

Canada Select



makes the right vacation destination easy to find

By Tom Mason

In a tourism market jam packed with selection, Forest and Stream Cottages succeeds by being many things to many people. First of all there are the cottages themselves: rustic housekeeping units with a Canada Select 3-star rating; popular with young families looking for a week-long getaway. Just a few steps away, a 4-star executive guest cottage packed with amenities sleeps eight. And for those looking for a bit of pampering mixed into their vacation experience, the 4-star Country B&B completes the package.

The property offers something to fit most budgets and expectations. Location is the common denominator: a secluded forest location on a private lake just minutes from the popular Prince Edward Island tourism hub of Murray Harbour. “Our guests are not typical tourists,” says Forest and Stream owner Glenn Saunders. “They’re not looking for hustle and bustle or the popular tourist venues. They are looking for a quiet, private retreat.” For Saunders, the Canada Select ratings system offers the perfect marketing strategy. Guests

can choose what they’re looking for based on features like price, amenities, and levels of service. “Our 3-star cottages don’t have as many luxuries,” he says. “They are clean, smaller and more affordable; perfect for young families or older couples looking for a better price. Our 4-star facilities are more upscale, with things like bigger screen TVs, laundry facilities, appliances.”

It’s a marketing strategy that customers seem to like as well.

For thousands of travelers who pass through Halifax’s Stanfield International Airport every year, Quality Inn and Suites is a respite from the rigors of air travel. With easy access to the airport and 1,000 parking spaces where cars can be left during trips, it’s a popular overnight stop for those traveling through Halifax to destinations around the world.

“We’re an old hotel,” says general manager Shelly Dean. “We’ve been in business since 1978 and we know what we’re doing. The competition in our neighbourhood is tough, but we keep up our amenities and our services and we’re very good at delivering old fashioned Maritime hospitality.” They’ve got something else working in their favour – a Canada Select 3.5-star rating. “I love our three and a half stars,” says Dean. “It instantly tells our customers that we’re clean, we’re above average and we’re affordable. That’s exactly what they’re looking for, and the Canada Select ratings system makes it easy for them to find us.”

Glenn Saunders agrees. “People care about the level of property they are going to book. They have expectations. The Canada Select rating system means we don’t have to explain to them what they’re getting. They know exactly what they are going to find.”



Canada Select launches new website

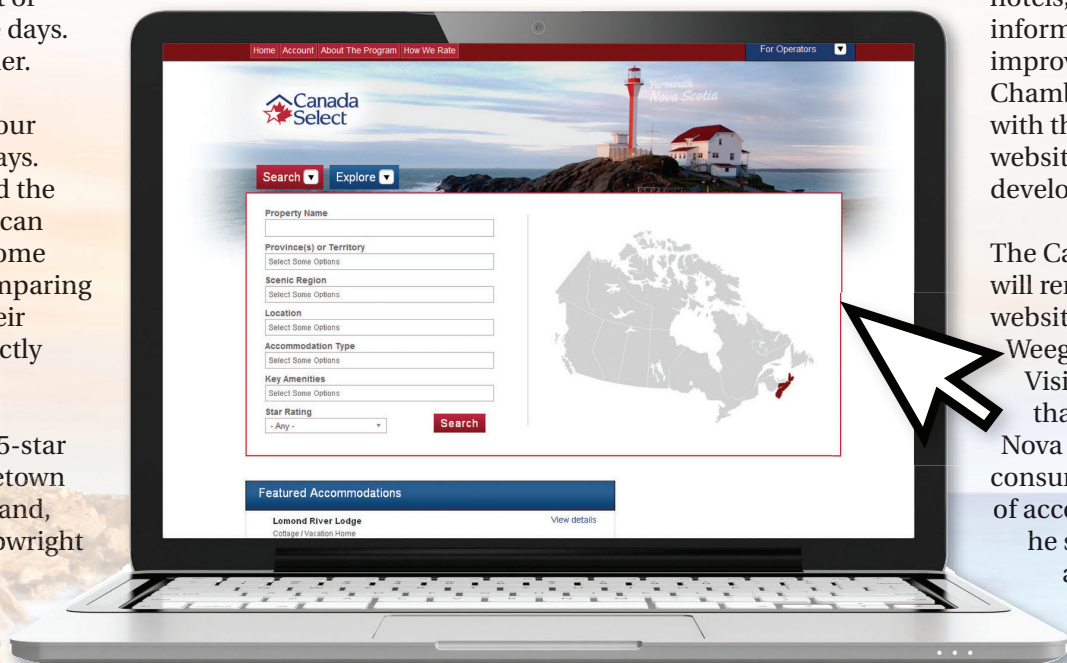
By Tom Mason

Judy Pye’s guests spend a lot of time on the computer these days. It’s how most of them find her.

