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2009

Prince Edward Island's  
**ACCOMMODATION/CAMPGROUND**  
**TOURISM**  
**OPERATOR MANUAL**



*The Gentle Island*

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## I. INTRODUCTION

### Quality Tourism Services/Tourism PEI

Quality Tourism Services Inc. in partnership with Tourism PEI, provides services to the Island's accommodation and camping sectors. The focus of this partnership is to ensure the travelling public receives a quality product in their choice of lodging and to improve or maintain industry standards.

Quality Tourism Services (known within the industry as QTS) is a non-profit company, (operated by an elected industry Board of Directors) that administers the necessary licensing application, inspection and monitoring process for all tourist accommodation and campgrounds in PEI. QTS also delivers rating programs including Canada Select, Camping Select, Accessibility and Cyclist Welcome programs.

### Licensed Accommodation/Camping Program

The Tourism Establishment License Program applies a standardized system of minimum facility requirements and also evaluates cleanliness and state of repair at tourist accommodation and camping properties, province wide. These standards are contained in the Tourism Industry Act regulations. See Enclosure A.

By establishing minimum standards of cleanliness, comfort and safety, visitors to the province can be confident in their selection of accommodations or campground when using a "Licensed" approved property. Visitors who have better accommodation or camping experiences may stay longer or make return trips.

### Benefits of "Licensed" Accommodation/ Campground Status

As an approved licensed accommodation or campground, your business is eligible to access programs and services offered through Tourism PEI, Quality Tourism Services and other industry organizations.

## BENEFIT # 1

### Listing in the PEI Island Guide

Accommodation properties which are inspected, approved and Canada/Camping Select rated are eligible to list in the Island Guide and on the website [www.gentleisland.com](http://www.gentleisland.com). Operators have the option to purchase listings in the print guide only, on the website only, or in both. Website listings are integrated with Slumberland, the online vacancy information and reservation service, and is only available to licensed operators.

Many operators say that the Guide and [www.gentleisland.com](http://www.gentleisland.com) website are their best advertising investments. For the past 15 years the Guide has been produced in a colourful magazine-style with attractive lure and editorial portions and plenty of rich photography. Operators may also purchase display space ads and listings.

In recent years approximately 300,000 copies of the English-language visitors guide and from 70-100,000 copies of the French-language Guide de L'Île are published and distributed in response to requests, to travel trade, through the Canadian Tourism Commission offices, AAA/CAA offices and picked up on-Island. Requests are also received via an on-line order form at [gentleisland.com](http://gentleisland.com), through business reply cards, placed in conjunction with Tourism PEI's magazine advertising campaign and via the toll-free information lines.

## BENEFIT # 2

### Display the "Tourist Establishment License" Plaque

The distinctive license plaque is a symbol of quality assurance. Visitors can expect clean and comfortable accommodations when they see this plaque.

Once your property has met all requirements of the Tourism Industry Act regulations, a permanent, mounted license will be sent to you.

## BENEFIT # 3

### Signage

#### 1. On Premise

The Highway Signage Act recognizes the Island's landscape as the single most valuable resource or product for the tourism industry and thus establishes restrictive measures on commercial signage. The Act provides for licensing of on-premise signage. The one-time fee charged for On Premise Signage permits is \$25.00 plus GST. (2008 rate) (Enclosure B)

#### 2. Highway Directional Signage

The Tourism Directional Signage program provides the travelling public with directional signage in a concise, visible manner. They are the blue reflective signs that are from tip-to-tip on the island. Any tourism-related business may apply. Establishment categories include accommodations, attractions, eating establishments, recreation, craft/gift shops, automotive, etc. Full details are included in the attached application. (Enclosure B)

## BENEFIT # 4

As a licensed operator, your business may become a member of "Slumberland".

**Slumberland is the provincial on-line reservation and vacancy information system.** For a \$50 annual fee, member properties gain access to the system, populate their property information into the system and are able to file occupancy reports on-line, generate invoices and take deposits on bookings. As well, all provincial and destination Visitor Information Centres use vacancy information from Slumberland to provide information to visitors.

Guests can plan their vacations on-line by pre-booking accommodations, reviewing vacancies and searching rental rates for a specific property/unit/site.

To apply for membership, contact Slumberland at (902)892-0923.

## BENEFIT #5

### Private Literature Distribution

The Private Literature Distribution System (PLDS) is a free service provided to tourism operators. PLDS is designed to assist with the promotion of tourism business through the distribution of private literature to the Provincial Visitor Information Centres (VIC)'s and Destination Centres.

In order to participate in the program, literature must meet the requirements set forth in the private literature guidelines and the property must be an approved, licensed accommodation/campground. Once approved, Operators, must select which VIC's/ Destination Centres they want to receive their literature and what quantity for each selected centre. The Tourism P.E.I. Distribution Centre will distribute free of charge to VIC's/ Destination Centres.

For specific information on the program and obtaining an application and guidelines, please call 368-3353.

## II. APPLYING & PROCEDURE FOR A TOURIST ESTABLISHMENT

As a mandatory program, every tourist accommodation and campground must be licensed in order to rent to visitors. A Tourist Establishment is defined as any accommodation or campground that rents daily or weekly, for less than 30 days duration.

Applications may be made for the following types of accommodation:

- Hotel/Motel
  - overnight or housekeeping
  - suites
  - motor hotels
  - motor inns
- Resort
- Cottage
  - houses
  - vacation homes
  - apartments
  - condominiums
  - housekeeping units
  - management company rentals
- Inn

- Bed & Breakfast
  - tourist/guest Home
  - hospitality home
  - farm vacation
- Campground
  - private
  - provincial
  - municipal
  - national
  - camping cabins
- Trailer/RV rental
- University Residences used as tourism accommodation.

**There are 5 main steps to achieving licensed status.**

### STEP # 1 REGISTRATION

Complete an application form, provided in this package (Enclosure C) or available through Quality Tourism Services or online at [www.qts.pe.ca](http://www.qts.pe.ca). Review the **Basic Eligibility Requirements** (Section IV of this handbook) and the Tourism Industry Act Regulations (Enclosure A) to see if your property qualifies for licensing.

