



2006 Survey of Service Industries: Amusement and Recreation

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Reporting Guide

This guide is designed to assist you as you complete the 2006 Survey of Service Industries. If you need more information, please call the Statistics Canada Help Line at the number below.

Help Line: 1 888 881-3666

Your answers are confidential.

The *Statistics Act* protects the confidentiality of information collected by Statistics Canada. All Statistics Canada employees take an oath of secrecy and face severe penalties for any breach of confidentiality. The collected information cannot be disclosed under the *Access to Information Act* or any other Act. **The Canada Revenue Agency cannot access any individual survey records from Statistics Canada.**

All survey results are carefully screened before publication to ensure they cannot be used to derive information about a particular business.

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B - Main Business Activity

1. Please describe the nature of your business

To ensure that you have received the appropriate questionnaire, you are asked to describe the nature of your business. The description should briefly state the main activities of your business unit.

2. Please check the one main activity which most accurately represents your main source of revenue

Below are descriptions for some main activities.

Amusement and theme parks

This industry group comprises establishments, known as amusement or theme parks, primarily engaged in operating a variety of attractions, such as mechanical rides, water slides, games, shows and theme exhibits. These establishments may lease space to others on a concession basis.

Excludes establishments primarily engaged in:

- maintaining coin-operated amusement devices (please see Amusement arcades, in this section, below);
- operating mechanical rides on a concession basis, or in the operation of travelling carnivals (please see All other amusement and recreational industries in this section, below);
- operating refreshment stands on a concession basis.

Amusement arcades (include indoor playgrounds)

This industry comprises establishments primarily engaged in operating amusement arcades and parlours.

Includes:

- family fun centres;
- indoor play areas;
- pinball arcades;
- video game arcades (except gambling machines).

Excludes establishments primarily engaged in:

- operating coin-operated gaming devices, such as slot machines or video gambling terminals, in places of business operated by others;
- maintaining and operating coin-operated amusement devices, such as pinball machines and mechanical and video games, in places of business operated by others;
- operating billiard parlours.

Golf courses and country clubs

This industry comprises establishments primarily engaged in operating golf courses and country clubs that operate golf courses along with dining facilities and other recreational facilities. These

establishments often provide food and beverage services, equipment rental services and golf instruction services.

Excludes establishments primarily engaged in:

- renting golf equipment, without provision of other services;
- operating curling clubs, driving ranges and miniature golf courses;
- operating resorts in which recreational facilities are combined with hotel accommodation.

Skiing facilities

This industry comprises establishments primarily engaged in operating downhill and cross-country skiing areas and equipment such as ski lifts and tow. These establishments often provide food and beverage services, equipment rental services and ski instruction services.

Excludes establishments primarily engaged in:

- renting skiing equipment, without provision of other services;
- operating resorts in which recreational facilities are combined with hotel accommodation.

Marinas

This industry comprises establishments primarily engaged in operating docking and storage facilities for pleasure-craft owners, with or without related activities, such as retailing fuel and marine supplies, and boat repair and maintenance, and rental services. Sailing clubs and yacht clubs that operate marinas are included.

Excludes establishments primarily engaged in:

- retailing marine supplies;
- retailing fuel for boats;
- renting pleasure boats;
- operating resorts which include a marina facility.

Fitness and recreational sports centres and facilities

This industry comprises establishments primarily engaged in operating health clubs and similar facilities featuring exercise and other active physical fitness conditioning, or recreational sports activities, such as swimming, skating or racquet sports.

Includes, for example:

- gymnasiums;
- physical fitness centres;
- skating rinks;
- squash clubs;
- swimming/wave pools;
- tennis clubs.

Excludes establishments primarily engaged in:

- operating health resorts and spas providing lodging;
- helping their clients lose weight through the control or management of diet.

Bowling centres

This industry comprises establishments primarily engaged in operating bowling centres. These establishments often provide food and beverage services.

Excludes establishments primarily engaged in:

- operating lawn bowling clubs.

All other amusement and recreational industries (please specify)

This industry comprises establishments, not elsewhere classified, primarily engaged in operating recreation and amusement facilities and services, including providing tourist, hunting and fishing guide services. Establishments primarily engaged in maintaining coin-operated amusement devices, in businesses operated by others, are included.

