hot tub facilities						
<div style="border: 1px solid black; padding: 2px; width: 40px; text-align: center; margin-bottom: 5px;">247</div> <input type="radio"/> Boardrooms and meeting facilities			<div style="border: 1px solid black; padding: 2px; width: 40px; text-align: center; margin-bottom: 5px;">251</div> <input type="radio"/> Tennis courts						
<div style="border: 1px solid black; padding: 2px; width: 40px; text-align: center; margin-bottom: 5px;">257</div> <input type="radio"/> Convention centre			<div style="border: 1px solid black; padding: 2px; width: 40px; text-align: center; margin-bottom: 5px;">269</div> <input type="radio"/> Alpine skiing facilities						
<div style="border: 1px solid black; padding: 2px; width: 40px; text-align: center; margin-bottom: 5px;">258</div> <input type="radio"/> Business service centre			<div style="border: 1px solid black; padding: 2px; width: 40px; text-align: center; margin-bottom: 5px;">253</div> <input type="radio"/> Golf course						
<div style="border: 1px solid black; padding: 2px; width: 40px; text-align: center; margin-bottom: 5px;">248</div> <input type="radio"/> Indoor swimming pool			<div style="border: 1px solid black; padding: 2px; width: 40px; text-align: center; margin-bottom: 5px;">260</div> <input type="radio"/> Children's recreation facilities						
<div style="border: 1px solid black; padding: 2px; width: 40px; text-align: center; margin-bottom: 5px;">249</div> <input type="radio"/> Outdoor swimming pool			<div style="border: 1px solid black; padding: 2px; width: 40px; text-align: center; margin-bottom: 5px;">254</div> <input type="radio"/> Other facilities ( <i>please specify</i> )						
<div style="border: 1px solid black; padding: 2px; width: 40px; text-align: center; margin-bottom: 5px;">270</div>									

d) **Locality of Establishment** – Please check (✓), **only one**, the closest identification of your **business location**:

255

 1  **Centre city** – located in the town core or central business district  
 2  **Suburban** – located in the outskirts of town or city limits  
 3  **Highway** – located off a major highway or throughway  
 4  **Airport** – located near an airport with regularly scheduled passenger service  
 5  **Rural** – facilities located in a rural atmosphere

e) **Reservation System** – Please check (✓) if this establishment participates in a **central reservation** system and specify.

261

 1  No  
 2  Yes (*please specify*)

267

f) **Market Position** – Please report if your business operation is ranked by a **star** or other **rating program**.

262

 1  No  
 2  Yes (*please specify rating and system*)

	Rating	263	
System	→	268	

Please check (✓) below, one category which most accurately describes the **major targeting market segment** of your business operation:

264

1 <input type="radio"/> <b>Economy</b>	2 <input type="radio"/> <b>Mid-scale</b>	3 <input type="radio"/> <b>Up-scale</b>
4 <input type="radio"/> <b>Luxury</b>	5 <input type="radio"/> <b>Don't know</b>	

g) **Capital Expenditure** – Please report total expenditure of **capital upgrade or renovation**, if any, incurred during the **2001 reporting period** and specify **amount**.

265

 1  No

2  Yes (*please specify*) → Amount

	\$ (omit cents)	
266		

## 9. Marketing Information

Please answer the following questions (as best you can), relating to the **marketing practices** of your establishment during the **2001 reporting period**.

a) Please report which of the following **advertising methods** you used in **2001** to promote your accommodation establishment. Please check (✓) below where **applicable** (*more than one box may be checked*):

<div style="border: 1px solid black; padding: 2px; width: 40px; text-align: center; margin-bottom: 5px;">271</div> <input type="radio"/> Accommodation Guide Listing	<div style="border: 1px solid black; padding: 2px; width: 40px; text-align: center; margin-bottom: 5px;">276</div> <input type="radio"/> Brochures	<div style="border: 1px solid black; padding: 2px; width: 40px; text-align: center; margin-bottom: 5px;">295</div> <input type="radio"/> Internet
<div style="border: 1px solid black; padding: 2px; width: 40px; text-align: center; margin-bottom: 5px;">272</div> <input type="radio"/> Radio Ads	<div style="border: 1px solid black; padding: 2px; width: 40px; text-align: center; margin-bottom: 5px;">277</div> <input type="radio"/> Direct Mail	
<div style="border: 1px solid black; padding: 2px; width: 40px; text-align: center; margin-bottom: 5px;">273</div> <input type="radio"/> Newspaper Ads	<div style="border: 1px solid black; padding: 2px; width: 40px; text-align: center; margin-bottom: 5px;">278</div> <input type="radio"/> Travel Information Offices	
<div style="border: 1px solid black; padding: 2px; width: 40px; text-align: center; margin-bottom: 5px;">274</div> <input type="radio"/> Magazine Ads	<div style="border: 1px solid black; padding: 2px; width: 40px; text-align: center; margin-bottom: 5px;">279</div> <input type="radio"/> Trade Shows	
<div style="border: 1px solid black; padding: 2px; width: 40px; text-align: center; margin-bottom: 5px;">275</div> <input type="radio"/> Television Ads	<div style="border: 1px solid black; padding: 2px; width: 40px; text-align: center; margin-bottom: 5px;">280</div> <input type="radio"/> Consumer Shows	
<div style="border: 1px solid black; padding: 2px; width: 40px; text-align: center; margin-bottom: 5px;">281</div> <input type="radio"/> Other ( <i>please specify</i> ) →		
<div style="border: 1px solid black; padding: 2px; width: 40px; text-align: center; margin-bottom: 5px;">282</div>		

