



Keeping Inn Touch

Newsletter of the Innkeepers Guild

Mar. - Apr. 2009

70 Years of Professional Innkeepers, and Quality Properties



President's Message

Peter Sheehan

In 2008 we redesigned our website to provide owners and their clients two tourism guides, the "Where to Stay" to display properties, and a second guide "Where to Play" to help market your location, your destination.

We next refined our membership fee. Innkeepers Guild has, we believe, the lowest membership fee of any provincial or regional tourism accommodation owners association.

Our membership fee for a 4-unit property, including the website with TWO listings is now \$92.00.

For the last three years, the main issue in Nova Scotia, New Brunswick, and to a degree in Prince Edward Island, has been the "illegal" and "unlicensed" property problem. Innkeepers Guild consistently recommended the solution was stricter enforcement. The objective is to try to ensure tourists are always satisfied. We know that it only takes one or two bad experiences, or scams, to show up on Internet sites to send a negative message. Quality control has to apply to all of our products, not just some.

This problem peaked in 2006, and there is no evidence that the problem has been solved. Now in 2009, we see all three provinces have taken three different approaches.

P.E.I. amended their Tourism Act to: a) show their inspection reports on line, and b) to give their Compliance Officers the power to issue a "ticket" to an owner who is not in compliance with their Act.

N.B. decided to just stop licensing and rely on their policy of marketing only "rated" properties.

N.S. decided to repeal their act that includes licensing and standards, so

there would be no Act that the Tourism Minister would enforce or manage.

Now, we have an election in Nova Scotia, the Bill that was tabled in May 2008 to repeal the Tourism Accommodations Act has now basically "died". As a result, we encourage our members in N.S. to raise this issue with local candidates. We will not see anything happen in 2009 now to solve the problem in N.S., which means that this unfair competition continues, and means your revenues may have been affected accordingly.



We're Now on Face Book

Facebook is a growing service allowing people to communicate using the Internet. You can now sign up at "InnkeepersGuild-Canada" on Facebook. It is a closed group, so when you wish to join, your name will come to an administrator to verify your membership. We welcome property owners in all provinces. <http://www.facebook.com/r.php>

Innkeepers Guild

Benefits

We remind members that our Superior Propane benefit provides a substantial commercial discount. If you are interested in this, please contact us at admin@innkeeperguild.com You will likely save more money than the cost of your membership.



Little Shemogue Country Inn
2361 Route 955, Little Shemogue, N.B.
www.little-inn.nb.ca

Three rooms with queen size beds, en suite four-pc bath, CBTv, ceiling fan, clock radio, wireless, oceanfront, secluded retreat. Gourmet dining experience. Canoeing, catamaran sailing, biking, bird watching and swimming on white sand beaches.

IN THIS ISSUE...

PRESIDENT'S MESSAGE	1
WE'RE ON FACEBOOK	
INNKEEPERS BENEFITS	
MEMBER PROPERTIES	2
EDITORIAL: MARKETING	
INNKEEPERS' AD HOC	3
VOLUNTEERS NEEDED	
IN THE NEWS	4
INNKEEPERS LISTENS	
INNKEEPERS ADVICE	
INNKEEPERS TIPS	
WEB SITE UPDATE	
PUBLICATION INFO	

Support Your Fellow Members

Atlantic Sojourn Bed & Breakfast



Gracious hospitality in recently re-decorated turn-of-the-century home; lounge with CBT, VCR, DVD, books, puzzles and games; quiet parlour. Collections of teddy bears, baskets, American Indian items. Sundeck; koi pond; perennial gardens. Off-street parking; secure bike & motorcycle storage. Short walk to historic downtown.

Hosts - Sebelle Deese & Susan Budd
 Web site: www.atlanticsojourn.com
[View their Listing on Innkeepers](#)

Balmoral Motel & Mill Dining Room



Eighteen units, two double, queen, and king size beds; 14 no-smoking units, 4-pc bath. Free Internet access in lobby. Licensed, wheelchair-accessible, A/C restaurant (free breakfast Jun to Sep). Near warm saltwater beaches, golf, historic sites. Payment Options: Visa, Mastercard, American Express, DD.

Hosts: Sue & Jim Dyer
 Web site: www.balmoralmotel.ca
[View their Listing on Innkeepers](#)

Editorial: Marketing

There are signs 2009 is about to be a challenging year. Many owners are now scrambling to try to predict their numbers.

