



November 29, 2011

Dear Canada Select Member:

Thank you for your ongoing feedback during this time of transition for the Canada Select accommodations rating program in Yukon.

As you may recall from our April 2011 letter, TIA Yukon reviewed the Canada Select program last year, which confirmed the program was not financially viable given the unique logistical challenges and geographic distances between properties in our territory.

Since that time, TIA Yukon has been committed to finding a solution that meets the needs of our hotel and accommodation partners. Over the last number of months, we have had the opportunity to gather feedback from current members of the Canada Select program, and to engage in discussions with industry associations and organizations across the country.

Through these discussions, TIA Yukon learned that British Columbia will discontinue using Canada Select as their accommodation ratings program. Beginning January 2012, British Columbia, Alberta, Saskatchewan, Manitoba, and Ontario will begin implementing a new program called the Canada Star Quality Accommodation (CSQA) rating program. This will effectively end the Canada Select program in Western Canada.

We understand many of you have been contacted by CSQA regarding your potential participation. If not, you can learn more about the CSQA program by visiting their website at www.csqa.ca. TIA Yukon will not be involved in the administration of the Canada Star Quality Accommodation program, but will remain abreast of its implementation.

At the current time, we ask current Canada Select members to prepare your business for the termination of the Canada Select accommodations ratings program. **Canada Select ratings will no longer be valid as of January 1, 2012. Canada Select signage and literature must be removed from your business by December 31, 2011.**

TIA Yukon would like to thank you for your past participation in Canada Select, and your continued support as we facilitate the closure of this program in Yukon. If you have any questions, please contact me directly at (867) 668-3312 or emilie.joslin@tiayukon.com.

Sincerely,

Emilie Joslin
Membership and Community Relations Officer, TIA Yukon

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