

# Be New Brunswick Approved

*Your Guide to  
Accommodation Inspection and Approval*



**Be New Brunswick Approved**

*Your Guide to Accommodation Inspection and Approval*

2009.06

Province of New Brunswick

POB 6000

Fredericton NB E3B 5H1

CANADA

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# Table of Contents

<b>Overview</b> .....	3
What is the New Brunswick Approved designation?.....	3
What options are available?.....	3
Which properties are eligible?.....	3
What are the benefits of the New Brunswick Approved designation? ...	4
<b>Option 1: New Brunswick Eligible Accommodations</b> .....	6
What is the New Brunswick Eligible Accommodations program? .....	6
What are the benefits to the operator? .....	6
How can I participate? .....	6
How much does the program cost?.....	7
Who administers and delivers the program?.....	7
What is the inspection process?.....	7
How often is the inspection conducted?.....	7
How will I receive my inspection results? .....	8
Can I request a re-inspection?.....	8
New Brunswick Eligible Accommodations .....	8
A. All Properties (Roofed Accommodations and Campgrounds) .....	8
• Properties with more than one accommodation area.....	8
• Courtesy.....	8
• Guest Complaints.....	9
B. Roofed Accommodations .....	9
• General.....	9
• Cleanliness/State of repair.....	9
• Bedroom requirements .....	10
• Bathroom requirements.....	10
• Rooms with kitchen facilities .....	10
Accommodations by Category .....	11
• Bed & Breakfast/Tourist Home .....	11
• Inn .....	11
• Hotel/Motel.....	12
• Resort .....	12
• Cottage/Vacation Home.....	12
• Fishing/Hunting .....	13

C. Campgrounds .....	14
• General.....	14
• Sites & Services .....	15
• Comfort Stations.....	15
• Camping Cabin .....	16
• Rustic Shelter .....	17
<b>Option 2: Canada Select/Camping Select.....</b>	<b>18</b>
Canada Select .....	18
What is Canada Select? .....	18
Who administers and delivers the program? .....	18
What are the benefits to the operator? .....	18
What are the benefits to consumers? .....	19
How was Canada Select developed?.....	19
What do the Star rating descriptions mean? .....	20
Basic prerequisite for Canada Select rating.....	20
How is the rating determined? .....	20
How often is the evaluation conducted?.....	21
How do I upgrade my rating? .....	21
How much does the program cost?.....	21
Do I have to participate in Canada Select? .....	21
How can I participate in Canada Select? .....	21
Camping Select.....	22
What is Camping Select?.....	22
What are the benefits to the operator? .....	22
What are the benefits to the consumer? .....	23
How was Camping Select developed? .....	23
How are campgrounds rated? .....	23
What is the rating process?.....	23
How much does the program cost?.....	24

# Overview



## **What is the New Brunswick Approved designation?**

The New Brunswick Approved designation is a voluntary industry approach aimed at providing the property owners/operators options for evaluating and profiling their product; and providing visitors to the province with a wide range of properties that meet or exceed standards of amenities, cleanliness, re-pair and staff courtesy. A satisfactory experience will encourage repeat visitation for longer stays.

## **What options are available?**

There are two options under which properties can be designated as New Brunswick Approved:

### **Option 1: New Brunswick Eligible Accommodations**

Properties (roofed accommodations and campgrounds) may apply and be granted approval by participating in the New Brunswick Eligible Accommodations program. This program establishes requirements for various categories of accommodation, providing consumers with an assurance that properties passing inspection will meet and often exceed generally accepted standards.

### **Option 2: Canada Select/Camping Select**

Properties may be rated under the Canada Select or Camping Select programs. These programs provide nationally consistent standards and a recognized star rating system, which awards one (1) to five (5) stars for modest to luxurious properties.

## **Which properties are eligible?**

The following property categories are eligible to be New Brunswick Approved:

- Bed & Breakfast/Tourist Home
- Inn
- Hotel/Motel
- Resort
- Cottage/Vacation Home
- Fishing/Hunting
- Campground

## **What are the benefits of the New Brunswick Approved designation?**

The following benefits are available to those properties designated as New Brunswick Approved:

### ***Website Listing***

*TourismNewBrunswick.ca* is your most effective marketing tool for reaching visitors world wide. It receives 2.3 million total hits per year. As an approved accommodation or campground, you are entitled to a free product page on the official tourism website. You will also be offered a free reciprocal link between *TourismNewBrunswick.ca* and your own website.

