



ST. LAWRENCE YOUTH HOSTELS
HOSTELLING INTERNATIONAL-CANADA | QUÉBEC AND ONTARIO REGION
2012-2013 **ANNUAL REPORT**



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According to article number 5, 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 Hostelling International – Canada 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 affiliated hostel by memorandum of understanding.

THE SECOND CATEGORY includes the non-voting service members, namely the group cardholders or non-voting affiliated organization cardholders in accordance with article 5.1 of the General By-laws of the Canadian Hostelling Association and other international cards recognized by Hostelling International whether for a region of Canada or of the world.



MISSION

The St. Lawrence Youth Hostels Association, also known as **HI-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

HI-Canada - Québec and Ontario Region will be known as the most dynamic community of travelers 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 flourish through the commitment of 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



Photo: Veronique Ducharme

The situation for the Hostelling International (HI) youth hostels appears challenging in Québec and Ontario, particularly in the Montréal market, where we have to compete with close to 20 other hostels, some of which are of excellent quality. Business is also going less well than before for the hostel network in western Canada, despite its impressive wealth of human, material and natural resources. In fact, the entire international network of HI hostels is currently undergoing a period of repositioning on the hospitality market. The exception lies in Asia, where hostel networks are new, and the HI brand stands out positively in markets already saturated with budget accommodations.

All things considered, we are looking toward the future optimistically, without being complacent. A number of changes, some superficial, others more fundamental, are keeping us on the path of renewal and sustainability.

I need not reiterate that our association is a non-profit one, that has as its mission to make the discovery of places, people and their cultures accessible to young people; to facilitate their discovery of our unique world, by offering safe and affordable accommodation.

Our Toronto and Ottawa hostels are generating promising revenues in markets of extremely high added-value. These hostels have rapidly become pillars of our operations, just like HI-Montréal. They help finance all of our associations' activities. If they are not healthy, the rest of our association will feel it. As explained by our Executive Director in his report, HI-Montréal is undergoing a major revitalization. These improvements can already be clearly seen upon visiting this grand urban hostel's lobby.

We are also working on consolidating the network with hostels located outside of the major cities. The spirit of hostelling is to make friendly, high-quality accommodations accessible throughout the entire territory under our purview, and this on a reciprocal basis with the other regions of the world.

Our association carries out this mission, among other ways, by offering 15 destinations in the provinces of Ontario and Québec, and by opening the doors to close to 4,000 other destinations across the world for our members. Our community of travellers numbers over 13,000 members on our territory, plus the 3.5 million other members across the planet. More than 60% of the users of our hostels this year came from outside Canada, while Canadian travellers enjoyed some 100,000 overnights in HI hostels abroad.

But the association life is not just about bricks and mortar. The Association's mission, its soul if you will, is founded on the concept of a community of travellers who share common values. This concept is at the heart of a multitude of current and future initiatives aimed at enhancing the value of subscribing to the HI movement. These initiatives are well presented in our strategic plan, which is starting to bear fruit.

Over the years I have spent on the Board of Directors, I have come to know HI-Canada as a complete and dynamic association that, at its own rhythm, always strives to improve its services

for members. At a special general meeting held last October, HI-Canada merged two territories—Saskatchewan and Manitoba—to form a new region, called the Prairies. This amalgamation promises to foster the development of the prairies territory. That is our ultimate hope, at least.

The responsibility for the development of the Hostelling International territory in Canada is thus now shared between the regions of the Prairies, the Atlantic regions, us (comfortably nestled between the two), and of course the Mountains and Pacific Region. In addition to this, we now have a national coordination office, based in Ottawa.

Each year, a monumental task is accomplished within our organization to develop the HI network and ensure that the members benefit from all of our actions. These tasks can only be achieved if all of the various actors do their respective parts, from the international level right down to the local.

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 employees, without whom our mission could not be realized.

Lastly, I would be remiss if I closed without saying a very special thank you to Jacques Langevin, a Board member who was forced to leave us last year due to health reasons. Thank you, Jacques!

Enjoy your reading!

A handwritten signature in black ink, which appears to read 'Benoît Legault'. The signature is stylized and fluid.

Benoît Legault
President

EXECUTIVE DIRECTOR'S REPORT

The events that punctuated 2012-2013, with their accompanying challenges, have spurred us to distinguish ourselves and work at remaining competitive with even greater tenacity—and this at every level of operations in our hostels and at head office.

