

2011 Survey of Service Industries: Traveller Accommodation

This document is confidential when completed.

Si vous préférez recevoir ce questionnaire en français, veuillez nous appeler au numéro sans frais suivant : 1-800-972-9692.

If necessary, please make address label corrections in the boxes below.

0001	Legal name	0004	Address (number and street)	
0002	Business name	0005	City	
0021	Title of contact	0006	Province/territory or state	
0008	First name of contact	0007	Country	Postal code/zip code
0028	Last name of contact	0010	Language preference	
			1 <input checked="" type="radio"/> English	2 <input type="radio"/> French

This information is collected under the authority of the *Statistics Act*, Revised Statutes of Canada, 1985, Chapter S-19.
COMPLETION OF THIS QUESTIONNAIRE IS A LEGAL REQUIREMENT UNDER THIS ACT.

A - Introduction

Survey purpose

This survey collects the financial and operating data needed to develop national and regional economic policies and programs. Your information may also be used by Statistics Canada for other statistical and research purposes, in conformity with its mandate. Please access www.statcan.gc.ca/survey-enquete/index-eng.htm for more information on this survey.

Fax or other electronic transmission disclosure

Statistics Canada advises you that there could be a risk of disclosure during facsimile or other electronic transmission. However, upon receipt, Statistics Canada will provide the guaranteed level of protection afforded all information collected under the authority of the *Statistics Act*.

Confidentiality

The *Statistics Act* protects the confidentiality of information collected by Statistics Canada.

Data-sharing agreements

To reduce respondent burden, Statistics Canada has entered into data sharing agreements with provincial and territorial statistical agencies and other government organizations, which must keep the data confidential and use them only for statistical purposes.

Information on confidentiality, data-sharing agreements and record linkages can be found on the last page of this questionnaire.

Please return the questionnaire within 30 days.
Please mail the completed questionnaire in the enclosed envelope or
fax it to Statistics Canada at 1-888-883-7999.

Lost the return envelope or need help? Call us at 1-800-972-9692 or mail to:
Statistics Canada, Operations and Integration Division, 150 Tunney's Pasture Driveway, Ottawa, Ontario K1A 0T6

Visit our website at www.statcan.gc.ca



B - Main business activity

1. Please describe the nature of your business.

0055

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

- 0150 **Hotel:** provides short stay suites or guest rooms in a multi-storey or high-rise structure **accessible from the interior only**
- 0151 **Motor hotel:** provides short stay suites or guest rooms in a low-rise structure **accessible from both the interior and exterior**
- 0152 **Motel:** provides short stay suites or guest rooms in a one or two storey structure **accessible from the exterior only**
- 0153 **Resort:** provides short stay, full service suites or guest rooms
- 0154 **Casino hotel:** provides short stay suites or guest rooms with a casino on the premises
- 0162 **All other traveller accommodation:** provides short stay lodging but is not classified to any other industry
- 0040 None of the above — Please call **1-800-972-9692** for further instructions.

FOR
INFORMATION
ONLY

C - Reporting period information

1. Please report information for your **fiscal year** (normal business year) **ending between** April 1, 2011 and March 31, 2012. Please indicate below the period covered by this questionnaire.

from ⁰⁰¹¹ to ⁰⁰¹²

2. If the reporting period does not cover a **full year**, please check the reason(s) below:

⁰⁰³¹ 1 seasonal operations 2 new business 3 change of fiscal year 4 change of ownership 5 ceased operations 6 temporarily inactive

Reporting instructions

- Report for business unit(s) specified on the label on the front page.
- Complete only the questions that apply to your business.
- When precise figures are not available, please provide your best estimate.
- Report in Canadian dollars. Dollar amounts and percentages should be rounded to whole numbers.
- Consult the reporting guide at www.statcan.gc.ca/guides-e for further information.

D - Revenue

A detailed breakdown may be requested in other sections.

1. **Sales of goods and services** (e.g., rental and leasing income, commissions, fees, admissions, services revenue)
Report net of returns and allowances.

