



ST. LAWRENCE YOUTH HOSTELS
HOSTELLING INTERNATIONAL-CANADA – QUÉBEC AND ONTARIO REGION

2015-2016 **ANNUAL REPORT**



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FROM FEBRUARY 2016 TO FEBRUARY 2017

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Manager
HI-Rivière-du-Loup Hostel

The Association recognizes two (2) categories of members:

THE FIRST CATEGORY, including the full members, is divided in to three (3) classes "A", "B", "C".

- Class "A" members are holders of the individual membership card of the Hostelling International – Canada Youth Hostels who reside within the territory of Québec or Ontario.
- Class "B" members are person who work as permanent employees of the Association.
- Class "C" members are composed of one delegate per youth hostel affiliated by memorandum of understanding.

THE SECOND CATEGORY includes the non-voting service members, namely the group cardholders and junior card holders.



MISSION

The St. Lawrence Youth Hostel Association, also known as **Hostelling International - Canada Québec and Ontario Region**, is a social enterprise whose goal is *"to help all, especially the young, gain a greater understanding of peoples, places and cultures through hostelling and travel."*

VISION

Hostelling International - Canada Québec and Ontario Region will be known as the most dynamic community of travellers on its territory, and as a social enterprise, it will be a leader of an accommodation network accessible to youth, first and foremost. It will be grounded in its community and will be based on its members, volunteers and staff.

VALUES

The greater social good, management autonomy, democracy, primacy of the people, respect, pride, solidarity, accessibility and sustainable development.

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PRESIDENT'S REPORT



This year we have continued to make good progress on our strategic objectives, and **Hostelling International - Canada Quebec and Ontario Region** is now in a stronger position than at any point in the last five years.

Our mission remains as always to help all, especially the young, gain a greater understanding of peoples, places and cultures through hostelling.

This year we adopted a four-year strategic plan that sets out priorities for the association in the achievement of its mission. These priorities are :

1. Improving the client experience for our guests, our members and our affiliates;
2. strengthening the sense of belonging to the HI brand in our communities: among members, non-members, staff and our local stakeholders;

3. assuring financial sustainability in terms of having the means to continue to meet our short and long term obligations while continuing to improve the quality of physical infrastructure;

4. taking advantage of development opportunities, particularly in the growing Toronto market.

Over the past year, we continued to work hand-in-hand with our partners in Hostelling International-Canada - Atlantic Region and Hostelling International-Canada - Pacific Mountain Region. This collaboration has reached new levels, with significant benefits for all members of HI-Canada in terms of better services at lower cost.

I wish to take this opportunity to express my appreciation to all the board members for the volunteer hours they devote to our association, and also to thank our Canadian and international partners as well as all of our staff and affiliates, without whom our mission could not be pursued.

Peter Harrison
President

EXECUTIVE DIRECTOR'S REPORT



Eleven years ago, we took on the responsibility of running several hostels in Ontario. Two years later, we once again became a region of Hostelling International – Canada (HI-Canada), and a few years later still we merged with the Eastern Ontario region and took on the name of HI-Canada – Québec and Ontario Region. More recently, we felt the impact of the global financial crisis. Despite a substantial deficit in 2013, we continued to invest in our infrastructure while keeping a tighter rein on our finances and rethinking our business model.

All our hard work was crowned in 2016 with our largest surplus ever. With double the surplus recorded in 2015, we can now look forward to a future full of beneficial projects for young travellers. With greater financial resources at our disposal, we will be better able to fulfil our mission.

By maintaining better control over our operating expenses, we were able to focus more of our attention on our accommodation services and spend less energy on initiatives that, while clearly of value, were unprofitable: just because we are a not-for-profit organization, there is no reason to encourage money-losing initiatives that could put our future at risk. With that in mind, we reviewed the contracts of all HI-Montréal suppliers, closed the public bar at HI-Ottawa and revamped certain services at HI-Toronto.

More stringent management of our accommodation rates has allowed us to raise our average daily rates to a level that allows us to continue providing affordable accommodations to less-fortunate travellers while putting us on a solid financial footing. This has left us better positioned to respond to a constantly changing environment.

Hostelling International – Canada now has three regions following the Prairies Region's inclusion in the Pacific Mountain Region. The other two regions in our network are the Atlantic Region and the Québec and Ontario Region.

By harmonizing operations across Canada, HI-Canada has been able to cut its National Office's administrative costs during the year and free up funds for operational initiatives shared by the entire partnership. They include revamping the website, repositioning the brand, simplifying membership procedures and enhancing member benefits. In 2017, we expect those harmonization efforts to also encompass human resources management. HI-Canada's national office management, shared by the directors of the three regions that make up the partnership, will be in charge of ensuring that operations are harmonized effectively.

The Youth Travel Foundation (YTF) was officially relaunched. HI-Canada – Québec and Ontario Region took on the responsibility of relaunching the YTF and aligning its operations with other national initiatives. A fundraising activity has already been organized, and a permanent funding model for the YTF is currently in the works.

The decision to sell the HI-Mont-Tremblant hostel remains unchanged. The hostel was almost sold last fall, but the transaction could not be completed. The sale proceeds will be put in a reserve fund rather than being used for operations.

The HI-Ottawa Jail Hostel has hired a communication agency to review its signage and the interpretative panels that tell the prison's history. Panels recounting the history of prisoners who once lived in the jail will provide extra information in every hostel room and cell. The project is nearly ready for execution, which is scheduled for January-February 2017.

As expected, 2015–2016 was a year of transition, and all our employees can be credited with its success. Our achievements this year have opened the doors to a promising future. Thanks to everyone for all the hard work accomplished in the last few years.

Thanks also go to the members of the Board of Directors for their patience, wise counsel and generous service.

A handwritten signature in black ink, reading "Jacques Perreault". The signature is stylized with a large, sweeping "J" and a long, horizontal stroke at the end.

