

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. i.e.: 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
- ****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.
- Based on the visitor, the business has engaged in at least one of the following marketing activities, where applicable:
 - Traditional Advertising
 - Print
 - Publications
 - Brochures
 - Rack Cards
 - Radio
 - Billboards
- The business has:
 - Consistent hours of operation
 - If closed, responds to inquiries in a timely manner
- The business has signage, where required (i.e. on buildings, directions to rural area, etc.)

MARKET-READY (VISITOR-READY +)

- The business has a tourism offering available for purchase.
- The business has a detailed marketing plan.
- The business actively manages their website and provides the details on product offerings, rates, amenities, booking/payment, cancellation policy, contact info, and operating dates/hours.
- The business actively manages its online reputation (Google, TripAdvisor, and Social Media Reviews).
- 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 has an under 24-hour response time for inquiries and booking confirmations.
- The business accepts advanced reservations by phone, email, and online (preference).



EXPORT-READY (MARKET-READY +)

THE SUPPLIER MUST:

PROVEN TRACK RECORD AND SAFETY

- ☐ Be in business for at least two years with a proven track record of safe and professional operation including industry certifications (i.e. guide certifications, first aid, food safe, serve it right, etc.).
- ☐ Have adequate liability insurance (minimum of \$2 million).
- ☐ Ensure they meet provincial and federal health and safety regulations for their business operations. The supplier's business and required operating licenses must be current.
- ☐ Have waivers in place that guests are required to fill out (for their safety and for yours), if applicable.

INQUIRIES AND RESERVATIONS

- ☐ Be able to respond year-round, and within 24 hours to all inquiries and provide confirmation of booking arrangements.
- ☐ Prepared to accept international visitors (i.e. cultural nuances, language barrier considerations, etc.).

PAYMENTS AND PRICING

- ☐ Guarantee price and capacity 12-18 months ahead of guest arrival. The supplier must honor contracted net rates and refrain from raising prices before.
- ☐ Establish purchase options and cancellations policies for their products and service, including penalties (i.e. deposits).
- ☐ Be prepared to pay the trade for their efforts. Although negotiable, commissions levels for receptive tour operators and tour operators can range between 15-30 per cent, and is based on your rack rate. Commissions are paid on a per booking basis.
- ☐ Be willing to negotiate payment/billing terms.
- ☐ Ability to accept different forms of payments and create invoices.

MARKETING

- ☐ Be able to provide Tourism Saskatchewan with up to date unrestricted, high-resolution (minimum 150 dpi) images/videos.
- ☐ Provide what is promised in the product description.
- ☐ Be willing to invest in the travel trade for the long-run (minimum of three years).
- ☐ Be willing to host familiarization tours and site inspections at a complimentary or reduced trade rate.
- ☐ Provide suitable collateral (i.e. tourism website, imagery, and videos) for the receptive tour operator and tour operators on all the pertinent information related to their experience.
- ☐ Create a sell sheet, which may include product information, provided transportation services, specialized on-site customer services (i.e. pre-trip orientation, dietary considerations, etc.), and detailed description of sales and marketing initiatives.
- ☐ Create a pricing sheet, which may include net rates, booking and cancellation policies, and payment methods.
- ☐ Budget for international marketing expenses. This includes FAMs, trade shows, assets to enhance marketplace presence and partner engagement (i.e. in-kind contributions), etc.
- ☐ Be able to identify international markets suitable for their business.

EXPORT READINESS

- ☐ Be willing to complete Tourism Saskatchewan's Export Readiness Process and participate in necessary training.

For more information, please contact:

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