“The Internet has changed our business completely,” she says. “Because of the Internet and the information our customers can find there, people have become very discerning. They’re comparing properties, they’re doing their research and they know exactly what they want.”

For the Shipwright Inn, the 5-star bed & breakfast in Charlottetown that Pye runs with her husband, that’s a good thing. The Shipwright Inn is a rare property; a historic 19th century residence with a level of amenities and services designed to appeal to a select few. Guests are drawn by the promise of an intimate bed & breakfast experience; they are pampered by amenities that include a Michelin-trained breakfast chef, period antiques and complementary afternoon beverages.

While the competition at that level isn’t exactly fierce, Pye says there has been a noticeable improvement in the quality of B&B’s across the region. In fact the days when small inns and B&Bs could get away with providing sub-quality service are long gone. The Internet has changed that. “In the 11 years that we’ve been in business, we’ve noticed a big difference. People don’t expect to downgrade when they’re on holiday. They want to upgrade. They want to experience more amenities, more luxury than they have at home, and the Internet is helping them find that.”



Canada Select’s rating system is also playing a big role. Pye says achieving 5-star statue isn’t particularly difficult; it’s maintaining that status that’s the hard part. Televisions and appliances wear out, rooms need maintenance, and Canada Select’s star ratings criteria change and develop all the time. “That’s a good thing,” she says. “It means that Canada Select is always pushing the boundaries of quality.”

To meet the demand, Canada Select has completely rebuilt their website CanadaSelect.com, adding improvements such as regional searches and an explore button that allows travelers to find out information about a particular region of Atlantic Canada. The new website allows users to plan a trip by searching for multiple accommodations at once; to explore attractions, shops and restaurants near selected

hotels, and create a user file to save trip information. “Our goal was to greatly improve user experience,” says Billy Chambers, digital production strategist with the Halifax Herald who oversaw the website rebuild. “We plan to continuously develop and improve the site over time.”

The Canada Select star rating system will remain the key feature of the new website, according to Ronald van der Weegen, managing director of Quality Visitor Services, the non-profit that oversees Canada Select in Nova Scotia. “The website will allow consumers to zero in on exactly the type of accommodations they are looking for,” he says. “Whether they are looking for a 1 star property or a 5 star, there’s a market out there for everyone.”

For Mike Emmett, who owns and operates the Braeside Inn in Pictou, Nova Scotia, the new website is already serving as an important new marketing tool. “Tourists today are finding their information on the Internet,” he says. “They are looking for ratings, and Canada Select has the most accurate ratings system on the market.”

Emmett, who’s career in the hospitality business began 60 years ago at the tender age of 15, says the days when guests booked via telephone are over. “Most people are booking via the Internet these days. Just last week we had a customer who booked a room online while sitting in our parking lot. If you’re not using the Internet in this business, you’re not going to be in business for very long.

