



# Annual Survey of Traveller Accommodation, 1999

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:

<b>Ownership name</b> (Corporation, proprietorship or partnership)		<b>Operating (trade) name</b>	
050		051	
<b>Mailing address</b>		<b>Operating address</b>	
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.

#### Authority

This survey is conducted under the authority of the **Statistics Act**, Revised Statutes of Canada, 1985, chapter S-19.

#### 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.

#### Federal-Provincial Agreements

In order to reduce response burden and to ensure more uniform statistics, Statistics Canada has entered into an agreement under section 11 of the Statistics Act, with the statistical agencies of the provinces of Quebec, Manitoba and British Columbia for the sharing of information from this survey. The Statistics Acts of Quebec, Manitoba and British Columbia include the same provisions for confidentiality and penalties for disclosure of information as the federal Statistics Act.

#### 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 correction or addition to the labels above if necessary.

### 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

<b>For Office use only</b>	Status Code		Edit Clerk	
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### 1. Business Activity and Classification

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

- 721191  **Bed-and-Breakfast**
- 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
- 721192  **Housekeeping Cottages and Cabins**
- provides short-term lodging in facilities known as housekeeping cottages and cabins
  - designed to accommodate vacationers
  - may include access to private beaches and fishing
- 721211  **RV (Recreational Vehicle) Parks and Campgrounds**
- provides serviced or unserviced sites to accommodate campers and their equipment, such as tents, tent trailers, travel trailers or RVs
  - may also provide access to facilities such as washroom, laundry rooms, recreation halls, stores and snack bars
- 721212  **Hunting and Fishing Camp (Outfitter)**
- 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
- 721213  **Recreational (except Hunting and Fishing Camps) and Vacation Camps**
- operates **overnight** recreational camps, such as children's camps, family vacation camps, and outdoor adventure retreats
  - offers trail riding, white-water rafting, hiking and similar activities
  - provides accommodation facilities, such as cabins and fixed camp sites
  - also provides other amenities, such as food services, recreational facilities and equipment, and organized recreational activities
  - *excludes* day camps
- 721310  **Rooming and Boarding Houses**
- provides temporary or longer-term accommodation which, for the period of occupancy, may serve as a principal residence
  - includes rooming and boarding houses, fraternity and sorority houses, off-campus dormitories, residential clubs and workers' camps
  - may also provide complementary services, such as housekeeping, meals and laundry services
- 721198  **All Other Traveller Accommodation**
- provides short-term lodging but is not yet classified to any other industry
  - examples are youth hostels; tourist homes; dormitories; university residences which may be open only seasonally to the public
  - please provide a brief description:

**038**

**None of the above** (please describe briefly below, the nature of your business activity)

**025**

### 2. Form of Organization

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

- 027** 3  Incorporated
- 2  Unincorporated – partnership
- 1  Unincorporated – individual proprietorship
- 5  Unincorporated – limited partnership
- 4  Other (please specify) **032**

### 3. Period and Status of Operation

Please report period of business operation and operating status for the 1999 reporting period. Check (✓) where appropriate and specify below (more than one box may be checked):

- 235** 7  Full year (12 months) operation
- 2  Seasonal operation (please specify period) **238** From  D  M  Y  To  D  M  Y
- 2  Newly-built property (please specify date of opening) **239**  D  M  Y
- 5  Change of fiscal year-end **240** From  D  M  Y  To  D  M  Y
- 8  Change of ownership (please specify effective date) **236**  D  M  Y
- 4  Ceased operation (please specify effective date) **211**  D  M  Y
- 6  Temporarily closed (please specify effective date and reason) **212**  D  M  Y
- Reason **213**

### 4. Reporting Period

Please indicate the reporting period of your business operation in 1999. It may be either the calendar year, or the most recently completed fiscal year, ending no later than March 31, 2000.

From **230**  D  M  Y  To **231**  D  M  Y

**5. Revenue**

Please report (estimate if necessary) sales and receipts of your business operation for the **1999** reporting period by type of revenue or service listed below, where applicable. Where possible, please provide the breakdown of the receipts from packaged vacation, by type of revenue and services listed. If total revenue only of packaged vacation is available, please report in Box 110, and indicate (✓) below the type of services included. Please **exclude GST** and all other taxes collected by you for remittance to a government agency.