The \$75.00 non-refundable initial inspection fee plus applicable licence fee must accompany the application, (cheques payable to Tourism PEI). Send the application to QTS. Thoroughly review the Tourism Industry Act regulations and Canada/Camping Select criteria to prepare your property for inspection. The inspection is based on the requirements found in the Tourism Industry Act regulations. (Enclosure A.)

### STEP # 2 WATER SAMPLING

All accommodation and camping operators, who do not obtain their water from a municipal or monitored, registered system, are responsible to maintain their water supply and quality. Each operation is required to sample their water, prior to receiving guests, and thereafter every three months of operation.

Samples must be analyzed at an accredited Standard of Canada Laboratory and the report provided to QTS. Fax to (902) 566-3575.

Participation in a 2 hour Tourism Water Quality Workshop is strongly recommended. Contact QTS (902) 566-3501. Carefully review instructions and additional information contained in the enclosed reference guide. (Enclosure D)

### STEP # 3 INSPECTION

Once QTS receives the application (and fee) and the water report (showing zero Total Coliforms and zero E coli), please call QTS to make arrangements for the inspection. Inspection schedules are organized to make efficient use of staff time and resources. Expect a time to be arranged for a morning or afternoon appointment, Monday through Friday.

An inspection, and the preceding two steps, must be completed prior to receiving your first guests. Therefore, ensure sufficient time is allowed to schedule the inspection. QTS recommends you apply at least one month prior to your expected opening date.

At the time of inspection, the property must be clean, in good state of repair and set up as though you are receiving guests.

#### Successful Inspection

Once a successful inspection has been completed, this information is forwarded to Tourism PEI to complete the licensing process.

#### Unsuccessful Inspection

There are many reasons that an accommodation/camping property is not immediately approved during inspection. But, primarily, it means the property does not meet the minimum standard as set out in the Tourism Industry Act regulations.

If your accommodation or campground is not approved, a re-inspection will be necessary prior to completing the licensing process.

You will be given a report outlining the areas to be improved. Once completed, contact QTS (or your inspector) to make arrangements for a re-inspection.

### STEP # 4 COMPLETE THE LICENSE PROCESS

An annual license fee is payable to Tourism PEI. Tourism PEI will send an invoice to you. Once paid in full, the licensing process is complete and the license will be mailed to you.

## Annual License Fee (as of 2007)

### *Rental Units*

1 - 4 units	\$100
5 units and over	\$150. base fee plus \$7 per unit

### *Campground*

1 - 100	\$140
101 - 250 sites	\$210
251 sites and over	\$245

### *Camping Cabin*

As per campground licensing fee plus \$7 per unit.

### *Travel Trailer/RV Rental*

(Separate licensing fees will apply for each/multiple locations.)

1 - 4 units	\$100
5 units and over	\$150 base fee, plus \$7 per unit

## **STEP # 5 POST LICENSE**

Once received, post the license in your establishment. The license should be displayed in a prominent location in your office or in the actual unit, if you do not have an office. Be prepared to provide information including your license number for various functions such as occupancy reporting or correspondence to taxation or other government departments.

## **III. MAINTAINING YOUR LICENSE**

### 1.1 About Inspections

An inspection is required annually either prior to or during the dates of operation. It is the responsibility of the owner/manager to ensure this inspection is conducted when the property is in a state to receive guests.

Inspections may be unannounced or arranged through the QTS office. For properties where the owner/manager is not on-site, an appointment will be made.

A Tourism Standards Officer inspects a random selection of units or sites - usually a minimum of 4 or 10% of the total, representative of the different types of accommodation/sites offered. Although effort will be made to inspect only unoccupied units/sites, the inspection may include occupied rooms/sites, therefore the owner/manager will be asked to accompany the Tourism Standards Officer.

If deficiencies are identified, the Advisor will notify the owner/manager and expect the improvements to be made. If the deficiencies are serious and/or numerous, a re-inspection will be necessary. A time to make the necessary improvements will be discussed with the owner/manager and agreed upon.

**Note:** *Failure to provide* the following will result in a failed inspection even if the property meets the standards of cleanliness and state of repair.

- door locks in fixed roof accommodation
- safety/health regulations
- compliance with fire safety code
- posting notices due to Boil Water Advisory
- functioning smoke alarms

### 1.2 Maintaining Approved Licensing Status

To maintain your property's license, you must continue to comply with all Tourism Industry Act regulations and be inspected annually, prior to or during your dates of operation.

Expect either a morning or afternoon appointment, Monday - Friday. Inspectors organize their inspections to make the most efficient use of their time. Not all owner requests can be accommodated, so flexibility is required, in much the same way that you will need to be flexible with your guests' needs.

### 2.1 Guest Complaints

- all guest complaints must be addressed to the satisfaction of Tourism PEI;
- if Tourism PEI or QTS receives a complaint from a guest, the owner/manager will be requested to respond directly to the complaint, via QTS or to Tourism PEI;
- for complaints dealing with facilities, cleanliness or state of repair, QTS will be asked to conduct an inspection of the property including the actual unit/site and report the results to Tourism PEI;
- Tourism PEI responds to each complainant and will outline the results of the on-site inspection;
- it is also strongly advisable, for the operator/owner to respond to the complainant.

**Failure to respond appropriately to guest complaints is very serious. All complaints reflect consumer expectations that have not been met.**

## 2.2 Occupancy Reporting

The reporting of occupancy levels is an important measure and marketing tool for industry and all tourism establishments. Once your accommodation is licensed, you will be automatically enrolled in this system and be expected to provide occupancy returns on a monthly basis. A package of information will be sent to you. Please follow the directions on these forms to complete and remit to the Director of Research for Tourism PEI. Should you have questions, contact 368-6342.

