

Domenic Meffe

The True Meaning of Hospitality: Inside the Legacy of Monte Carlo Inns

After arriving in Canada as a determined 14-year-old, Domenic carried with him the values of hard work, humility, and the meaning of true hospitality. Those early lessons became the foundation of **Monte Carlo Inns**, a proudly Canadian hospitality brand built on **consistency, care, and community**. Through decades of dedication, Domenic transformed early challenges into a lasting business rooted in service and integrity.

Tell us about your journey.

"On a bitterly cold night in Halifax, Nova Scotia, on December 21, 1965, my family and I arrived by boat from a 13-day journey. With only about \$28 between us, we walked across the ice-covered platform to board a train bound for Ontario.

Like countless immigrants before us, we came seeking a better life, prepared for the demanding price: hard work and tough times. Soon, we would be reunited with our father, Giustino, and two of my older siblings, establishing Canada as our 'home away from home'.

Fast forward to today, that 14-year-old boy has grown up and my journey has come full circle. The hotel chain we founded has since provided a temporary 'home away from home' for thousands of travelers and business people globally, making the official slogan, 'Your Home Away From Home', deeply fitting.

The key to this success, is simple: **we're successful because our product speaks for itself**. Quite simply, we give good value for the dollar and excellent customer service...if a visitor is not happy, our management and staff are accountable. **We will ensure that all customers leave with a smile.** After all, **customer satisfaction is the backbone of our success**.

It is a true pleasure to hear from customers who have stayed with us for 40 years, complimenting how they always feel welcome and at home in our hotels.

My philosophy is rooted in my upbringing in a small village in central Italy, where hospitality and respect were ingrained in everything we did. When my parents encountered an old acquaintance, an invitation for a meal was always extended from the heart—no matter how simple the offering. **That tradition of hosting, of making family and friends the key focus, is the true essence of hospitality to me.**

When I opened my first hotel in 1985, this belief system became the focal point that gave our company its running start. We measure our success by the passion we pour into our product, service, and value. **I have always approached business as an extension of life**: respect people, and they will respect you back. This guides our relationships with both our staff and our cherished customers."

What life experiences shaped the person you are today, and how did your journey lead you to where you are now?

"In the small, south-central Italian town where we grew up, **the entire structure of our lives was built on unrelenting work**—a lesson that began for us at sun rise. The strict routine of tending to animals and baling hay on schedule was our first classroom. **My siblings and I learned that purpose and meaning were not found by accident, but built through diligent work.** This philosophy was instilled by my dear grandfather and father, who always observed, 'Hard-working people are good people to the core, because they have no time to worry about anything else'"

Tell us about a pivotal moment that helped shape your journey as a business owner.

"My initial Canadian business foray was in food delivery, and it led to a critical realization. At 2:00 AM on a cold December night, I saw countless sold-out hotels. **The key takeaway was not the demand, but the silent efficiency: the owners were absent, yet their businesses thrived and built equity.** This stark contrast between the hard work demanded out of the food service industry and the scalable model of hotels, **inspired me to seek out the greater potential within the hospitality industry.**"

What does being part of CIBPA mean to you?

"CIBPA offers not only a **vital connection to my heritage**, but also a community of **likeminded spirits who understand my journey**. There is a profound common thread among the members I've spoken with: a shared history defined by our upbringing, our deep family ties, the immigrant experience in Canada, and the hard work undertaken to build a meaningful life and, hopefully, a **positive legacy**."

Who has been your biggest inspiration?

"**My parents Giustino and Giovanna and my uncle Giuseppe** didn't just live their lives; **they built a legacy of integrity and profound wisdom**. What they lacked in formal education they made up for in learning from life experiences, that allowed them to make decisions, not out of convenience, but for the long-term good of their family. They often chose the harder path—the one that served the collective good, even if it meant a temporary sacrifice of their own needs. These are not just memories; they are **foundational lessons—the very bedrock upon which I live my life by.**"

When people look back on your work and impact what do you hope they remember most?

"I believe my lasting legacy is built on two pillars: **philanthropic commitment** and the **connection I have made with people**. I always wore my heart on my sleeve and I was uncompromising on what I believed in. I hope I will be remembered for that."

Our philanthropic philosophy is woven into the core of our company's belief system. We never take our achievements for granted and are guided by a mandate that **prioritizes purpose over mere monetary growth**.

