

BUSINESS, MARKET & TRADE READY PROGRAM

W O R K B O O K

TRADEREADYNORTH.CA

TABLE OF CONTENTS:

HOW TO USE THIS BOOK	2	MODULE 3: THE STANDARDS -	
INTRODUCTION	3	TRADE READY	35
A. The Market and Trade Ready Project	4	A. What is the Travel Trade?	37
B. What it Means to be Business, Market and Trade Ready	5	B. What Does Trade Ready Mean?	38
C. The Importance of Standards	7	C. Why Would You Work with the Travel Trade.....	39
D. The Benefits of Being 'Ready'	9	D. What are the Trade Ready Standards?	40
E. How to Assess if Your Business is Business, Market or Trade Ready	10	E. Tourism Distribution Sales Channels: The Players and their Roles	41
MODULE 1: TOURISM	11	F. What are the Different Distribution Sales Channels?.....	42
A. A National Tourism Snapshot	13	G. What is Price Integrity?	43
B. The Five Industries of the Tourism Sector	15	H. Benefits of Working with Travel Trade	44
C. Tourism in Northern Canada	17	I. Exploring Trade Ready Marketing Programs.....	46
D. Tourism Marketing in Canada.....	18	J. What Does the Travel Trade Need from their Tourism Suppliers?	47
E. The Tourism Marketing Programs and Services from the North	19	K. Why Your DMO Looks for Trade Ready Suppliers....	48
MODULE 2: THE STANDARDS —		L. Breaking Down the Trade Ready (TR) Standards (Trade Ready 1-6)	49
BUSINESS AND MARKET READY	21	M. Conclusion.....	63
A. The Importance of Standards	22	RESOURCES	65
B. Business Ready	23	A. Glossary of Tourism Terms	66
C. Market Ready	24	B. Sample Policies	68
		C. Web Referrals	70

HOW TO USE THIS BOOK

This Business, Market and Trade Ready Program Workbook is your guide to learning about how to become Market and Trade Ready. If you have received this workbook as a participant in the in-classroom workshop, your instructor will guide you through the sections of this manual, both for learning in class as well as easy reference for later in your business.

You will note throughout the workbook, that some terms are underlined, indicating the first introduction to terms that may be new or familiar to the tourism industry. These terms together with others are included in a Glossary of Terms section at the back of this workbook, all pertaining specifically to the Market and Trade Ready Project.

Today's tourists are far more complex than in the past. They are looking for services and experiences that match what they have come to expect. They are web savvy and have the world at their fingertips.

In order for our Northern tourism industry to remain competitive, Tourism Suppliers must ensure proper communication and services to potential clients. This learning program is designed to support the understanding of, and provide guidance for Tourism Suppliers to become Business, Market and/or Trade Ready.

All information provided in registering for this course or receiving this workbook will remain confidential. Only you and your territorial Destination Marketing Organization (DMO) will have access to the information you provide. Your DMO is collecting this information to help them assess how they may further support tourism industry training, understand your level of readiness and offer assistance where necessary to help you enhance your competitiveness and increase your sales.

INTRODUCTION:



In this Module, you will learn about:

- A. The Market and Trade Ready Project**
- B. What it Means to be Business, Market and Trade Ready**
- C. The Importance of Standards**
- D. The Benefits of Being 'Ready'**
- E. How to Assess if Your Business is Business, Market or Trade Ready**