### 3.1 Separate License For Each Property

A tourism operator may have multiple properties that they rent to visitors. The individual properties will normally be licensed separately unless one civic number is assigned to the entire property or the two properties share a boundary. For example, an owner rents a cottage and also has a B&B at their home. The cottage is at the shore approximately 1 km from the B&B. Two licenses will be necessary.

### 3.2 New/Expanded Units at an Existing Licensed Property

The property must contact QTS, upon completion of the project, to arrange an inspection of the new units/sites. For existing licensed properties, you may include in your detailed Island Guide listing a "Planned for...", "Newly renovated units..." or "Opening spring..." statement. The additional units or sites will not be listed at the bottom of your listing, until they have attained license approval.

### 3.3 Listing a New Property - Under Construction or Under Major Renovation

For the most part, a property must gain licensing approval prior to being listed in the Island Guide. The exceptions are properties that undergo the "License Pending" process and are listed with the designation of "License Pending". Very specific requirements must be met and not all projects are eligible. Please contact Tourism PEI for additional information.

## IV. BASIC ELIGIBILITY REQUIREMENTS FOR ALL ACCOMMODATION AND CAMPGROUNDS/RV PARKS

**The Tourism Industry Act and Regulations are the most important information within the licensing process. The inspection will be based on the requirements set out in the Act and regulations. Take the time to thoroughly review these documents. (Enclosure A)**

In addition to the Basic Eligibility Requirements set out below and through the Tourism Industry Act regulations, your property must meet all applicable municipal, provincial and federal government requirements, including zoning and fire safety code.

### 1.1 General (applies to all accommodation units and campgrounds)

- responsible person on-site during the period of operation and/or 24-hour access to property representative, in person or by telephone (contact number prominently displayed);
- guest rooms/sites must be clearly identified with a name or number;
- telephone available on premises;
- incoming calls must be received on a 24-hour basis and messages relayed to guests;
- civic number posted;
- guest registration and sign-in as outlined in the Tourism Industry Act regulations;
- secure guest parking;
- outdoor sign indicating establishment name;
- daily housekeeping must be available;
- adhere to the Smoke-free Places Act;
- adhere to Fire Prevention Act requirements;
- if applicable, establishments must be familiar with the regulations governing swimming pools and ensure guests are familiar with swimming pool and spa/hot tubs rules;
- quality and quantity of water sufficient for guest use.

### 1.2 Cleanliness /State of Repair

- all sleeping units/sites and all interior/ exterior areas that are visible to guests, and to which guests have access, must be

clean, safe and well maintained (including buildings, stairwells, grounds, signs, amenities, parking and garbage disposal areas).

### 1.3 Driveways, Walkways and Parking

- must be adequately illuminated, level and in good repair.

### 1.4 Strongly Recommended

- business phone should, at all times, be answered with a phone greeting identifying the name of the establishment;
- a defined cancellation policy should be in place;
- an emergency egress diagram should be posted on the back of each unit door and/or emergency evacuation plan;
- owners, managers and staff should successfully complete the SuperHost training program through TIAPEI;
- courtesy is a minimum requirement and is as important as cleanliness and state of repair. The Tourism Industry expects management and employees to provide good customer service and hospitality to guests;
- management and staff should present a good appearance to the guest, operate on an ethical, businesslike basis and provide conscientious attention to guest service. Rude, indifferent or ineffective service is not acceptable;
- the establishment should carry adequate liability and property damage insurance specifically written for the type of accommodation being licensed;
- eligible occupations/staff complete the National Occupational Certification process of the Canadian Human Resource Council. For further details contact TIAPEI at (902)-566-5008 or visit [www.tiapei.pe.ca](http://www.tiapei.pe.ca) and look under eMerit.
- Participation in the Tourism Water Quality Workshop

### 2.1 Requirements for Accepting Bed & Breakfast Properties

#### Bed & Breakfast

##### Definition of Bed & Breakfast:

An establishment must be a privately owned home offering individual sleeping units or suites where breakfast is provided by the proprietor, and where the home is the primary residence of the owner/operator. A Tourist/ Guest Home is not required to serve breakfast.

In addition to the Basic Eligibility Requirements, there are several unique requirements for B&B establishments:

- there must be a lock on each door of the sleeping unit that provides privacy when the guest is in the room and security when they leave the room;
- the establishment must offer private and/or shared bathrooms with minimum of one bathroom for every three sleeping units;
- bedrooms and accompanying bathrooms must be on the same level;
- B&B establishments must offer a continental (minimum three items from the following: hot beverage, juice, baked goods) or full breakfast to registered guests;
- no food preparation is permitted in individual guest units unless permitted by local bylaws.

### 2.2 Requirements for Accepting Hostels

#### Hostel

##### Definition of Hostel:

A business established for the purpose of providing overnight accommodation in dormitory rooms or a combination of private and dormitory rooms with shared or private bathrooms.

Establishments may be eligible for licensing approval provided the following requirements are met:

- responsible person on-site during the period of operation;
- all sleeping units must be for the exclusive use of the guests;
- all beds must be located in rooms designated as sleeping rooms - beds in hallways or corridors are not acceptable;
- all mattresses/box springs must be on a raised box/frame and covered with a mattress pad;
- locked storage for personal items;
- strict adherence to fire safety code and other regulations of the Tourism Industry Act. Please refer to Basic Eligibility Requirements for Accommodation Properties (Section IV).

## 2.3 Guidelines for Management Companies

### Management Company

#### Definition of Management Company:

A business established for the primary purpose of providing management and/or housekeeping services to accommodations such as cottages, vacation homes, apartments and condominiums. The rental units are not necessarily located in the same geographic area and may be owned by different individuals/companies.

The units, under management contract, shall be treated and licensed as individual properties in the same manner as any other accommodation property. To be eligible for a Tourist Establishment license, the following is required:

- application by owner, signed by owner (not management representative) with owner contact information provided;
- the owner will determine who is the main contact for the license, with the understanding that only one party will be considered the contact (either owner or the management representative);
- the owner is still ultimately responsible for the property that it complies with all licensing requirements (inspection, water sampling, occupancy reporting, etc.) and that the property is clean, comfortable and safe for guests.

