



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



LOOKOUTS & ATTRACTIONS: 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: General		8	
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	Land use agreements (where applicable) are organized prior to community tourism promotion and marketing of lookouts/ attractions to snowmobilers.	2	
Part B: The Rider Experience		14	
8	Lookouts/ attractions that fit well with snowmobile tourism are promoted locally and regionally by all appropriate tourism organizations/ groups.	3	
9	The lookouts/ attractions have unique landscapes, scenic lookouts, landforms, topography, experiences that make it an interesting stop/ worth travelling for.	3	
10	The lookout/attraction has on trail signage directing people to the asset.	3	
11	The lookout attraction has on site interpretive signage that tells a story.	2	
12	The lookout / attraction has signage encouraging visitors to take and share photos on social media as a promotional tactic for the area.	3	
TOTAL		22	

SUBMIT >