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Nova Scotia

Canada Select						
Star Rating	Category	Name	Address	City	Phone	Website
★★★★★	Bed & Breakfast	A Charming Victorian Bed & Breakfast	115 George Street	Sydney	902-564-0921	www.acharmingvictorianbb.com
★★★★★	Bed & Breakfast	À la Maison d’Amitié Bed & Breakfast	197 Baseline Road	Cape St. Mary	888-645-2601	www.houseoffriendship.ca
★★★★★	Bed & Breakfast	A1 Lakeview Bed & Breakfast	370 West Porter’s Lake Road	Porter’s Lake	866-759-6730	www.a1lakeview.com
★★★★★	Bed & Breakfast / Tourist Home	Adams’ Knightswood Carriage House	453 Waverley Road	Dartmouth	866-363-8797	www.knightswoodbandb.ca
★★★★★	Cottage/Vacation Home / Hotel/Motel	Admiral Digby Inn	441 Shore Road	Digby	800-465-6262	www.digbyhotels.com
★★★★★	Cottage/Vacation Home / Tourist Home	Anchorage House & Cottages	56 Shore Club Road	Hubbards	800-565-2624	www.anchoragehouse.com
★★★★★	Hotel/Motel	Antigonish Evergreen Inn	401 Highway 245	Antigonish	902-863-0830	www.antigonishevergreeninn.com
★★★★★	Bed & Breakfast Inn	Antigonish Victorian Inn	149 Main Street	Antigonish	800-706-5558	www.antigonishvictorianinn.ca
★★★★★	Resort	Atlantica Hotel & Marina Oak Island	36 Treasure Drive	Western Shore	800-565-5075	www.oakislandresortandspa.com
★★★★★	Hotel/Motel	Atlantica Hotel Halifax	1980 Robie Street	Halifax	888-810-7288	www.atlanticahotelhalifax.com
★★★★★	Cottage/Vacation Home	Baie Ste. Marie Ocean Front Cottages	1029 Riverside Road	New Edinburgh	866-769-0797	www.nsoceanfrontcottages.com
★★★★★	Hotel/Motel	Best Western Dartmouth Hotel & Suites	15 Spectacle Lake Drive	Dartmouth	800-780-7234	www.bestwestern.com
★★★★★	Hotel/Motel	Best Western PLUS Bridgewater	527 Highway 10	Bridgewater	902-530-0101	www.bestwestern.com
★★★★★	Hotel/Motel	Best Western PLUS Glengarry	150 Willow Street	Truro	800-567-4276	www.bwglengarry.com
★★★★★	Hotel/Motel	Best Western PLUS Liverpool	63 Queens Place Drive	Liverpool	902-354-2377	www.bestwesternliverpool.com
★★★★★	Bed & Breakfast Inn	Bluenose Lodge	10 Falkland Street	Lunenburg	800-565-8851	www.bluenoselodge.ca
★★★★★	Hotel/Motel	Brier Island Lodge	557 Water Street	Westport	800-662-8355	www.brierisland.com
★★★★★	Inn	Castle Moffett	11980 Highway 105	Baddeck	888-756-9070	www.castlemoffett.com
★★★★★	Bed & Breakfast Inn	Come From Away B&B Inn	98 Montague Row	Digby	877-392-2413	www.comefromawayinn.com
★★★★★	Hotel/Motel	Hampton Inn	60 Maillard Street	Sydney	855-564-8282	www.hilton.com
★★★★★	Hotel/Motel	Hampton Inn & Suites	65 Cromarty Drive	Dartmouth	902-406-7700	www.dartmouthhampton.com
★★★★★	Bed & Breakfast Inn	Harbourview Inn - Winchester House	25 Harbourview Road	Smith’s Cove	877-449-0705	www.theharbourviewinn.com
★★★★★	Bed & Breakfast / Hotel/Motel	Harmony Bed & Breakfast & Suites	111 Montague Row	Digby	800-890-4637	www.harmonybedbreakfast.ns.ca
★★★★★	Cottage/Vacation Home / Hotel/Motel	Homeport Motel	167 Victoria Road	Lunenburg	800-616-4411	www.homeportmotel.com
★★★★★	Tourist Home	Inn At Fishermans Cove	1531 Shore Road	Eastern Passage	866-725-3455	www.theinnatfishermanscove.com
★★★★★	Cottage/Vacation Home	Keltic Quay	90 Main Street	Whycocomagh	877-350-1122	www.kelticquay.com
★★★★★	Cottage/Vacation Home	Lakes Cottages and Campground	N.E. Margaree	North East Margaree	888-722-2112	www.thelakesresort.com
★★★★★	Hotel/Motel	Lakeview Inns & Suites (Halifax)	98 Chain Lake Drive	Halifax	877-355-3500	www.lakeviewhotels.com
★★★★★	Cottage/Vacation Home	Larinda’s Landing Oceanfront Cottages	7532 St. Margaret’s Bay Road	Boutillier’s Point	866-766-2233	www.larindaslanding.com
★★★★★	Hotel/Motel	Lord Nelson Hotel & Suites	1515 South Park Street	Halifax	800-565-2020	www.lordnelsonhotel.ca
★★★★★	Inn	Mariner King Inn / King’s Plate	15 King Street	Lunenburg	800-565-8509	www.marinerking.com
★★★★★	Inn	Maritime Inn Antigonish	158 Main Street	Antigonish	888-662-7484	www.maritimeinns.com
★★★★★	Hotel/Motel	Maritime Inn Port Hawkesbury	717 Reeves Street	Port Hawkesbury	888-662-7484	www.maritimeinns.com
★★★★★	Tourist Home	Moonlight Beach Inn	2 Wyndenfog Lane	Lawrencetown	902-827-2712	www.moonlightbeachinn.com
★★★★★	Hotel/Motel / Cottage/Vacation Home	Old Orchard Inn	153 Greenwich Road South	Wolfville	800-561-8090	www.oldorchardinn.com
★★★★★	Hotel/Motel	Quality Inn & Suites Halifax	980 Parkland Drive	Halifax	902-444-6700	www.qualityinnhalifax.com
★★★★★	Hotel/Motel	Quality Inn Halifax Airport	60 Sky Boulevard	Goffs	800-667-3333	www.airporthotelhalifax.com
★★★★★	Cottage/Vacation/Bed & Bkfst Inn	Sea Parrot Oceanview Manor	45227 Cabot Trail	Indian Brook	902-929-2530	www.seaparrotoceanviewmanor.com
★★★★★	Bed & Breakfast Inn	The Braeside Country Inn	126 Front Street	Pictou	800-613-7701	www.braesideinn.com
★★★★★	Hotel/Motel	The Claymore Inn and Suites	137 Church Street	Antigonish	888-863-1050	www.claymoreinn.com
★★★★★	Bed & Breakfast Inn	The Clockmakers Inn	1399 King Street	Windsor	866-778-3600	www.theclockmakersinn.com
★★★★★	Cottage/Vacation Home	View Of The Sea Cottages	1764 Old Route 5	Big Bras d’Or	902-565-8907	www.viewoftheseacottages.com
★★★★★	Bed & Breakfast Inn	Waverley Inn	1266 Barrington Street	Halifax	800-565-9346	www.waverleyinn.com