#### Management companies shall:

- provide and keep up to date, a list of rental units under its management to QTS;
- promptly notify QTS of changes in property or management arrangements;
- during the period of operation, a responsible person shall be readily available at all times. While the owner/ manager is not required to be present at the unit/office, notice shall be prominently displayed in the rental unit indicating how the owner/manager can be contacted, 24 hours per day, 7 days per week;
- regardless of office hours, incoming telephone calls must be received and messages relayed to guests;
- the management company shall ensure registry of guests, as outlined in the Tourism Industry Act regulations.

## V. RATING PROGRAMS

There are two endorsed rating programs on PEI: Canada Select for many fixed-roof accommodation and Camping Select for camping/RV parks. Any property not currently listed in the Island Guide, must participate and publish a Canada/Camping Select star rating in order to purchase a listing or advertisement with Tourism PEI. Although you will notice a few properties without a star rating, these properties have been licensed and listed continuous since 1995 and do not require a star rating.

If you do not want to list in the Island Guide or advertise with Tourism PEI, you need only be inspected for licensing approval and comply with all Tourism Industry Act regulations and other provincial and municipal requirements.

### 1. CANADA/CAMPING SELECT OVERVIEW

Canada/Camping Select is an industry driven, consumer sensitive rating program. It provides visitors with a nationally consistent standard of quality within categories of roofed accommodation and campgrounds. Canada/Camping Select uses a recognized star rating system, awarding from 1 to 5 stars for modest to luxurious properties.

The Canada/Camping Select Program is administered and delivered by Quality Tourism Services (QTS), a non-profit industry organization consisting of elected accommodation sector representatives.

#### What are the benefits to the owner/operator?

##### Provides an Effective Marketing Tool

A Canada/Camping Select star rating indicates to the visitor that your property is independently evaluated using nationally consistent rating criteria. The Canada/Camping Select Program is described in the PEI Island Guide and the on-line Island Guide. Star ratings are shown next to your purchased listing

Canada/Camping Select properties receive a

star rating certificate, can access and use Canada/Camping Select signage as well as the Canada/ Camping Select logo and stars for incorporation into websites, advertisements and marketing materials (brochures, letterhead, business cards, etc.).

Every Canada/Camping Select property is also listed on [www.canadaselect.com](http://www.canadaselect.com) or [www.campingselect.ca](http://www.campingselect.ca) at no extra charge.

Additionally Canada Select is prominently promoted at Visitor Information Centres and through provincial literature distribution.

### **Fosters General Industry Improvement**

Evaluation and rating of properties ensures minimum standards and stimulates improvements. When necessary, member properties receive information at the time of evaluation that outlines any concerns regarding cleanliness, state of repair or deficiencies in criteria requirements. Evaluations are carried out by a Tourism Standards Officer who has been certified by Canada Select.

### **Assists in the Development of Policy**

An inventory of accommodation/campground coupled with research on market mix assists industry and government in the development of policies and strategies to stimulate growth.

### **What are the benefits to the consumer?**

The national rating standard of Canada/Camping Select provides consistent, reliable information to the travelling public on what to expect from a roofed accommodation. QTS works in conjunction with other Rating Authorities to ensure consistency of the program. *"No surprise is the best surprise."*

### **How was Canada/Camping Select developed?**

Both Camping and Canada Select were developed through extensive research into consumer and travel trade expectations and what visitors considered important in specific categories of accommodation and campgrounds.

Presently, nine provinces and one territory implement the Canada Select program: Newfoundland and Labrador, New Brunswick,

Prince Edward Island, Nova Scotia, Quebec, Manitoba Saskatchewan, Alberta, British Columbia and the Yukon.

Camping Select is delivered in six provinces: Prince Edward Island, Nova Scotia, New Brunswick, Newfoundland and Labrador, British Columbia and Ontario.

### **1.2 Basic prerequisite for Canada/Camping Select Rating**

The property must be approved as a licensed tourist accommodation.

And

The property must meet or exceed cleanliness and state-of-repair standards.

### **How is the Rating determined?**

The Rating Advisor completes an inventory of services and facilities provided at the establishment and assesses the quality. The quality assessment examines the types of materials used to finish the walls, floors, ceilings and shower/bathtub surrounds in the rooms and public areas. In addition, the quality of the linen, furniture, mattresses, bedspreads and window coverings is also rated in the rooms and public areas at roofed accommodation.

The Rating Advisor then determines the star rating for services and facilities and calculates the star rating for quality. The star ratings for the services and quality are then used to determine the final rating.

In the case of Camping properties, two distinct ratings are assigned one for facilities, services and quality (**F** rating) and a second for recreational programming and facilities (**R** rating).

### **How often am I rated?**

A full evaluation is conducted every second year. If a property upgrades/renovates or complaints are received, additional evaluations are undertaken. There is an annual fee for participation.

### **How do I upgrade my rating?**

Upon completion of the evaluation, the Rating Advisor prepares an establishment report informing the owner/operator of the star rating. If requested, the Rating Advisor reviews the evaluation and determines the services,

amenities, or improvements in quality the owner/operator could make to reach the next star level. These are **suggestions**, which may be amended through consultation between the owner/operator and the Rating Advisor.

The Rating Report is only available on request and is not automatically prepared. Information contained in any report is confidential and is available only to the owner/operator.

Contact QTS to discuss consultative services including Rating Reports. Although every effort is made to service consultative and Rating Report requests, these additional services may be restricted during peak inspection periods and a fee will apply.

