



DESTINATION  
BRITISH COLUMBIA

# ARE YOU TRAVEL TRADE READY?

POPLAR GROVE WINERY  
Photo: Andrew Strain

## STANDARDS AND SELF-ASSESSMENT

Destination BC, with input from industry partners and overseas travel trade, has developed a set of criteria to help BC's tourism industry remain competitive with other national and international tourism destinations. The standards have been grouped into three categories to assist tourism-related businesses increase the quality and professionalism of their operation.

### 1) VISITOR READY

Refers to a business that has all of its licenses, permits, and insurance, in order to operate legally, and is ready to offer products to consumers.

#### Are you Visitor Ready?

(check to indicate your company's compliance)

- ☐ Our company is in good standing with all applicable business licenses, insurance, and BC legislative requirements.
- ☐ Our company is licensed with Consumer Protection BC (if applicable).
- ☐ We maintain a staffed business location, with a set schedule of operating hours.
- ☐ We provide a telephone number and/or email contact year-round. If closed for the season, we provide an automated response through voicemail and/or email.
- ☐ We have branded on-site signage.
- ☐ We have an online presence listing set hours of operation and contact information.
- ☐ We have a social media presence on at least one platform.
- ☐ We have claimed our Google listing and own our own TripAdvisor page.

## 2) MARKET READY

Refers to a business that markets itself, communicates with potential visitors year-round, and is ready to accept advance reservations.

### Are you Market Ready?

(check to indicate your company's compliance)

- ☐ Our company meets the Visitor Ready criteria, and;
- ☐ Our company provides a published pricing policy.
- ☐ We have published consumer billing, payment, and cancellation policies.
- ☐ During the operating season, we maintain a 24- to 48-hour or less response time for inquiries, and a 24-hour response time for reservation/booking requests.
- ☐ We are prepared to communicate and accept reservations by telephone, email, and/or online, and provide same-day confirmation of booking arrangements.
- ☐ We have high-resolution images and/or video footage for promotional and training purposes.
- ☐ We have a current and operational website.
- ☐ We are responding to reviews on our Google listing and on our TripAdvisor page.
- ☐ We have an online booking tool (if applicable).
- ☐ The website clearly states what guests should expect and how they can prepare.
- ☐ Physical requirements and limitations for guests are clearly stated online.
- ☐ Waivers can be viewed in advance online (if applicable).
- ☐ We have site based parking in close proximity.
- ☐ We have frontline staff who are trained in current customer service standards (such as **SuperHost®** certification or equivalent customer training programs).
- ☐ We are a partner in good standing with our regional destination management organization and/or other local tourism organization.

SuperHost® is a registered trademark of go2HR





### 3) EXPORT READY CRITERIA

Refers to a business that:

- a) Markets to and through travel trade sales channels.
- b) Understands rack and/or retail pricing, agent commissions, and wholesale net rates.
- c) Has client relationships at each level of distribution, including corresponding contracts and financial transactions.

#### Are you Export Ready?

(check to indicate your company's compliance)

- ☐ Our company meets the Visitor Ready and Market Ready criteria, and;

#### PROVEN TRACK RECORD AND SAFETY

- ☐ Our company has been in business for at least one year, and has a proven track record for safe and professional operation.

#### MARKETING

- ☐ We have an adequate budget and marketing plan that includes international tourism operators.
- ☐ We work with receptive tour operators, tour operators/ travel wholesalers (domestic and international), and/or retail travel agents and understand the role of each.
- ☐ We have rack or retail pricing, agent commissions, and wholesale net rates at each level.
- ☐ We provide support (free or reduced rates) for international media and travel trade familiarization tours.

#### INQUIRIES AND RESERVATIONS

- ☐ We accept reservations, and deal with inquiries on a year-round basis.
- ☐ We are prepared to set up billing arrangements with the operator, agency, or receptive tour operator.



## CONTRACTING AND PAYMENTS

- ❑ We can provide detailed pricing and program information to tour operators at least one year in advance of selling season.
- ❑ We honour contracted net rates and refrain from raising prices before the expiry of the agreement.
- ❑ We accept client vouchers as confirmation of payment for reservations.
- ❑ We will commit to engagement with travel trade for a minimum of three years.
- ❑ We have a tourism website and / or 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).