New Brunswick

Canada Select						
Star Rating	Category	Name	Address	City	Phone	Website
★★★★★	Hotel/Motel	Days Inn Miramichi	201 Edward Street	Miramichi	866-463-0748	www.daysinnmiramichi.com
★★★★★	Hotel/Motel	Future Inn Moncton	40 Lady Ada Boulevard	Moncton	800-565-0700	www.futureinns.com
★★★★★	Hotel/Motel	Hampton Inn & Suites	700 Mapleton Road	Moncton	877-855-4819	www.hamptoninn3.hilton.com
★★★★★	Hotel/Motel	Holiday Inn Express & Suites	400 Main Street	Saint John	800-475-4656	www.ihg.com/holidayinnexpress
★★★★★	Hotel/Motel	Lakeview Inns & Suites	777 St. Peter Avenue	Bathurst	877-355-3500	www.lakeviewhotels.com
★★★★★	Hotel/Motel	Lakeview Inns & Suites	665 Prospect Street	Fredericton	877-355-3501	www.lakeviewhotels.com
★★★★★	Hotel/Motel	Lakeview Inns & Suites	333 King George Highway	Miramichi	877-355-3502	www.lakeviewhotels.com
★★★★★	Hotel/Motel	Ramada Crystal Palace	499 Paul Street	Moncton	800-528-1234	www.crystalpalacehotel.com