### 1.3 How to Market your Rating

#### INCLUDE YOUR RATING IN PROMOTIONAL MATERIALS OR ADS

- Letterhead, brochures, fact sheets and amenity information in rooms, restaurants;
- convention and meetings kits, and sales information pamphlets;
- lobby signs;
- central reservations (if applicable);
- advertisements and listings.
- [www.canadaselect.com](http://www.canadaselect.com)

#### UPDATING YOUR LISTING PROFILE

To add or make changes to your listing:

- 1) Go to: [www.canadaselect.com](http://www.canadaselect.com)
- 2) Click onto "Prince Edward Island"
- 3) Scroll to very bottom of PEI home page
- 4) Click on "Members"
- 5) Login email:
- 6) Password is:

You will then have access to the back end of your listing and be able to add text, addition information, photos, etc. Instructions are provided.

## 2. THE CANADA STAR RATING SYSTEM

The majority of accommodations in each province are in the 2 to 3 star range.

### STAR RATING DESCRIPTIONS

★	<b>Modest Accommodations.</b> Meeting the Canada Select standards of cleanliness, comfort and safety.
★★	<b>Moderate Accommodations.</b> With additional facilities and some amenities.
★★★	<b>Above Average Accommodations.</b> A greater range of facilities, guest amenities and services available.
★★★★	<b>Exceptional Accommodations.</b> With an extensive range of facilities, guest amenities and services available.
★★★★★	<b>Luxurious Accommodations.</b> Among the very best in the country. Outstanding facilities, amenities and guest services provided.

#### What does the Canada Select program cost?

Although the full evaluation is conducted every two years, participation fees are paid annually. (As of 2007).

1 - 5 units	\$40.00 + GST
6 plus units	\$7.00 / unit + GST

#### Consultations & Upgrades

QTS provides consultative services to existing and new operators to assist with their building, upgrade and maintenance programs. Additional requested services will be billed on the basis of \$50.00 per hour with a minimum fee of \$100.00 per on-site visit plus travel expense. In all cases, you will be informed if you have requested a service to which additional fees are applicable.

#### How can I participate in Canada Select?

When you apply for your Tourist Establishment License, you will be asked if you want to participate or not. The evaluation will be carried out, at the time of licensing inspection.

## CATEGORY DEFINITIONS

### HOTELS/MOTELS (H/M)

- 4+ rooms;
- inside or outside access;
- minimum of private 3-piece bath per unit;
- includes hotels, motels, motor hotel, motor inns, etc.

### RESORTS (R)

- 4+ rooms;
- inside or outside access;
- minimum of private 3-piece bath per unit;
- minimum of one full-service dining room;
- must provide recreational facilities on premises;
- a destination property.

### COTTAGES (C)

- 1+ rooms;
- outside/inside access;
- minimum of private 3-piece bath per unit;
- 100% of units with full housekeeping (excluding cabins), or must provide extensive continental breakfast with seating area, and a destination property;
- includes vacation homes, houses, condo, apartments, housekeeping units/suites.

### INNS (I)

- inside access for 50%+ of rooms;
- minimum of private 3 piece bath per unit;
- must provide personalized hospitality;
- main entrance and common areas of the owner/operator must be separate from those of the guest;
- must provide dining room with minimum of continental breakfast (minimum three items) and evening meal on premises.

### BED AND BREAKFAST (BB)

- inside access for 50% of rooms;
- shared baths permitted with maximum three rooms per bath;
- personalized hospitality must be provided directly by the owner/operator;
- must provide a minimum of continental breakfast (minimum three items) on premises (tourist home not required to provide breakfast);
- includes tourist/guest homes, farm vacation homes.

### FISHING/HUNTING PROPERTIES (F/H)

(e.g., lodges, camps, outposts)

- establishments must provide the services necessary to cater to the fishing and hunting sports person.

## 3. THE CAMPING SELECT STAR RATING PROGRAM

### How was Camping Select developed?

In 1994 and 1995 the Atlantic provinces undertook an initiative to assess the potential development of a campground rating system. The program was developed through extensive research into consumer and travel expectations that visitors considered important. More than 300 campgrounds from the Atlantic provinces, Quebec, New England states and Florida contributed to the development of Camping Select.

More recently an extensive consumer research project was completed and revisions made to the program based on consumer expectations and travel trends. Consumers across North America were surveyed for their opinions.

### How are Campgrounds rated?

A certified Camping Select Advisor visits the property and completes a four-step process to determine the final rating. Two ratings are assigned - one for facilities (F) and one for recreational facilities (R). All scores begin at 1 and increase in half-star increments to a maximum of 5 stars.

1. Assessment of cleanliness and state of repair throughout the campground. All campgrounds must meet minimum requirements for cleanliness and state of repair in order to be rated. Minimum standards for approved campgrounds are used to determine if a property meets the cleanliness and state of repair requirements.

2. The Advisor completes a quality assessment of the interior and exterior of all buildings the guests use. The types of materials used to finish the interior and exterior of buildings, including the showers, are rated. An average quality rating for the entire property is then calculated.

3. The Advisor completes an inventory of facilities/services offered from restrooms/showers, site services, main entrance, security, laundry, registration/main entrance features, roadways, and food/beverage. A facilities rating is then determined based on the range of services

and the overall quality. Higher facilities ratings are produced by having a greater range of facilities available and a higher quality rating.

4. A completed inventory of the recreational activities available on-site. It is important to note that these activities must be on the same property as the campground. All recreational activities are considered as part of the rating. These could include tennis, golf, fishing, children's play areas, games rooms, wading or swimming pools, horseshoe/volleyball area as well as official activity programming. The rating is proportional to the range of recreation activities available.

The comprehensive on-site rating evaluation is conducted every second year. Inspections are unannounced to ensure the standard of comfort, cleanliness and minimum requirements are what any visitor would experience.

NOTE: Cleanliness/state of repair as well as a health/safety inspection are conducted annually.

#### **Cost of Camping Select Program?**

The rates are based on the number of sites and are annual participation fees. (as of 2007)

1 - 100 sites	\$35.00 + GST
101 - 250 sites	\$70.00 + GST
251 plus sites	\$100.00 + GST

#### **How to participate in Camping Select?**

The campground property must be approved as a licensed campground under the Tourism Industry Act regulations. The Rating Advisor/ Tourism Standards Officer assigned to your property will discuss Camping Select with you and determine your participation or contact QTS at (902) 566-3501 or via email [qts@qts.pe.ca](mailto:qts@qts.pe.ca).