### ***Touring guide Listing***

Being New Brunswick Approved gives you a free listing in the provincially sponsored official vacation planner, the signature printed publication for spring, summer and fall visitors (Fishing/Hunting category will continue to be profiled on-line).

Over 300,000 copies are distributed annually to visitors either directly or through Provincial and Municipal Visitor Information Centres, Retail Partner Locations, New Brunswick Approved accommodations, and attractions.

### ***Marketing and Promotion***

As New Brunswick Approved you will be promoted to the traveling public by the Tourism Communication Centre (1-800-561-0123). You will also have the opportunity to participate in the department's Tourism Communication Centre reservation transfer program.

Only approved accommodations will have their brochures promoted at provincial and endorsed visitor information centres.

You are eligible for promotion at tourism marketing events, such as consumer and trade shows and participation in the Media Relations Program.

### ***Professional Development***

You will be given first option to register for training offered by the Department of Tourism and Parks.

### ***Highway Signage***

To be eligible to apply for Tourism Operation Directional Highway Signage as regulated by the Department of Transportation, you must be a New Brunswick Approved property. Signage costs are the responsibility of the approved property.

***Awards of Excellence***

Only New Brunswick Approved properties will be eligible to apply or be nominated for New Brunswick's Tourism Excellence and Innovation Awards. As well, participating properties will be notified and are eligible to be nominated by the Department of Tourism and Parks for national and international awards.

***Funding Eligibility***

Only New Brunswick Approved properties will be recommended by the Department of Tourism and Parks as eligible proponents for provincial funding programs, when such programs are available.

# Option 1: New Brunswick Eligible Accommodations

## **What is the New Brunswick Eligible Accommodations program?**

The New Brunswick Eligible Accommodations program provides a voluntary system of quality assurance standards for roofed accommodations and campgrounds in New Brunswick. The program evaluates cleanliness, state of repair, amenities and courtesy of staff at participating roofed accommodations and campgrounds.

## **What are the benefits to the operator?**

As a New Brunswick Eligible Accommodations property, you will be entitled to:

1. **All of the benefits listed on pages 4 and 5 of this Guide.** These benefits include:
  - Website Listing
  - Touring Guide Listing
  - Marketing and Promotion
  - Professional Development
  - Highway Signage
  - Awards of Excellence
  - Funding Eligibility, plus
2. **Certificate, Metal Sign and Digital Logo**— A complementary certificate, metal sign and digital logo that can be included in marketing materials such as brochures, display advertising and websites.

## **How can I participate?**

Application to the program can be made by:

1. Contacting the Department of Tourism and Parks (see contact information below) and requesting an application form or
2. Visiting [www.gnb.ca/0397](http://www.gnb.ca/0397), clicking “Open a New Tourism Business”; and accessing an on-line application form; and
3. Returning the completed application form to:  
The Department of Tourism and Parks  
Product Development Branch  
PO Box 6000  
Fredericton, NB E3B 5H1  
Fax: (506) 453-2854



## **How much does the program cost?**

Please visit the The Department of Tourism and Parks website and Parks website [www.gnb.ca/0397](http://www.gnb.ca/0397) for current fee schedule listed in the “Open a New Tourism Business” section.

## **Who administers and delivers the program?**

The New Brunswick Eligible Accommodations program is administered and delivered by the Department of Tourism and Parks.

## **What is the inspection process?**

An Accommodation Advisor from the Department of Tourism and Parks will arrange the accommodation or campground inspection. Every effort is made to inspect as many new applicants as possible in time for the next printing of the Touring Guide for New Brunswick.

For properties currently designated, the Accommodation Advisor inspects a random selection of units or camp sites— usually 10% of the total. This may include occupied rooms and in such cases, the owner/operator will be asked to accompany the advisor.

In the case of properties not previously inspected (i.e. new properties), all rooms or camp sites will be inspected. Cleanliness and state of repair deficiencies are identified and addressed using a demerit system. If deficiencies are identified, the advisor will apply demerit points against the property to determine if the property is eligible. Demerits are scored in four areas:

1. Cleanliness in sleeping units or camp sites
2. State of repair in sleeping units or camp sites
3. Cleanliness in public areas
4. State of repair in public areas

Your property listing description will be verified by the Accommodation Advisor during the on-site visit to ensure the information provided to the consumer accurately describes the property. The listing program is intended to be a factual and efficient resource for visitors. Although it is a marketing tool for accommodation properties, consistency of terminology and reliability of information is paramount.