		Dollars (omit cents)	
a)	<b>Guest Accommodation</b> – Report revenue from the sales of room, suite, cabin, cottage, tent and/or trailer campsite accommodation .....	113	
b)	<b>Meals and Non-Alcoholic Beverages</b> – Include prepared meals and non-alcoholic beverages from restaurants and snack bar, (exclude sales by concessionaires) .....	104	
c)	<b>Alcoholic Beverages Served</b> – Include beer, wine and liquor served in restaurants, lounges and bars .....	105	
d)	<b>Service Revenue</b> – Include revenue from guest laundry, telephone, parking services, and charges from entertainment, sports, health, recreation and amusement facilities and transportation service .....	101	
e)	<b>Sales of Merchandise</b> – Include revenue from vending machines, newsstands, gifts and pro shops and sales of recreational and sports equipment and accessories, oil, gasoline, supplies etc. (exclude sales by concessionaires) .....	103	
f)	<b>Facility Rental Revenue</b> – Report revenue from the rental of banquet halls, meeting rooms, ballrooms and concession spaces .....	109	
g)	<b>Other Rental Revenue</b> – Include revenue from rental of machinery boat, motor and sports equipment .....	106	
h)	<b>Packaged Vacation Revenue</b> – Indicate (✓) below the types of services included .....	110	
	<input type="checkbox"/> 293 Accommodation <input type="checkbox"/> 285 Meals <input type="checkbox"/> 288 Sports Equipment <input type="checkbox"/> 286 Transportation <input type="checkbox"/> 287 Guides <input type="checkbox"/> 292 Other		
i)	<b>Other Operating Revenue</b> – Include all operating revenue not reported above (please specify major items)		
035	<input type="text"/>	108	
j)	<b>Total Operating Revenue</b> (sum of items a) to i)) .....	115	
k)	<b>Non-Operating Revenue</b> – Include interest and all other revenue not directly related to the operation of this business (please specify major items)		
036	<input type="text"/>	120	
l)	<b>Total Revenue</b> (sum of Boxes 115 and 120) .....	130	

**6. Employment**

Please report the **average monthly number** of persons employed in this business establishment during the **1999** reporting period.

	No. of Employee		Total Number
	( Full Year)	(Seasonal)	
a) Paid Employees – to whom you paid salaries and wages as shown in Operating Expenses, (Section 8, Box 160)			
– Full-time Employees – Worked more than 30 hours per week .....	198	199	152
– Part-time Employees – Worked less than 30 hours per week .....	200	201	151
b) Working proprietors and/or working partners of <b>unincorporated</b> businesses ..	153		

**7. Client Base**

Please report (estimate if necessary) the percentage of your guest accommodation revenue (Section 5, Box 113) derived from the following clientele:

Please report (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 185)

	Percent (%)	
<b>Domestic clients</b>		
a) Households or individual (for leisure purposes) .....	180	
b) Companies or individual (for business purposes) .....	181	
c) All levels of governments .....	183	
<b>Foreign clients</b>		
d) All foreign visitors (for leisure or business purposes) .....	185	
<b>Total</b> (total of above boxes must equal 100%) .....	189	100%

	Percent (%)	
U.S. ....	401	
U.K. ....	402	
France .....	403	
Germany .....	404	
Japan .....	405	
Other Foreign .....	406	
<b>Total</b> (total of above boxes must equal 100% or box 185) ..	407	

**8. Operating Expenses**

Please report (**estimate** if necessary) the following expenses incurred during the **1999** reporting period (complete only those expense categories which are **applicable** to your establishment). 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 9, e)). If it is detailed enough, you may also attach a copy of your expense statements and proceed to section 9.