Jacques Perreault
Executive Director

HOSTELLING INTERNATIONAL – CANADA QUÉBEC AND ONTARIO REGION **IN NUMBERS**

STATISTICS | REGION'S HOSTELS

The Québec and Ontario Region has lots to offer travellers, from hostels that move to the heady rhythm of our large urban centres to other, more rural establishments that provide a taste of the region's most spectacular landscapes.

This year, the HI network in Québec and Ontario decreased from 15 to 13 hostels. Those establishments recorded a total of 210,626 overnights, 0.4% more than last year.

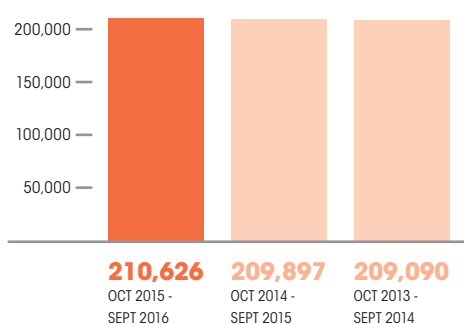
In addition, hostels with 10,000 overnights or more a year saw a slight increase (0.9%) in total overnights, while hostels with fewer than 10,000 overnights experienced a 2% drop. (All overnights are between October 1st, 2015 and September 30, 2016.)

Another highlight this year was the increase in group overnights, especially from international markets. This category of travellers accounted for nearly 3,200 overnights more than last year.

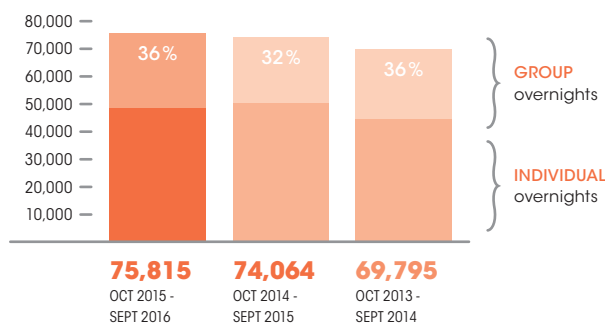
Overall, the Canadian market represents just under one third of all overnights at HI's hostels in Québec and Ontario. The increase in Canadian overnights was most evident in large urban centres, a trend that has been relatively stable for many years now.

For its part, the international market remained essentially unchanged, showing a small decline of close to 400 overnights. However, US travellers visited our hostels much more than last year, with a 14% jump in overnights in 2015–2016.

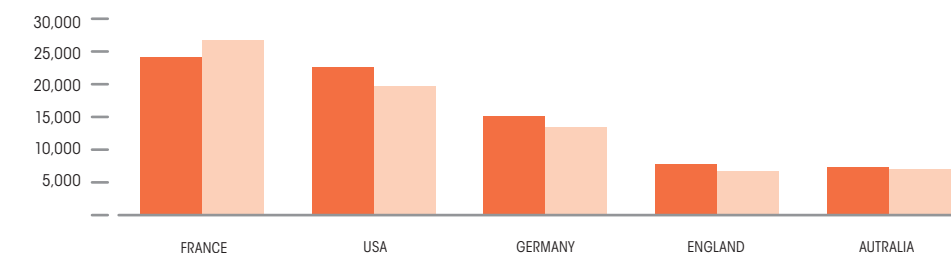
TOTAL NUMBER OF OVERNIGHTS



GROUP & INDIVIDUAL CANADIAN OVERNIGHTS



TOP 5 REGIONAL OVERNIGHTS INTERNATIONAL MARKETS





REGIONALLY OWNED PROPERTIES

Hostelling International – Canada's Québec and Ontario Region owns and operates four youth hostels: **HI-Montréal**, **HI-Mont-Tremblant**, **HI-Toronto** and, through HI-Canada – Ontario East, the **HI-Ottawa Jail hostel**. Total overnight stays for these four hostels saw a slight 1 % increase over last year. It is clear that their solid financial performance in 2015–2016 cannot be attributed to this increase alone, but also to sound operations management and effective pricing for accommodation services.

However, regardless of the number of overnights at each hostel, the teams in place have always done their utmost to constantly reinvent themselves despite their limited means in order to ensure that guest travellers have a memorable experience.

Here is a summary of the four hostels 2015–2016 operations.



HI-MONT-TREMBLANT

FACILITY AND SERVICE IMPROVEMENTS

HI-Mont-Tremblant, the most rural of all HI hostels run by the region, has still not been sold. Although the team is in a manner of speaking at the mercy of the real estate market, its members have continued to provide clients with superior service by investing their time and energy in enhancing guest comfort and day-to-day operations. To make sure everyone enjoys a good night's sleep after a day of outdoor fun, the hostel purchased new pillows. It also made a few adjustments to its online bed allocation system by adding a four-person room on the main online reservation sites in order to accommodate more families and groups of friends.

ACTIVITIES AND ENTERTAINMENT

Again this year, the summer's most popular activity was without a doubt the charcoal barbecue. The hostel managed to fill the stomachs of about a hundred people all summer long.

No matter what the season, Lac Moore once again proved to be an outstanding playground for travellers visiting the hostel. There was strong demand for the canoes lent out by the hostel, and swimming in the motorboat-free lake was also very popular this year. In addition, thanks to its partnership with the company *D-Tour*, the hostel was able to provide nature buffs with a new door-to-door transportation service to get to Parc du Mont-Tremblant. Some 80 people took advantage of this service.

HUMAN RESOURCES

The seasonal nature of Mont Tremblant's tourist market was obviously a major issue for the team in place and led to substantial staff turnover. Following the departure of the assistant manager in April, the position was eliminated and the management team was restructured. The position of front desk supervisor was created to provide the hostel's management team with additional support.