#### **Summary**

The travelling public has many reasons for selecting accommodation. The business person may select a large hotel with a wide range of services or the atmosphere of a fishing lodge to entertain a potential client. The same business person, when on a family vacation, may choose the experience of a resort with a variety of recreational facilities or the ambience of a B&B.

Whatever the choice, the tourism industry must provide for every type and level of accommodation to meet different consumer needs and expectations.

Canada/Camping Select are rating programs that reflect consumer needs. They provide the travelling public with consistent, reliable, nationally comparable accommodation/camping. Participation in Canada/Camping Select is simply a good business decision. For additional information, contact Quality Tourism Services at (902) 566-3501 or [qts@qts.pe.ca](mailto:qts@qts.pe.ca).

## **VI. OTHER PROGRAMS, SERVICES, CONTACTS**

### **1. Accommodating Guests with Disabilities**

#### **Accessibility**

PEI has a voluntary program to improve physical access and service for seniors and people with disabilities who use public accommodation in Prince Edward Island. These two market segments have grown substantially over the last decade and will continue to grow in the future. The purpose of this program is to provide owners and managers with clearly defined standards to make their properties more accessible in order to attract more customers from this rapidly developing market.

Four disabilities are addressed in the program: mobility, agility, hearing, and visual impairments. Properties are rated based on an on-site inspection to determine the degree of accessibility. The standards also address the various levels of disability - from mild to severe.

Should you wish to identify your business as accommodating people with disabilities, you will need to schedule an Accessibility evaluation - as only verified symbols will be used in the PEI Island Guide. For additional information and to learn more, contact QTS at (902)-566-3501 or via email [qts@qts.pe.ca](mailto:qts@qts.pe.ca).

### **2. Accommodation Room Tax**

There may be a Room Tax levy in place, in the community where your accommodation is located. Please check with local municipal offices to obtain clarification.

### **3. Associations**

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There are numerous tourism associations in which you may find membership beneficial. TIAPEI or the Tourism Industry Association of PEI is the provincial tourism association that is the central lobby and program deliverer for the tourism industry. TIAPEI is the key deliverer of training/education programs including industry certification and customer service training. It also has numerous advantageous business programs such as reduced credit card merchant discount rates and member deals on goods, services, insurance and employee benefits. Visit [www.tiapei.pe.ca](http://www.tiapei.pe.ca) for additional details.

There are also numerous regional tourist associations, sectoral associations such as hotel/motel or B&B and specific marketing groups such as the Inns of Distinction. It is worthwhile to explore the benefits you may obtain through membership.

Contact TIAPEI for a full up-to-date list of associations (902)-566-5008 or via their website.

### **4. Business Name Registration**

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If you are using a business name, whether your business is incorporated or not, your business name must be registered. Registration protects you and your business, in particular as you grow and gain a reputation in the industry. See attached information, (Enclosure E)

### **5. Cancellation/Deposit Policy**

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As you will be accepting advance reservations, it is important that you think about and develop policy on deposits and cancellations that is fair and workable for both your guests and your business. It is imperative that you communicate these policies to your guests at time of booking, and place this information on your website, use in Slumberland, etc. Additional information, see Enclosure F.

### **6. Cyclist Welcome**

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This program recognizes businesses that take the needs of cyclists into consideration and make their properties inviting and easy for visiting cyclists to use. This is a voluntary program. The application and criteria are contained at the back of this guide. A fee is charged for participation. Contact QTS (566-3501) to sign up.

### **7. Fire Safety**

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All structures used for commercial accommodation must adhere to the Fire Prevention Code of PEI. Of particular importance is the correct and proper use and placement of smoke alarms as well as egress requirements for each sleeping room. For specific information contact the Fire Marshall's office at (902)-368-4869. (See Enclosure G.)

### **8. Food Service**

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If you plan on serving food at your establishment you may need a food service license. Contact Environmental Health, a division of the PEI Department of Health for detailed requirements. (902)-368-4970 or via their website [www.gov.pe.ca/environmentalhealth](http://www.gov.pe.ca/environmentalhealth).

### **9. Human Resource Advisor**

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The tourism industry in PEI is very fortunate to have available the services of a Human Resource Advisor to assist you with the many challenging aspects of recruitment, standards, interviewing, etc. required. Contact TIAPEI to speak directly to the HR Advisor, 566-5008.

### **10. Liquor Service**

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A Liquor License is required to serve liquor, wine or beer on your property. Normally, food service is a prerequisite to obtaining a liquor license. The PEI Liquor Control Commission has established a seasonal Tourism Home Liquor License for properties that meet very strict criteria. Please discuss and apply to the Commission for additional information. PEI Liquor Control Commission phone (902)-368-5710.

### **11. Permits**

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It is very important to understand and adhere to all regional and municipal zoning by-laws. Contact the local municipality or the province to obtain additional information on zoning, building and development permits. A development permit may be required when an existing property changes from strictly residential use to rental use (ie. a home to a bed & breakfast).

### **12. SuperHost® Business Program**

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Build customer loyalty and increase sales! It's not a secret that improved customer service reaps dividends like no other business strategy.

Originally developed in preparation for EXPO '86, the **SuperHost** workshops build on 18 years of customer service training. Tens of thousands of Canadians take one or more **SuperHost** workshops annually.

Put the world-renowned **SuperHost** program to work for you. When 60% or more of your employees participate in any **SuperHost** workshop, you become a Recognized **SuperHost** Business and gain recognition in the business community for superior customer service. Workshops are available province-wide and are delivered by certified trainers. Contact TIAPEI at (902)-566-5008 or visit [www.tiapei.pe.ca](http://www.tiapei.pe.ca).