Here are some of these events:

1. Refinancing of the association upon the renewal of HI-Toronto's mortgage. Having been granted a very low interest rate, we increased the mortgage amount on the HI-Toronto hostel in order to modernize our equipment. This allowed us to proceed with a number of projects aimed at improving our hostels: a new mechanism was installed for the elevator in HI-Toronto, furniture was replaced, and more.

In addition, a portion of the loan will be used in 2013-2014 to revamp HI-Montréal.

2. Second year of management at HI-Ottawa and the growth of its bar, Mugshots. Among other things, the bar offers young artists and DJs a venue to perform in front of a live audience. At the same time, it provides international travellers a fun and exciting initiation to Canadian culture. The bar was so successful in 2013 that its harmonization with the accommodation function will be readdressed in 2014. First and foremost, we are of course an accommodation establishment for young travellers, but the cultural experience and activities are critically important in this pursuit.

3. Significant decline in occupancy in Montréal, and important loss of revenues for HI-Montréal. The fragmentation of the youth hostels market in Montréal is equal only to the difficulties being experienced in the Québec hotel industry as a whole. This problem is local in nature and, thankfully, not an issue in all of the destinations

where our hostels are located. HI-Montréal lost a large number of overnights to its competition. As indicated by online reviews, customer satisfaction levels with the various competitor hostels in the city are very high, and the latter's accommodation rates are extremely low. This led us to develop an action plan, which will be in place as of summer 2014.

4. Drop in revenues at HI-Niagara Falls. A very poor summer season in Niagara Falls took a significant chunk out of the hostel's revenues. Corrections were made in September, and the situation is already improving. For a large percentage of visitors, Niagara Falls has become an «in-and-out» tourist destination that can be visited in a single day from Toronto. Over the course of the year, we must evaluate whether it is worthwhile to continue to have a direct presence in this region.

5. Rise in revenues at HI-Toronto. In contrast to HI-Montréal, HI-Toronto is doing very well, despite no significant increase in occupancy. With its occupancy rate already above 82% annually, there isn't a lot of room to boost overnights. Over the years, the hostel has succeeded in improving its offering to satisfy its clientele without drastically increasing accommodation rates. Its revenues have thus risen considerably. For the first time since our association acquired it in 2005, HI-Toronto has become the most profitable of our five hostels.

6. Co-management of HI-Mont-Tremblant. HI-Mont-Tremblant had been without an assistant manager for over a year. The return of the HI-Niagara Falls manager to his home province of Québec provided us with an opportunity to experiment with a new form of leadership. HI-Mont-Tremblant remains without an assistant manager, however its co-management has enabled us to accomplish things that one person could not have done alone.



7. Drop in revenues from membership sales.

For several years now, and similarly to the rest of Canada, we have noticed a decline in the membership subscriptions of young travellers. The time has come to refresh the services our members are entitled to. A strategic plan was developed over the course of the year and, if all goes well, it should be brought to life in the upcoming fiscal year. Overall, our aim is to ensure our membership card offers improved discounts on travel expenses, is available in more strategic locations for travellers and gives access to a unique travel planning service.

As the days of smooth, predictable sailing seem to be behind us, it is in a climate of challenges and uncertainty that we must now operate. And, just as we have always marched with the times, we will learn to navigate this new environment. These are not the first difficulties we have had to weather. In 75 years of operation, we have seen and overcome many others.

In closing, I would like to thank all the members of our team—employees and volunteers alike—who yet again this year took the success of our hostels to heart.

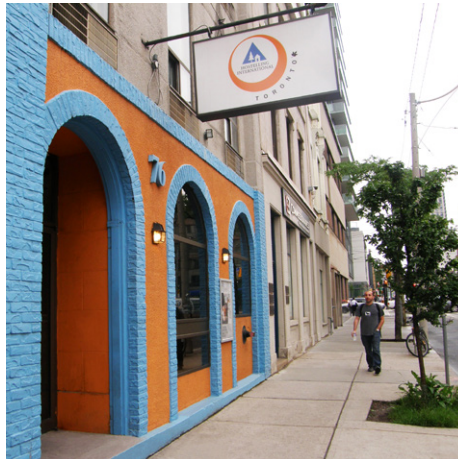
Jacques Perreault
Executive Director

OUR HOSTELS

FACILITY IMPROVEMENTS

While the economic situation may not always lend itself to major renovations, HI-Canada - Québec and Ontario Region nevertheless seeks to continuously improve its hostels facilities.