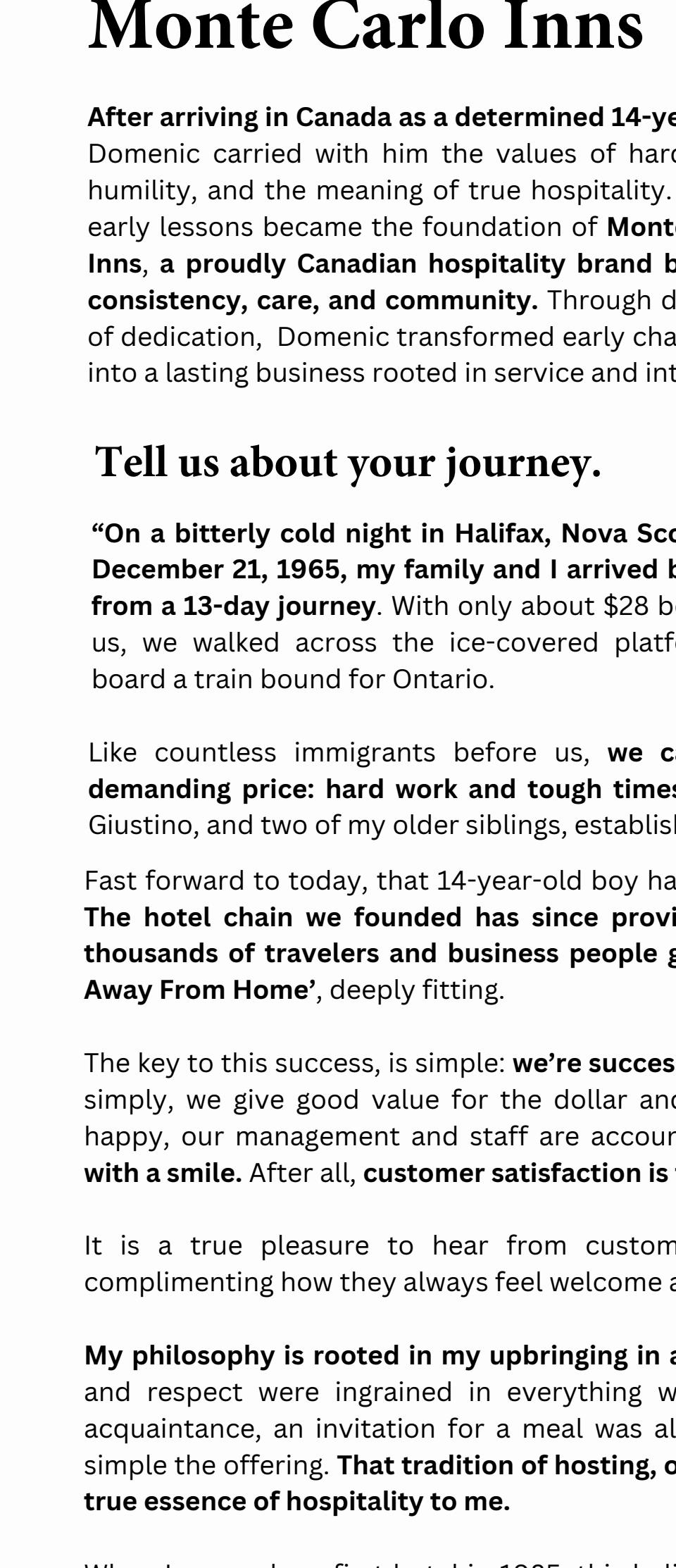
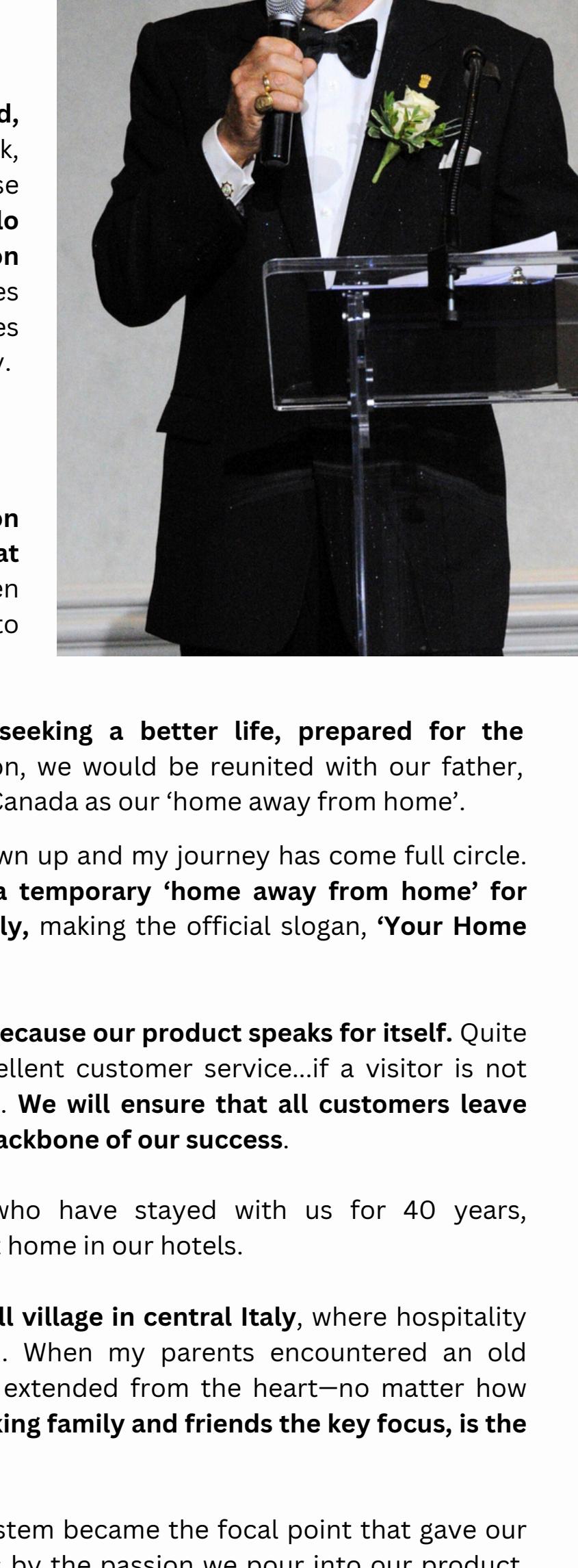
We strive to foster a culture where every individual feels they are part of something greater than dollars and cents. You are not a number; **you are an integral person whose hard work and commitment play a vital role in our success and your own opportunity for growth.**

Driven to make a real difference, we established our annual golf tournament 25 years ago, raising close to \$800,000 for charity.

As Founding Patrons, these initiatives have significantly strengthened the lives of these children at the Darling Home for Kids."

What is one piece of advice you have for the next generation?

"The essential takeaway for inspiring the next generation is this: **Take some chances- roll-up your sleeves and don't over analyze it**; provided you can stand behind your dream with your full commitment, your maximum effort, and the vision of where you are going. **The opportunity is only as successful as the dedication you are willing to give it** and don't be distracted by what other people tell you."



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