

# 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



## EXPORT-READY (MARKET-READY +)

### PROVEN TRACK RECORD AND SAFETY

- The supplier has been in business for at least two years with a proven track record of safe and professional operation including industry certifications (e.g. guide certification, first aid, food safe, serve it right, etc).
- The supplier must have adequate liability insurance (minimum of \$2 million).
- All suppliers must 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.
- The supplier must have waivers in place that guests are required to fill out (for their safety and for yours), if applicable.

### INQUIRIES AND RESERVATIONS

- The supplier must be able to respond year-round, and within 24 hours to all inquiries and provide confirmation of booking arrangements.

### PAYMENTS AND PRICING

- The supplier guarantees price and capacity 12-18 months ahead of guest arrival. The supplier must honor contracted net rates and refrain from raising prices before the expiry of the contracted agreement.
- The supplier must establish purchase options and cancellation policies for their products and services, including penalties (ie. deposits).
- Be prepared to pay the trade for their efforts. Although negotiable, commission levels for receptive tour operators and tour operators can range between 20-30 per cent, and is based on your rack rate. Commissions are paid on a per booking basis.
- The supplier must be willing to negotiate payment/billing terms and accept vouchers.

### MARKETING

- The supplier must provide suitable collateral (ex. tourism website and/or a PDF information sheet) for the receptive tour operators and tour operators on all the pertinent information related to their experience. This may include net rates, booking and cancellation policy, payment methods, product information, provided transportation services, specialized on-site customer services (e.g. dietary considerations, spoken foreign languages, pre-trip training and orientation) as appropriate and applicable; as well as detailed description for sales and marketing initiatives.
- The supplier must be able to provide Tourism Saskatchewan and/or the trade with up to date unrestricted, high-resolution (minimum 150 dpi) images/videos.
- The supplier must provide what is promised in the product description.
- The supplier must be willing to invest in the travel trade for the long-run (minimum of three years).
- The supplier must be willing to host familiarization tours and site inspections at a complimentary rate.

### For more information, please contact:

Heidi Wesling, Travel Trade Market Consultant – Overseas  
heidi.wesling@tourismsask.com  
1-306-798-3168

Curt Koethler, Travel Trade Market Consultant  
curt.koethler@tourismsask.com  
1-306-787-2219