### **13. Swimming Pools/Hot Tubs**

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Prince Edward Island requires a permit to be issued in order to operate a pool or a hot tub/spa that is available to your guests. Specific information can be obtained through Environment Health at (902)-368-4970. Swimming pool regulations are contained under the Public Health Act Chapter P-30 at [www.gov.pe.ca/law/regulations/pdf/P&30-12.pdf](http://www.gov.pe.ca/law/regulations/pdf/P&30-12.pdf)

### **14. Symbols**

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The PEI Visitor's Guide offers numerous symbols to provide information to potential consumers. Symbols are an easy way to search on the web for features that may be important to some guests. Most symbols are required to be verified by QTS, prior to your use. IE. Accessible symbols, Cyclist Welcome, etc.

### **15. Taxes**

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#### **15.1 Provincial Sales Tax**

As an accommodation or campground, you must register, collect and remit provincial sales tax. The PST tax rate on PEI is currently 10%. An application form is included in this package or may be obtained via the web at <http://www.gov.pe.ca/forms/pdf/666.pdf> or by calling (902)-368-4148. Enclosure H

#### **15.2 Goods and Services Tax**

Very small business may have an option to charge, collect and remit GST. It is important to contact Revenue Canada to discuss your businesses requirement to register for GST. Contact 1-800-959-5525.

### **16. Tourism Advisory Council**

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The Tourism Advisory Council, commonly referred to as TAC, is made up of industry volunteers who oversee the tourism industry and provide direction and advice to the Minister of Tourism.

The TAC Board of Directors is comprised of industry representative who work to make the industry stronger and develop information and projects that help grow the industry.

The TAC Co-ordinator can be reached at (902)-368-5908, should you have questions or are interested in volunteering.

### **17. Visitor Information Centre Network**

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Prince Edward Island benefits from a strong network of visitor information centres. From provincially operated Visitor Information Centres, to regional Destination Centres and community Welcome Centres there is no shortage of well trained, knowledgeable VIC staff ready to assist the traveling public.

All VIC staff understand the value of quality customer service and work to ensure they are well informed and ready to sell. Communication between VIC's and operators is strongly encouraged because we believe it is the only way quality service can be attained.

**Provincial VIC's** - Located at key Gateways, with a mandate to promote PEI and all the tourism products it has to offer. Visitor services include: public internet access, attraction, accommodation, festival/event information, PLDS (Private Literature Distribution System) and the sale of Tourism PEI wordmark merchandise. PEI Visitors Guide listings and payments for all Tourism PEI invoices are also collected at these locations

**Destination Centres** - The Destination Centre program was introduced in 2006. Designed to encourage industry to take a more aggressive "sales" mandate in their region. Locations in key tourism destinations have been transformed from Provincial VIC's into regional destination VIC's. Currently, Destination Centres are being managed by destination marketing organizations and regional tourism associations. Examples: Charlottetown, Summerside.

**Welcome Centres** - The Welcome Centre program focuses on the local community visitor experience. These centres are operated by non-profit community groups. Often located within an existing attraction or business, Welcome Centre staff will deliver the specifics, the intimate details and history of their community including the various attractions and services available.

If you have any questions regarding the network of PEI visitor information centres, please contact Heather Pollard, Supervisor, Visitor Services, Tourism PEI at 368-4441 or [hpollard@gov.pe.ca](mailto:hpollard@gov.pe.ca)

Contact TIAPEI's Tourism Technology specialist to help answer your questions. (902) 566-5008.

## **18. Water**

The tourism industry is very fortunate to have a dedicated water quality professional on staff at QTS, to provide assistance, advice and practical suggestions to improve your water quality. Feel free to contact Kelly Conway to answer your questions about your water system, water quality, and quantity as well as help in re-sampling your well water. QTS - 566-3501 or [kconway@qts.pe.ca](mailto:kconway@qts.pe.ca).

If you use well water, you are responsible to ensure the quality and quantity of your water meets requirements. Every tourism establishment must test their water for Total Coliform and E.coli every three months during operation. The first test is to be taken at opening date and prior to receiving guests. Participation in a 2 hour Tourism Water Quality Workshop will demonstrate proper well maintenance, explain quality standards and correct sampling technique. This workshop is recommended for all tourism operators. Contact QTS for times and locations of the workshop (902)-566-3501. Additional information on your water responsibilities is contained in Enclosure D.

## **19. Website/Email**

Access to email is imperative to the success of your business as well as is developing an informative and interesting website. Research shows a shift to electronic communication by consumers and the use of the web as the most important travel planning tool. There are numerous programs to help educate yourself, and how technology fits into your business. TIAPEI offers numerous technology related workshops and trainers to help you and your business.

**VISITOR INFORMATION CENTRES**

(902)

Borden-Carleton (Provincial gateway)	437-8570
Cavendish	963-7830
Charlottetown	368-4444
Summerside	888-8364
Souris (Provincial gateway)	687-7030
St. Peter's	961-3540
West Prince	831-7930
Wood Islands (Provincial gateway)	962-7411

**TOLL-FREE VISITOR INFORMATION LINES**

<b>Visitor Information</b> (Provincial)	English or French 1-800-463-4PEI French 1-800-887-L'Île
Festival Ticketworks	1-800-565-0287
Golf PEI	1-866-GOLF-PEI
Northumberland Ferries	1-888-249-7245