A. The Market and Trade Ready Project

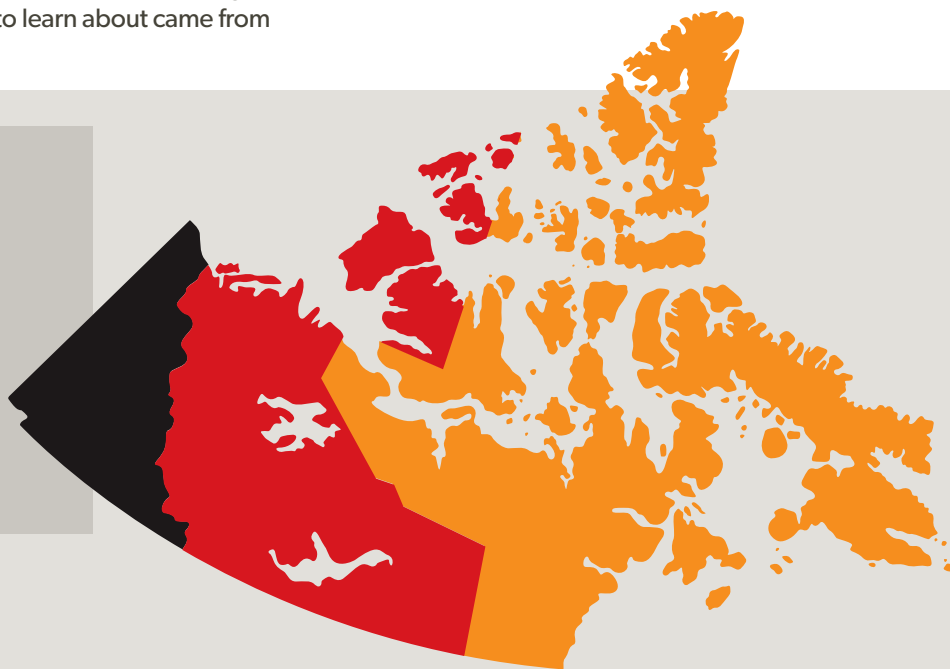
Welcome to 'Becoming Market and Trade Ready' in tourism. This training workbook is part of a learning program to help you be competitive in the global tourism industry. Whether you have been in business for 10+ years with formal tourism education, or are planning to start a new tourism business, this tool provides new information, helpful links and valuable learning opportunities to support **Tourism Suppliers** on their business development path.

The Pan North Tourism Marketing Consortium (PNTMC) is a partnership of the three northern territories — Nunavut Tourism, NWT Tourism and the Yukon Government's Department of Tourism and Culture, plus steering committee members from the Governments of Nunavut, NWT and Yukon. These partners lead the tourism marketing initiatives in each territory. Referred to as **Destination Marketing Organizations (DMOs)**, they have previously collaborated on a number of destination marketing programs, and in 2015 launched a project to establish tourism industry standards for all three regions. The standards you are going to learn about came from this project.

Between July 2015 and February 2016, the PNTMC collected information from northern tourism suppliers, the Travel Trade and other Canadian travel destinations that have established standards, to learn more about the resources available to grow the tourism industry and make it more competitive, when selling directly to the consumer or via trade partners in the international market.

From this research and consultation with the industry, the PNTMC developed new Business, Market and Trade Ready Standards (**BMT Standards**). These standards can be found at tradereadynorth.ca and are included as the primary guideline for this learning program.

The ultimate goal of this Business, Market and Trade Ready learning program (**BMT Ready Program**) is to build a stronger and more competitive tourism industry in northern Canada. The BMT Ready Program and tools (either online or through a workshop) are presented to assist you in understanding the requirements of being ready.



Tourism Yukon:

Telephone:
867-667-8723

Email:
industryservices@gov.yk.ca

NWT Tourism:

Telephone:
867-873-5007

Email:
info@spectacularnwt.com

Nunavut Tourism:

Telephone:
867-979-6551

Email :
members@nunavuttourism.com

B. What it Means to be Business, Market and Trade Ready

Being Business, Market and/or Trade Ready is about understanding how to administer sales policies and two different types of clients. Business Ready refers to a business that has all of its licenses, permits and insurance in place in order to operate legally. Market Ready refers to selling direct to the consumer and Trade Ready refers to selling through third party **Distribution Sales Channels** to sell to even more clients.

This program is intended to help **Tourism Suppliers** to administer their sales, and to develop their policies to meet these service standards when selling tourism experiences.

