

2015 Annual Survey of Service Industries: Traveller Accommodation

CONFIDENTIAL once completed.

Selon nos dossiers votre langue de préférence est l'anglais, si vous préférez recevoir ce document en français, veuillez nous appeler au numéro sans frais suivant : 1-800-972-9692.

Please verify the business or organization name, contact person and address for this questionnaire and correct where needed.

Legal name

Operating name

First name

Last name

Title

Address (number and street)

City

Province, territory or state Postal code or ZIP code

Country

Business or organization and contact information

Email address

Telephone number (including area code)

Extension number

Preferred language of communication

English French

Fax number (including area code)

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.

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. Please access www.statcan.gc.ca/survey-enquete/index-eng.htm for more information on this survey.

Security of emails and faxes

Statistics Canada advises you that there could be a risk of disclosure during facsimile or email. However upon receipt, Statistics Canada will provide the guaranteed level of protection afforded all information collected under the authority of the *Statistics Act*. **Note:** Our online questionnaires are secure, there is no risk of data interception when responding to Statistics Canada online surveys.

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 have agreed to 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 21 days.

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

If you are unable to complete within 21 days **OR** if you need help, call us at **1-800-972-9692**.

Statistics Canada
Operations and Integration Division
150 Tunney's Pasture Driveway
Ottawa, Ontario K1A 0T6
Visit our website, www.statcan.gc.ca

Business status

1. Is this business or organization currently in operation?

B00309

- Yes ► **Go to next section**
- No, seasonal operations ► **Go to question 2**
- No, ceased all operations ► **Go to question 4**
- No, sold all operations ► **Go to question 6**
- No, amalgamated with (an) other business(es) ► **Go to question 8**
- No, temporarily inactive but will re-open ► **Go to question 11**
- No, no longer operating due to other reason(s) ► **Go to question 14**

2. When did this business or organization close for the season?

YYYY MM DD

B00217

Date

| | | | | | | | | | |
|--|--|--|--|--|--|--|--|--|--|
| | | | | | | | | | |
|--|--|--|--|--|--|--|--|--|--|

3. When does this business or organization expect to resume operations?

YYYY MM DD

B00218

Date

| | | | | | | | | | |
|--|--|--|--|--|--|--|--|--|--|
| | | | | | | | | | |
|--|--|--|--|--|--|--|--|--|--|

► **Go to next section**

4. When did this business or organization cease all operations?

YYYY MM DD

B00211

Date

| | | | | | | | | | |
|--|--|--|--|--|--|--|--|--|--|
| | | | | | | | | | |
|--|--|--|--|--|--|--|--|--|--|

5. Why did this business or organization cease all operations?

B00311

- Bankruptcy
- Liquidation
- Dissolution
- Other reason — please specify:

B00312

| |
|--|
| |
|--|

► **Go to next section**

6. When was this business or organization sold?

YYYY MM DD

B00212

Date

| | | | | | | | | | |
|--|--|--|--|--|--|--|--|--|--|
| | | | | | | | | | |
|--|--|--|--|--|--|--|--|--|--|

INFORMATION COPY DO NOT USE TO REPORT

7. What is the legal name of the buyer?

B00406

▶ Go to next section

8. When did this business or organization amalgamate?

YYYY MM DD

B00213

Date

9. What is the legal name of the resulting or continuing business or organization?

B00407

10. What is (are) the legal name(s) of the other amalgamated business(es) or organization(s)?

B00408

▶ Go to next section

11. When did this business or organization become temporarily inactive?

YYYY MM DD

B00214

Date

12. When does this business or organization expect to resume operations?

YYYY MM DD

B00215

Date

13. Why is this business or organization temporarily inactive?

B00313

▶ Go to next section

14. When did this business or organization cease operations?

YYYY MM DD

B00216

Date

15. Why did this business or organization cease operations?

B00314

▶ Go to next section

INFORMATION COPY DO NOT USE TO REPORT

Reporting instructions

1. Please print in ink.
2. Report all dollar amounts in **thousands of Canadian dollars**.
3. Do not include sales tax.
4. Percentages should be rounded to whole numbers.
5. Consult the reporting guide at **www.statcan.gc.ca/guides-e** for further information.
6. When precise figures are not available, please provide your best estimates.

