



Service Industries Division

# Annual Survey of Traveller Accommodation, 2002

**Confidential** when completed

Français au verso.

**Authority**

This survey is conducted 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.

In all correspondence concerning this questionnaire please quote this nine digit reference number below



**Mailing Address**

**Operating Address**



Please make **correction** or **addition** to the above labelled business operating name, legal ownership name, mailing address and operating address, where necessary, in the space provided below:

050	Ownership name (Corporation, proprietorship or partnership)	051	Operating (trade) name
049	Mailing address	052	Operating address
	Postal Code		Postal Code

### Information for Respondents

#### Survey Objective

This annual survey of traveller accommodation businesses is conducted by Statistics Canada to collect business operating information for statistical and economic analysis of the industries as mandated by the agency to fulfil the demand of many users. The results of the survey are used by business operators and associations for market analysis and assessment of industry performance, operating characteristics and trends, by governments to develop national and regional economic policies, by agencies such as the Canadian Tourism Commission for analysis and policy making and for providing valuable statistics and information feedback to the industries, and by Statistics Canada for maintaining important data input to the preparation of the Canadian System of National Accounts.

#### Survey Reporting Unit

The reporting unit for this survey questionnaire is the business operating establishment (accommodation property) of the traveller accommodation businesses. The operating establishment may be owned by a corporation, a sole proprietor, a limited partnership or a joint-venture partnership. The identification of such legal entity and the operating or trade name of this operating establishment have been labelled in this questionnaire. Please make corrections or additions to the label above if necessary.

#### Confidentiality

Statistics Canada is prohibited by law from publishing any statistics which would divulge information relating to any identifiable business without the previous written consent of that business. **The data reported on this questionnaire will be treated in strict confidence, used for statistical purposes, and published in aggregate form only.** The Confidentiality provisions of the Statistics Act are not affected by either the Access to Information Act or by any other legislation.

#### Note of Appreciation

Canada owes the success of its statistical system to a long-standing co-operation involving Statistics Canada, the citizens of Canada, its businesses, governments and other institutions such as the Canadian Tourism Commission. Accurate and timely statistical information could not be produced without their continued co-operation and goodwill.

#### Data Sharing Agreements

In order to reduce response burden and to provide consistent statistics, Statistics Canada has entered into data sharing agreements with the statistical agencies of *Quebec, Manitoba and British Columbia* in accordance with Section 11 of the Statistics Act, Revised Statutes of Canada, 1985, Chapter S19. For business locations operated in *Quebec, Manitoba and British Columbia*, the agreements authorize Statistics Canada to forward a record of the data collected in this survey to the statistical agencies of these provinces. The Statistics Acts of these provinces include the same provisions for confidentiality and penalties for disclosure of information as the federal Statistics Act.

Statistics Canada's publications are available for use in Statistics Canada's regional offices and all major libraries. As well, please visit our web site at [www.statcan.ca](http://www.statcan.ca)

### Reporting Instructions for Respondents

Please complete and return this questionnaire within 30 days of receipt. If you require assistance in the completion of the questionnaire or have any questions regarding the survey, please contact:

Operation and Integration Division	Phone No. 1-800-916-9316
Statistics Canada	Fax No. 1-888-605-2493
Tunney's Pasture	
Ottawa, Ontario	
K1A 0T6	

### 1. Business Activity and Classification

**023** Please check (✓) below the **one** type of accommodation category which **most accurately describes** your business establishment.

- 721191  **Bed-and-Breakfast**
  - provides short stay guest rooms in private homes or in small buildings converted for this use
  - often possesses a unique or historic character
  - characterized by a highly personalized service
  - room rate includes a full breakfast, served by the owner or owner-supervised staff
- 721192  **Housekeeping Cottages and Cabins**
  - provides short-term lodging in facilities known as housekeeping cottages and cabins
  - designed to accommodate vacationers
  - may include access to private beaches and fishing
- 721211  **RV (Recreational Vehicle) Parks and Campgrounds**
  - provides serviced or unserviced sites to accommodate campers and their equipment, such as tents, tent trailers, travel trailers or RVs
  - may also provide access to facilities such as washroom, laundry rooms, recreation halls, stores and snack bars
- 721212  **Hunting and Fishing Camp (Outfitter)**
  - primarily engaged in operating hunting and fishing camps
  - provides a range of services, such as access to outpost camps or housekeeping cabins, meals and guides
  - may also provide transportation to the facility, services of food, beverages, and hunting and fishing supplies
- 721213  **Recreational (except Hunting and Fishing Camps) and Vacation Camps**
  - operates **overnight** recreational camps, such as children's camps, family vacation camps, and outdoor adventure retreats
  - offers trail riding, white-water rafting, hiking and similar activities
  - provides accommodation facilities, such as cabins and fixed camp sites
  - also provides other amenities, such as food services, recreational facilities and equipment, and organized recreational activities
  - *excludes* day camps
- 721310  **Rooming and Boarding Houses**
  - provides temporary or longer-term accommodation which, for the period of occupancy, may serve as a principal residence
  - includes rooming and boarding houses, fraternity and sorority houses, off-campus dormitories, residential clubs and workers' camps
  - may also provide complementary services, such as housekeeping, meals and laundry services
- 721198  **All Other Traveller Accommodation**
  - provides short-term lodging but is not yet classified to any other industry
  - examples are youth hostels; tourist homes; dormitories; university residences which may be open only seasonally to the public
  - please provide a brief description:

**038**

**None of the above** (please describe briefly below, the nature of your business activity)

**025**

### 2. Form of Organization

Please check (✓) and report the **legal status** of this business operation below.

- 027**  3 **Incorporated**  2 Unincorporated – partnership
- 1 Unincorporated – individual proprietorship  5 Unincorporated – limited partnership
- 4 Other (please specify) **032**

### 3. Reporting Period Information

Please report information for your **fiscal year (normal business year)** ending between April 1, 2002 and March 31, 2003. Please indicate below the period covered by this questionnaire.

**230** From 

D	M	Y

 To **231**

D	M	Y

Did you operate this business unit for the **full year**?

- 235**  7 **Yes** (if yes, please go to Section 4)
- 2 **No** (if no, please check the appropriate box(es) below.)
  - 2 **Seasonal operation** (please specify period)..... **238** From 

D	M	Y

 To 

D	M	Y
  - 3 **Newly built property** (please specify date of opening) ..... **239**

D	M	Y
  - 5 **Change of fiscal year-end** ..... **240** From 

D	M	Y

 To 

D	M	Y
  - 8 **Change of ownership** (please specify effective date) ..... **236**

D	M	Y
  - 4 **Ceased operation** (please specify effective date) ..... **211**

D	M	Y
  - 6 **Temporarily closed** (please specify effective date and reason) ..... **212**

D	M	Y

Reason **213**

#### 4. Revenue

Please report (estimate if necessary) sales and receipts of your business operation for the **2002** reporting period by type of **revenue** or **service** listed below, where **applicable**. Where possible, please provide the breakdown of the receipts from packaged vacation, by type of revenue and services listed. If total revenue only of packaged vacation is available, please report in Box 110, and indicate (✓) below the type of services included. Please **exclude GST** and all **other taxes** collected by you for remittance to a government agency.

		Dollars (omit cents)
a)	Guest Accommodation – Report revenue from the sales of room, suite, cabin, cottage, tent and/or trailer campsite accommodation .....	113
b)	Meals and Non-Alcoholic Beverages – Include prepared meals and non-alcoholic beverages from restaurants and snack bar, (exclude sales by concessionaires) .....	104
c)	Alcoholic Beverages Served – Include beer, wine and liquor served in restaurants, lounges and bars .....	105
d)	Service Revenue – Include revenue from guest laundry, telephone, parking services, and charges from entertainment, sports, health, recreation and amusement facilities and transportation service .....	101
e)	Sales of Merchandise – Include revenue from vending machines, newsstands, gifts and pro shops and sales of recreational and sports equipment and accessories, oil, gasoline, supplies etc. (exclude sales by concessionaires) .....	103
f)	Facility Rental Revenue – Report revenue from the rental of banquet halls, meeting rooms, ballrooms and concession spaces .....	109
g)	Other Rental Revenue – Include revenue from rental of machinery boat, motor and sports equipment .....	106
h)	Packaged Vacation Revenue – Indicate (✓) below the types of services included .....	110
<input type="checkbox"/> 293 Accommodation <input type="checkbox"/> 285 Meals <input type="checkbox"/> 288 Sports Equipment <input type="checkbox"/> 286 Transportation <input type="checkbox"/> 287 Guides <input type="checkbox"/> 291 Other		
i)	Other Operating Revenue – Include all operating revenue not reported above (please specify major items)	
035	<input style="width: 80%;" type="text"/>	108
j)	Total Operating Revenue (sum of items a) to i)) .....	115
k)	Non-Operating Revenue – Include interest and all other revenue not directly related to the operation of this business (please specify major items)	
036	<input style="width: 80%;" type="text"/>	120
l)	Total Revenue (sum of Boxes 115 and 120) .....	130

#### 5. Employment

Please report the **average monthly number** of persons employed in this business establishment during the **2002** reporting period.