HI-TORONTO



This year, HI-Toronto finally obtained its liquor licence. This major development means that travellers staying at the hostel can now have a drink at the *Cavern Bar & Bistro*, while they exchange travel stories with each other. The bar can accommodate up to 45 people. Adding alcoholic beverages to the current menu of the cafe-bistro required the installation of a cold room. What's more, to add a little *swing* to the evenings, a small stage was built to host bands from all over the world. When you think bar, you think "got to look my best". Therefore, an extra bathroom was built on the 4th floor, and this, in addition to the ensuite bathrooms with which each room is already equipped. These renovations were made to offer hostel guests even greater comfort and services.

hihostels.ca/toronto

HI-OTTAWA



Despite the 151 years of the building's history, HI-Ottawa is home to one of the hottest bars in town, *Mugshots*. Victim of its own success, the hostel needed to insulate a number of windows and doors in order to soundproof various floors and wings of the building. The bar also modified its program to ensure guests could enjoy a good night's sleep.

Furthermore, the hostel renovated its 8th floor to obtain 12 new "cell-rooms". This large space is perfect for backpackers looking for a nice and comfortable, well-priced stay in the nation's capital.

hihostels.ca/ottawa

HI-NIAGARA FALLS



In 2013, HI-Niagara began training to obtain the *HI-Q Light* certification, a quality management system that will allow the hostel to continuously improve upon the stay of its visitors and the working environment of its team.

In order to offer greater comfort to backpackers, HI-Niagara Falls renovated several of its bathrooms: two new bathrooms were added and a shower was redone on the second floor; a bathroom on the first floor was also freshened up. In addition, a rejuvenation of the basement was begun in 2013 and will continue in 2014.

hihostels.ca/niagarafalls

HI-MONT-TREMBLANT



With over 4,000 lakes recorded in the Laurentians region, it is not surprising that one of them can be found in the backyard of HI-Mont-Tremblant. This year, the hostel updated a portion of its nautical equipment to better serve travellers with *sea legs* who wanted to explore Moore Lake. The hostel thus purchased some canoes and a pedal boat. The dock giving on to the lake was also renovated to provide safe access to the boats. What's more, the picnic tables got a makeover in spring to be ready for the many summer BBQs planned by the HI-Mont-Tremblant team.

The interior of the hostel also underwent several changes. Among them, the double beds in the private rooms were all replaced to offer their occupants an even better night's rest.

hihostels.ca/tremblant

HI-MONTRÉAL



In 2013, HI-Montréal established a precise plan to improve its facilities by making them more esthetically appealing as well as practical, so as to offer its guests a preferred place to stay and socialize. To this end, HI-Montréal commissioned an interior designer to review the hostel's design. The project was divided into various phases. The first, which was to start in November 2013, would attack the hostel's reception area. Plans were also conceived to freshen up the corridors and bedrooms. Furthermore, the decision to resume the management of the hostel's café-bistro was announced. Changes to the menu, such as the inclusion of breakfast in all stays, should appear as of winter 2013-2014.

Finally, to augment the comfort of its guests, HI-Montréal completed the replacement of all of its beds, including the linens and pillows.

hihostels.ca/montréal

ACTIVITIES

Our program of activities is designed to give travellers an opportunity to socialize with each other. They are a part of our hostels' very DNA.

HI-TORONTO

Throughout the year, HI-Toronto offered a varied program of activities: musical quizzes, comedy nights, and themed entertainment evenings were organized at the *Cavern Bar & Bistro*. Activities aimed at exploring the city were also coordinated: yoga in the park, guided walking tours of graffiti art, and *Travel Back In Time* strolls, in addition to the more traditional guided walking tours. Over 4,000 travellers were treated to a discovery of the city, courtesy of HI-Toronto.

HI-MONT-TREMBLANT

The activity that brought people together the most this summer had to be—just like at HI-Niagara Falls—the BBQs. Personalized hikes in the park and surrounding areas also gave travellers a chance to discover magnificent scenery of the Mont-Tremblant National Park. And let's not forget the festivities that took place in June to celebrate the hostel's 15th anniversary!

HI-MONTRÉAL



Alongside the pub crawls, which always draw large numbers of participants, *Quiz Night* became the most sought-after activity at HI-Montréal. More than 3,000 travellers took part in the hostel's regular program of activities. In partnership with a number of the city's festivals, HI-Montréal also organized several special outings with its guests.