## **How often is the inspection conducted?**

A full evaluation is conducted every second year. If a property upgrades/renovates or complaints are received, an additional evaluation is undertaken. Inspections can be carried out, unannounced, at any time.

## How will I receive my inspection results?

**If a property is approved,** a written notice will be sent to the property owner/operator within 15 working days of the inspection date along with a New Brunswick Eligible Accommodation certificate.

**If a property is not approved,** a written notice will be sent to the property owner/operator within 15 working days of the inspection date along with an explanation of those inspection items that failed to meet the acceptable minimum standard of the program.

## Can I request a re-inspection?

**If a property is *not* approved,** a written request for re-inspection can be submitted subject to the following:

- The request for re-inspection is submitted within 14 days after receipt of written notice;
- The request indicates that the deficiencies have been addressed;
- There is a non-refundable fee equivalent to 50% of the original inspection fee, payable to the Minister of Finance - New Brunswick prior to re-inspection.

## New Brunswick Eligible Accommodations

The following section provides information on the New Brunswick Eligible Accommodations program for three categories:

- A. All properties (Roofed Accommodations and Campgrounds);
- B. Roofed Accommodations with specific criteria for each category;
- C. Campgrounds.

### **A. *All Properties (Roofed Accommodations and Campgrounds)***

All properties must meet the requirements as described in this section. In addition, your property must meet all applicable municipal, regional, provincial and federal government requirements.

#### **Properties with more than one accommodation area**

- If a property offers more than one type of accommodation, all categories must meet the requirements in order to be approved. For example, if the business includes a campground and cottages, both categories must meet the eligibility requirements for the property to achieve approved status.

#### **Courtesy**

- Management and staff are expected to provide friendly, hospitable and professional service to guests;
- Rude, indifferent or unprofessional service is unacceptable and can be cause for losing the Approved Accommodation status.

### **Guest Complaints**

- If the Department of Tourism and Parks receives a complaint from a guest, the owner/operator will be requested to respond directly to the complainant, in writing with a copy to the Department of Tourism and Parks;
- A property may lose their New Brunswick Approved status if there is failure to respond appropriately to guest complaints.

### **B. Roofed Accommodations**

All roofed accommodations must meet the following requirements:

#### **General**

- Marquee or other adequate sign identifying property;
- Telephone available on premises;
- 24-hour access to property contact, in person or by telephone;
- Guest reception/registration area;
- Daily guest registry maintained;
- On-site parking with adequate lighting or legal street parking
- Driveways, walkways and parking adequately illuminated, clean and in good repair;
- First Aid supplies maintained and available for immediate use;
- Keyed door lock on all doors leading to the exterior of guest room unit (including patio doors);
- Guest rooms clearly identified with a name or number on the entrance door;
- Daily housekeeping (overnight guests);
- Minimum of 75% of guest room units designated as non-smoking;
- Window coverage ensuring privacy in all bedrooms and bathrooms;
- Functional smoke alarm per unit.

#### **Cleanliness/State of repair**

- All sleeping units and all interior/exterior areas that are visible to guests, and to which guests have access, must be clean and well maintained (including buildings, stairwells, grounds, signs, amenities, parking and garbage disposal areas);
- Cleanliness: no evidence of hair, mould, mildew, dust, lint, spots, marks, dirt, cobwebs, flies or other pests, or odor;
- State of repair: no evidence of excessive scratches, chips, wear, discoloration, stains, watermarks, cracks, peeling, tears, holes, burns, breakage or mechanisms out of order.

**Bedroom requirements**

- Single beds must be at least 39" wide, double beds 54";
- Lighting, covered with a shade or globe;
- Mattress cover pad;
- Pillow protectors;
- Wastebasket;
- Adequate clothing storage;
- One bedside table or shelf (except for Fishing and Hunting);
- One chair (excluding housekeeping units).

