



**BUILDING THE WORLD'S
BEST SNOWMOBILE DESTINATION**



ACCOMMODATIONS: Business Name:

Email:

Complete this checklist to determine your level of snowmobile market readiness. Rate your level of market readiness in relation to the highest possible score. I.e. 0/1 for not market ready and 1/1 for market ready etc. Once completed, either click the submit button or save and send the form to info@snowmobilenorth.com and we will get back to you with your results and next steps.

#	Question	Highest Possible Score	Your Score
Part A: Business Details		9	
1	Has completed Tourism Excellence North's Visitor Appeal Assessment Tool .	1	
2	Operator's business and required operating licenses are current.	1	
3	Is involved with their local or regional Destination Marketing Organization, Destination Northern Ontario , Ontario Federation of Snowmobile Clubs and tourism partners (e.g. local snowmobile clubs) within their cluster on priority product development, marketing and/or training initiatives.	1	
4	Has a minimum of \$2 million liability insurance. A higher amount of liability insurance may be required depending on the circumstances. Inquire with insurance provider to ensure correct coverage and amount.	1	
5	Complies with all municipal, provincial and federal health and safety laws and regulations for their business operation.	1	
6	Has prepared and reviewed a written occupational health and safety policy and has developed and maintained a program to implement that policy. All postings and training requirements have been met.	1	
7	There are fair, clear and consistent booking and cancellation policies for guests including those related to inclement weather and road closures.	2	
8	Operator owner/manager serves on local Economic Development Board / Tourism Board.	1	
Part B: The Rider Experience		45	
9	There are multiple packages and/or a variety of trip offers in place.	2	
10	Offers a snowmobiler rate or package.	2	
11	Front desk staff are knowledgeable about snowmobiling.	3	
12	An 'arrive safe' service (i.e. call ahead and arrival confirmation strategy via email, text or call) is in place.	2	
13	Staff are knowledgeable about emergency services to assist snowmobilers broken down in the snow.	2	
14	Can provide maps or website link/QR code to online maps.	3	
15	Has in-room storage and ample drying areas for gear (i.e. boot mats, hooks).	3	
16	Is within walking/ short distance to restaurants/ attractions/ fuel.	2	
17	Has space for riders to socialize in the evenings.	2	
18	Has covered or indoor parking which is lockable/ secure/ heated.	3	



**BUILDING THE WORLD'S
BEST SNOWMOBILE DESTINATION**



ACCOMMODATIONS:

#	Question	Highest Possible Score	Your Score
Part B: The Rider Experience			
19	Has at least a one-bay heated garage with basic tools (not necessarily free).	2	
20	Has a monitored, snowmobile-friendly parking/ staging area where trailers can remain for multiple weeks (to avoid hauling).	1	
21	Leaves snow on key snowmobile travel areas on property.	3	
22	Is part of fly-in snowmobile rental package and offers airport shuttle service/car rental.	1	
23	Has the ability to accommodate larger groups (space, billing, reservations).	2	
24	Has the ability to take reservations by phone, email, web and accepts multiple forms of payment.	2	
25	During the operating season, the operator responds to inquiries immediately.	3	
26	Offers towels or rags for wiping helmets or machines.	2	
27	Offers a hot-tub or sauna.	1	
28	Has indoor pool that is child friendly.	1	
29	Offers a breakfast / kitchenette.	1	
30	Has free WIFI for guests.	2	
Part C: Marketing & Communications		14	
31	Has snowmobile images featured on website/ promotional material.	3	
32	Website is mobile friendly and contains snowmobile images/language.	1	
33	Has a visual indicator of being an approved snowmobile friendly business (stickers, signage etc.).	2	
34	Collects municipal accommodation tax (MAT) (where it exists) in the community it's located in.	2	
35	Supports the local snowmobile club (purchases on trail signage, map advertisement, free food for groomer operators etc.).	3	
36	Has wayfinding signage on trail and works with club to maintain best access.	3	
TOTAL		68	

SUBMIT >