HI-NIAGARA FALLS

As in previous years, our summer BBQs were a big hit with the backpackers staying at HI-Niagara Falls. They led to lots of lively conversations around the campfire. The walking tours of Niagara Glen Park were also well-liked by all, as they gave guests a chance to take in the region's wild, natural beauty.

HI-OTTAWA



To ensure the hostel guests got the most out of their stay in this storied building, HI-Ottawa added to its program a guided tour of the premises for those who were curious to know more about its history. Since May 2013, over 4,000 travellers took advantage of this special privilege. This activity is one of many the hostel offers both through its bar, *Mugshots*, and throughout the nation's capital.



HAPPY 15th BIRTHDAY HI-MONT-TREMBLANT!

In 2013, **HI-Mont-Tremblant** celebrated its 15th anniversary. The hostel has been welcoming outdoor-lovers and adventure-seekers from all over the world since 1998.

OUR 10 AFFILIATED HOSTELS

In Québec and Ontario, five hostels are owned by the Association of St. Lawrence Youth Hostels—HI-Montréal, HI-Mont-Tremblant, HI-Ottawa, HI-Toronto and HI-Niagara Falls—and 10 other hostels are affiliated with our association.

Among the 10 affiliated hostels, 9 are located in Québec and one is in Ontario. All of them are ideal jumping-off points for exploring our vast territory.

Those travellers with a passion for history, art, food, festivals, and concerts will find true happiness in their stay at **HI-Québec**—located in the heart of the Old City—as well as at **HI-Trois-Rivières**, where the hostel welcomes travellers and vacationers in an intimate setting of a quaint, old-fashioned Québec home.

Those who want to explore Québec's forests and massive expanses of land will want to stay at **HI-La Tuque**. For their part, thrill-seekers and rafting buffs will be well served at **HI-Esprit** in Davidson.

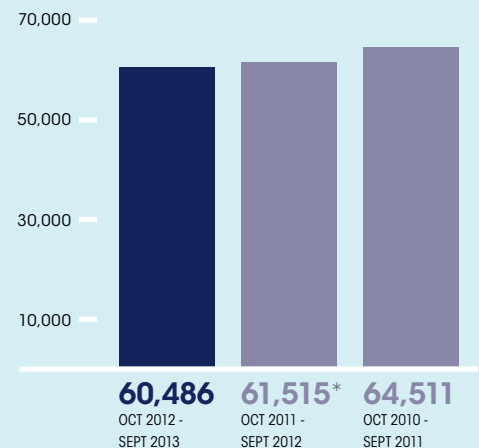
At **HI-Petite-Nation** in St-André-Avellin, the extensive concert calendar of the hostel's P'tit Café will please everyone, from passing travellers to ardent music lovers!

The province of Québec first developed itself along the shores of the St. Lawrence River. Four seaside hostels provide visitors an escape of the *deep blue* kind. **HI-Rivières-du-Loup** offers majestic sunsets as well as some not-so-shy whales. At the festive **HI-Sea-Shack** hostel in Ste-Anne-des-Monts, there's a party every night on the beach. Located near the town of Gaspé, the small cabins of **HI-Griffon Aventure**, which jut out over the Forillon cliffs at the outer edge of the Gaspé peninsula, present visitors with dramatic and breath-taking views. The **HI-Îles-de-la-Madeleine** hostel, for its part, is the perfect launching pad for your exploration of this archipelago of wind-sculpted rolling hills and endless beaches.

In Ontario, **HI-Maynooth**, located close to the magnificent Algonquin Park, will captivate those voyageur-explorers-at-heart in search of unspoiled lands.

These affiliated hostels offer a gateway to the most beautiful corners of Québec and Ontario. All are operated in accordance with the hostelling movement philosophy, which is to develop our appreciation for diversity through encounters and travel.

OVERNIGHTS AFFILIATED HOSTELS



* Erratum: An error has occurred in our last year's Annual Report: we booked 61,515 overnights in our affiliated hostels, not 68,743.

HAPPY BIRTHDAY HI-TROIS-RIVIÈRES AND HI-QUÉBEC!

In 2013, **HI-Trois-Rivières** celebrated its 30th anniversary, and a few kilometers away, its neighbour **HI-Québec** celebrated its 40th! Happy anniversary, once again, to both!



