



Keeping INN Touch

Innkeepers Guild Newsletter - Over 50 years of Professional Innkeepers and Quality Properties

President's Message

January 2008

Innkeepers Helping Innkeepers

Peter Sheehan

Everyone in the accommodations business is now watching for signs that will help him or her sense the volume of business they may expect for 2008.

At the Innkeepers Guild general meeting a week or so ago, we discussed how we can help boost your sales. We want you to see that you have good value for your membership.

In 2007, we represented your voice on the review of Tourism Accommodations Act in Nova Scotia and are assisting a few owners in New Brunswick on their NB review, but we can do more for you. As an owner of a tourism property in Atlantic Canada, you have seen how so much affecting you happens at the "provincial" level. The Innkeepers Guild looks at the "Atlantic" as a destination, a regional destination. If we work together and attract people to any one property, in any one province, then the job is to help convince that patron to visit another Innkeeper property elsewhere. There are trends and travel patterns we all see, and we should work to promote one another. We represent 200 properties that should be helping 200 properties.

The strength of the organization is depends on the number of member properties; we now have just over 200. The work the IGNS does depends on the members who volunteer time to the organization. It is also the members who should set the agenda for organization's direction. Right now we need a few people to do some small tasks by phone and email, are you available?

We have been discussing marketing the Innkeepers Guild properties. Every operator has their own experience on what has worked for them. Properties with their own web sites now have a "global" presence. The next step is to find a way to help tourists find your web site, and find your property. We intend to look at other ways to boost the visibility of your Innkeeper property. One suggestion is to have a distinctive property sign to show the property does belong to a professional group and that means it is one of a chain of properties.

Discounts and referrals were a topic that also came up, so if you have any suggestions, please feel free to send them in.

All the best for 2008. Feel free to contact any Board member at any time. No question should go unanswered, any problem you have is a problem we will help try to solve. We are Innkeepers helping Innkeepers!

Annual General Meeting

The 2007 Annual General meeting was held at the Braeside Inn, Pictou, January, 18, 2008.

The following were elected as the 2008 Board of Directors:

- | | |
|--------------------------|--|
| • President | Peter Sheehan (Ocean Haven B & B) |
| • Past-President | Terry Grandy (Manor Inn) |
| • Vice-President | Earlene Busch (Chanterelle Inn) |
| • Secretary/Treasurer | Sebelle Deese (Atlantic Sojourn B & B) |
| • Director, Hotel/Motel | Jim Dyer Balmoral Motel) |
| • Director, Hotel/Motel | Mike Emmett (Braeside Country Inn) |
| • Director, Country Inn | Bob Benson (Churchill Mansion) |
| • Director, Country Inn | Debbie Jardine (Consulate Inn B & B) |
| • Director, Cottages | George Pike (Anchor's Gate B & B) |
| • Director, Cottages | Vacant |
| • Director, B & B | Peter Ratcliffe (Sea Kindly B & B) |
| • Director, B & B | John Bregante (Meander Inn B & B) |
| • Director at Large- NB | Karen Mersereau (Hotel Paulin) |
| • Director at Large- PEI | Mike Hughes (Schurman Shore Cottages) |
| • Director at Large - NL | Claude Wilton (Wilton's B & B) |

- Note: George Pike volunteered to be our liaison with NB, PEI and NL.

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Tourism Industry Topics

Annual General Meeting - Part II

What's happening in the tourism industry in general?

Nova Scotia

John Meehan, President of NSB&B and Earlene Busch of Innkeepers, both members of the TIANS Board, relayed the Province's plan to introduce new "quality" standards and new inspections. We talked about the repeal of the Tourism Accommodations Act in Nova Scotia, (we also touched on the review in New Brunswick).

The fact that there will be no license requirement to operate an accommodation business is seen as a concern. The common theme seems to be that the product on the market, the product that has built the reputation of Nova Scotia's accommodations may suffer over the long term. It seems unfair now as the unlicensed are still out there. Now the licensed owners have no one but themselves to monitor the industry and report properties they believe are not assessed properly, or not declaring income, let alone operating below standards.

There is also a concern that the industry will suffer without the "government" requirement to start a new accommodation property, or to report occupancy statistics.

There is a significant risk here, you only need a few tourists to leave the province with a negative experience, who decide to tell the world that they had a bad experience, and we'll all suffer.

The cost of the license fee was not an issue, a licensing process seems to have been the best way to ensure the product was up to standard. Some owners feel that the "no license requirement" takes away the level playing field, and hurt our reputations, but others feel it might be better that it is up to the owners to take control now and manage the industry themselves.

There are two options for you as a property owner. First, if you see a property operating that advertises, has a web site or lists on a web site, and has signs, you should first determine if the property is assessed as commercial and then report that property to the Provincial Assessment Services. Secondly, report the property to Revenue Canada, even if the owner is from out of the province or out of the country.