		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 .....	159	
b)	<b>Salaries, wages</b> , bonuses and commissions paid to your employees .....	160	
c)	<b>Employee benefits</b> (e.g., employer's contribution to pension, medical, employment insurance and Worker's Compensation plans) .....	161	
d)	Rent and/or lease of land and building .....	162	
e)	Rent and/or lease of machinery, equipment, computer and motor vehicles .....	163	
f)	Repairs and maintenance to buildings, furnishings, machinery and equipment (do not include capital expenditures, to be reported in section 9, e)) .....	166	
g)	Legal, accounting and auditing .....	167	
h)	Management and consulting fees .....	198	
i)	Marketing, advertising and promotion .....	168	
j)	Insurance .....	169	
k)	Property taxes, permits, licenses, business tax and other tariffs/taxes (exclude income tax) .....	195	
l)	Heat, light, power and water .....	171	
m)	Telephone, telegraph, telex, facsimile and postage .....	172	
n)	Travel, music and entertainment .....	173	
o)	Depreciation (for buildings, equipment and leasehold improvement) .....	175	
p)	Bank charges and interest expense on short-term loans (do not include interest on long-term mortgages) ..	176	
q)	<b>Office</b> and all other <b>supplies</b> and <b>materials</b> used in the business (do not include purchases reported under cost of sales - Box 159 above) .....	177	
r)	All other operating expenses not specified above (please specify major items) .....		
	<b>037</b> <input type="text"/>	178	
s)	<b>Total Operating Expenses</b> (sum of items a) to r) .....	179	

**9. Other Operating Characteristics and Facilities**

Please check (✓) and report the following operating characteristics and facilities:

a)	<b>Number of Guest Accommodation Units</b> – Please report the total number of units of guest accommodation (including campsites) available for sale (occupancy) on <b>average</b> per day .....	241	Number
b)	<b>Guest Accommodation Unit Occupancy</b> – Please report either 1) or 2) below:		Percent (%)
1)	<b>Average Occupancy Rate</b> – Please report the <b>ratio</b> of guest accommodation units sold ( <b>occupied</b> ) to the total number of units <b>available</b> for the reporting period .....	242	
2)	<b>Average Actual Unit Nights Sold</b> – Please report the average daily <b>number</b> of guest accommodation units sold ( <b>occupied</b> ) .....	256	Number

**9. Other Operating Characteristics and Facilities - Continued**

c) **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
  - 6  **Remote location** – not accessible by automobile or bus

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

- 264
- 1  **Economy**
  - 2  **Mid-scale**
  - 3  **Up-scale**
  - 4  **Luxury**
  - 5  **Don't know**

e) **Capital Expenditure** – Please report total expenditure of **capital upgrade** or **renovation**, if any, incurred during the **1999** reporting period, and **specify amount**:

- 265
- 1  No
  - 2  Yes (please specify) — Amount 266

**10. Marketing Information**

Please check (✓) the following questions, **where applicable**, relating to the **marketing practices** of your establishment during the **1999** reporting period (**more than one box may be checked**).

- 271  Accommodation Guide Listing
- 272  Radio Ads
- 273  Newspaper Ads
- 274  Magazine Ads
- 275  Television Ads
- 276  Brochures
- 277  Direct Mail
- 278  Travel Information Offices
- 279  Trade Shows
- 280  Consumer Shows
- 281  Other (please specify) 282

**11. Multi-Establishment**

The information of **one business operating establishment** only should be reported in this questionnaire. If more than one business establishment is included here, please report the total **number** of establishments  and specify the **names, addresses and revenues** below. In addition, please indicate, below, the **name and address** of any **newly acquired** or **newly built** accommodation establishments by your **legal entity** during the reporting period:

Names	Addresses	Revenues (\$)

<b>12. Certification</b>		I certify that the information contained herein is complete and correct to the best of my knowledge				
Signature of authorized person			Title			
Name of person to contact for further information (please print)			Title			
<input type="checkbox"/> Mr. <input type="checkbox"/> Mrs. <input type="checkbox"/> Miss <input type="checkbox"/> Ms.						
<b>233</b>	Date		Area code	Telephone number	Ext.	Fax
	Day	Month	Year			
			234			237
How long did you spend collecting the data and completing this form?						
<input type="text" value="801"/> <input type="text"/> hours						

<b>Comments</b>	
<p style="font-size: 48px; opacity: 0.3; transform: rotate(-45deg);">For information only</p>	

The results of this survey will be published in the Statistics Canada publication entitled "Traveller Accommodation Statistics" (Cat. No. 63-204-XPB)

**Thank you for your co-operation**