NETWORK IN NUMBERS

The region has experienced a 6% decline in overnight stays this year. This is explained in part by the non-renewal of the HI-St-Antoine lease in Montréal and by the city's strong competition which dilutes the market share for HI-Montreal, the hostel which shows the largest overnight decline in the region.

CANADIAN MARKETS

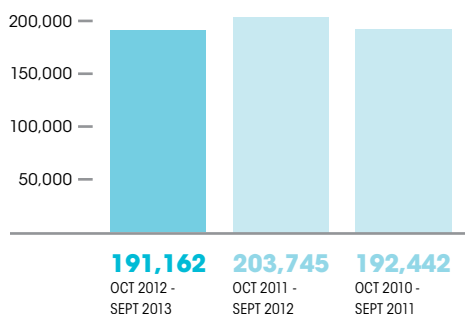
Canadians continue to be the largest market for the Québec and Ontario HI hostels. They represent 34% of all overnight stays. 45% of these overnights are from travellers from Québec, making them again this year the most important segment of our Canadian market. These overnights represent 15% of all overnight stays for the region including the international overnights.

INTERNATIONAL MARKETS

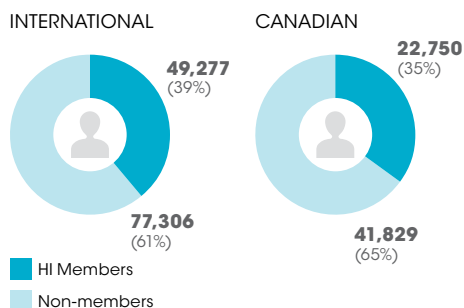
Top 10 nationality of international travellers has not changed much over the last 3 years. The United States, the main international market after France, is down 7% while France has experienced a loss of 8% on last year. It should be noted that this year, Brazil has risen to seventh place with an increase of overnight stays by 28%, the largest increase in the top 10. Another interesting fact, China ranks 11th in terms of number of nights HI over across hostels in the Québec and Ontario region.