 80 |  8,495  507
hihostels.ca/tremblant



HI-MONTRÉAL

FACILITY AND SERVICE IMPROVEMENTS

During the 2015–2016 tax year, the team at HI-Montréal paid special attention to harmonizing room design with the improvements begun in 2013. The rooms were entirely repainted black and white, the ceiling fixtures were replaced by more modern models using LED technology, and electric outlets were added to each bed along with reading lamps, also equipped with LED bulbs.

The hostel also ended its cable television subscription. From now on, all TV sets in private rooms will be equipped with *Chromecast*, a technology that allows users to view music, films or video content from their cell phones directly on the TV screen. Obviously, considerable attention was paid to guaranteeing the bandwidth was fast, effective and provided at no charge.

ACTIVITIES AND ENTERTAINMENT

The pub crawl remains the hostel's most popular activity. It involves taking travellers to Montréal's most lively neighbourhoods for a chance to socialize with one another and Montrealers. Despite the activity's success, the hostel set out to organize other activities that were less alcohol-focused but just as fun. Bike tours, outings to Mount Royal, walks in Old Montreal and skating events are just a few examples of the diverse offerings included in the regular program of activities. As always, the idea is to give travellers a chance to experience what Montreal is all about in a way that encourages socializing. HI-Montréal carried out a total of 420 activities in 2015–2016, and 4,555 travellers took part.

The social media are another important aspect of the hostel's activities. The full program of activities is posted online along with photos taken at each activity, and tourists are invited to add their own pictures and comments. After travellers leave the hostel, *Facebook* and *Instagram* serve as a photo album of the time spent at HI-Montréal.

COMMUNITY INVOLVEMENT

The hostel seeks to provide travellers with a taste of Montréal. To do that, the hostel first has to play an active role in the local community itself. The escorted outings organized for travellers have enabled the hostel to forge long-term relationships with a number of partners, including art galleries, bike rental shops, bars, cafés and restaurants. Travellers receive special treatment, and these establishments reap the benefits of a recurring customer base.

In addition, the hostel helps train personnel for the tourism industry by providing internship opportunities for colleges, universities and vocational educational institutions. In the last fiscal year, the hostel hosted students from *Champlain College*, *Cégep de Granby*, the *ITHQ* and *Accès-Cible SMT*, an organization that supports individuals in their efforts to join the workforce. By donating its time and energy to these schools, the hostel hopes to expand awareness of hostels and their mission while providing interns with practical work experience.

ENVIRONMENTAL INITIATIVES

HI-Montréal practises responsible waste management by encouraging recycling and composting. Again this year, the hostel collected compost twice a week.

 225 |  48,513  2,832
hihostels.ca/montreal



HI-TORONTO

FACILITY AND SERVICE IMPROVEMENTS

A self-service kitchen is without a doubt a key facility to offer to backpackers. Cooking while travelling is a very good way to go further on a tight budget and is a very good place to start a conversation with a fellow travelers. In order to improve that service, HI-Toronto who is never afraid to reinvent itself, moved the kitchen area onto the ground floor making it more accessible for all 24hrs a day, as the previous location being in the basement meant no access via the elevator, and closed at 9:00 pm when the *Cavern Bar* was open to the public. The new kitchen is all stainless steel and is more compact than before but more efficient too.

HI-Toronto, after some challenges with locker security on certain floors decided to increase security: an extra six cameras were installed and a pilot project was started where new programmable safes were installed to each bed into two shared rooms. Hopefully these will be used. Just like security, quality is also in HI-Toronto priority as new coiled mattresses were purchased for quad rooms. Those beds are being sold for over \$50 nightly.

HI-Toronto also painted 12 rooms with a new color scheme and also painted the front of the building black and white making it stand out even more.

The city of Toronto lost one of its largest hostel in May; *The Canadiana* closed its doors for good leaving little notice. A large 220 beds facility of this size had an impact on young travelers visiting Toronto. Travel trades and group bookings had to book elsewhere and they chose HI-Toronto.

ACTIVITIES AND ENTERTAINMENT

Every year, HI-Toronto brings travelers together through different activities organized outside the hostel like *Yoga in the park*, *Toronto Island tours*, *Bar Tours*, *Canoeing at the Harbourfront*, *Cycling in the city tours*, and *Toronto Blue Jays and Toronto FC outings*. *The Cavern*, the hostel bar, also offers a great venue where guests can socialize during shows or open mic night. This year over 3,500 participants signed up for the close to 620 activities organized by the hostel.

The hostel via its bar *The Cavern* also welcomed musicians from far and wide and hosted live music on 180 nights, entertaining guests and Torontonians alike. *The Cavern* earned some media coverage for its participation into the first *Toronto Open Mic Festival* in August.

COMMUNITY INVOLVEMENT

On September 21, HI-Toronto and its bar *The Cavern* were lit blue to celebrate the *2016 International Peace Day*. The hostel is also now connected with [Bunz.com Travel zone](http://Bunz.com) a trading website for travelers to exchange things (such as guide books, maps, sim cards), stories, tips & tricks. *The Cavern Bar* hosted *1st Bunz travel Swap Event* this year.

HUMAN RESOURCES

This year the management team planned the whole year from a 2 day retreat in February, during which two hiring clinics were organized, monthly meetings were set, giving the staff a clear notice of the when and where.

Also a staff team building exercise was organized at *Ganaraska Tree Top Trekking* to give everybody the opportunity to get to know the team. Each monthly meeting, two or three staff were asked to perform a presentation on whatever they like. It created a buzz and interest especially with the housekeeping department. Presentations on the Chakra's, Brazilian sweet making and tasting and Community and the relationship with Hostelling were among the highlights of the monthly meetings.

ENVIRONMENTAL INITIATIVES

As usual, HI-Toronto continues to encourage its guests and employees to recycle and in an effort to reduce ever increasing utility bills LED lighting has been installed where light bulbs have blown.