**Bathroom requirements**

- Three-piece bathroom (toilet, sink, bathtub or shower).
- Lighting, covered with a shade or globe;
- Bath mat;
- Clothes hanging hook;
- Rubber bath mat or non-slip surface;
- Mirror;
- Shelf for toiletries;
- Toilet paper;
- Bar soap (or alternative such as soap dispenser);
- Soap dish in bath/shower;
- Towel rack; minimum two towel sets per bedroom;
- Ventilation (window, fan or vent);
- Wastebasket.

**Rooms with kitchen facilities**

- Fire extinguisher;
- Sink with hot and cold running water;
- Glassware, dishes, cutlery, pots & pans for capacity of unit;
- Two burners or hotplate;
- Counter space, table, cupboards and minimum number of chairs for capacity of unit;
- One refrigerator;
- Broom/dust pan;
- Can opener;
- Dish detergent; scouring pad;
- Corkscrew / bottle opener;
- Cutting board (no wooden boards);
- Dish rack/drain board;
- Garbage container with lid;
- Kettle; toaster; coffee maker;
- Dishcloth/tea towels; oven mitts/pot holders;
- Condiments: salt, pepper, sugar.

## ***Accommodations by Category***

### **Bed & Breakfast/Tourist Home**

- The owner/operator is required to reside in the home during the season of operation (this is not required under category of Tourist Home);
- All bedroom sizes must average at least 9 m<sup>2</sup> (100 ft<sup>2</sup>), including ensuite bathroom;
- Sitting area with adequate seating capacity;
- Windows that open and that have screens;
- Wall mounted clothes rack/rod with minimum of eight hangers in each bedroom;
- Complimentary continental breakfast with a minimum of three items (this is not required under category of Tourist Home);
- Central heating;
- Bathroom on the same floor as guest rooms;
- Maximum of three bedrooms or six persons per bathroom (including host, if shared);
- If more than one shared bathroom, or if a private bathroom is offered outside of the guest room, the bathroom must have a keyed lock and a number or name to be identified with the associated guest room;
- Color TV available on premises (minimum size 19" screen);
- One bed-side table;
- One dresser with adequate storage.

### **Inn**

- Sitting area (separate to that of Host) with adequate seating for capacity of property;
- Windows that open and that have screens;
- Color TV available on premises (minimum size 19" screen);
- Wall mounted clothes rack/rod with minimum of eight hangers in each bedroom;
- Coffee service and dining room serving continental breakfast (minimum three items) and evening meal;
- Central heating;
- Properties which offer a private bathroom outside of the guest room must equip the bathroom with a keyed lock and a number or name to be identified with the associated guest room;
- All bedroom sizes must average at least 9 m<sup>2</sup> (100 ft<sup>2</sup>) including ensuite bathroom;
- One bed-side table;
- One dresser with adequate storage;
- Key door lock plus an additional security lock method (safety chain, peep hole, night latch, or deadbolt).

**Hotel/Motel**

- Reception desk;
- A telephone available on premises and 24-hour access to a representative of the establishment;
- Color TV in each bedroom (minimum size 19" screen);
- Wall mounted clothes rack/rod with minimum of eight hangers in each bedroom;
- All bedroom sizes must average at least 12 m<sup>2</sup> (135 ft<sup>2</sup>) including ensuite bathrooms;
- Heating with in-room individual controls (on/off, low/high);
- One dresser with adequate storage;
- One bed-side table;
- Private three piece bathroom (toilet, sink, bathtub or shower);
- One drinking utensil;
- Key door lock plus an additional security lock method (safety chain, peep hole, night latch, or deadbolt).

**Resort**

- Reception desk;
- A telephone available on premises and 24-hour access to a representative of the establishment;
- Color TV in each bedroom (minimum size 19 inch screen);
- Wall mounted clothes rack/rod with minimum of eight hangers in each bedroom;
- Key door lock plus an additional security lock method (safety chain, peep hole, night latch, or deadbolt);
- One dresser with adequate storage;
- One bed-side table;
- One drinking utensil;
- All bedroom sizes must average at least 12 m<sup>2</sup> (135 ft<sup>2</sup>) including ensuite bathrooms;
- Heating with in-room individual controls (on/off, low/high);
- Private three piece bathroom (toilet, sink, bathtub or shower);
- A full service dining room (breakfast, lunch and dinner served daily).