Includes, for example:

- amusement ride concession operators;
- dance halls;
- guide services (eg., hunting, fishing, tourist);
- miniature golf courses;
- outdoor adventure operations, without accommodation;
- pool halls;
- sports teams and leagues (recreational or youth);
- shooting ranges;
- summer day camp;
- operation of water slides.

Excludes establishments primarily engaged in:

- providing sightseeing transportation;
- providing sports instruction;
- operating gambling facilities or providing gambling services.

C - Reporting Period Information

Please report information for your **fiscal year** (normal business year) **ending between** April 1, 2006 and March 31, 2007. Please indicate the reporting period covered by this questionnaire.

F - Industry Characteristics

Please provide a breakdown of your sales and services revenue according to the following sources, where applicable.

Amounts should be reported net of trade discount, value added tax and other taxes based on sales.

Includes:

- sales from Canadian locations.

Excludes:

- grants and subsidies;
- donations and fundraising;
- royalties, rights, licensing and franchise fees;
- investment income.

1. Admission receipts

Admissions are charges to individuals or groups for right of access to amusement and recreational facilities.

Includes:

- single-occasion tickets;
- multiple-occasion tickets;
- season passes;
- memberships;
- green fees;
- lift tickets;
- gate receipts;
- cover charges;
- non-refundable initiation fees;
- any separate admission charges to use tennis courts, swimming pools, skating rinks, weight rooms, squash courts, or other facilities when they are part of this establishment.

Excludes:

- corporate packages;
- birthday party or event packages;
- tournament registration fees;
- repair, maintenance and rental fees;
- guide, training or caddy fees.

3. Spa services

Providing facial and body treatments, exfoliations, massages, tanning beds, and other therapies that are commonly known as spa services and have the purpose of relaxation and beauty.

Excludes:

- medical treatment services;
- spa services with overnight accommodations.

4. Corporate and party event services

Providing a bundle of entertainment and recreational services for a group of people, based on access to the facilities and services offered by the establishment. The service includes the use of the facility's attractions or services (such as rides and games), additional entertainment (such as clowns), and/or food and beverage services.

Includes, for example:

- children's party packages;
- business event package.

Excludes:

- bundles of admissions with other services that are the same as those offered to the general public, but at a discounted rate, and classified as admission receipts; please report these amounts in this section, at question 1 above.

9. Repair and maintenance of sporting, fitness and recreational vehicles and equipment

Repair and maintenance of items such as skis, skates, bicycles, pleasure craft, diving equipment, rackets, life jackets, tents, etc.

Includes:

- the assessment of the failure or damage and its repair through the replacement of parts or reassembly, etc.

Excludes:

- charges for parts and materials; please report this amount in this section, at question 14 below.

11. Advertising revenue

Revenue obtained by providing services that attract attention to a product, business, cause, etc.

Includes:

- the provision of display space on various surfaces such as billboards;
- agent services involved in buying and selling space or time for advertising messages;
- the sale of venue naming rights, sponsorship rights, endorsement services and exclusivity rights.

12. Sales of food and non-alcoholic beverages

Includes, for example:

- prepared meals;
- packaged food;
- vending machine sales.

14. Sales of merchandise

Revenue from parts and materials charged in repair work as well as revenue from the sales of all items other than food or beverages.

Includes, for example:

- recreational and sports equipment and accessories;
- oil and gasoline;
- clothing;
- arts and crafts;
- magazines;
- books.

G - Personnel

To fully measure the contribution of all human capital in this industry, we require information on the number of owners, partners and proprietors as well as the number and classification of workers.

1. Number of non-salaried partners and proprietors (if salaried, report only at question 2 below)

For unincorporated businesses, please report the number of partners and proprietors for whom earnings will be the net income of the partnership or proprietorship.

2. a) Number of paid employees (based on year end T4 payroll summaries)

Includes:

- all employees who were issued a T4 for the period covered by this survey.

Excludes:

- non-salaried partners and proprietors reported at question 1 above.

b) Percentage of paid employees who worked full time

Full-time employment consists of persons who usually work 30 hours or more per week. Please specify the percentage of paid employees who have been working full time by rounding the percentage to the nearest whole number.