Business activity

1. Statistics Canada uses the **North American Industrial Classification System** to classify the activities of each business or organization. According to our records, this business or organization's **main activity** is classified as:

Is this the **main activity** of this business or organization?

B05002

- Yes, this is the **main activity** of this business or organization. ► **Go to question 1c**
- No, this is **not the main activity** of this business or organization. ► **Go to question 1a**

- a. Was this business or organization's main activity, which typically generates the most revenue, **ever** classified as described above?

B05111

- Yes ► **When did the main activity change?** ► **Date :** YYYY MM DD
- No ► **Go to question 1b**

B00219

| | | | | | | | | | |
|--|--|--|--|--|--|--|--|--|--|
| | | | | | | | | | |
|--|--|--|--|--|--|--|--|--|--|

- b. Please provide a **brief but precise description** of this business or organization's **main activity** (e.g., "breakfast cereal manufacturing" or "shoe store" or "software development").

B05003

- c. Approximately what **percentage of this business or organization's revenue** is generated by this **main activity**?

B05004

Estimates are acceptable. %

| | | | |
|--|--|--|--|
| | | | |
|--|--|--|--|

Are there any other activities that **contribute significantly** (at least 10%) to this **business or organization's revenue**?

B05024

- Yes ► **Go to question 1d**
- No ► **Go to next page**

- d. Please provide a **brief but precise description** of this business or organization's **secondary activity**. (e.g., "breakfast cereal manufacturing" or "shoe store" or "software development").

B05005

- e. Approximately what **percentage of this business or organization's revenue** is generated by this **secondary activity**?

B05006

Estimates are acceptable. %

| | | | |
|--|--|--|--|
| | | | |
|--|--|--|--|

Reporting period information

1. For this survey, please report information for this business or organization most recent **12 month fiscal period**.

Note: For this survey, the **End date** should fall between April 1, 2015 and March 31, 2016.

| | | | | | | | |
|------------|----------------------|----------------------|----------------------|----------|----------------------|----------------------|----------------------|
| | YYYY | MM | DD | | YYYY | MM | DD |
| Start date | <input type="text"/> | <input type="text"/> | <input type="text"/> | End date | <input type="text"/> | <input type="text"/> | <input type="text"/> |

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

B00301_r1

seasonal operations

B00301_r2

new business

B00301_r3

change of ownership

B00301_r4

change of fiscal year

B00301_r5

ceased operations

B00301_r6

temporarily inactive

B00301_r7

other reason — please specify:

B00301_r8

3. Please indicate below, any changes or events that may have affected the reported values for this business or organization compared to the last reporting period (mark all that apply):

B00302_t1

strike or lockout

B00302_t2

exchange rate impact

B00302_t3

price changes in goods or services sold

B00302_t4

contracting out

B00302_t5

organizational change

B00302_t6

price changes in labour or raw materials

B00302_t7

natural disaster

B00302_t8

recession

B00302_t9

change in product line

B00302_t10

sold business units

B00302_t11

expansion

B00302_t12

new/lost contract

B00302_t13

plant closures

B00302_t14

acquisition of business units

B00302_t15

other change or event — please specify:

B00302_t16

B00302_t17

no change or event

INFORMATION COPY DO NOT USE TO REPORT

E-Commerce

1. For this reporting period, what was this business's total revenue?
Please report all amounts in **thousands of Canadian dollars**.

Include: sales of goods and services; rental, leasing and property management; commissions; subsidies, grants, donations, fundraising and sponsorships; royalties; rights; licensing and franchise fees; dividends, interest and other revenue.

CAN\$ '000
F4000PF1

€\$,000

2. Did this business have any e-commerce revenue in this reporting period?

E-commerce revenue: sale of goods and services conducted over the Internet with or without online payment.

Include: all revenue for which an order is received and the commitment to purchase is made via the Internet, although payment can be made by other means, such as orders made on Web pages, an extranet, mobile devices or Electronic Data Interchange (EDI).

Exclude: orders made by telephone, facsimile or email.

B05163

1 Yes → **Go to question 3**

3 No → **Go to question 6**

3. What was the total e-commerce revenue in this reporting period?
If precise figures are not available, please provide your best estimate.