Prince Edward Island

Canada Select						
Star Rating	Category	Name	Address	City	Phone	Website
★★★★★	Cottage/Vacation Home	Almost Home Cottages	3001 Brackley Point Road	Brackley Beach	877-760-2352	www.almosthomecottages.com
★★★★★	Cottage/Vacation Home	Anne’s Windy Poplars Cottage Resort	7195 Route 13	Cavendish	800-363-5888	www.anneswindypoplars.com
★★★★★	Bed & Breakfast	Barachois Inn	2193 Church Road	South Rustico	800-963-2194	www.barachoisinn.com
★★★★★	Cottage/Vacation Home / Hotel/Motel	Bay Vista Motel & Cottage	9517 Cavendish Road	Cavendish	800-846-0601	www.bayvista.ca
★★★★★	Cottage/Vacation Home / Hotel/Motel	Country Pines Inn & Suites	3081 Highway 1	Summerside	866-494-5233	www.thecountrypines.com
★★★★★	Inn / Cottage/Vacation Home	Dalvay By The Sea	16 Cottage Crescent	York	888-366-2955	www.dalvaybythesea.com
★★★★★	Hotel/Motel	Delta Prince Edward	18 Queen Street	Charlottetown	866-894-1203	www.deltahotels.com
★★★★★	Cottage/Vacation Home	Dreamweavers Cottages	6948 Rustico Road	Rusticoville	888-496-8272	www.dreamweaverscottages.com
★★★★★	Inn / Hotel/Motel	Dundee Arms Inn	200 Pownal Street	Charlottetown	877-638-6333	www.eden.travel/dundee
★★★★★	Hotel/Motel	Holiday Inn Express Hotel & Suites	200 Capital Drive	Charlottetown	800-465-4329	www.hiexpress.com/princeedward
★★★★★	Cottage/Vacation Home	John B’s Waterfront Cottages	64 Tamarack Drive	Charlottetown	877-358-3004	www.cottagespei.com
★★★★★	Hotel/Motel	Loyalist Lakeview Resort	195 Harbour Drive	Summerside	877-355-3500	www.lakeviewhotels.com
★★★★★	Cottage/Vacation Home / Hotel/Motel	Millstream Cottages & Motel	3408 Brackley Point Road	Brackley Beach	800-668-8897	www.millstream.pe.ca
★★★★★	Bed & Breakfast / Cottage/Vacation Home	Parkview Farm Tourist Home	8214 Route 6	Cavendish	800-237-9890	www.parkviewfarms.com
★★★★★	Cottage/Vacation Home	Shining Waters Luxury Cottages	7601 Cawnpore Lane	Cavendish	877-963-2252	www.resortatcavendishcorner.com
★★★★★	Bed & Breakfast	Shining Waters Luxury Cottages & Country Inn	7602 Cawnpore Lane	Cavendish	877-963-2253	www.resortatcavendishcorner.com
★★★★★	Inn	Shining Waters Luxury Suites	7600 Cawnpore Lane	Cavendish	877-963-2251	www.resortatcavendishcorner.com
★★★★★	Inn	Stanhope Beach Resort	3445 Bayshore Road	York	866-672-2701	www.stanhopebeachresort.com
★★★★★	Cottage/Vacation Home	Sundance Cottages	34 MacCoubrey Lane	Cavendish	800-565-2149	www.sundancecottages.com
★★★★★	Hotel/Motel	Super 8	15 York Point Road	Charlottetown	877-892-7900	www.super8.com
★★★★★	Cottage/Vacation Home	The Dunes Beach House	161 Island Beach Drive	Darnley	508-695-4288	www.dunesbeachhouse.com
★★★★★	Inn	The Great George Hotel	58 Great George Street	Charlottetown	800-361-1118	www.thegreatgeorge.com
★★★★★	Hotel/Motel	The Hotel on Pownal	146 Pownal Street	Charlottetown	800-268-6261	www.thehotelonpownal.com
★★★★★	Hotel/Motel	The Resort At Cavendish Corner	8566 Cavendish Road	Cavendish	800-565-2243	www.resortatcavendishcorner.com

Newfoundland & Labrador

Canada Select						
Star Rating	Category	Name	Address	City	Phone	Website
★★★★★	Bed & Breakfast	Bears Cove Inn	15 Bears Cove Road	Witless Bay	866-634-1171	www.bearscoveinn.com
★★★★★	Cottage/Vacation Home	By d’Bay Cabins	210 Main Road	Port Blandford	709-543-2637	www.bydbay.com
★★★★★	Hotel/Motel	Clarenville Inn	134 Trans Canada Highway	Clarenville	877-466-7911	www.clarenvilleinn.ca
★★★★★	Cottage/Vacation Home / Hotel/Motel	Lomond River Lodge	Route 431	Lomond River	877-456-6663	www.lomond-river-lodge.com
★★★★★	Bed & Breakfast	Midnight Hill Manor	1 O’Tooles Road	Renews	888-363-2270	www.bbcanada.com/13446.html
★★★★★	Cottage/Vacation Home	Serenity Cottage	8 Sansome’s Place	Hillgrade	709-628-7432	
★★★★★	Hotel/Motel	The Wave Hotel	11B Blackmore Avenue	Clarenville	709-466-7946	www.wavehotel.ca
★★★★★	Cottage/Vacation Home	Tucker’s Cottages	Route 430	Reefs Harbour	709-847-4211	www.tuckerscottages.ca