Based on the traffic at the central reservations service CheckIn in Nova Scotia as of the end of February, reservations were down 55%.

Tourism is an economy. We have a product that we are trying to sell. The core product is the accommodations we offer, and then there are other products such as our attractions, events, dining, and local products such as various arts and crafts.

Clearly, the market has changed. Your competition is now a more critical factor. In the Atlantic Provinces, each province is competing to a degree for the same client because of where our clients originate.

We see our different products competing. There has been a steady increase in hotel rooms available in urban centers and along the Trans Canada Highway as compared to a decrease in other products such as the number of B&B's small inns, and even motels.

As a result, we suggest that our provincial governments expand their efforts in terms of market research, and be proactive in informing all owners what is actually happening when it comes to determining where our clients travel from and what are our clients buying.

Some provinces have "central reservation systems" that are funded and managed by the provincial tourism departments. These systems have the ability to tell us what has been reserved and what has been sold. These systems can help us measure the money we spend on marketing. These systems all use computer systems, so the information is available every day. As well, these systems can be used to make predictions.

In Nova Scotia, while it is already May, the last number we have for the January/February 2009 period show reservations were down 59%, 500 reservations compared to 1200 for the same time in 2008.

Prince Edward Island

Schurman's Shore Cottages



We're on two acres of waterfront property on beautiful Malpeque Bay, located mid-way between the Confederation Bridge and Cavendish-Green Gables. One of a few sites on PEI on the waterfront and reasonably priced. A perfect location to spend your vacation.

Hosts: Heather & Mike Hughes
 Web Site: www.peivacation.ca
[View their Listing on Innkeepers](#)

Kindred Spirits Country Inn/Cottages



Beautiful country estate beside Green Gables House/Golf Course. 800m walk to Cavendish Beach. Pool. Whirlpool. Inn and Gatehouse decorated with country elegance, warm hospitality. A Prince Edward Island experience - step back to quieter times.

Hosts: Al, Sharon, Heidi, & Dan James
 Web site: www.kindredspirits.ca
[View their Listing on Innkeepers](#)



This is a starting point. If we knew the trends for the different types of properties and the different geographic tourism regions, we might be better able to plan.

As an owner, you only have so much money you can spend on marketing your property. We all know that the small business owner is limited in resources. A multinational business can afford to buy ads on the Internet through such sites as Google and Trip Advisor as they are advertising their chain of properties.

As an owner of a small property, you need to find a way to be able to attract clients and this means it is much harder today. As a result, the cost for you to participate in provincial and regional marketing programs is now very critical.

Owners are encouraged to examine the various marketing programs offered by their province or region and to express their opinions on what they feel they need so you are included.



Maison Vienneau B&B, Shediac, N.B.
www.maisonvienneau.com

Accommodation Owners

Ad Hoc Meeting - Truro March 16, 2009

Several Nova Scotia owners had a casual meeting to talk about tourism and compare notes. The amount of money spent on marketing by the province of Nova Scotia, and how that translates into sales for owners, and revenues for government was discussed.

The N.S. Department of Tourism, Culture & Heritage spends:

Marketing	\$11.5 million
Visitor Services	\$5.4 million
Salaries	\$3.4 million
Research & Development	\$1.75 million
(From 2003 Data)	

This then generates \$1.27 billion in revenues with the spin-offs of:

Federal	\$84 million
Provincial	\$95.5 million
Municipal	\$23 million

In 2007, the revenue was \$1.33 billion. This suggests the province of Nova Scotia profits by at least \$72 million.

Other topics discussed were marketing levies, Regional Tourism Industry Associations, Licensing and Inspections, and Communications with Government.

Federal Tourism Marketing Dollars

The federal government (ACOA) subsidizes the Atlantic Canada Tourism Partnership (ACTP), to the tune of \$9.975,000 over 3 years. The provinces then provide the same amount, to a total of \$19.9 million, or about \$6.6 million per year. This does not include other ACOA tourism related projects, or Enterprise Cape Breton.

Marketing Levy

“Marketing Levy” or Room Tax”. Some locations have decided not to implement a room tax simply because it is an added tax and can send a negative message. Other locations, generally those that rely most on a business clientele, have been able to implement a room tax with out any significant problem.



