



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



STAGING AREAS: 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 | | 6 | |
| 1 | Has completed Tourism Excellence North's Visitor Appeal Assessment Tool . | 1 | |
| 2 | 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 | |
| Part B: The Rider Experience | | 6 | |
| 7 | The public staging area is well maintained and secure. | 1 | |
| 8 | The staging area has on trail signage including directional signage, mapping information, emergency contact information (address/ GPS coordinates) which highlights proximity to other assets. | 1 | |
| 9 | The staging area has washrooms. | 1 | |
| 10 | If it does not have washrooms, the staging area indicates the location of the closest facilities. | 1 | |
| 11 | The staging area has visitor infrastructure on site (garbage cans, signage etc.). | 1 | |
| 12 | The staging area/community has snowmobile friendly snow removal policies that limit safety hazards for riders as well as moving / adding snow where required to connect the community to designated routes/ trails during marginal snow periods. | 1 | |
| Part C: Marketing & Communications | | 4 | |
| 13 | There is snowmobile club information (including contact info) posted at the staging area. | 1 | |
| 14 | The location connects, leverages, or uses the regional snowmobile destination brand as applicable. | 1 | |
| 15 | The staging area/community encourages safe riding practices, etiquette for riders, law enforcement policies (road sharing, crossings, speeding etc.). This information is posted at the staging area. | 1 | |
| 16 | There are organized snowmobile events and winter festivals, and the information is posted at the staging area. | 1 | |
| TOTAL | | 16 | |

SUBMIT >