CAN\$
2299

2. Grants, subsidies, donations and fundraising

2068

3. Royalties, rights, licensing and franchise fees

2022

4. Investment income (dividends and interest)

2097

5. Other revenue ²⁰⁰¹
(please specify):

2077

6. **Total revenue** (sum of questions 1 to 5)

2098

E - Expenses

		CAN\$
		3010
1.	Salaries and wages of employees who have been issued a T4 statement	<input type="text"/>
2.	Employer portion of employee benefits (include employer contributions to pension, medical/life insurance plans, employment insurance, etc.)	3040
		<input type="text"/>
3.	Commissions paid to non-employees {paid to travel agents}	4466
		<input type="text"/>
4.	Professional and business services fees (e.g., legal, accounting)	4315
		<input type="text"/>
5.	Subcontract expenses (include contract labour, contract work and custom work)	3060
		<input type="text"/>
6.	Charges for services provided by your head office	4555
		<input type="text"/>
7.	Cost of goods sold, if applicable (purchases plus opening inventory minus closing inventory)	5721
		<input type="text"/>
8.	Office supplies	3301
		<input type="text"/>
9.	Rental and leasing (include rental of premises, equipment, motor vehicles, etc.)	4115
		<input type="text"/>
10.	Repair and maintenance (e.g., property, equipment, vehicles)	4178
		<input type="text"/>
11.	Insurance (include professional liability, motor vehicles, etc.)	4350
		<input type="text"/>
12.	Advertising, marketing and promotions (report charitable donations at question 22)	4365
		<input type="text"/>
13.	Travel, meals and entertainment	4370
		<input type="text"/>
14.	Utilities and telecommunications expenses (include gas, heating, hydro, water, telephone and Internet expenses)	4084
		<input type="text"/>
15.	Property and business taxes, licences and permits	4410
		<input type="text"/>
16.	Royalties, rights, licensing and franchise fees	4440
		<input type="text"/>
17.	Delivery, warehousing, postage and courier	4179
		<input type="text"/>
18.	Financial services fees	4325
		<input type="text"/>
19.	Interest expenses	4630
		<input type="text"/>
20.	Amortization and depreciation of tangible and intangible assets	4520
		<input type="text"/>
21.	Bad debts	4542
		<input type="text"/>
22.	All other expenses 4531 (please specify): <input style="width: 300px;" type="text"/>	4569
		<input type="text"/>
23.	Total expenses (sum of questions 1 to 22)	4699
		<input type="text"/>
24.	Corporate taxes, if applicable	4600
		<input type="text"/>
25.	Gains (losses) and other items (see reporting guide)	4601
		<input type="text"/>
26.	Net profit/loss after tax and other items (see reporting guide)	2304
		<input type="text"/>

F - Industry characteristics

Please provide a breakdown of your sales.

CAN\$

1. Room or unit accommodation for travellers	2295	
2. Rental of recreational vehicle and tent sites for travellers or fees from overnight camps	2206	
3. Meals and non-alcoholic beverages, prepared and served or dispensed, for immediate consumption	1415	
4. Alcoholic beverages, prepared and served or dispensed for immediate consumption	1414	
5. Sale of merchandise (e.g., packaged food and beverages, newspapers, magazines, books, tobacco, cigarettes, and souvenirs)	2028	
6. Telephone and Internet access services	2764	
7. Rental of space and equipment (e.g., meeting room rentals, banquet rentals, concessions)	2339	
8. Amusement and recreational services (e.g., golf course, skiing, admissions to live performing arts events)	2824	
9. Other services (e.g., parking, laundry)	2296	
10. Other revenue not elsewhere reported (please specify):	2071	2076
11. Total sales (sum of questions 1 to 10)		2305

Cost of goods sold

Please indicate amounts in Canadian dollars **or** percentages.

9970 1 \$ or 2 %

12. Cost of food products used in meal preparation (related to question 3)	5532	
13. Cost of alcoholic beverages used or sold (related to question 4)	5533	
14. Cost of all other merchandise sold (related to question 5)	5531	
15. Total cost of goods sold (sum of questions 12 to 14)	5700	

Occupancy rate

Please answer the following questions relating to the occupancy of your establishment during your **2011** operating period.

number

16. Total number of rooms in this establishment	9781	
17. Total number of room-nights available over your 2011 reporting period (please exclude rooms closed due to repair and renovations)	9808	
18. Total number of room-nights sold over your 2011 reporting period	9809	
19. Please provide the occupancy rate for each month your establishment was open (in operation) during the reporting period:		

	9782	9783	9784	9785	9786	9787	9788	9789	9790	9791	9792	9793	9794
	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Year
%													

F - Industry characteristics (continued)