 175 |  55,572  3 172
hihostels.ca/toronto

HI-OTTAWA JAIL

FACILITY AND SERVICE IMPROVEMENTS

This past year, showers have been expanded and/or renovated, and there are now male and female showers on every floor in the hostel. The *Backpacker Quad Cells* were transformed to better suit the needs of guests as *Twins* and *Authentic Single Jail Cells*. The café area, in constant state of improvement, also received a significant makeover resulting in a much more open and inclusive space for guests during the breakfast hours. Important artifacts showcasing the history and uniqueness of the jail are now being displayed in the lobby. Despite significant management time and effort et for reasons beyond our controle, only minor improvements were achieved to the WIFI network. Hopefully it will be completely resolved in next year.

ACTIVITIES AND ENTERTAINMENT

Fully 37% of guests of the hostel participated in daily historical tour of the jail. This represents almost 4,000 people. Several more traditional hostel activities have been tried and tested, and guests' participation/reaction has been closely monitored. The less popular activities, with fewer participants, have been discarded. The more popular activities, such as the hostel's weekly pub crawl have been expanded. Several local bars and pubs are now offering free cover/discounts for hostel guests.

HUMAN RESOURCES

The hostel management has worked hard to encourage a positive working environment and the result is the hostel currently has a wonderful team dedicated to the mission of the association, the building, and its guests.

The hostel was very fortunate to have two wonderful interns from Germany this year. Apart from the obvious linguistic benefit to our guests, many of whom are German, these interns have brought fresh thought and energy to the hostel.

COMMUNITY INVOLVEMENT

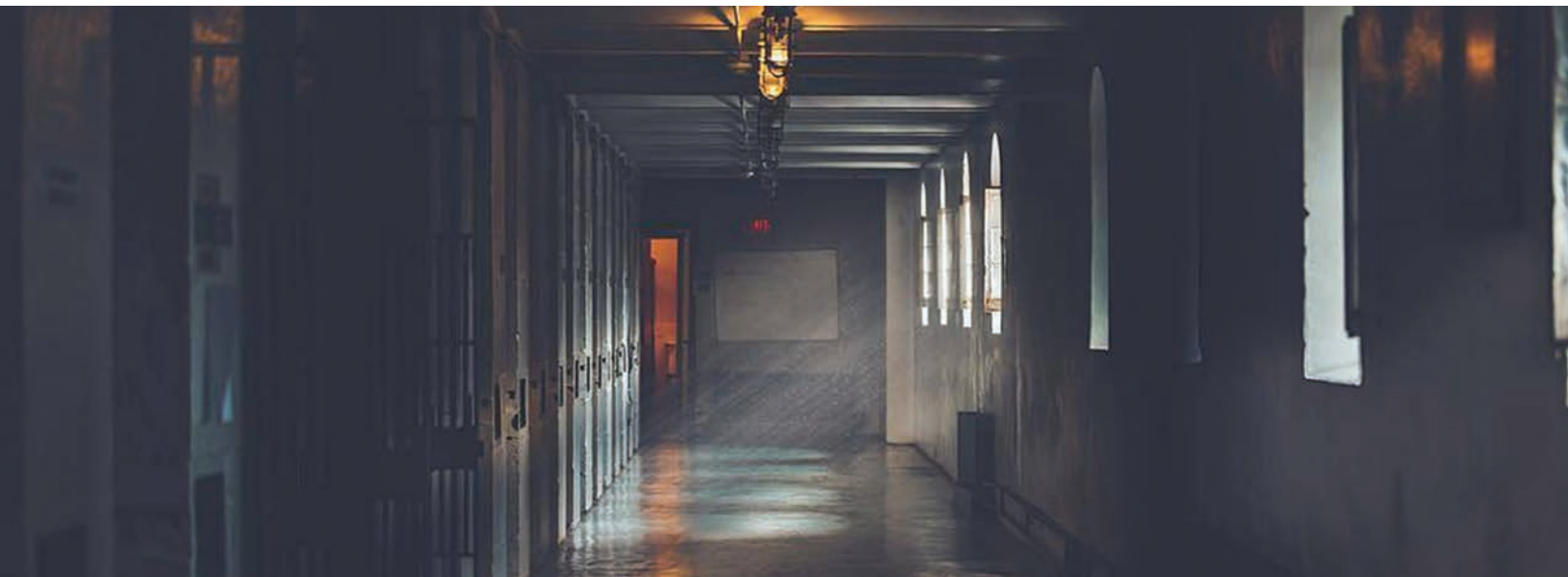
In June 2016, the hostel opened its door for the *Doors Open Ottawa* weekend, a free event that gives the public a chance to explore the community's build heritage. For the weekend, over 1,500 locals came to explore the hostel.

During the year, the hostel also has been featured in several local publications and web-sites including: *The Independent*, Hostelworld.com, *The Toronto Star* among others.

ENVIRONMENTAL INITIATIVES

Steps have been taken to reduce unnecessary waste. These include asking guests if they need new towels, and encouraging them to only use 1 towel per stay when possible. A composting station has been added in the dining room and guest kitchen. The hostel has made a bigger effort to reduce waste in many small ways that add up, such as using scrap paper for in-house reports.

155 | 30,068 901
hihostels.ca/ottawa



OUR TEAMS

OUR TEAMS IN NUMBERS

If travellers and members are happy with our services, it's thanks to our amazing teams. Our employees and volunteers are hard-working, imaginative, generous, patient and, most important of all, passionate about what they do. Our association wouldn't be anything without these individuals and their dedication to the hostelling movement. The association would like to thank everyone who again this year contributed to the organization's success and the fulfillment of its mission.