STATISTICS | QUÉBEC AND ONTARIO REGION

TOTAL NUMBER OF OVERNIGHTS

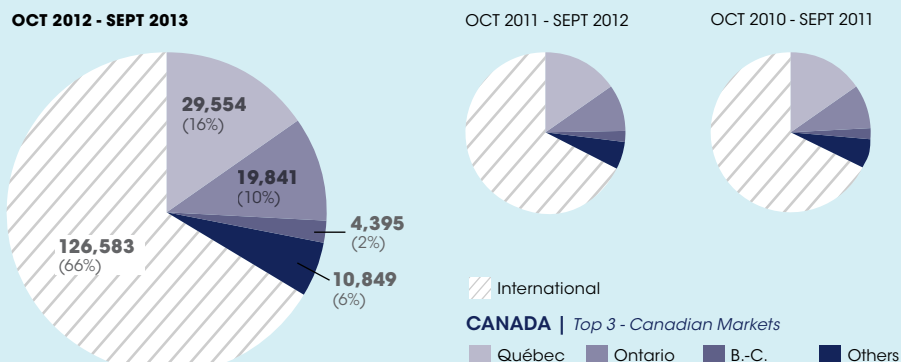


OUR GUESTS 2012-2013 MEMBERS & NON-MEMBERS

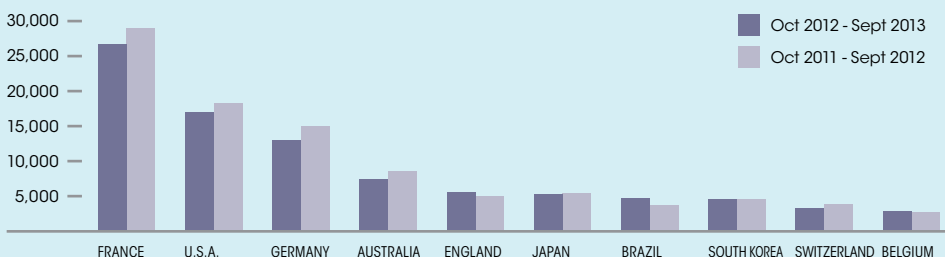


OUR MARKETS

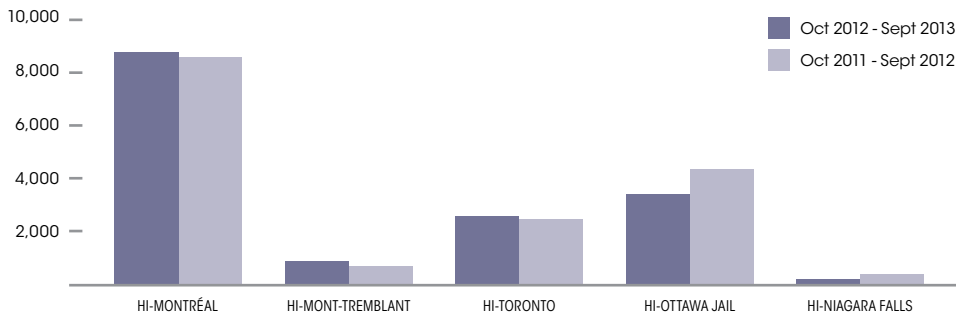
WHERE OUR GUESTS COME FROM



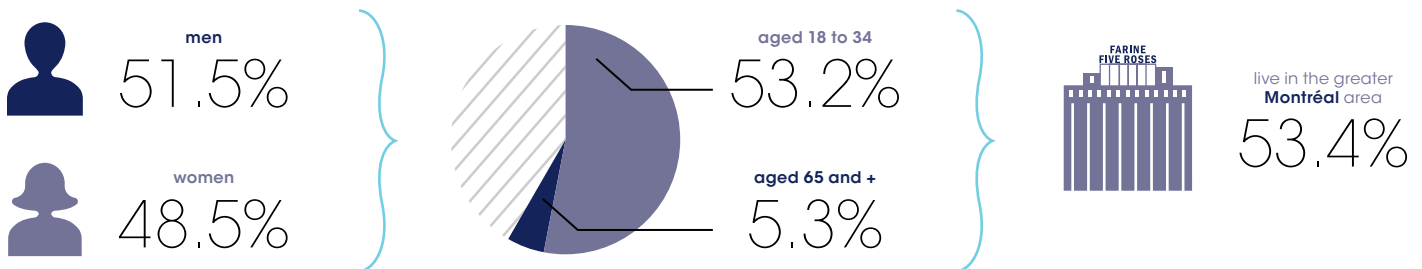
TOP 10 - INTERNATIONAL MARKETS 2012-2013



OUR HOSTELS - GROUP RESERVATIONS



MEMBER PROFILE



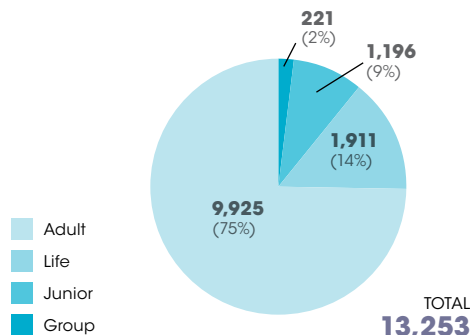
MEMBERSHIP

On March 31st, 2013, Hostelling International - Canada - Québec and Ontario Region had 13,253 active members in two provinces covered by its territory which represents a decrease of almost 12% compared to the previous year.

From October 1st, 2012 to September 30th, 2013, we recorded a total of 7,789 membership cards sold, including 3,232 adult cards, 97 life cards and 4,460 international cards. This is equivalent to a 19% decrease compared to the previous fiscal year for adult cards and a decrease of 2% for international cards.

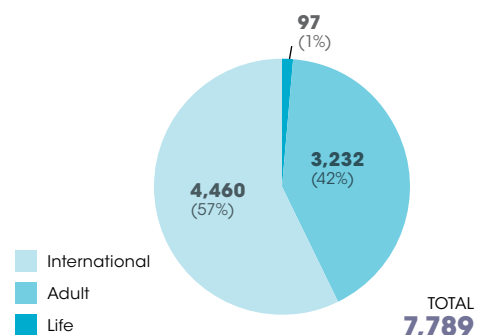
ACTIVE MEMBERS

Québec and Ontario region, on March 31th, 2013



SOLD MEMBERSHIP CARDS

between October 1st, 2012 and September 30th, 2013



ONLINE PRESENCE & MARKETING

MEMBERS & PARTNERSHIPS

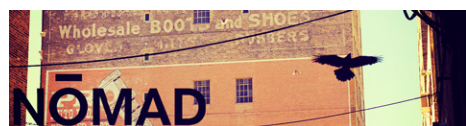
NEWSLETTER NOMAD



This year, the newsletter became a joint initiative between us and our colleagues from Vancouver. The Québec and Ontario region is now responsible for communications with the French-speaking members, while the Pacific Mountain region is in charge of send-outs to all English-speaking members. The Newsletter is now sent six times per year to 7,000 French-speaking members and 26,500 English-speaking members, and has an average open rate of 24%.

