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## FRESH FACED

GMs like John Caneco  
are ready to unveil  
Holiday Inn's new look  
and feel to the world

Story on pg. 8



### OVER AND OUT

With the recession over,  
it's time to start digging out

### COMFORT ZONE

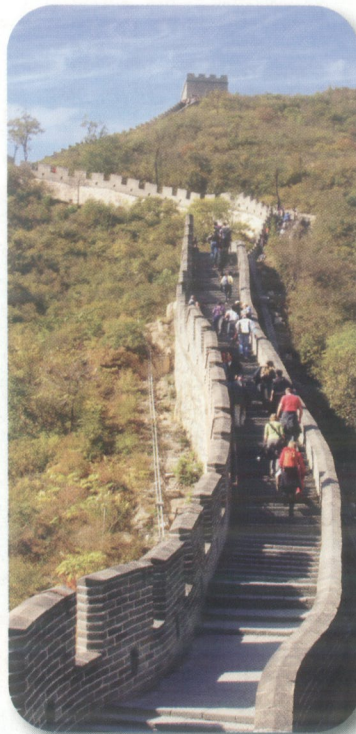
Hotel lobbies tempt guests  
to take off their coats and  
stay awhile

### MIDDLE MEN

Players in the mid-scale  
market are feeling bullish  
about 2010

## EASTERN FRONT

■ The Berlin Wall fell 20 years ago last fall, easing access into East Germany and the Eastern Bloc countries for inquisitive travellers from around the world. Unfortunately, Canadian tourism officials have been working almost as long to break down the travel restrictions the Chinese government had placed on its citizens from visiting Canada. But after some 15-years of lobbying, a new Approved Destination Status (ADS) deal has been struck between the countries and it has the Canadian hospitality industry buzzing about the possibility of an influx of Chinese tourists. “This agreement represents great potential for the visitor economy and future growth of the industry,” Michele McKenzie, president and CEO of the Canadian Tourism Commission (CTC), said in a statement. “The CTC will take full advantage of this agreement and begin marketing business and leisure travel opportunities to the Chinese people.” A recent Conference Board of Canada survey revealed that ADS is expected to boost the yearly travel rate to Canada from China by as much as 50 per cent by 2015.



## Whistle While We Work

Calgary-based Bellstar Hotels and Resorts added another feather to its cap, when the company was recently awarded the management contract for Whistler’s 41-room Adara Hotel. The contemporary boutique property is located in the centre of B.C.’s popular Whistler Village. With the addition of The Adara Hotel, Bellstar’s portfolio of boutique and luxury hotels and resorts continues to grow across the West, with properties in the Okanagan



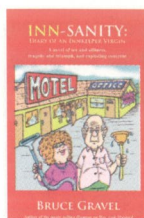
Valley, Rocky Mountains and coastal regions. “With the Olympics less than 100 days away, British Columbia is poised to be in the international spotlight over the coming months,” said Jon Zwickel, executive vice-president of Bellstar, in November. “Adding Adara to our portfolio enables us to promote the hotel to the world before, during and after the celebration.”

## CONQUERING COWTOWN



While the name may not be germane to Calgary just yet, the Quebec-based Germain Group will be opening the 143-rooms and suites Hotel Le Germain Calgary this month. Under the direction of GM Christopher Vachon, the new hotel, which is part of a large, mixed-use downtown project, will celebrate its opening by offering superior rooms with a king-size bed at \$199

(per night based on double occupancy, plus tax) before reverting to its regular prices, starting at \$279. “We are thrilled to introduce our unique approach to genuine hospitality in Calgary with this remarkable opening rate,” says Vachon. “Everything we do aims to create a warm, comfortable ambiance for guests, where the attentive and personalized service is always considerate without ever being indiscreet. These are the little touches that are part of the Germain difference.”



## PROPERTY VIRGINS

Bruce Gravel, longtime president of the Ontario Accommodation Association, has added novelist to his esteemed publishing career. Gravel joins the ranks of Hemingway and Joyce — in spirit anyway — with the publication of his first novel: *Inn-Sanity, Diary of an Innkeeper Virgin*. Described on the cover as “a novel of sex, silliness, tragedy and triumph and exploding concrete,” the book is available online at [amazon.com](http://amazon.com).