**VISITOR WEB SITES**

<b>Visitor Information</b> (Provincial)	English <a href="http://www.gentleisland.ca">www.gentleisland.ca</a> French <a href="http://www.douceurdelile.com">www.douceurdelile.com</a>
<b>Reservations/Vacancy</b> (Slumberland)	<a href="http://www.gentleisland.ca">www.gentleisland.ca</a>
Camping Select	<a href="http://www.campingselect.ca">www.campingselect.ca</a>
Canada Select	<a href="http://www.canadaselect.com">www.canadaselect.com</a>
Confederation Bridge	<a href="http://www.confederationbridge.com">www.confederationbridge.com</a>
Confederation Centre Ticketworks	<a href="http://www.confederationcentre.com">www.confederationcentre.com</a>
Charlottetown Airport	<a href="http://www.flypei.com">www.flypei.com</a>
Golf PEI	<a href="http://www.golfpei.com">www.golfpei.com</a>
Northumberland Ferry	<a href="http://www.nfl-bay.com">www.nfl-bay.com</a>
Regions:	
Cavendish Beaches & Dunes	<a href="http://www.cavendishbeachresort.com">www.cavendishbeachresort.com</a>
Charlottetown Tourism	<a href="http://www.walkandseecharlottetown.com">www.walkandseecharlottetown.com</a>
Evangeline Region	<a href="http://www.regionevangeline.com">www.regionevangeline.com</a>
North Cape Coastal Drive	<a href="http://www.northcapedrive.com">www.northcapedrive.com</a>
Points East Coastal Drive	<a href="http://www.pointseastcoastaldrive.com">www.pointseastcoastaldrive.com</a>
The South Shore Tourism Association	<a href="http://geocachingpei.com">http://geocachingpei.com</a>

## IMPORTANT CONTACT INFORMATION

<b>Atlantic Canada Opportunities Agency (ACOA)</b>	Development Officer <a href="http://www.acoa.ca">www.acoa.ca</a>	566-7443
<b>Business Name Registration</b>	Corporations, Office of Attorney General	566-4550
<b>Fire Prevention Act Regulations</b>	Office of PEI Fire Marshall <a href="http://www.gov.pe.ca/cca">www.gov.pe.ca/cca</a>	368-4893
	<b>HEALTH - Environmental Health</b> <a href="http://www.gov.pe.ca/environmentalhealth/">www.gov.pe.ca/environmentalhealth/</a>	368-4970 Ph 368-6468 Fax
Boil Water Advisories Food Service Inspections Public Health Special Events Swimming Pool/Hot Tub	Joe Bradley - Manager - <a href="mailto:joebradley@ihis.org">joebradley@ihis.org</a> Ryan Neale - Senior Environmental Health Officer <a href="mailto:rwneale@ihis.org">rwneale@ihis.org</a>	368-4972 368-4142
<b>Liquor Licenses</b>	PEI Liquor Control Commission <a href="http://www.peilcc.ca">www.peilcc.ca</a>	368-5710
<b>Provincial Sales Tax</b>	Leah MacDonald - <a href="mailto:lcmacdonald@gov.pe.ca">lcmacdonald@gov.pe.ca</a>	368-4148
	<b>QUALITY TOURISM SERVICES INC. (QTS)</b> <a href="http://www.qts.pe.ca">www.qts.pe.ca</a> <a href="mailto:qts@qts.pe.ca">qts@qts.pe.ca</a>	566-3501 Ph 566-3575 Fax
Accessibility Programs Applications - Accommodation and Campgrounds Canada Select Camping Select Cyclist Welcome Inspections Rating Assessments Water Quality Assistance	Roxanne Carmody - Manager <a href="mailto:rcarmody@qts.pe.ca">rcarmody@qts.pe.ca</a> Heath MacDonald - Senior Rating Advisor <a href="mailto:hmacdonald@qts.pe.ca">hmacdonald@qts.pe.ca</a> Kelly Conway - Water Quality Advisor <a href="mailto:kconway@qts.pe.ca">kconway@qts.pe.ca</a>	566-3501 Ph 566-3575 Fax
<b>Reservation &amp; Vacancy Service (On-line)</b>	Slumberland - Harma Germs - <a href="mailto:harm@internetworks.ca">harm@internetworks.ca</a> <a href="http://www.slumberland.ca">www.slumberland.ca</a>	892-0932
<b>Tourism Advisory Council</b>	Co-ordinator	368-5907
<b>Tourism Industry Association of PEI</b>	Don Cudmore - <a href="mailto:dcudmore@tiapei.pe.ca">dcudmore@tiapei.pe.ca</a> <a href="http://www.tiapei.pe.ca">www.tiapei.pe.ca</a>	566-5008
	<b>TOURISM PEI</b> <a href="mailto:TPSwitch@gov.pe.ca">TPSwitch@gov.pe.ca</a>	368-5540 Ph 368-4438 Fax
Complaints (Visitor) .....	Heather Pollard - <a href="mailto:hlpollard@gov.pe.ca">hlpollard@gov.pe.ca</a>	368-4441
Invoices & Payments .....	Lena Buchanan - <a href="mailto:lbuchanan@gov.pe.ca">lbuchanan@gov.pe.ca</a>	368-5877
Licences .....	Janet Wood - <a href="mailto:jewood@gov.pe.ca">jewood@gov.pe.ca</a>	368-6339
Literature Distribution at VIC's .....	Harold McGuigan - <a href="mailto:hjmcguig@gov.pe.ca">hjmcguig@gov.pe.ca</a>	368-4452
Occupancy Reporting .....	Hubert MacIsaac - <a href="mailto:hamacisaac@gov.pe.ca">hamacisaac@gov.pe.ca</a>	368-4398
Signage - On-Premise & Directional .....	Hubert MacIsaac - <a href="mailto:hamacisaac@gov.pe.ca">hamacisaac@gov.pe.ca</a>	368-4398
Visitor's Guide & Internet Listings.....	Carol Johnston <a href="mailto:cjohnston@gov.pe.ca">cjohnston@gov.pe.ca</a>	368-4447
Visitor Information Centres (VIC) Provincial .....	Heather Pollard - <a href="mailto:hlpollard@gov.pe.ca">hlpollard@gov.pe.ca</a>	368-4441
<b>Water Sampling and Quality</b>		
Assistance & Sample Requirements	QTS - Water Quality Program & Training <a href="mailto:kconway@qts.pe.ca">kconway@qts.pe.ca</a>	566-3501
Boil Water Advisory	Environmental Health	368-4970
Test Results	Environment PEI	368-5044