	No. of Employee ( Full Year)		No. of Employee (Seasonal)		Total Number	
a) Paid Employees – to whom you paid salaries and wages as shown in <b>Operating Expenses</b> (Section 7, Box 160)						
– Full-time Employees – Worked more than 30 hours per week .....	198		199		152	
– Part-time Employees – Worked less than 30 hours per week .....	200		201		151	
b) Working proprietors and/or working partners of <b>unincorporated</b> businesses .....	153					

#### 6. Client Base

Please report (estimate if necessary) the percentage of your guest accommodation revenue (Section 4, Box 113) derived from the following clientele:

Please report (estimate if necessary) the percentage breakdown of **foreign visitors** by their **country of origin**. (Please note that the percentages may sum up to 100% or to the total percentage of foreign visitors as reported in Box 185)

	Percent (%)	
<b>Domestic clients</b>		
a) Households or individual (for leisure purposes) .....	180	
b) Companies or individual (for business purposes) .....	181	
c) All levels of governments .....	183	
<b>Foreign clients</b>		
d) All foreign visitors (for leisure or business purposes) .....	185	
<b>Total</b> (total of above boxes must equal 100%) .....	189	100%

	Percent (%)	
U.S. ....	401	
U.K. ....	402	
France .....	403	
Germany .....	404	
Japan .....	405	
Other Foreign .....	406	
<b>Total</b> (total of above boxes must equal 100% or box 185) ..	407	

## 7. Operating Expenses

Please report (estimate if necessary) the following expenses incurred during the **2002 reporting period** (complete only those expense categories which are applicable to your establishment). Please indicate in your reporting if a particular expense item is included with another item reported. Please include GST except the portion which is refundable by government. Do not include capital expenditures (to be reported in Section 8, e)). If it is detailed enough, you may also attach a copy of your expense statements and proceed to section 8.

		Dollars (omit cents)
a)	Cost of sales (purchases plus opening inventory minus closing inventory). Report the cost of food products, alcoholic beverages and merchandise purchased for resale. Exclude other costs, such as office supplies and materials used. These should be reported in Box 177 below .....	159
b)	Salaries, wages, bonuses and commissions paid to your employees .....	160
c)	Employee benefits (e.g., employer's contribution to pension, medical, employment insurance and Worker's Compensation plans) .....	161
d)	Rent and/or lease of land and building .....	162
e)	Rent and/or lease of machinery, equipment, computer and motor vehicles .....	163
f)	Repairs and maintenance to buildings, furnishings, machinery and equipment (do not include capital expenditures, to be reported in section 8, e)) .....	166
g)	Legal, accounting and auditing .....	167
h)	Management and consulting fees .....	190
i)	Marketing, advertising and promotion .....	168
j)	Insurance .....	169
k)	Property taxes, permits, licenses, business tax and other tariffs/taxes (exclude income tax) .....	195
l)	Heat, light, power and water .....	171
m)	Telephone, telegraph, telex, facsimile and postage .....	172
n)	Travel (transportation, accommodation, food, entertainment expenses while travelling) .....	173
o)	Depreciation (for buildings, equipment and leasehold improvement) .....	175
p)	Interest expense: on short-term loans .....	176
	on long-term loans and mortgages .....	197
q)	Office and all other supplies and materials used in the business (do not include purchases reported under cost of sales - Box 159 above) .....	177
r)	All other operating expenses not specified above (please specify major items) .....	178
	037	178
s)	Total Operating Expenses (sum of items a) to r) .....	179

## 8. Other Operating Characteristics and Facilities

Please check (✓) and report the following operating characteristics and facilities:

		Number
a)	Number of Guest Accommodation Units – Please report the total number of units of guest accommodation (including campsites) available for sale (occupancy) on average per day .....	241
b)	Guest Accommodation Unit Occupancy – Please report either 1) or 2) below:	Percent (%)
1)	Average Occupancy Rate – Please report the ratio of guest accommodation units sold (occupied) to the total number of units available for the reporting period .....	242
2)	Average Actual Unit Nights Sold – Please report the average daily number of guest accommodation units sold (occupied) .....	Number
		256