**Cottage/Vacation Home**

- Total size of all units must average at least 24 m<sup>2</sup> (260 ft<sup>2</sup>);
- Each bedroom must be at least 9 m<sup>2</sup> (100 ft<sup>2</sup>);
- Windows that open and that have screens;
- Central heating;
- Color TV available on premises (minimum 19" screen);
- Main light in each room;

- Wall mounted clothes rack/rod with a minimum of eight hangers in each bedroom;
- One bedside table per bedroom;
- One dresser with adequate storage;
- Solid internal doors;
- Enclosed internal walls;
- Seating adequate for capacity of unit in living area.

## **Fishing/Hunting**

### **General**

- Each bedroom must be at least 7 m<sup>2</sup> (75 ft<sup>2</sup>);
- Total size of housekeeping units minimum of 16.7 m<sup>2</sup> (180 ft<sup>2</sup>);
- Windows that open with screens;
- Central heating;
- Clothes hanging pegs or hooks;
- Minimum three-piece bathroom (shared maximum six guests per bathroom) with solid walls and doors;
- Adequate clothing storage;
- Main light in room/unit;
- Window coverage ensuring privacy in room/unit;
- Emergency communication on site;
- Keyed door lock for all doors leading to the exterior of room/unit plus one functional smoke alarm per room/unit;
- Parking available on site (excluding fly or boat-in).

### **Amenities**

#### *Bedroom:*

- Mattress cover pad;
- Pillow protectors;
- Wastebasket;
- Drinking utensils (in all non-housekeeping units).

#### *Bathroom:*

- Bath mat;
- Clothes hanging hook;
- Rubber bath mat or non-slip surface;
- Shelf for toiletries;
- Mirror;
- Soap;
- Soap dish in bath/shower;
- Towel racks;
- Ventilation (i.e. window/vent);
- Wastebasket;

- Toilet paper;
- Minimum of two complete sets of towels per bedroom.

#### ***Housekeeping Kitchen***

- Broom/dust pan;
- Manual can opener;
- Cleaning supplies;
- Cutting board (no wooden boards);
- Dish rack/drain board;
- Garbage container with lid;
- Kettle;
- Dishcloth/tea towels;
- Oven mitts/pot holders;
- Salt/pepper;
- Scouring pads;
- Dish detergent.

#### ***Public Areas***

- Marquee signage;
- Ice available.

#### ***Extent of Services***

- Basic supply of tackle and equipment on site relevant to species
- Ice available or refrigeration units on site;
- Licensed guides available on request providing game services and guest amenities (i.e. boats, bait, etc.);
- Provide transportation services to and from fish/hunt areas from lodge.

### **C. Campgrounds**

All campgrounds must meet the following general requirements and requirements for sites and services, comfort stations, camping cabins and rustic shelters.

#### **General**

- Safe access from the roadway at campground entrance;
- Responsible campground representative on site during period of operation and 24-hour access to representative in person or by phone;
- Campground rules and regulations clearly defined and visible to guests;
- Regular security patrol;
- Directional signage on all roads within the campground;
- Hard packed road surface with minimum width of 4 meters for one-way traffic and 7.5 meters for two-way traffic;



- Garbage containers in convenient places and sufficient numbers throughout all public areas;
- Garbage containers that are not foul smelling, unsightly or breeding places for flies or other insects;
- Disposal of garbage, waste and refuse in a manner that will not create a nuisance or pollute the environment;
- Grounds and fences of the tourist establishment maintained in an orderly and tidy manner;
- Buildings repaired and maintained in a clean and sanitary condition;
- Adequate supply of clean and potable drinking water;
- Availability of at least 20% of camping sites for overnight tourists.

### **Sites & Services**

- Level/firm sites with proper drainage and easy access to hook-ups;
- Minimum 15 amp electrical hook-up at serviced sites;
- Reasonable access to all sites;
- Sign identifying each individual site;
- Picnic table at each site;
- Waste collection system;
- All Recreational Vehicle (RV) sites must have a minimum 110 m<sup>2</sup>, located within 125 meters from a source of potable water, and not more than 150 meters from toilet facilities;
- No site is to be located within 7.5 meters of any service building;
- One garbage container for every two sites OR adequate sanitation receptacles to accommodate the needs of the campground.

