



BUILDING THE WORLD'S BEST SNOWMOBILE DESTINATION



COMMUNITY: 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		5	
1	Has completed Tourism Excellence North's Visitor Appeal Assessment Tool .	1	
2	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	
3	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	
4	Complies with all municipal, provincial and federal health and safety laws and regulations for their business operation.	1	
5	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		28	
6	Snow loops and on-trail riding takes place on approved trails maintained and operated by OFSC member clubs or in legal off-trail/backcountry riding in designated areas.	3	
7	Businesses and residents are a welcoming and understand snowmobilers.	3	
8	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.	3	
9	There are other supporting things for riders to do while in the community (ie. museums, attractions, shopping etc.).	2	
10	Provides the ability to easily purchase trail permits for visitors (where applicable).	3	
11	Encourages safe riding practices, etiquette for riders, law enforcement policies (road sharing, crossings, speeding etc.).	3	
12	There is direct or close proximity between trail/route and destination community.	3	
13	The community/routes have unique landscapes, scenic lookouts, landforms, topography that make it an interesting ride and worth travelling for.	2	
14	There are guiding/ interpretive opportunities available.	1	
15	There are trail maps and literature available to assist with trip planning (in market print and digital for pre-planning).	3	
16	There are organized snowmobile events and winter festivals.	2	



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Part C: Partnership & Collaboration		25	
17	There are snowmobile community champions/ leaders available and known locally.	2	
18	Educates businesses on opportunities to cater to snowmobilers needs.	2	
19	There is an active snowmobile club(s) with a solid volunteer base responsible for the route.	3	
20	There is a municipal accommodation tax (MAT) collected.	2	
21	There are resources available within the community to support snowmobiling (club maintenance, municipal support for tourism promotion etc.).	3	
22	There is municipal/ regional support for snowmobile tourism evidenced in municipal by-laws permitting snowmobiles on roads and in land use agreements (municipal parks, trails, etc.).	3	
23	Land use agreements exist (where applicable) and are organized prior to community tourism promotion and marketing. Snowmobile loops and on-trail riding takes place on approved trails maintained and operated by OFSC member clubs.	3	
24	There is signage and/or other information available to indicate how to access emergency services while snowmobiling.	2	
25	There is a plan within the community to continually refine and enhance the snowmobile experience.	2	
26	There are established, positive partnerships between local snowmobile club(s) and the destination community.	3	
Part D: Marketing & Communications		10	
27	There is signage within the community that indicates amenities and welcome messages for riders.	3	
28	Snowmobile images are featured on community website/ tourism promotional material.	3	
29	Visual indicators of approved snowmobile friendly businesses are visible (stickers, signage etc.).	2	
30	Actively promotes snowmobile tourism and supportive businesses.	2	
Part E: Services & Infrastructure		20	
31	There are public staging areas that are maintained and secure.	2	
32	There is a good mix of accommodation types that cater to snowmobilers.	3	
33	There are restaurants that cater to snowmobilers.	3	
34	There is high octane fuel available with reliable winter hours.	2	



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Part E: Services & Infrastructure			
35	There are powersports parts and service suppliers with reliable winter hours.	2	
36	There are adequate public washrooms available .ie. at or near staging area and on trail.	3	
37	There are legal backcountry/off trail riding areas near the community.	1	
38	Community has a variety of riding experiences for all skill levels.	2	
39	There are taxi or shuttle services available within the community.	2	
TOTAL		88	

SUBMIT >