ONLINE PRESENCE

A NEW BLOG NOMAD



The NOMAD blog was launched in March and is intended as a French travel reference for backpackers. To date, it has received more than 3,000 visits, and nearly 60 entries about travel, destinations and HI news have been published.

nomad.hihostels.ca

NEW PARTNERS

KANGARIDE

A regional partnership with the ridesharing service *Kangaride* was signed in spring 2013. Ten hostels from the Québec and Ontario Region are now points-of-sale of *Kangaride* products, and HI members receive a 10% discount on *Kangaride* products purchased in our hostels as well as a free 6-month passenger subscription.

DISCOUNT QUÉBEC

The car rental company *Discount Québec* has also been added to our list of partners who offer discounts on transportation services. Accessible directly online, this offer now entitles HI members to a discount of 10% on car rentals and 15% on truck rentals.

TRAVEL TALKS

With the help of **Myriam O. Courtemanche**, an intern from the ITHQ, we were able to hold our travel conference program once again this year. Three talks were organized and hosted in our Montréal, Toronto and Ottawa hostels. Their aim is to offer enhanced services to our members, to reinforce HI's reputation as being the gold standard in travel for backpackers, and to raise the profile of our hostels.

LOCAL PARTNERSHIPS

We continue to establish partnerships with local organizations that share our values and, among others, this year we had the pleasure of working with *Géotourisme*, *Piknic Electronik/Igloofest*, *MUTEK*, *Fantasia*, *Pop Montréal*, *PVTistes.net*, *Toronto Travel Massive*, and *Festival du nouveau cinéma*.

BIG BLOG EXCHANGE

As part of the international *Big Blog Exchange* campaign launched by the London office, Hostelling International Canada welcomed Chee Ching, a Malaysian blogger who travelled the country from west to east over 10 days. Our Toronto and Montréal hostels hosted Chee Ching in this project, and members of our staff took her around the two cities as well as Niagara Falls. This innovative campaign has won HI several awards.

bigblogexchange.org

ONLINE BOOKINGS: AN UPWARD TREND

Bookings are increasingly being made online, with some of our hostels receiving up to 60% of their reservations from third-party sites, such as hostelworld.com and booking.com. That said, bookings from hihostels.ca and our own individual websites remained stable over the past year and made up 34% of online reservations. Revenues generated by hihostels.com decreased and constituted only 22% of online revenues this year. It will be important to monitor this website's performance in the upcoming year, as the London office launches its new platform in early 2014.

See graphic --->

CAMPUS PRESENCE

The student population being one of our most important target markets, we maintained our presence at tourism fairs on various campuses, including *Cégep Ahuntsic* and *Cégep de l'Outaouais*.

FAIRS & EVENTS

In order to increase occupancy in our hostels, promote the visibility of the network, and increase membership sales, we took part in the *Flight Centre Travel Expo* and the *Toronto Ski, Snowboard and Travel Show*, as well as the *TBEX* conference, during which we collaborated with *HI-USA* and *Matador Network* to organize a networking event for local and international bloggers.

It's not only the facilities and services a hostel offers that make it stand out from the others: the staff makes a world of difference. The success of our hostels is a clear example of the power of this human element, which is in fact critical to the success of any business. The Association thanks all of its employees, interns and volunteers alike who contributed once again this year to the success of the organization and the realization of its mission.

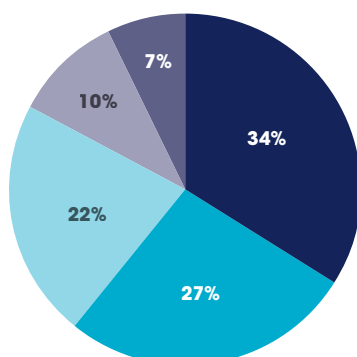
In every annual report, we like to acknowledge the employees who have achieved 5, 10, 15, 20 years of service or more over the past fiscal year. This year, the St. Lawrence Youth Hostels

would like to recognize the 35 years of service of **Renée Charbonneau**, Manager of Group Services for the Association. Our heartfelt thanks, Renée!

