



Service Industries Division

# Annual Survey of Traveller Accommodation, 2003

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



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.

**Mailing Address**

**Operating Address**



Correct pre-printed information if necessary using the corresponding boxes below:

0001	Legal name		
0004	Number and street		
0005	City	0006	Province or State
0053	Country	0007	Postal code / Zip code

0002	Business name		
0081	Number and street		
0082	City	0083	Province or State
	Country	0085	Postal code / Zip 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 under Section 11 of the *Statistics Act*. For business locations operated in Quebec, Manitoba and British Columbia, the agreements authorize Statistics Canada to forward a copy 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. As well, Statistics Canada has entered into a data sharing agreement with the Canadian Tourism Commission under section 12 of the *Statistics Act* for the sharing of information from this survey. Under section 12 of the *Statistics Act* you may refuse to share your information with the Canadian Tourism Commission by writing to the Chief Statistician and returning your letter of objection along with the completed questionnaire in the enclosed return envelope. The agreement with the Canadian Tourism Commission requires that they keep the information confidential and use it only for statistical and research purposes.

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  
Statistics Canada, Tunney's Pasture  
Ottawa, Ontario K1A 0T6

Phone No. 1-800-916-9316  
Fax No. 1-888-605-2493



### 4. Revenue

Please report (estimate if necessary) sales and receipts of your business operation for the **2003** 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 2300, 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) <b>Guest Accommodation</b> – Report revenue from the sales of room, suite, cabin, cottage, tent and/or trailer campsite accommodation .....	<b>2295</b>	
b) <b>Meals and Non-Alcoholic Beverages</b> – Include prepared meals and non-alcoholic beverages from restaurants and snack bar, (exclude sales by concessionaires) .....	<b>1415</b>	
c) <b>Alcoholic Beverages Served</b> – Include beer, wine and liquor served in restaurants, lounges and bars .....	<b>1414</b>	
d) <b>Service Revenue</b> – Include revenue from guest laundry, telephone, parking services, and charges from entertainment, sports, health, recreation and amusement facilities and transportation service .....	<b>2296</b>	
e) <b>Sales of Merchandise</b> – 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) .....	<b>2028</b>	
f) <b>Facility Rental Revenue</b> – Report revenue from the rental of banquet halls, meeting rooms, ballrooms and concession spaces .....	<b>2297</b>	
g) <b>Other Rental Revenue</b> – Include revenue from rental of machinery boat, motor and sports equipment .....	<b>2298</b>	
h) <b>Packaged Vacation Revenue</b> – Indicate (✓) below the types of services included .....	<b>2300</b>	
<input type="checkbox"/> <b>2386</b> Accommodation <input type="checkbox"/> <b>2387</b> Meals <input type="checkbox"/> <b>2388</b> Sports Equipment <input type="checkbox"/> <b>2389</b> Transportation <input type="checkbox"/> <b>2390</b> Guides <input type="checkbox"/> <b>2391</b> Other		
i) <b>Other Operating Revenue</b> – Include all operating revenue not reported above (please specify major items)	<b>2071</b>	
<input style="width: 500px;" type="text"/>		<b>2077</b>
j) <b>Total Operating Revenue</b> (sum of items a) to i)) .....		<b>2080</b>
k) <b>Non-Operating Revenue</b> – Include interest and all other revenue not directly related to the operation of this business (please specify major items)	<b>2095</b>	
<input style="width: 500px;" type="text"/>		<b>2097</b>
l) <b>Total Revenue</b> (sum of Boxes 2080 and 2097) .....		<b>2098</b>

### 5. Employment

Please report the **average monthly number** of persons employed in this business establishment during the **2003** reporting period.

	No. of Employee ( Full Year)		No. of Employee (Seasonal)		Total Number	
	6316	6317	6318	6319	6310	6311
a) Paid Employees – to whom you paid salaries and wages as shown in <b>Operating Expenses</b> (Section 7, Box 3010)						
– Full-time Employees – Worked more than 30 hours per week .....						
– Part-time Employees – Worked less than 30 hours per week .....						
b) Working proprietors and/or working partners of <b>unincorporated</b> businesses						

### 6. Client Base

Please report (estimate if necessary) the percentage of your guest accommodation revenue (Section 4, Box 2295) 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 2373)

Domestic clients		Percent (%)		Foreign clients		Percent (%)	
a) Households or individual (for leisure purposes) .....	<b>2370</b>			U.S. ....	<b>2374</b>		
b) Companies or individual (for business purposes) .....	<b>2371</b>			U.K. ....	<b>2375</b>		
c) All levels of governments .....	<b>2372</b>			France .....	<b>2376</b>		
				Germany .....	<b>2377</b>		
d) All foreign visitors (for leisure or business purposes) .....	<b>2373</b>			Japan .....	<b>2378</b>		
				Other Foreign .....	<b>2379</b>		
<b>Total</b> (total of above boxes must equal 100%) .....			<b>100%</b>	<b>Total</b> (total of above boxes must equal 100% or box 2373) .	<b>2385</b>		