3. Number of contract workers (for whom you did not issue a T4, such as freelancers and casual workers)

Contract workers are not employees, but workers contracted to perform a specific task or project in your organization for a specific duration, such as self-employed persons, freelancers and casual workers. These workers are not issued a T4 information slip. Please report the number of contract workers employed by your organization during the fiscal year.

4. Number of volunteers (including unpaid interns and co-op students) during the reporting period (estimates are acceptable)

Please report the number of unpaid workers employed by your organization during the fiscal year.

Includes:

- unpaid interns and co-op students.

5. Total number of hours worked by volunteers during the reporting period (estimates are acceptable)

Please report the number of hours recorded by your organization for the work performed by volunteers during the fiscal year.

H - Sales by Type of Client

This section is designed to measure which sector of the economy purchases your services.

Please provide a percentage breakdown of your sales by type of client.

Please ensure that the sum of percentages reported in this section equals 100%.

1. Clients in Canada

a) Businesses

Percentage of sales sold to the business sector should be reported here.

Includes:

- sales to Crown corporations.

b) Individuals and households

Please report the percentage of sales to individuals and households who do not represent the business or government sector.

c) Governments and public institutions (e.g., hospitals, schools)

Percentage of sales to federal, provincial, territorial and municipal governments should be reported here.

Includes:

- sales to hospitals, schools, universities and public utilities.

2. Clients outside Canada

Please report the share of total sales to customers or clients located outside Canada including foreign businesses, foreign individuals, foreign institutions and/or governments.

Includes:

- sales to foreign subsidiaries and affiliates.

K - Provincial/Territorial Distribution

This section is intended to collect information on the locations operated by your business during the reporting period.

Please report the number of permanent business units/locations operating in Canada during the reporting period. Business unit is defined as the lowest level of the firm for which separate records are kept for such details as revenue, expenses and employment.

Please report data for the provinces or territories in which you have business units.

Please indicate if you are reporting in **either** Canadian dollars **or** percentages.

General Information

Survey Purpose

Statistics Canada conducts this survey to obtain detailed and accurate data on this industry, which is recognised as being an important contributor to the Canadian economy. Your responses are critically important to produce reliable statistics used by businesses, non-profit organizations and all levels of government to make informed decisions in many areas.

The information from this survey can be used by your business to benchmark your performance against an industry standard, to plan marketing strategies or to prepare business plans for investors. Governments use the data to develop national and regional economic policies and to develop programs to promote domestic and international competitiveness. The data are also used by trade associations, business analysts and investors to study the economic performance and characteristics of your industry.

Data-sharing Agreements

To avoid duplicating surveys and to ensure more uniform statistics, Statistics Canada has entered into data-sharing agreements with many provincial and territorial statistical agencies.

The objective of these data-sharing agreements is to share data from some surveys for those business establishments operating within their respective jurisdictions. **These agreements require that the shared data be used only for statistical purposes and be kept confidential.** Survey participants are always informed at the time of collection if a sharing agreement applies to a particular survey.

There are two types of data-sharing agreements that exist under the *Statistics Act*.

Agreements under Section 11 of the *Statistics Act* allow the sharing of information from the Unified

Enterprise Survey program with the statistical agencies of Newfoundland and Labrador, Nova Scotia, New Brunswick, Quebec, Ontario, Saskatchewan, Alberta, British Columbia and Yukon. These statistical agencies have been established under provincial and territorial legislation authorizing them to collect this information on their own or jointly with Statistics Canada. Their legislation also provides the same confidentiality protection and outlines similar penalties for disclosure of confidential information as the federal *Statistics Act*.

Agreements under Section 12 of the *Statistics Act* allow the sharing of information from the Unified Enterprise Survey program with the statistical agencies of Prince Edward Island, the Northwest Territories and Nunavut. All these Section 12 agreements require that the information be kept strictly confidential.

Under Section 12, you may refuse to share your information with any of these agencies by writing a letter of objection to the Chief Statistician of Canada and returning it with your completed questionnaire. Please specify those agencies from which data shall be withheld.

Please note that Statistics Canada does not share any individual survey information with the Canada Revenue Agency.

For more information about these data-sharing agreements, please contact Statistics Canada at **1 888 881-3666** or visit our website at **www.statcan.ca**.

Thank you!
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