### **Comfort Stations**

- An effective ventilation system;
- Clearly designated washrooms for male or female use, when there is more than one washroom;
- Toilet stalls with an adequate supply of toilet paper and secure locking devices on doors;
- Wastebaskets;
- For one to twenty unserviced or partially serviced sites, one toilet facility for men and one for women;
- For each additional twenty unserviced or partially serviced sites or fraction thereof, one additional facility for men and one for women;
- For one to fifty fully serviced sites, one toilet facility for men and one for women;
- For each additional fifty fully serviced sites or fraction thereof, one additional toilet facility for men and one for women;
- One wash basin for each toilet/urinal;

- For one to thirty unserviced or partially serviced sites, one shower facility for men and one for women;
- For each additional thirty unserviced or partially serviced sites or fraction thereof, one shower facility for men and one for women;
- For one to fifty fully serviced sites, one shower facility for men and one for women;
- For each additional fifty fully serviced sites or fraction thereof, one shower facility for men and one for women;
- Minimum two clothes hooks in each shower;
- Sewage disposal method shall be subject to the approval of the Department of Health;
- Dump station (if applicable), must be properly graded with rinsing hose, signed and easily accessible.

### **Camping Cabin**

- Constructed of wood throughout with the exception of foundation posts which may be concrete;
- Minimum of a solid core wood door with a door lock and a security lock;
- One exterior porch light sufficient to illuminate the entry door and at least one interior light;
- Windows providing adequate cross ventilation, equipped with fly screens;
- Bed & mattress for each guest covered with a moisture-proof mattress pad;
- Table and chairs to adequately accommodate guests;
- Coat hooks;
- Window coverage to ensure privacy;
- Fire extinguisher;
- Functioning smoke alarm;
- A camping cabin will be at least 9.3 m<sup>2</sup> (for one person), at least 13 m<sup>2</sup> (for two persons) and at least 2.2 m<sup>2</sup> (24 ft<sup>2</sup>) added for each additional guest to be accommodated;
- Ceiling will be a minimum of 2.2 meters, if a flat ceiling; if sloped ceiling, 2 meters at its lowest point;
- Supply of potable water not more than 125 meters from the cabin;
- Situated at least 7.5 meters away from public roadways, toilet and shower facilities and other facilities or buildings.

**Rustic Shelter**

- Constructed of solid frame with fire retardant material and proper foundation;
- Windows that open with screens and adequate cross-ventilation;
- Solid door;
- Picnic table on site.

**For more information on the New Brunswick Eligible Accommodations program, please contact:**

Department of Tourism and Parks

PO Box 6000

Fredericton NB E3B 5H1

Phone: 1-888-817-5577

Fax: (506) 453-2854

# Option 2: Canada Select/Camping Select

## Canada Select



### ***What is Canada Select?***

Canada Select is an industry-driven, consumer sensitive rating program. It provides visitors with a nationally consistent standard of quality within categories of roofed accommodation. Canada Select uses a recognized star rating system, awarding from one (1) to five (5) stars for modest to luxurious properties.

### ***Who administers and delivers the program?***

The Canada Select Program is administered and delivered by New Brunswick Tourism Grading Inc., a not-for-profit organization whose Board of Directors is made up of representatives from the accommodation and campground industry.

### ***What are the benefits to the operator?***

#### **1. All of the benefits listed on pages 4 and 5 of this guide.**

These benefits include:

- Website Listing
- Touring Guide Listing
- Marketing and Promotion
- Professional Development
- Highway Signage
- Awards of Excellence
- Funding Eligibility, plus

#### **2. Provides an Effective Marketing Tool**

Your Canada Select star rating will inform your guests that your property has been evaluated using nationally-consistent rating criteria under the Canada Select Accommodation Rating Program.

Operators who choose to participate in the Canada Select Rating Program will have their star rating shown next to their listing.

Canada Select rated properties will receive a certificate and digital logo of their star rating that can be incorporated into marketing materials such as brochures, display advertising and websites.

Signage and plaques are available for a nominal fee.

Ratings will be included on the website [www.canadaselect.com](http://www.canadaselect.com)

Operators can further expand their presence on the website by purchasing **Enhanced Website Listings**. There are three types of enhanced listings available:

- *Basic Plus Listing*
- *Premium Listing*
- *Ultimate Listing*

For more information on these and other Canada Select marketing initiatives visit [www.selectnb.com](http://www.selectnb.com)

### 3. **Fosters General Industry Improvement**

Evaluation and rating of properties ensures minimum standards and stimulates improvement. Each member property receives a comprehensive Establishment Maintenance Report outlining concerns relating to cleanliness and state of repair. Inspections are carried out by certified Canada Select Accommodation Advisors.