## 7. Operating Expenses

Please report (estimate if necessary) the following expenses incurred during the **2003 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 goods sold (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 4000 below .....	5721
b)	Salaries, wages, bonuses and commissions paid to your employees .....	3010
c)	Employee benefits (e.g., employer's contribution to pension, medical, employment insurance and Worker's Compensation plans) .....	3040
d)	Rent and/or lease of land and building .....	4120
e)	Rent and/or lease of machinery, equipment, computer and motor vehicles .....	4140
f)	Repairs and maintenance to buildings, furnishings, machinery and equipment (do not include capital expenditures, to be reported in section 8, e)) .....	4176
g)	Legal, accounting and auditing .....	4230
h)	Management and consulting fees .....	4555
i)	Marketing, advertising and promotion .....	4365
j)	Insurance .....	4350
k)	Property taxes, permits, licenses, business tax and other tariffs/taxes (exclude income tax) .....	4427
l)	Heat, light, power and water .....	4042
m)	Telephone, telegraph, telex, facsimile and postage .....	4102
n)	Travel (transportation, accommodation, food, entertainment expenses while travelling) .....	4370
o)	Depreciation (for buildings, equipment and leasehold improvement) .....	4520
p)	Interest expense: on short-term loans .....	4611
	on long-term loans and mortgages .....	4612
q)	Office and all other supplies and materials used in the business (do not include purchases reported under cost of sales - Box 5721 above) .....	4000
r)	All other operating expenses not specified above (please specify major items) .....	4561
<div style="border: 1px solid black; width: 100%; height: 20px; margin-bottom: 5px;"></div> <div style="border: 1px solid black; width: 100%; height: 20px;"></div>		4569
s)	<b>Total Operating Expenses</b> (sum of items a) to r) .....	4599

## 8. Other Operating Characteristics and Facilities

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

		Number
a)	<b>Number of Guest Accommodation Units</b> – Please report the total number of units of guest accommodation (including campsites) available for sale (occupancy) on average per day .....	9781
b)	<b>Guest Accommodation Unit Occupancy</b> – Please report either 1) or 2) below:	Percent (%)
1)	<b>Average Occupancy Rate</b> – Please report the ratio of guest accommodation units sold (occupied) to the total number of units available for the reporting period .....	9794
2)	<b>Average Actual Unit Nights Sold</b> – Please report the average daily number of guest accommodation units sold (occupied) .....	Number
		9807

### 8. Other Operating Characteristics and Facilities - Continued

c) **Locality of Establishment** – Please check (✓), **only one**, the closest identification of your **business location**:

- 9121**    1  **Centre city** – located in the town core or central business district  
 2  **Suburban** – located in the outskirts of town or city limits  
 3  **Highway** – located off a major highway or throughway  
 4  **Airport** – located near an airport with regularly scheduled passenger service  
 5  **Rural** – facilities located in a rural atmosphere  
 6  **Remote location** – not accessible by automobile or bus

d) **Market Orientation** – Please check (✓) below, one category which most accurately describes the **major targeting market segment** of your business operation:

- 9127**    1  **Economy**                      2  **Mid-scale**                      3  **Up-scale**  
 4  **Luxury**                              5  **Don't know**

e) **Capital Expenditure** – Please report total expenditure of **capital upgrade or renovation**, if any, incurred during the **2003** reporting period and **specify amount**:

**7077**    3  No                      1  Yes (please specify) — Amount **7078**  \$ (omit cents)

### 9. Marketing Information

Please check (✓) the following questions, **where applicable**, relating to the **marketing practices** of your establishment during the **2003** reporting period (**more than one box may be checked**).

- 9128**  Accommodation Guide Listing                      **9133**  Brochures                      **9139**  Internet  
**9129**  Radio Ads    **9134**  Direct Mail  
**9130**  Newspaper Ads                                      **9135**  Travel Information Offices  
**9131**  Magazine Ads                                      **9136**  Trade Shows  
**9132**  Television Ads                                      **9137**  Consumer Shows  
**9138**  Other (please specify) **9140**

### 10. Multi-Establishment

The information of **one** business operating **establishment** only should be reported in this questionnaire. If more than one business establishment is included here, please report the total **number** of establishments **5015**  and specify the **names, addresses** and **revenues** below. In addition, please indicate, below, the **name** and **address** of any **newly acquired** or **newly built** accommodation establishments by your **legal entity** during the reporting period:

Names	Addresses	Revenues (\$)
0942	0913	0958
0950	0954	0959
0951	0955	0960
0952	0956	0961
0953	0957	0962