Paid employees

	number
20. Full-time full-year employees - (worked 30 hours or more per week)	6316 <input type="text"/>
21. Full-time seasonal employees - (worked 30 hours or more per week)	6318 <input type="text"/>
22. Part-time full-year employees - (worked less than 30 hours per week)	6317 <input type="text"/>
23. Part-time seasonal employees - (worked less than 30 hours per week)	6319 <input type="text"/>

G - Personnel

	number
1. Number of partners and proprietors, non-salaried (if salaried, report at question 2 below)	6321 <input type="text"/>
2. Paid employees	
a) average number of paid employees during the reporting period (see reporting guide)	6339 <input type="text"/>
b) percentage of paid employees (from question 2a) who worked full time	6328 <input type="text"/> <input type="text"/> <input type="text"/> %
3. Number of contract workers for whom you did not issue a T4, such as freelancers and casual workers (estimates are acceptable)	6320 <input type="text"/>

H - Sales by type of client

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

	%
1. Clients in Canada	
a) <u>businesses</u>	8112 <input type="text"/> <input type="text"/> <input type="text"/>
b) <u>individuals and households</u>	8100 <input type="text"/> <input type="text"/> <input type="text"/>
c) <u>governments, not-for-profit organizations and public institutions (e.g., hospitals, schools)</u>	8233 <input type="text"/> <input type="text"/> <input type="text"/>
2. Clients outside Canada	8140 <input type="text"/> <input type="text"/> <input type="text"/>
100%	

I, J and K - Not applicable

L - Contact information

Name of person to contact about this questionnaire:

0026 1 Mr. 2 Mrs. 3 Miss 4 Ms

0054 Last name

0013 First name

0014 Title

0018 E-mail address

0017 Telephone number

0027 Extension number

0016 Fax number

0020 Website address

0015 Date completed:
 Y Y Y Y M M D D

9910 hour(s)

9909 minutes

How long did you spend collecting the data and completing the questionnaire?

M - Comments

We invite your comments below. Please be assured that we review all comments with the intent of improving the survey.

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9916

FOR INFORMATION ONLY

General information

Confidentiality

Your answers are confidential.

Statistics Canada is prohibited by law from releasing any information it collects which could identify any person, business, or organization, unless consent has been given by the respondent or as permitted by the *Statistics Act*. The confidentiality provisions of the *Statistics Act* are not affected by either the *Access to Information Act* or any other legislation. Therefore, for example, the Canada Revenue Agency cannot access identifiable survey records from Statistics Canada.

Information from this survey will be used for statistical purposes only and will be published in aggregate form only.

Data-sharing agreements

To reduce respondent burden, Statistics Canada has entered into data sharing agreements with provincial and territorial statistical agencies and other government organizations, which must keep the data confidential and use them only for statistical purposes. Statistics Canada will only share data from this survey with those organizations that have demonstrated a requirement to use the data.

Section 11 of the *Statistics Act* provides for the sharing of information with provincial and territorial statistical agencies that meet certain conditions. These agencies must have the legislative authority to collect the same information, on a mandatory basis, and the legislation must provide substantially the same provisions for confidentiality and penalties for disclosure of confidential information as the *Statistics Act*. Because these agencies have the legal authority to compel businesses to provide

the same information, consent is not requested and businesses may not object to the sharing of the data.

For this survey, there are **Section 11** agreements with the provincial and territorial statistical agencies of Newfoundland and Labrador, Nova Scotia, New Brunswick, Quebec, Ontario, Manitoba, Saskatchewan, Alberta, British Columbia, and the Yukon.

The shared data will be limited to information pertaining to business establishments located within the jurisdiction of the respective province or territory.

Section 12 of the *Statistics Act* provides for the sharing of information with federal, provincial or territorial government organizations. Under **Section 12**, you may refuse to share your information with any of these organizations by writing a letter of objection to the Chief Statistician and returning it with the completed questionnaire. Please specify the organizations with which you do not want to share your data.

For this survey, there are **Section 12** agreements with the statistical agencies of Prince Edward Island, the Northwest Territories and Nunavut.

For agreements with provincial and territorial government organizations, the shared data will be limited to information pertaining to business establishments located within the jurisdiction of the respective province or territory.

Record linkages

To enhance the data from this survey, Statistics Canada may combine it with information from other surveys or from administrative sources.

Thank you for completing this questionnaire.

Please retain a copy for your records.

Visit our website at www.statcan.gc.ca