

Tourism Saskatchewan's Industry Categorization Criteria

DOORS-OPEN

- The business exists and is open
- The business has all of the following required:
 - Licenses
 - Permits
 - Insurance
 - Industry certifications

VISITOR-READY (DOORS-OPEN +)

- The business has a tourism offering. Eg: tours, attractions, experiences, accommodations, etc.
- The business maintains and updates a public-facing description of its offering and basic contact information in one (or more) of the following locations:
 - Business Website and/or Facebook page
 - Tourism Saskatchewan listing
 - Print
 - Brochures
 - Rack Cards
- ****Please note:** basic contact information includes contact name, business name, mailing address, telephone number, and email address. Updates to each location must be made as required.
- The business has engaged in at least one of the following marketing activities:
 - Traditional Advertising
 - Print
 - Newspaper
 - Magazine
 - Brochures
 - Rack Cards
 - Radio
 - Billboards
- The business has:
 - Consistent hours of operation
 - If closed, responds to inquiries in a timely manner

MARKET-READY (VISITOR-READY +)

- The business has a packaged offer available for sale
- The business has a detailed marketing plan
- The business has a mobile adaptive website
- The business possesses content assets such as video, photography, etc.
- The business maintains one (or more) of the following with year-round contact information:
 - Business Website
 - Facebook page
 - Tourism Saskatchewan listing
- The business engages in one (or more) of the following digital marketing activities in addition to (or in place of) traditional advertising activities:
 - Search and social advertising
 - Active social media platform(s)
 - Digital display and/or video ads
- The business actively manages online reputation
- The business has published the following details of their tourism offering:
 - Type of product/offering
 - Amenities
 - Hours of operation
 - Length
 - Cost
 - How to book
 - Payment options
 - Cancellation policy
 - Group Sizes
- The business maintains the following:
 - A 24-hour response time for booking confirmation
 - A 24-48 hour response time for inquiries
- The business accepts advanced reservation in one of the following ways:
 - Online
 - Phone
 - Email