



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



REPAIR / SERVICE / FUEL: 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	Operates on a consistent schedule of hours/ seasons which are posted for visitors.	3	
Part B: The Rider Experience		35	
8	Has staff who are knowledgeable/ trained about local trails, staging areas, and additional assets in the region.	3	
9	Can provide trail maps, website link/QR code and literature/maps/brochures to assist with route planning.	3	
10	Knows where and how to purchase trail permits, and can direct/ support visitors on how to obtain (where applicable). This could include providing computer access, website links, handouts on how to purchase trail permits etc.	3	
11	Staff are knowledgeable about emergency services to assist snowmobilers broken down in the snow.	3	
12	Can provide high octane fuel (or facilitate purchase of) as applicable, stocks major 2-stroke oil brands, and belts.	3	
13	Can repair snowmobiles and access replacement parts as required.	3	
14	Has an adequate number of trained staff to undertake repairs in a timely fashion.	2	
15	Maintains clean washrooms.	3	
16	Offers competitively priced products and service.	3	
17	Has a good supply of snowmobile comfort items such as face masks, gloves/mitts, hand warmers etc.	2	
18	Has the ability to pick up/transport broken down machines.	2	
19	Leaves snowpack on key areas around dealership / property for easy snowmobile access.	3	
20	Has access to or ability to get sled rentals / demo / spares.	2	



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Part C: Marketing & Communications		10	
21	Has a mobile friendly website with a phone number to call for repair/ parts inquiries.	3	
22	During snowmobile season, responds to inquiries immediately.	2	
23	Has a visual indicator of being an approved snowmobile friendly businesses (stickers, signage etc.).	3	
24	Can direct riders to the snowmobile community champions and can provide information on how to get in contact with them.	2	
TOTAL		54	

SUBMIT >