



Service Industries Division

Annual Survey of Traveller Accommodation, 2003

Confidential when completed
Français au verso

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



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.

Mailing Address

Operating Address



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

1. Business Activity and Classification

Please check (✓) below the **one** type of accommodation category which **most accurately describes** your business establishment.

- 0150 **Hotel** 721111
 - provides short stay suites or guest rooms in a multi-storey or high-rise structure
 - rooms are accessible from the **interior only**
 - usually located in an urban setting
 - may also provide a wide range of complementary services and amenities
- 0151 **Motor Hotel** 721112
 - provides short stay suites or guest rooms in a low-rise structure
 - rooms are accessible from **both the interior and exterior**
 - accommodates clients travelling by motor vehicle
 - provides ample, convenient parking areas
 - located along major roads
 - may also provide limited complementary services and amenities
- 0152 **Motel** 721114
 - provides short stay suites or guest rooms in a one or two storey structure
 - rooms are accessible from the **exterior only**
 - accommodates clients travelling by motor vehicle
 - provides ample parking areas adjacent to the room entrances
 - may also provide limited complementary services and amenities
- 0153 **Resort** 721113
 - provides short stay, full service suites or guest rooms
 - typically located in a non-urban setting next to mountains, lakes, or rivers
 - provides extensive indoor and/or outdoor leisure activities on the premises on year-round basis
 - may also provide conference facilities
- 0154 **Casino Hotel** 721120
 - provides short stay suites or guest rooms with a casino on the premises
 - casino operation includes gambling activities such as table wagering games, slot machines, sports betting
 - conference or convention facilities may be available
 - may also provide a wide range of complementary services and amenities
- 0162 **All Other Traveller Accommodation** 721198
 - provides short stay lodging but is not yet classified to any other industry
 - examples are youth hostels; tourist homes; dormitories; university residences which may only open seasonally to the public
 - please provide a brief description:
- 0163
- 0040 **None of the above** (please describe briefly below, the nature of your business activity)
- 0041

2. Form of Organization

Please check (✓) and report the **legal status** of this business operation below

- 0024** 3 **Incorporated**
 - 2 Unincorporated – partnership
 - 4 Unincorporated – individual proprietorship
 - 5 Unincorporated – limited partnership
- 4 Other (please specify)
- 0170** 1 **Joint-venture** (please provide names of major partners below)
-

Please report if this business operation is **affiliated** with a **chain**, or a **franchise group**.

- 0789** 3 No
- 1 Yes (please specify name of affiliation below)
-

3. Reporting Period Information

Please report information for your **fiscal year** (normal business year) ending between April 1st, 2003 and March 31, 2004. Please indicate below the period covered by this questionnaire.

0011 From

YYYY	MM	DD	

 To **0012**

YYYY	MM	DD	

Did you operate this business unit for the **full year**?

- 0048** 1 Yes (If yes, please go to Section 4)
- 3 No (If no, please check the appropriate box(es) below.)
- 0042 **Seasonal operation** (please specify period) From

YYYY	MM	DD	

 To

YYYY	MM	DD	
- 0032 **Newly built property** (please specify date of opening)

YYYY	MM	DD	
- 0033 **Change of fiscal year-end** From

YYYY	MM	DD	

 To

YYYY	MM	DD	
- 0034 **Change of ownership** (please specify effective date)

YYYY	MM	DD	
- 0035 **Ceased operation** (please specify effective date)

YYYY	MM	DD	
- 0036 **Temporarily closed** (please specify effective date and reason)

YYYY	MM	DD	

Reason

4. Revenue

Please report (estimate if necessary) sales and receipts of your business operation for the 2003 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)	
	a) Rooms and suites – Report revenue from the sales of rooms and suites accommodation	2295	
	b) Meals and Non-Alcoholic Beverages – Include prepared meals and non-alcoholic beverages from restaurants and snack bar (exclude sales by concessionaires)	1415	
	c) Alcoholic Beverages Served – Include beer, wine and liquor served in restaurants, lounges and bars	1414	
	d) Other Sales of Alcohol – Include sales of alcohol for off-premises use	1416	
	e) Service Revenue – Include revenue from guest laundry, telephone, parking services, and charges from entertainment, sports, health, recreation and amusement facilities and transportation service	2296	
	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)	2028	
	g) Facility Rental Revenue – Report revenue from the rental of banquet halls, meeting rooms, ballrooms and concession spaces	2297	
	h) Other Rental Revenue – Include revenue from rental of machinery and equipment	2298	
	i) Commissions and Fees – Include management fees, franchise fees, foreign exchange, gambling, lottery and other commissions received	2060	
	j) Other Operating Revenue – Include all operating revenue not reported above (please specify major items)		
2071	<input style="width: 500px; height: 20px;" type="text"/>	2077	
	k) Total Operating Revenue (sum of items a) to j))	2080	
	l) Non-Operating Revenue – Include interest and all other revenue not directly related to the operation of this business (please specify major items)		
2095	<input style="width: 500px; height: 20px;" type="text"/>	2097	
	m) Total Revenue (sum of Boxes 2080 and 2097)	2098	