New Brunswick

Members of the Innkeepers Guild in New Brunswick have been involved in various meetings with their Provincial Tourism and Parks Department, in discussions on the New Brunswick Tourism Development Act. Licensing and mandatory ratings are high on the agenda in New Brunswick. Innkeepers Guild will continue to work with the members in New Brunswick in their effort to enforce licensing and discontinue the mandatory ratings.



Thank You

A heartfelt "Thank You" to Anne and Mike Emmett of the Braeside Inn, who provided us with facilities for our meetings and hosted our noon lunch. And thanks to all who attended the AGM.

Members Talking to Members

Referrals

One way to boost business is to work together and refer clients to member properties. How can you do this? One simple method is to expand the "signature" information on your email. If you use Outlook Express, follow these steps:

- Open your email page and click on "Tools".
- Select "Options", then "Signatures".
- You will see a box "Edit Signature".
- Place your cursor in the box and type in your property name, then,

List links, use this example:

- Type in " Other Innkeeper Guild Properties".
- Leave a space or two,
- Type <http://www.innkeepersguild.ca/guildguide> (Exactly as shown)

When you send your email this link should show up at the bottom of your email, in blue lettering. Test it.

Advertise Your Industry or Member Discounts

The Innkeepers Guild used to have a discount program for members. Mike Emmett of Braeside Inn raised this as a way to promote your business to fellow members but to the "industry" as a whole. When we update our membership application terms, we will be introducing "member discounts".

Regional Approach

George Pike, Anchor's Gate, Bayside, N.S suggests that we do more to market with an "Atlantic" theme, similar to how British Columbia does by using a "Pacific" and a "Pacific Coast" theme. George has offered to talk to our Directors in NB, PEI and NL and contact property owners directly to see what should be considered to improve our marketing as an "Atlantic Region".

Provincial Happenings

Newfoundland

Once again Newfoundland Labrador has started running their full-page ads in the Globe and Mail on Saturdays, and their TV ads have begun. NL has a tax credit program in place to support new tourism accommodation construction and this includes new condominiums.

Prince Edward Island

The Holland College has decided to sell a motel it had acquired a few years ago.

New Brunswick

We understand the province has increased funding to target Europe and also to make improvements to several of their "museum " sites and parks.

Nova Scotia

The Doers and Dreamers Guide has been redesigned. The TCH Department held sessions with the "RTIA'S" to show the new guide. The "NovaScotia.com" web site has also undergone some redesign, mainly in terms of adjusting "where" properties are located, and an introduction of more locations that are called "areas". Owners in Nova Scotia should check their listings on NovaScotia.com to make sure they are up to date.

Benefit Update

Propane

Members are reminded of our propane gas benefit with Superior propane. Currently, a member acquires propane at \$ 0.678(as of Jan.2008) compared to a residential homeowner rate of \$0.914. This benefit alone is a major financial benefit.

Insurance

Members who acquired insurance for their B&B, or cottages through Zive Insurance are advised that the Insurer is changing from the Economical Insurance Company to the AVIVA Insurance Company. Some members say they saw a rate reduction. The AVIVA policy has a very easy-to-read list of items covered. Members are reminded to take photos of your property once each year as a record of what is insured and store them off the premises.



Trip Advisor

Where's your competition?

How are you rated?

"Trip Advisor" - <http://www.tripadvisor.com> is a site highly respected by travellers. It is your choice to list your property, so while you may risk a negative comment, thousands will see every good comment. The site just announced 10 locations selected by their readers as the "hidden gems" in Canada:

1. Harbour House Hotel, Niagara-on-the-Lake, Ont.
2. Courtyard By Marriott Quebec City Hotel, Que.
3. Le Square Phillips Hotel & Suites, Mont., Que.
4. Alpine Village - Jasper National Park, Alta.
5. Sundial Boutique Hotel, Whistler, B.C.
6. Mt. Engadine Lodge, Canmore, Alta.
7. Le 71 Hotel Cafe, Quebec City, Que.
8. Patricia Lake Bungalows, Jasper Nat.Park, Alta.
9. Chateau Beauvallon, Mont Tremblant, Que.
10. Artisan Inn, Trinity, Nfld & Lab.

Internet Resources

Open & Bookmark

Nova Scotia

Info on the repeal of the TAAct

http://www.gov.ns.ca/dtc/tourism/accommodation_update.asp

Main Sites and Accommodations Nova Scotia

<http://novascotia.com/en/home/default.aspx>

New Brunswick

<http://www.tourismnewbrunswick.ca>

Prince Edward Island

<http://www.gov.pe.ca/visitorsguide/index.php3>

Newfoundland & Labrador

<http://www.newfoundlandlabrador.com>

Publication Info

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