170 employees registered on payroll during the fiscal year | ↑ 24

110 employees were working for HI-Canada – Québec and Ontario Region on September 30th, 2016* | ↑ 16

28 volunteers

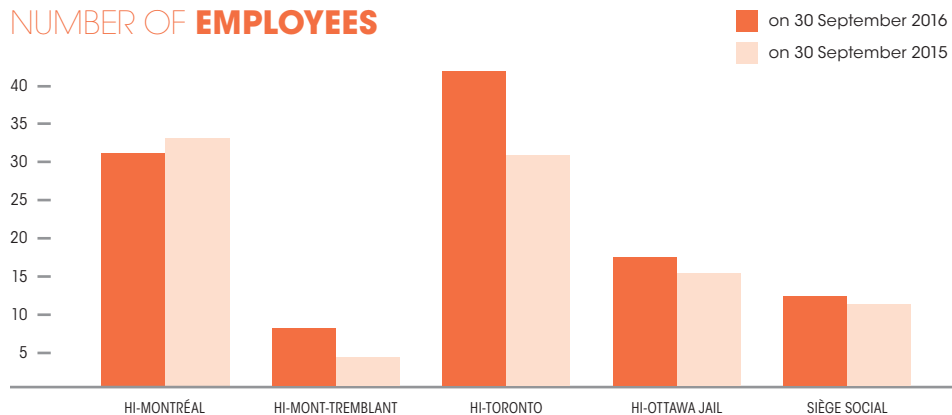
The average years of service was **2 years and 1 month** | ↓ 8 mois

*Employees active on payroll only.

NEWS FROM THE REGIONAL OFFICE

With the world of work seeming to get more complex every day, the Regional Office decided to hire a human resources adviser. Based in Montreal, the new recruit will free up senior management from certain tasks, assist hostel managers, and provide services to employees. This addition to the team was welcomed by all.

NUMBER OF EMPLOYEES



CONTRIBUTION TO THE HOSTELLING MOVEMENT

Some of our employees have been working for the Canadian youth hostel movement for many years. HI-Canada – Québec and Ontario Region wishes to acknowledge their long-time service and thank them for their part in fulfilling the mission of Hostelling International.

10 years : **Gabrielle De La Durantaye**, HI-Montréal Assistant Manager

35 ans : **Jacques Perreault**, Executive Director, HI-Canada – Québec and Ontario Region



AFFILIATED HOSTELS

Along with managing and operating four youth hostels, the Québec and Ontario Region is responsible for administering HI network affiliation for independent hostels on its territory. These affiliated establishments adhere to HI's quality standards, mission and values and are proud to be part of the world's largest network of youth hostels.

the **HI-La Tuque** et **HI-Ste-Émélie-de-l'Énergie** hostels having closed their doors in fall 2015, the number of affiliated youth hostels in the region has fallen from 11 to 9.

In terms of the number of overnight stays, affiliated hostels account for just over a third of overnights in the region in any given year. This year, they recorded an overall decrease of nearly 1,000 overnights, slightly reversing the growth trend shown in the last two years.

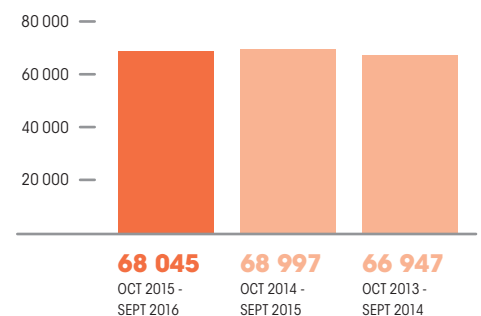
Between October 2015 and September 2016, the Regional Office received 12 requests for information on affiliation, one more than last year. Five information requests for Québec concerned cities where there is already an HI hostel or a site less than 50 km from an HI hostel. Those requests were rejected outright. A courtesy visit was made to assess the affiliation potential of an Ontario establishment on the shores of the Ottawa River. The region presented its recommendations to the manager, who will be required to make a number of modifications if he wishes to pursue the affiliation process.

AUBERGES AFFILIÉES AU QUÉBEC ET EN ONTARIO

en date du 30 septembre 2016

- ▶ HI-Esprit
- ▶ HI-Griffon Aventure
- ▶ HI-La Malbaie
- ▶ HI-Québec
- ▶ HI-Rivière-du-Loup
- ▶ HI-Sea Shack
- ▶ HI-Trois-Rivières
- ▶ HI-Niagara Falls
- ▶ HI-South Algonquin

OVERNIGHTS AFFILIATED HOSTELS



BARCLAY AWARDS

For a few years now, HI-Canada, HI-USA and HI-Mexico have jointly organized the *North American Managers Meeting* (NAMM). At this annual event, the three associations along with their hostel managers and other key personnel get together to discuss issues pertaining to the youth hostel management. During the conference, HI-Canada reserves a day for various activities, including the presentation of Barclays Awards to Canadian hostels that have distinguished themselves in various categories.

SMALL HOSTEL CATEGORY *(- 10,000 overnights)*

■ RATING IMPROVEMENT AWARD

HI-Mont-Tremblant | Biggest rating improvement on hihostels.com and hostelworld.com

■ MEMBERSHIP AWARD

HI-NIAGARA FALLS | For the increase of membership card sale

■ INSPECTION RATING AWARD

HI-RIVIÈRE-DU-LOUP | For the highest overall rating results for the annual HI-Canada inspection

■ ENVIRONMENTAL AWARD

HI-RIVIÈRE-DU-LOUP | For the highest overall result for all environmental standards following the annual HI-Canada inspection

LARGE HOSTEL CATEGORY *(+10,000 overnights)*

■ BEST INNOVATIVE / INITIATIVE AWARD

HI-QUÉBEC | For the best inspection result according to the 8.62 Hostel innovation and miscellaneous Services and Amenities standard.