### 4. **Provides an effective management tool**

By thoroughly evaluating housekeeping and maintenance, the Canada Select evaluation allows owner/operators to better manage this area.

### 5. **Assists in the Development of Policy**

An inventory of accommodations, coupled with research on market mix, assists industry and government in the development of policies and strategies to stimulate growth.

### ***What are the benefits to consumers?***

The national rating standard of Canada Select provides consistent, reliable information to the traveling public on what to expect from a roofed accommodation. "No surprise is the best surprise."

### ***How was Canada Select developed?***

Canada Select was developed through extensive research into consumer and travel trade expectations and what visitors considered important in specific categories of accommodation.

Presently, nine provinces and one territory have implemented the Canada Select program: Newfoundland and Labrador, New Brunswick, Prince Edward Island, Nova Scotia, Ontario, Manitoba, Saskatchewan, Alberta, British Columbia and Yukon.

## ***What do the Star rating descriptions mean?***



### **Modest Accommodations**

Meeting the Canada Select standards of cleanliness, comfort and safety.



### **Moderate Accommodations**

With additional facilities and some amenities.



### **Above Average Accommodations**

A greater range of facilities, guest amenities and services available.



### **Exceptional Accommodations**

With an extensive range of facilities, guest amenities and services available.



### **Luxurious Accommodations**

Among the very best in the country. Outstanding facilities, amenities and guest services provided.

## ***Basic prerequisite for Canada Select rating***

Cleanliness and state of repair are important aspects of any rating program. The Accommodation Advisor conducts thorough evaluations in these areas.

An allowance for deficiencies in cleanliness and state of repair is built into the evaluation. Properties which exceed this allowance automatically cannot be rated until deficiencies are corrected.

## ***How is the rating determined?***

The Accommodation Advisor completes an inventory of services/facilities provided at the establishment and assesses the quality. The quality assessment examines the types of materials used to finish the walls, floors, ceilings and shower/bathtub surrounds in the rooms and public areas. In addition, the quality of the linen, furniture, mattresses, bedspreads and window coverings is also rated in the rooms and public areas.

The Accommodation Advisor then determines the star rating for services and facilities and calculates the star rating for quality. The star ratings for the services and quality are then used to determine the final rating.

**How often is the evaluation conducted?**

A full evaluation is conducted every second year for roofed accommodations. If a property upgrades/renovates or complaints are received, an additional evaluation is undertaken. Inspections can be carried out, unannounced, at any time.

**How do I upgrade my rating?**

On completion of the evaluation, the Accommodation Advisor prepares an establishment report informing the owner/operator of the star rating. If requested, the Accommodation Advisor reviews the evaluation and determines the services, amenities, or improvements in quality the owner/operator could make to reach the next star level. These are suggestions, which may be amended through consultation with the owner/operator.

The Rating Report is only available upon request and is not automatically prepared. Information contained in any report is confidential and is available only to the owner/operator.

Contact New Brunswick Tourism Grading Inc. to discuss consultative services including Rating Reports. Although every effort is made to service consultative and Rating Report requests, these additional services may be restricted during inspection periods. A fee may apply.

**How much does the program cost?**

Please visit the New Brunswick Tourism Grading Inc. website [www.selectnb.com](http://www.selectnb.com) for the current fee schedule.

**Do I have to participate in Canada Select?**

No. Canada Select is a voluntary program for owners/operators who believe that a national star rating program is a valuable marketing tool.

**How can I participate in Canada Select?**

Contact New Brunswick Tourism Grading Inc. and an appointment will be arranged for a rating evaluation. An Accommodation Advisor will visit your property, explain the criteria and conduct the evaluation.