The Association would also like to mention a few notable departures. **Juana Davis**, in charge of the housekeeping team at HI-Montréal for 23 years, retired this year. At HI-Toronto, **Anna Baptista and her efficient housekeeping team**, which has served the hostel for nearly 10 years, ended their contract. **Philippe Beauvais**, owner of the *Café Globe Trotteur*, also handed over his keys after 15 years of feeding our travellers.

DID YOU KNOW...

On September 30th, 2013, the number of employees working at the HI-Canada - Québec and Ontario Region office as well as in the 5 hostels owned by the Region—in other words, HI-Montréal, HI-Mont-Tremblant, HI-Toronto, HI-Ottawa, and HI-Niagara Falls—totalled **93**, and that the **average length of service is 3.25 years**.



- hihostels.ca
- hostelworld.com
- hihostels.com
- hostelbookers.com
- booking.com

BOB CANADA CAMPAIGN

Summer 2013 marked the launch of our Instagram campaign named **Bob Canada**, which aimed to incite travellers to share photos of their favourite backpacking experiences in Canada and thus create an online visual travel guide for backpackers. Over 1,000 pictures have been shared so far and have provided us with quality content for our social media. This, in turn, has significantly increased our visibility and interaction with our target community.

bobcanada.ca



#bobcanada

OUR INVOLVEMENT

COMMUNITY LINKS

As part of our mission, we are constantly seeking ways to establish ties with travellers staying in our hostels as well as with the local community in general. Various initiatives have been taken to increase our contribution to the sociocultural fabric of our communities.

HI-OTTAWA

Well established in the area, HI-Ottawa hosted a number of charity events this year, including *Hidden Harvest Ottawa* and *4 Pivots Sake*.

HI-MONTRÉAL



In order to further its sustainable development objectives and strengthen its ties with the local community, HI-Montréal became a drop-off location for the *Cadet Roussel Farm*, which delivers organic produce to the city's residents without an intermediary. This initiative was carried out in collaboration with *Équiterre*, a social economy enterprise that promotes socially responsible consumption.

HI-TORONTO

HI-Toronto organized an on-site employment clinic. This was a wonderful opportunity for dozens of youth to meet each other, discuss travel, and above all, find work at HI-Toronto. The *Let the World Come to your Class* educational program, intended for city's schoolchildren, also gave students an introduction to the hostelling philosophy.

BIT BY BIT, A BIT MORE GREEN



This year, **HI-Ottawa** developed a more dynamic strategy to encourage people at the hostel to increase their composting and recycling habits. Improved signage aimed at educating travellers was installed in the strategic locations; the hostel team was trained on improving their sorting of food and waste; and the hostel purchased larger composting and recycling bins to better meet demand. Together, these efforts resulted in a 50% reduction in the quantity of garbage sent to the landfill. **HI-Montréal**, through its persistent emphasis on composting food refuse, also succeeded in reducing the amount of waste thrown in the garbage.

ON VARIOUS BOARDS OF DIRECTORS, COMMITTEES AND ROUND TABLE MEETINGS

Some board members or senior management are involved in various volunteer boards, committees and meetings tables:

CÉSÎM: Jacques Perreault, Tourism Sector Representative

CITQ: Vincent Bérubé, Youth Hostel Representative for the *Corporation de l'industrie touristique du Québec*

Fondation Tourisme Jeunesse: Jacques Perreault, President of the Board of Directors

OITS-Americas: Jacques Perreault, President

RESO Investments: Social Economy Representative on the Funding Application Analysis and Recommendation Committee

IN HOSTELLING INTERNATIONAL CANADA

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

The President's Forum: Benoit Legault

Council of Executive Directors: Jacques Perreault

Committee on Membership:

Marie-Eve Lavoie and Gaël Chartrand

Committee on the HI-C Website Development:

Gaël Chartrand

Comité Quality Assurance Standards:

Vincent Bérubé and Isabelle Boyer

WE ARE ALSO MEMBERS OF OTHER ORGANIZATIONS...

Tourism Toronto | Tourism Ottawa | Tourisme Montréal | Tourisme Laurentides | Tourisme Mont-Tremblant (Chambre de commerce de Mont-Tremblant) | L'Association hôtelière du Grand Toronto / La Chambre de commerce de Niagara Falls | Regroupement économique et social du Sud-Ouest (RESO) | Culture Montréal | Regroupement Loisir et Sport du Québec | Conseil Québécois du loisir