*Congratulations
to all our winning hostels!*



OUR MEMBERS

As of March 31, 2016, Hostelling International – Canada's membership program had a total of **32,697 members**, a 6.3% increase from the year before. This was the first significant increase in nearly six years.

To make program management more effective, Hostelling International – Canada made a number of operating changes. In May 2016, operations were centralized in two locations, with responsibility for managing membership henceforth shared by the Pacific Mountain Region and the Québec and Ontario Region. The regional office in western Canada took over responsibility for accounting and mailing operations, while the Québec and Ontario Region was entrusted with statistics, business development and membership program marketing for the entire Canadian network.

The data collection and conversion model was also updated to provide a more accurate snapshot of membership across the country. Between October 1st, 2015 and September 30, 2016, 10,890 cards were sold (all types combined) in the Québec and Ontario Region, a decrease of 4.36%.

PARTNERS AND INTERNAL CHANGES

Because of the substantial time invested in making the many changes to the membership program, only two new national partnerships were signed this year, namely discount agreements with travel insurance companies *World Nomad* and *Travel Insurance Office Inc.*

Although the regional office is in charge of updating, renewing and renegotiating contracts with discount providers, training documents have been

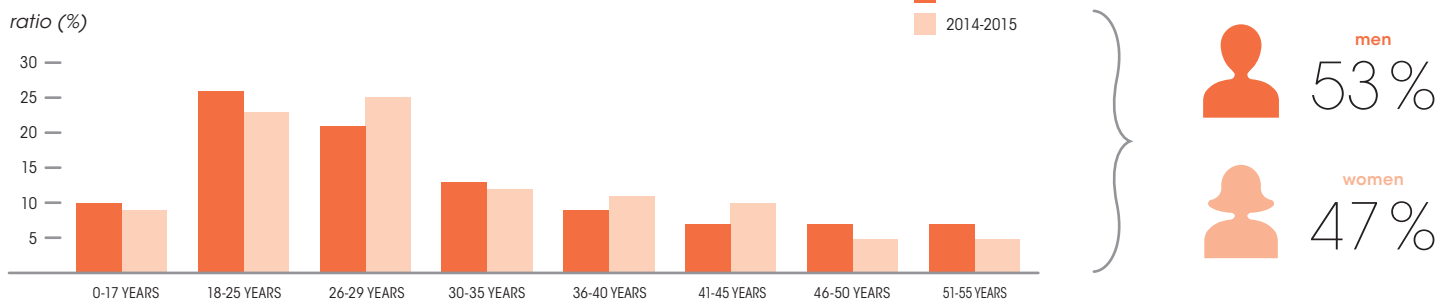
prepared to help hostels select the right discount partners for member needs and the association's branding.

ONGOING DEVELOPMENT

HI-Canada – Québec and Ontario Region is working with the western Canadian region to improve and consolidate the network's internal structure and offer hostels greater support with the membership program. The many changes being made must be more firmly rooted in the culture of the hostels that have not yet familiarized themselves with the model established by the association.

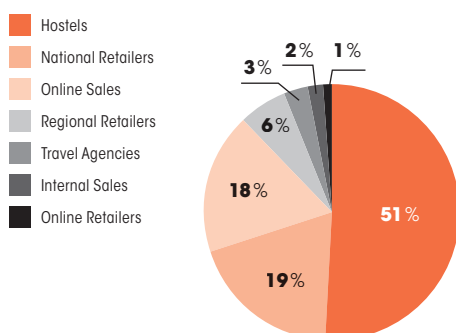
MEMBERS PROFILE

MEMBERS AGE QUÉBEC AND ONTARIO REGION

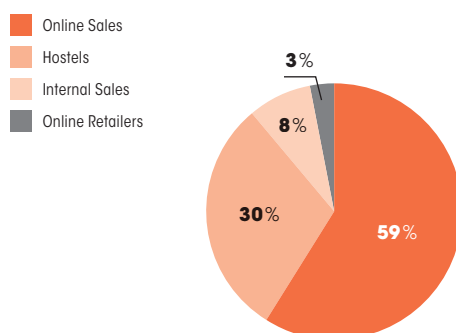


SALES CHANNEL 2016

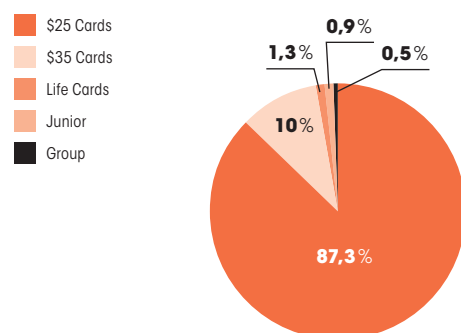
ADULT MEMBERSHIP



LIFE MEMBERSHIP



MEMBERSHIP CARDS SOLD



TRAVEL TALKS

MONETIZING YOUR BLOG

November 26, 2015 | HI-Toronto

During this travel talk sponsored by HI-Canada and organized by *Travel Massive*, speaker Ayngelina Brogan from BaconisMagic.ca revealed her tips and tricks for monetizing blogs, an objective sought after by an increasing number of travel bloggers.

TRAVEL ON A BUDGET

September 7, 2016 | HI-Toronto

Three guest speakers (Ali Derksen and Lisa Cimini from KnowRoamin.com and Barry Choi from MoneyWeHave.com) shared their insights on the best ways to travel in Canada without emptying your piggy bank.

6 À 8 VOYAGE

September 27, 2016 | HI-Montréal

On *World Tourism Day*, and last day of activities surrounding the *Sleep for Peace* campaign, the HI-Montreal hostel hosted the September edition of the 6-8 Travel meet up. This monthly itinerant evening, organized by Jennifer Doré-Dallas of the blog *Moi, mes souliers*, brought together travel enthusiasts at the hostel bar to talk about their common passion: travelling.



