

**TOURISM READINESS:**

# A Self-Assessment Checklist For Continuous Improvement

## INTRODUCTION

This tool has been crafted to assess and enhance your tourism readiness and empower your business journey in tourism. Whether you are a seasoned industry player or a budding entrepreneur, this checklist is your compass to navigate a path of continuous improvement. Each criterion has been selected to meet industry standards and exceed traveler expectations.

Please note that not all tourism industry sectors operate the same way and that these standards are best practice recommendations. We encourage Indigenous partners to pursue the Indigenous Tourism Association of Canada’s [Original Original Accreditation](#) and to seek support on their journey from [Indigenous Tourism Manitoba](#).

## DOORS OPEN

Definition: A registered business which has all the required licenses, permits and insurance in place to operate legally. This is the basic level required to conduct business in Manitoba.

BASIC CRITERIA	
	Maintain all applicable business licenses and meet legislative requirements
	All necessary operating agreements, permits and certifications are up to date (i.e.: Resource Tourism Operators, license of occupation, crown-land use, etc.)
	Carries appropriate and adequate commercial liability and/or special risk insurance
	Meets or exceeds all health and safety regulations applicable to their operation including an emergency evacuation plan
	Have required signage to direct visitors and/or support a self-guided experience (where applicable)

ONLINE PRESENCE	
	Social media presence is current on at least one platform
	Waivers can be viewed and signed in advance online (where applicable)

## VISITOR READY

**Definition:** A business, which has all required licenses, permits and insurance in place to operate legally, has front line staff and is beginning to actively engage in marketing. Meeting this standard means the operator qualifies for a business listing on Travel Manitoba's website.

<b>BASIC CRITERIA</b>	
	Must meet all Doors Open Basic Criteria
	Maintains a staffed business location with a set schedule of operating hours
	Provides a contact telephone number or email contact year-round. If closed for the season, provides automated response through voicemail or email
	Have frontline staff who are trained in customer service
	Have branded, on site signage and interpretive signage (if applicable)

<b>ONLINE PRESENCE</b>	
	Current and operational website
	Social media presence is current on at least one platform
	Organization has claimed its Google listing and owns its TripAdvisor page
	Physical requirements and limitations for guests are clearly stated
	Website clearly states what guests should expect and/or be prepared for
	Waivers can be viewed and signed in advance online (where applicable)

## MARKET READY

**Definition:** A business that markets to- and communicates with potential visitors year-round and is ready to accept reservations up to one year in advance. Meeting this standard means the business qualifies for a business listing and may participate in advertising for domestic regional and out-of-province marketing programs, but not international markets.

BASIC CRITERIA	
	Must meet all Visitor Ready Basic Criteria
	Must be in the market delivering a tourism experience for a minimum of one year with a proven track record for a safe and professional experience.
	Must be able to accept reservations and deal with inquiries by email, internet, or telephone within 24 hours on a year-round or seasonal basis, depending on the operation.
	Must be able to demonstrate an adequate budget and marketing plan
	Must be able to maintain a pricing and cancellation policy
	Have sufficient marketing materials such as an established brand, brochures, rack cards, website and social media - this includes professional images and video content
	Must be in the market delivering a tourism experience for a minimum of one year with a proven track record for a safe and professional experience.
	Have site-based parking in close proximity, where applicable
	Have diverse, high-resolution images and video footage for promotional and training purposes
	Be an active partner or eligible to become a partner of your local tourism association and destination marketing organization

ONLINE PRESENCE	
	Current and operational website
	Social media presence is current on at least one platform
	Organization has claimed its Google listing and is responding to reviews
	Organization has claimed its Trip Advisor listing and is responding to reviews
	Website has an online booking tool and/or e-commerce tool (if applicable)
	Physical requirements and limitations for guests are clearly stated
	Website clearly states what guests should expect and/or be prepared for
	Waivers can be viewed and signed in advance online (if applicable)

## EXPORT READY

**Definition:** A business that markets to- and communicates with potential visitors year-round and is prepared to accept reservations up to one year in advance. This is the highest level of readiness and is required to actively market to international audiences and groups. Meeting this standard means the business qualifies for a business listing and may participate in all marketing programs. This includes programs directed at international markets with the Market Development team at Travel Manitoba.

BASIC CRITERIA	
	Must meet all Visitor and Market Ready Basic Criteria
	Must be able to demonstrate an adequate budget and marketing plan that includes international travel trade (such as: tour operators, travel wholesalers, and retail travel agents)
	Must offer retail pricing, agent commissions wholesale net rates; and maintain client relationships at each level of the trade supply chain.
	Must have an active partnership with the provincial marketing organization (PMO) to enter travel trade
	Must supply the PMO (Travel Manitoba) with high-quality images/video for print and on-line marketing and sales efforts.
	Provide support (complimentary or reduced rates) for international media and familiarization tours.
	Attend travel trade shows involving international buyers, either in North America or overseas and/or support Travel Manitoba to attend.
	The supplier should be prepared to commit to at least three years of working with the travel trade once they have chosen to promote the supplier's product.

ONLINE PRESENCE	
	Current and operational website
	Social media presence is current on at least one platform
	Organization has claimed its Google listing and is responding to reviews
	Organization has claimed its Trip Advisor listing and is responding to reviews
	Website has an online booking tool
	Physical requirements and limitations for guests are clearly stated
	Website clearly states what guests should expect and/or be prepared for
	Waivers can be viewed and signed in advance online (where applicable)
	The supplier must have a tourism website and/or a sale sheet for Wholesale and Receptive Tour Operators that includes all relevant information regarding their tourism offer. This may include net rates, booking and cancellation policy, payment methods, product information, transportation services/options, specialized on-site customer services (i.e.: languages, accessibility).