Auberge Gisele's Inn, Baddeck, N.S.
www.giseles.com

Ferry Systems

A few owners felt the ferries topic is in need of attention. If the costs to travelers are too high, what's the effect? If the service is not reliable, what's the effect? Many owners are concerned the ferry systems are receiving a bail out, but the deal is not clear. The CAT service being cut short in 2008, and the Northumberland Schedule being reduced for 2009, signal that government needs to re-examine the “deal”, and they emphasize the need for government to include accommodations owners in their negotiations.

Competition

A few owners feel Nova Scotia is not watching our competition. Some feel PEI and Newfoundland are gaining in room sales while NS is declining. A few felt the 2008 increase of sales along the Northumberland Shores was mainly due to the fact many guests now follow a route from NB to PEI, then to Cape Breton and then to Newfoundland.

Volunteers Needed!

Innkeepers needs a few volunteers to work on marketing and communications. Can you help? If interested please let us know at 1 (902) 425-2713 or email us at: admin@innkeeperguild.com

Innkeepers in the News

- Member Earlene Busch, of The Chanterelle Inn, North River on the Cabot Trail, has received another award. Her Chanterelle Inn was selected by the National Geographic Traveler magazine as one of 100 Places to Stay in Canada.

- Newly appointed "Senator Michael MacDonald" of Louisburg, a former member of Innkeepers Guild.

- Maureen Reid, the Consultant who advised the Nova Scotia Tourism Minister on the Tourism Accommodations Act was recently appointed Chair of the Board for Assumption Life, Moncton.
<http://www.assumption.ca>

A Few Tourism \$\$\$ Numbers

- Reservations 2009 to 2008 Nova Scotia CheckIn - Jan-Feb 2008 was 1200, 2009 is down 59% to 500 Canadian numbers.

- For 2009, only 42% of Ontario residents said they plan to travel, compared to 51% in 2008 and 60% in 2007.

- Spending in Canada by US residents has declined to the extent that the trade deficit between Canada and the US increased \$1 billion since 2007 and is now \$12 billion.



Innkeepers Guild Listens!

Please send any questions, any problems and we'll try to help you. Contact us at: admin@innkeeperguild.com

Innkeepers Advice

Return Problems

Caution: Check the return policy when you purchase large items, especially furniture. A few recent incidents caused problems because a piece of furniture didn't "fit" through the doors. The purchasers found they could not get a refund or a credit card credit, only a "store credit" or "store gift card". Ashley Furniture would only issue a store credit, while the Bay and Sears issued refunds and credit card refunds. One of these cases involved a third party delivery company contractor; there was damage to the property, so a three way problem.

Toll Free Numbers

Caution: Do not return calls from area codes 809, 274, or 876. These are area codes where a cost can be charged, sometimes thousands of dollars added to your long distance bill, after the fact.

Innkeeper Tips

Crossing the Border

It is important to advise your potential guests from the USA that they need to have proper documentation to cross the border in 2009. The main difference, effective June 1, 2009 is that having two pieces of photo ID is no longer acceptable. For US citizens, the new LAND "Passport Card" for land only crossings is acceptable; otherwise they really need a passport. This Trip Advisor link has a chart you may wish to print and keep handy.

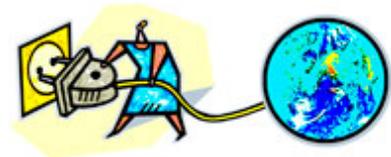
<http://www.tripadvisor.com/border>

Mike The Maintenance Man Says:

Do you service your hot water tanks? It is important to remember that hot water tanks need to be maintained. The best advice is that once a year, or every couple of years, you drain the tank to make sure you flush out sediment. If not, as sediment builds up, it may slowly lower the efficiency of the tank, which ends up costing more in fuel, or may shorten the life of the tank as this build-up can accelerate rusting inside.



Annfield Manor, Little Bras d'Or, N.S.
www.annfieldmanor.com



Web Site Update

Your Innkeepers Listing

Keeping your listing up to date on our website, requires a password. If you need a password, please contact us at info@innkeeperguild.com. You are encouraged to add any "specials" or "discounts" you are offering in 2009.

Our goal is to have at least three links for local "Amenities and Attractions" listed for each community. To add links for your community, send the names and web site links to:

info@innkeeperguild.com

Publication Information

President - Peter Sheehan
Contact: ocean.haven@ns.sympatico.ca

Desktop Publishing: O'Grady Art&Design
Contact: bmo@oportfolio.ca

To have your property featured in the next newsletter, send your request to: info@innkeeperguild.com