REVAMP OF INDIVIDUAL SITES

Last December, work began on redesigning the individual websites of the **HI-Montréal**, **HI-Toronto** and **HI-Mont-Tremblant** hostels. In June 2016, the three new platforms were launched. The goal was to provide users with a platform that was easy to use on their choice of device. Since the launch, traffic on these sites from search engines has increased substantially.

From June to September 2016

hostellingmontreal.com 13,177 SESSIONS | **↑ 103%**
hostellingtoronto.com 18,956 SESSIONS | **↑ 808%**
hostellingtremblant.com 2,444 SESSIONS | **↑ 41%**

BLOG AND TERN MAGAZINE

January 2016 saw the launch of the first bilingual edition of *TERN*, Hostelling International – Canada's digital magazine. The quarterly publication features high-quality articles on a wide variety of travel-related topics by travellers from the four corners of the globe.

In July 2016, the blogs *Backpacker Buzz* and *NOMAD* moved to the **tern.travel** platform. The transition aimed to consolidate content strategy efforts and redirect traffic to a single, one-stop platform. This year, the blog received close to 100,000 page views and more than 70,000 unique visitors.

SHOWS

Again this year, the Québec and Ontario Region took part in two trade shows for tourism industry professionals: *Rendez-Vous Canada* in Montréal and the *World Youth and Student Travel Conference* in Belgrade. The two events allowed the association to develop new business opportunities with industry players while consolidating relationships with stakeholders and staying on top of the latest global trends in youth tourism.

NATIONAL SITE

The **hihostels.ca** website recorded more than 700,000 unique visitors and 2.6 million page views, which represents a drop in traffic. Work on the site revamp has begun and is expected to be completed by April 2017.

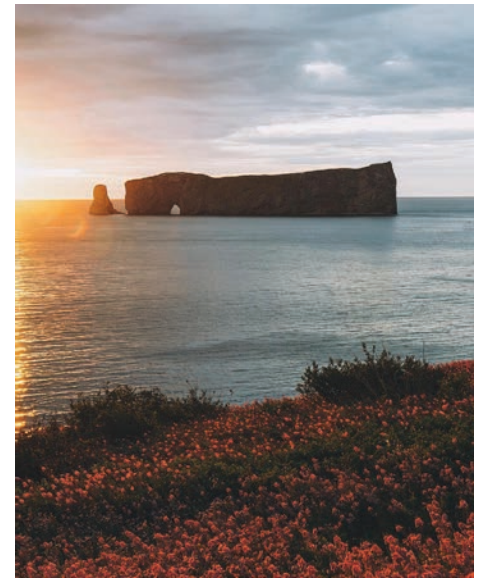
While the national site remained a major source of reservations for the region's hostels, **booking.com** became the top source of online reservations for **HI-Montréal** and **HI-Ottawa Jail** in summer 2016. Next year, the Marketing department and hostel managers will ramp up their efforts to reverse this trend.

SOCIAL MEDIA

In February 2016, the association launched a new video designed to promote the HI-Canada network. Since it was put online, the video has been viewed over 30,000 times on *Facebook* and *YouTube*.

A first national webinar was also held to give managers tips and tools for managing their Facebook pages. More than 20 employees attended the event's first edition.

DIGITAL PARTNERSHIPS



The region continues to develop strategic partnerships to raise its digital profile. This year it launched a special offer on *Far & Wide*, the platform launched by *Destination Canada* in partnership with *Bell Media*, and joined forces with various influencers, including *Le Backpacker*, *A Globe Well Travelled* and *Nomade Magazine*, to position the network and its member hostels.

MARKETING STATS

SOCIAL MEDIA IN NUMBERS

On September 30th, 2016

12,313  fans

2,660 followers on 

1,359 followers on 

HIHOSTELS.CA WEBSITE

1,035,722 sessions |  11 %

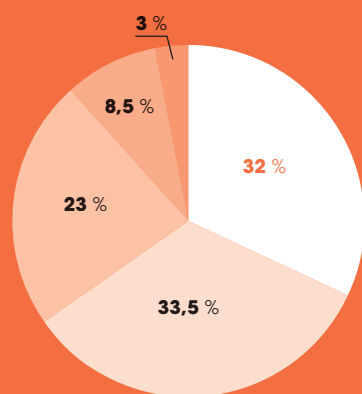
2,595,495 pageviews |  13 %

BLOG & MAGAZINE

82,916 visitors |  5 %

99,932 pageviews |  0,4 %

REGION'S HOSTELS ONLINE RESERVATIONS



-  hihostels.ca + individua sites
-  booking.com
-  hostelworld.com
-  expedia.ca
-  hihostels.com

