



The Manitoba Hotel Association is pleased to announce the new star rating program for accommodation properties in Manitoba – Canadian Star Quality Accommodation!

Highlights of Canadian Star Quality Accommodation include:

- National accommodation rating program with one to five stars awarded based on the property's services, facilities, amenities and quality; supported with professionally branded products.
- Consumer website featuring a searchable accommodation directory that encourages direct property reservations and integrates customer-generated content to meet the needs of your guests.

2011 is the transition year from Canada Select to Canadian Star Quality Accommodation. The MHA is no longer conducting ratings for Canada Select. Properties currently participating in Canada Select can continue to display their rating through 2011. These properties will be automatically transitioned into the new Star Quality rating program and will be awarded a star rating under the new standards. Some properties may have an unannounced visit from a rating advisor this year.

Member properties that haven't been in Canada Select are welcome to join Star Quality this year! We'll schedule an unannounced visit from a rating advisor before the end of September to assess your property and assign a Star Quality rating.

The annual participation fee is calculated at \$375 plus \$3.50 per room, capped at an annual maximum of \$1,450 (plus taxes). The initial registration fee of \$200 has been waived for properties joining in 2011. Payment should be made to Canadian Star Quality Accommodation by cheque, Visa or MasterCard.

The standards for the star ratings have been developed by a team of experts and thoroughly reviewed by an industry advisory group. The standards are available for reference. A rating advisor will review your property's facilities, amenities, services and quality according to the standards. The scoring for the three major sections – Public Areas, Guest Rooms and Bathrooms – will

determine the star rating level for your property. All ratings undergo a quality assurance process to ensure consistency of the star ratings across Canada.

The Canadian Star Quality Accommodation website is currently being developed and will go live to the public this fall. Throughout the summer the website will be populated with property information and star ratings. We ask for your prompt cooperation through the “Partners” portal on the website to ensure the listing information is accurate and complete. The Partners website will be live in June. The consumer website features property listings that are searchable by location, star rating, amenities and availability. TripAdvisor consumer reviews will be integrated with the listings to keep the consumers on the Star Quality website while they are researching accommodations.

Star Quality uses the JackRabbit online booking search engine so consumers can easily search for available accommodation and rates. The JackRabbit book direct system takes the consumer from the Star Quality website directly to your online reservation system, so you don't need to manage inventory or rates through a third-party reservation site. Star Quality will not charge a commission or reservation fee for reservations booked through the site.

Questions – contact our office or contact Canadian Star Quality Accommodation at 1.888.612.2772 or [info@csqa.ca](mailto:info@csqa.ca).