



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



RESTAURANTS: 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		7	
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.	1	
Part B: The Rider Experience		18	
8	Is open during the winter snowmobile season and offers at least two of the three meal times.	2	
9	Has safe snowmobile parking provided on site or is located within close proximity to safe snowmobile parking (very short walking distance) (ideally an area that is snow packed and not bare pavement).	3	
10	Has staff who are knowledgeable/ trained about local trails, staging areas, and additional assets in the region.	3	
11	Has space/ area that snowmobiler's gear can be hung up to dry during their meal.	3	
12	Has the ability to accommodate larger groups (space, billing, reservations).	3	
13	Has the ability to accept multiple forms of payment.	1	
14	Is LLBO licenced and staff have smart-serve certification.	1	
15	Offers packed lunches, snacks, coffee to go.	2	
Part C: Marketing & Communications		12	
16	Has snowmobile imagery featured in their promotional material (digital or print).	2	
17	Has a mobile friendly website.	1	



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Part C: Marketing & Communications			
18	Has on site exterior signage that welcomes snowmobilers.	2	
19	Offers a snowmobiler rate or special.	1	
20	Has a visual indicator of being an approved snowmobile friendly business (stickers, signage etc.).	2	
21	Supports a local snowmobile club.	3	
22	Has wayfinding signage on trail, works with club to maintain best access.	1	
TOTAL		37	

SUBMIT >