**For more information on Canada Select/Camping Select please contact:**

New Brunswick Tourism Grading Inc.  
275 Main Street, Suite 102  
Fredericton NB E3A 1E1  
Phone: (506) 458-1995  
Fax: (506) 458-9757  
Email: [nbtgi@nbnet.nb.ca](mailto:nbtgi@nbnet.nb.ca)  
Website: [www.selectnb.com](http://www.selectnb.com)

## Camping Select



### ***What is Camping Select?***

Camping Select is an industry-driven, consumer sensitive rating program for campgrounds and RV parks. It provides visitors with a nationally consistent standard of quality within campgrounds. Camping Select uses a recognized two-tiered star rating system, awarding from 1 to 5 stars for campgrounds offering clean, comfortable services to properties providing a wide range of services and recreational activities. The Camping Select Program is administered and delivered by New Brunswick Tourism Grading Inc.

### ***What are the benefits to the operator?***

#### **1. All of the benefits listed on pages 4 and 5 of this guide.**

These benefits include:

- Website Listing
- Touring Guide Listing
- Marketing and Promotion
- Professional Development
- Highway Signage
- Awards of Excellence
- Funding Eligibility, plus

#### **2. Provides an Effective Marketing Tool**

Your Camping Select star rating will inform your guests that your property has been evaluated using nationally-consistent rating criteria under the Camping Select Campground Rating Program.

Camping Select rated properties will receive a certificate and digital logo of their star rating that can be incorporated into marketing materials such as brochures, display advertising and websites.

Signage and plaques are available for a nominal fee.

Ratings will be included on the website [www.campingselect.ca](http://www.campingselect.ca)

Operators can further expand their presence on the website by purchasing **Enhanced Website Listings**. There are three types of enhanced listings available:

- *Basic Plus Listing*
- *Premium Listing*
- *Ultimate Listing*

For more information on these and other Canada Select marketing initiatives visit [www.selectnb.com](http://www.selectnb.com)



### **3. An Effective Management Tool for Industry Improvement**

The evaluation and rating of campgrounds ensures minimum standards and stimulates improvement. Member properties receive a cleanliness and state of repair report. Inspections are carried out by certified Camping Select Advisors. Operators can better define their market position.

#### ***What are the benefits to the consumer?***

The national rating standard of Camping Select provides consistent, reliable information to the traveling public on what to expect from a campground/RV park.

#### ***How was Camping Select developed?***

In 1994 and 1995, the Atlantic Provinces undertook an initiative to assess the potential development of a campground rating system. It was developed through extensive research into consumer and travel expectations and what visitors considered important. More than 300 campgrounds from the Atlantic Provinces, Quebec, New England states and Florida contributed to the development of Camping Select.

#### ***How are campgrounds rated?***

A certified Camping Select Advisor visits the property and completes a four-step process to determine the final rating. Two ratings are assigned — one for facilities and one for recreational facilities. All scores begin at 1 and increase in half-star increments to a maximum of 5 stars.

#### ***What is the rating process?***

##### **Step 1**

All campgrounds must meet minimum requirements for cleanliness and state of repair in order to be rated. Camping Select's minimum standards for approved campgrounds are used to determine if a property meets the cleanliness and state of repair requirements. An allowance for deficiencies in cleanliness and state of repair is built into the evaluation. Properties which exceed this allowance cannot be rated until the deficiencies are corrected.

##### **Step 2**

The Camping Select Advisor completes a quality assessment of the interior and exterior of all buildings the guests use. The types of materials used to finish the interior and exterior of buildings, including the showers, are rated. An average quality rating for the entire property is then calculated.

### **Step 3**

The Camping Select Advisor completes an inventory of facilities/services offered from restrooms/showers, site services, main entrance, security, laundry, registration/main entrance features, roadways, and food/beverage. A facilities rating is then determined based on the range of services and the overall quality. Higher facilities ratings are produced by having a greater range of facilities available and a higher quality rating.

### **Step 4**

An inventory is completed of the recreational activities available on-site. It is important to note that these activities must be on the same property as the campground. All recreational activities are considered as part of the rating. These could include tennis, golf, fishing, children's play areas, games rooms, wading or swimming pools, horseshoe area, or volleyball area. The rating is proportional to the range of recreation activities available.

The comprehensive on-site evaluation is conducted every second year. Inspections are unannounced, at any time to ensure the standard of comfort, cleanliness and minimum requirements are what any visitor would experience.

### ***How much does the program cost?***

Please visit the New Brunswick Tourism Grading Inc. website [www.selectnb.com](http://www.selectnb.com) for the current fee schedule.

### **For more information on Canada Select/Camping Select please contact:**

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