



72 Years of Professional Innkeepers and Quality Properties



Our New Logo

Our logo has been redesigned to offer members a wider range of advertising possibilities.

[Download](#) the PDF.

Talking About Tourism

*** The Six-month Tourism Season**

Many accommodations and tourism business owners in Atlantic Canada talk in terms of their tourism season. “How was your season? What do you think next season will be like?”

Many, maybe even the majority, of our tourism accommodations businesses can only operate during the six-month tourism season. It may be due to weather, the location, or even dependent on the travel patterns of clientele.

This, to a degree, creates two tiers of business and financial models within the tourism industry: those that operate twelve months and those that can only operate seasonally. Maybe it is a mistake to combine these two tiers when looking at our statistical trends in room sales and occupancy rates.

In our “Numbers” item below, we’ve used some Nova Scotia data to give you a snapshot of just how important it is to zero in on the room sales and occupancy rates for the four to six-month season as compared to looking at the twelve month season alone.

*** Who have you elected to represent you?**

Many tourist accommodation owners are worried about the future of their businesses because of the way decisions by government are just being imposed. They feel they are being excluded even though they collect all the taxes on their sales. They just want to be included and have a “vote”.

Here are a few examples:

In Nova Scotia, the decision to cancel the Yarmouth Ferry. This decision was just announced, no prior discussion, not even a plan B, and now the problem is downloaded to the municipalities.

Another example in New Brunswick, and Nova Scotia, concerns licensing and legislation where the “decision” taken was not based on a consensus.

Nova Scotia just announced a the creation of a new “special operating” agency for tourism, named the Nova Scotia Tourism Agency (NSTA). It is apparently needed because they tell us we need a new “governance model” to develop a tourism strategy. This Minister’s (Paris) press release also made reference to the “industry” and the “partners” who were involved in this decision. No one seems to know who represented the “industry” or who are the “partners”.

Many accommodations owners say they were never asked by anyone in government or heard from any association or Municipality in the last twelve months about creating a new agency. They have yet to see what

the old governance model was, let alone what this the new one is. What happened to the democratic process in this case? If the Minister did not contact you to ask for your pinion then it is no wonder you feel excluded.

We talk a lot about the “democratic process”. No one can speak for you unless they asked for your opinion or input. No ‘association’ can claim to represent you unless you are a member and were given the chance to vote. The by-laws of every association make it very clear, that you as a member are entitled to a vote.

Anyone who wishes to comment on this topic, please feel free to use our member to member email service or send your comments to: admin@innkeeperguild.com

Watching The Numbers

Many properties can only operate during the six-month, May to October “tourism season “. Unfortunately, none of the Provincial Government tourism departments provide statistics showing the May to October season.

To give you an idea of how the Nova Scotia 2011 tourism season compares to 2010 and the year 2000 seasons, we offer the following:

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Numbers con't...

Nova Scotia:

Room nights sold May, June, and July:

2000	2010	2011
850,000	820,000	818,000

Next, we'll compare the month of July for each year, and then show the provincial total of room sales for that month and then the for HRM and Cape Breton:

Room nights sold in July:

2000	2010	2011
352,000	353,000	355,000

Halifax

2000	2010	2011
151,000	161,000	161,000

Cape Breton

2000	2010	2011
88,000	68,000	71,000

Next, we'll look at the corresponding occupancy rates across the same three years:

Nova Scotia

2000	2010	2011
May 49%	May 37%	May 38%
June 56%	June 45%	June 44%
July 77%	July 59%	July 60%

See the decreases in occupancy from 10% to 17% decrease in 2011 since the year 2000.

Newfoundland Labrador

Newfoundland Labrador use charts as well as numbers, and seem to have increased room night sales in 2011 over 2010. [Check Provincial Statistics](#)

Prince Edward Island

PEI has the most detailed set of tables that even show their room night sales based upon the province or country origin of the visitor (Tables are called "visitor origins"). [Check PEI Statistics](#)

New Brunswick

[Check out New Brunswick Statistics](#)

Membership News

Web Site Update

We now have a new Innkeepers Guild web site strategy. We have launched phase one of our web site redesign.

The Home-page Menus now offer two ways to search for accommodations:

One is "Accommodations", the other is "Locations". This now gives users two routes to find your property.

If users click on "Accommodations", they will see a map showing your property name, click that link, and arrive at your property listing.

If users click on "Locations" they will see a map showing locations, and click the links to go to a list of locations that shows what accommodations are located in that location.

Under the Location, we have "Amenities & Activities" as a feature for each location. As an owner in that town or village you are invited to submit three suggestions as links to web sites that help describe your town or village and recommend other local services. This may just give you an advantage.

The Home-page features two clickable photos, one of an accommodations property, and one of a location.

*Specials and packages

An additional feature we have introduced is: "Specials & Packages" (orange icon).

Under this icon every 2011 member is offered the opportunity, at no cost, to display a special or package for your property. Click on Special & Packages to see two examples.

*Food Experiences

Travelers are keen on dining when they travel in Atlantic Canada. Here's an opportunity to tell them what they can enjoy and where to find it. The "Food Experiences" page will display your menu or a special recipe from your kitchen or B&B breakfast menu. Please send your text or PDF to admin@innkeeperguild.com

Our Innkeepers guild membership

information stays under "Membership".

At the very bottom of the home-page we have links to the INN Touch Newsletters, Tourism News, and Tourism Topics.

*Advertise with innkeeperguild.com

How to use www.innkeeperguild.com to help your business. First, please feel free to [download](#) to print out our new logo for use as signage on your property, as well as your web site. Identify your accommodations with the Innkeepers Guild.

Next, be sure to add the link to the Innkeepers Guild web site to your email format so the link appears on every email, like this:

Dear John and Jane Traveler

We are pleased that you will be staying with us this year.

Ma and Pa Tourism Guest House
www.innkeeperguild.com

Membership Renewals

We will be sending out our membership renewal package in the next few weeks. We wanted to show you the new website before we ask for your renewal fee.

Keeping Inn Touch

Keeping Inn Touch is a tourism business newsletter published by the Innkeepers Guild since 2004.

To see previous issues, please go to our [Archive](#). Certain issues are subject to password protection which requires your membership number. If you forgot your membership number contact info@innkeeperguild.com.

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