CAN\$ '000
F43459

€\$,000

4. During this reporting period, did this business make sales over the Internet through any of the following methods?
Select all that apply.

- a. Via a mobile app
- b. Via your company website
- c. Via a third-party website
- d. Via Electronic Data Interchange (EDI)
- e. Other methods — please specify:

B05164_m1

B05164_m2

B05164_m3

B05164_m4

B05164_m5

B05164_m6

5. Does this business have any full-time staff dedicated solely to activities related to e-commerce?

B20052

1 Yes

3 No

6. If you answered No at question 2, please identify the reasons why this business did not make sales over the Internet.
Select all that apply.

- a. Goods and services do not lend themselves to online sales
- b. Prefer to maintain current business model
- c. Lack of skilled workers to implement and maintain e-commerce infrastructure
- d. Cost of development is too high
- e. Security concerns
- f. Other reasons — please specify:

B05165_r1

B05165_r2

B05165_r3

B05165_r4

B05165_r5

B05165_r6

B05165_r7

Industry characteristics

Sales

What were this business's sales for each of the following goods and services?

Please report all amounts in **thousands of Canadian dollars**.

| | CAN\$ '000 |
|--|-------------------------------------|
| 1. Room or unit accommodation for travellers | F45007 \$ <input type="text"/> ,000 |
| 2. Meals and non-alcoholic beverages, prepared and served or dispensed for immediate consumption | F43176 \$ <input type="text"/> ,000 |
| 3. Alcoholic beverages, prepared and served or dispensed for immediate consumption | F43177 \$ <input type="text"/> ,000 |
| 4. Sale of merchandise (e.g., packaged food and beverages, newspapers, magazines, books, tobacco, cigarettes and souvenirs) | F43178 \$ <input type="text"/> ,000 |
| 5. Telephone and Internet access services | F45008 \$ <input type="text"/> ,000 |
| 6. Rental of space and equipment (e.g., meeting room rentals, banquet rentals, concessions) | F45805 \$ <input type="text"/> ,000 |
| 7. Amusement and recreational services (e.g., golf course, skiing, admissions to live performing arts events) | F45009 \$ <input type="text"/> ,000 |
| 8. Other services (e.g., parking, laundry) | F45011 \$ <input type="text"/> ,000 |
| 9. Other revenue not elsewhere reported — please specify: F43175 <input type="text"/> | F43005 \$ <input type="text"/> ,000 |
| 10. Total sales of goods and services (sum of questions 1 to 9) | F43000 \$ <input type="text"/> ,000 |

Cost of goods sold

What were this business's costs for the following goods during the reporting period?

| | CAN\$ '000 |
|---|-------------------------------------|
| 11. Cost of food products used in meal preparation (related to question 2) | F61102 \$ <input type="text"/> ,000 |
| 12. Cost of alcoholic beverages used or sold (related to question 3) | F61103 \$ <input type="text"/> ,000 |
| 13. Cost of all other merchandise sold (related to question 4) | F61104 \$ <input type="text"/> ,000 |
| 14. Total cost of goods sold (sum of questions 11 to 13) | F61100 \$ <input type="text"/> ,000 |

Occupancy rate

What were the following values relating to the occupancy of this establishment during the reporting period?

15. **Total number of rooms** in this establishment

Number
B20002

16. Total number of room-nights **available**
Exclude: rooms closed due to repair or renovations

B20003

17. Total number of room-nights **sold**

B10005

Percentage

B10006

%

18. For the reporting period, what was the occupancy rate for this establishment?

INFORMATION COPY DO NOT USE TO REPORT

Sales by type of client

What was this business's breakdown of sales by the following types of client?

1. Clients in Canada

Percentage

F43008_c1

a. individuals and households %

F43008_c2

b. businesses %

F43008_c3

c. governments, not-for-profit organizations and public institutions
(e.g., hospitals and schools) %

F43008_c4

2. Clients outside of Canada %

100%

INFORMATION COPY DO NOT USE TO REPORT

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*.

Statistics Canada will use information from this survey for statistical purposes.

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 have agreed to 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 and to minimize the reporting burden, 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, www.statcan.gc.ca