5. Employment

Please report the average monthly number of persons employed in this business establishment during the 2003 reporting period.

a) Paid Employees – to whom you paid salaries and wages as shown in Operating Expenses, (Section 7, Box 3610)	No of Employee (Full Year)	No of Employee (Seasonal)	Total Number
– Full-time Employees – Worked more than 30 hours per week	6316	6318	6310
– Part-time Employees – Worked less than 30 hours per week	6317	6319	6311
b) Working proprietors and/or working partners of unincorporated businesses	6321		

6. Client Base

Please report (estimate if necessary) the percentage of your guest room revenue (Section 4, Box 2295) derived from the following clientele:

	Percent (%)	
Domestic clients		
a) Households or individual (for leisure purposes)	2370	
b) Companies or individual (for business purposes)	2371	
c) All levels of governments	2372	
Foreign clients		
d) All foreign visitors (for leisure or business purposes)	2373	
Total (of above boxes must equal 100%)		100%

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 2373)

	Percent (%)	
U.S.	2374	
U.K.	2375	
France	2376	
Germany	2377	
Japan	2378	
Other Foreign	2379	
Total (of above boxes must equal 100% or box 2373)	2385	

8. Other Operating Characteristics and Facilities - Continued

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

<input type="checkbox"/> 9107 Restaurants (please specify number) → <input type="text" value="9105"/> <input type="text" value="Number"/>	<input type="checkbox"/> Restaurant Self-operated	<input type="text" value="9106"/> <input type="text" value="Number"/>	<input type="checkbox"/> Restaurant Leased-out
<input type="checkbox"/> 9108 Bars/Lounges	<input type="checkbox"/> 9114 Exercise room/sauna/hot tub facilities		
<input type="checkbox"/> 9109 Boardrooms and meeting facilities	<input type="checkbox"/> 9115 Tennis courts		
<input type="checkbox"/> 9110 Convention centre	<input type="checkbox"/> 9116 Alpine skiing facilities		
<input type="checkbox"/> 9111 Business service centre	<input type="checkbox"/> 9117 Golf course		
<input type="checkbox"/> 9112 Indoor swimming pool	<input type="checkbox"/> 9118 Children's recreation facilities		
<input type="checkbox"/> 9113 Outdoor swimming pool	<input type="checkbox"/> 9119 Other facilities (please specify)		
<input type="checkbox"/> 9120 <input type="text"/>			

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

9121

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

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

9122

3 No

1 Yes (please specify) →

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

9124

3 No

1 Yes (please specify **rating and system**) → Rating

System →

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

9127

1 **Economy** 2 **Mid-scale** 3 **Up-scale**

4 **Luxury** 5 **Don't know**

g) **Capital Expenditure** – Please report total expenditure of **capital upgrade or renovation**, if any, incurred during the **2003 reporting period** and specify **amount**.

7077

3 No 1 Yes (please specify) → Amount

9. Marketing Information

Please answer the following questions (as best you can), relating to the **marketing practices** of your establishment during the **2003 reporting period**.

a) Please report which of the following **advertising methods** you used in **2003** to promote your accommodation establishment.

Please check (✓) below where **applicable** (more than one box may be checked):

<input type="checkbox"/> 9128 Accommodation Guide Listing	<input type="checkbox"/> 9133 Brochures	<input type="checkbox"/> 9139 Internet
<input type="checkbox"/> 9129 Radio Ads	<input type="checkbox"/> 9134 Direct Mail	
<input type="checkbox"/> 9130 Newspaper Ads	<input type="checkbox"/> 9135 Travel Information Offices	
<input type="checkbox"/> 9131 Magazine Ads	<input type="checkbox"/> 9136 Trade Shows	
<input type="checkbox"/> 9132 Television Ads	<input type="checkbox"/> 9137 Consumer Shows	
<input type="checkbox"/> 9138 Other (please specify) → <input type="text" value="9140"/>		

b) Do you offer **packaged vacations** to your customers (independent of those offered by tour operators)?

9141

3 No

1 Yes Please specify what **percentage** of your total revenue was generated by packaged vacations. →

If yes, in addition to accommodation, what do you **typically include** in a **package**? Please check (✓) below where **applicable**:

<input type="checkbox"/> 9143 Meals	<input type="checkbox"/> 9146 Sports Equipment
<input type="checkbox"/> 9144 Transportation	<input type="checkbox"/> 9147 Entertainment (i.e., theatre ticket)
<input type="checkbox"/> 9145 Guided Tours/Activities	<input type="checkbox"/> 9148 Attractions/Events (i.e., museum ticket)
<input type="checkbox"/> 9149 Other (please specify) → <input type="text" value="9150"/>	