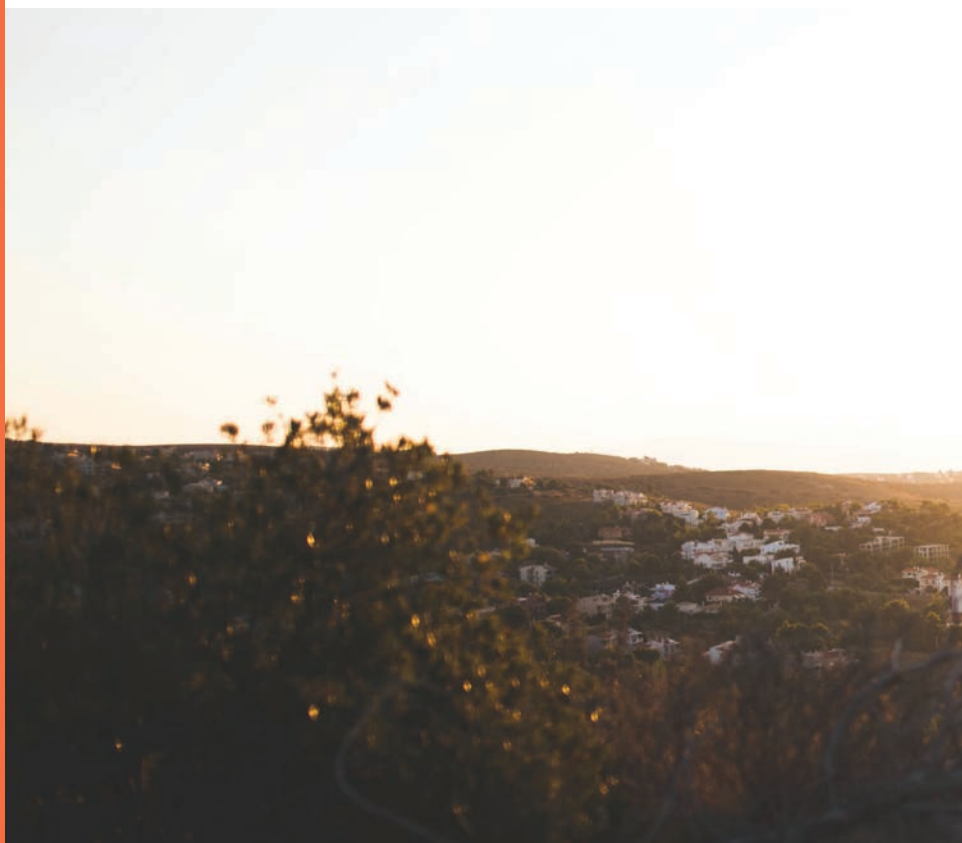
YOUTH TRAVEL FOUNDATION



The **Youth Travel Foundation** (YTF), administered by Hostelling International Canada – Québec and Ontario Region for just over two years now, encourages young people to travel as a means of complementing their education and training. To fulfil its mission, the Foundation awards grants to young people who wish to travel, do an internship or take part in an international development program.

Until March 2016, that financial support was made possible by Visa Desjardins, which remitted 0.25% of the total of all purchases by Visa Desjardins – Fondation Tourisme Jeunesse cardholders to the Foundation. As a result of the growing array of benefits provided by credit cards, many cardholders have opted not to renew their Fondation Tourisme Jeunesse affinity card. Without sufficient critical mass to maintain the card, Visa Desjardins decided to terminate its over-20-year-old agreement with the Foundation. With its main financial backer out of the picture, the Foundation has had to turn to other funding sources and reengineer some of its operations to be able to pursue its mission.

To expand its pool of partners and the potential for supporting grant applicants, the Youth Tourism Foundation has now expanded from its provincial base to extend across Canada, enabling it to take action nation-wide.



In addition, the Foundation has adopted a new logo and a new, bilingual website – ftj-ytf.ca. The site was made possible by the ongoing sponsorship of the company in web solution Mentel – mentel.com – and its expertise. Also, to make it easier to connect with its target clientele and seek out new partners, the Foundation now maintains a presence on social media.

In 2015–2016, the Foundation awarded four grants, three of which went to young people with independent projects and one to a group of 10 young students from Rosemont College.

The Foundation has already begun preparing a silent auction for November 2016. In addition to helping young travellers carry out their projects successfully, the event will also recognize the Foundation's achievements since it was created and mingle with other people who, like them, believe that "travel broadens the mind."

YOUTH TRAVEL FOUNDATION BOARD MEMBERS

President : Bruno Bussi res

Vice-President : St phanie Laurin

Secretary-Treasurer : Jacques Perreault

SLEEP FOR PEACE 2016 DORS POUR LA PAIX

September 21st, 2016 marked the UN's *International Day of Peace*. Hostelling International hostels around the globe celebrated the event by holding inclusive and inspiring events as part of the **2016 Sleep for Peace – Dors pour la paix** campaign. In addition to inviting HI hostels in the region to participate in the awareness-raising initiative, Hostelling International – Canada agreed to donate \$1 to the *Youth Travel Foundation* for every overnight at participating hostels on that day. A total of \$1,500 was raised for the Foundation—funds that will be put toward a grant to support projects promoting world peace.



COMMUNITY INVOLVEMENT

INVOLVEMENT IN BOARDS OF DIRECTORS, COMMITTEES AND ROUND TABLES

Some members of the board and senior management of HI-Canada Québec and Ontario Region do volunteer work on various boards, committees and round tables.

Comité d'économie sociale de l'île de Montréal (CÉSIM): Jacques Perreault, Tourism Sector Representative

Corporation de l'Industrie touristique du Québec (CITQ): Vincent Bérubé, St. Lawrence Youth Hostel Representative

Youth Travel Foundation: Bruno Bussières – Board President, Stephanie Laurin and Jacques Perreault, Dragos Cacio – Coordinator

International Social Tourism Organization (ISTO)-Americas: Jacques Perreault, Executive Vice President replaced in October 2016 by Vincent Bérubé as the new St. Lawrence Youth Hostel representative.

HOSTELLING INTERNATIONAL-CANADA

HI-Canada – Québec and Ontario Region is involved in various committees at the national level:

The Presidents Forum: Peter Harrison

Council of Executive Directors (CED): Jacques Perreault

HI-Canada Image and Branding Committee: Gaël Chartrand and Jacques Perreault

Quality Assurance Standards Committee: Vincent Bérubé (HI-Rivière-Du-Loup) and Isabelle Boyer

Membership committee: Dragos Cacio

WE ARE ALSO MEMBERS OF OTHER ORGANIZATIONS...

Tourism Toronto | Tourisme Montréal | Tourisme Laurentides | Tourisme Mont-Tremblant (Chambre de commerce du Grand Mont-Tremblant) | Greater Toronto Hotel Association | Culture Montréal | Regroupement Loisir et Sport du Québec | Conseil Québécois du Loisir | Heritage Ottawa

