

Canada Select - No surprise is the best surprise

Canada Select continually providing consistent, reliable travel accommodation ratings

By Jared Hochman

Summer is upon us, and we all know what that means: vacations, camping, and getting-the-heck-out-of-Dodge, if even for a week or two.

The one problem (albeit a good one) with vacationing in Canada is there are a plethora of scenic vistas and different types of accommodations and places to visit. With so many options, however, it is critical that you choose the right place to lodge – nothing can ruin a vacation easier than a less-than-accommodating accommodation.

Thankfully for travellers, Canada Select exists to make your research and decision-making process exponentially easier.

Working under three distinct umbrellas – www.canadaselect.com (for fixed roof accommodations), www.campingselect.ca (for campgrounds) and accessadvisor.ca (recognizes any type of business for seniors and persons with disabilities who require special needs for accessibility). These programs aim to provide top-notch reviews and an unrivaled depth to their evaluations and ratings.

The Nationally-accepted quality standards programs, are there to assist the travelling and vacationing public. Canada Select provides operators in developing, maintaining and improving their establishments while improving their competitive position within tourism globally.

“Canada Select inspects and rates fixed-roof accommodations and campgrounds ensuring they not only meet, but exceed consumer expectations, “Criteria are based on extensive consumer research, as well as industry input. Star ratings are awarded based on quality, criteria, cleanliness and state of repair.”

Other review websites, are user-based, meaning there is no way to moderate the types of comparisons reviewers make, or what biases a guest may have had. While having online review sites provides volumes of feedback, having it entirely user-based means you have to take each review with a grain of salt.

“Canada Select, Camping Select and Accessadvisor are

all industry-led, consumer-driven programs conducting unbiased, independent evaluations of participating properties, and participation is voluntary, “said van der Weegen.” All three programs were developed in Atlantic Canada, and have been instrumental in increasing the quality and standards for the traveling public .

Canada Select has been in operation for more than 20 years, but like any organization, must evolve with our changing business landscape. Canada Select has launched its new website, www.canadaselect.com, and is soon unveiling its second site, www.campingselect.ca.

Canada Select continues to evolve and will soon be releasing a “Quality Assurance” component.

“An even more flexible criterion, with the introduction of a guest service/ experience component, working hand-in-hand with our new website, “Which allows for amenity searches as well as the integration of social media, including Facebook and Twitter, as well as TripAdvisor.”

“We aim to provide consumers with the most comprehensive search engine while they search for accommodations and campgrounds across Atlantic Canada.”

“Not only does it stimulate quality within our industry, “It gives the consumer a trustworthy benchmark while searching for accommodations or campgrounds in our region.”



Canada Select Works – don't just take it from us! Nothing points to the efficiency and credibility of an organization more than hearing it directly from those who use the service!

Tim Arnold, general manager, of Rodds Brudenell River Resort, P.E.I., says the star rating system is a vital marketing tool for every tourism operator.

“Our guests know that the Canada Select system is an independent third-party ratings system that gives them a guarantee of quality,” said Arnold.

“A guarantee that they might not otherwise have without visiting the establishment.”

Tourists agree as well. Merv Walker, a Calgary, Atla. resident who is no stranger to travel also puts much stock into the Canada Select system.

“I visit Atlantic Canada annually and I rely on www.canadaselect.com and the Canada Select stars when traveling,” acknowledged Walker.

“My experience has been nothing but positive.”