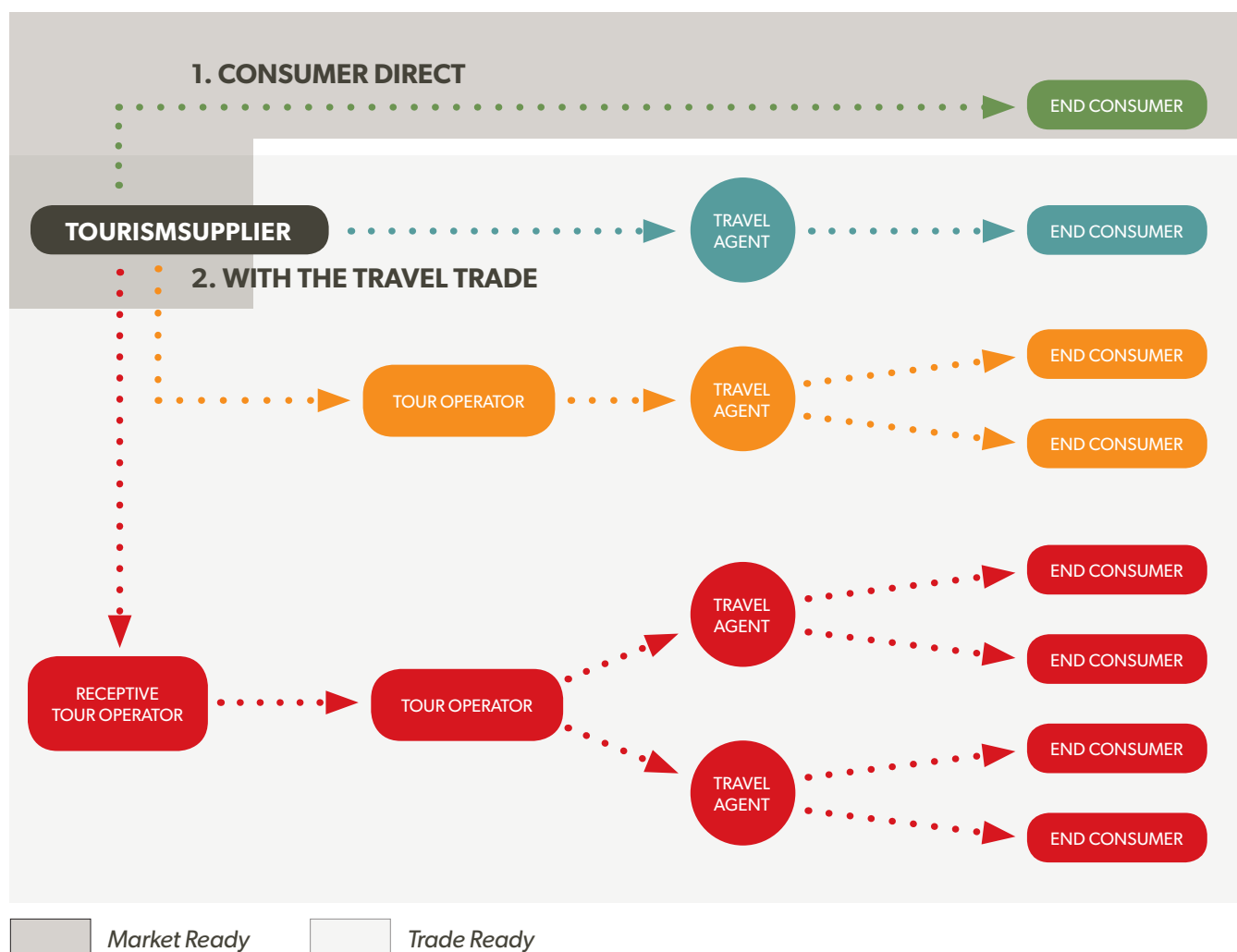
This learning program will share with tourism suppliers:

- What Business/Market/Trade Ready is;
- Why **BMT Standards** are important;
- Expectations of consumers and the **Travel Trade**;
- How BMT standards fit into expanded marketing Distribution Sales Channels; and
- Tools to help you determine what standard level is a fit for your business.

What does selling direct to the consumer or through the Travel Trade look like?

Below is a visual diagram demonstrating the various paths or channels that a Tourism Supplier could sell to the end consumer (Distribution Sales Channels).

TOURISM DISTRIBUTION SALES CHANNELS



B. What it Means to be Business, Market and Trade Ready continued

As you can see in the diagram on the previous page, selling direct to the consumer is a 'two-party transaction'. You sell directly to a **Consumer** and receive 100% of the retail price charged for your product or service. Later in this program, you will learn about **Selling Through the Travel Trade** to the end buyer or consumer. This is a different **Distribution Sales Channel** for selling to the consumer. The **Travel Trade** is made up of companies in the business of selling your product on your behalf.

If you choose to work with the Travel Trade, there will be **Commissions** (or **Net Rates**) that you would pay the Travel Trade...but only when they make a sale for you. It is important to note when selling through the Travel Trade, the end consumer price would be the same as selling direct. For example, if your price is \$500, all buyers will pay per the determined price. If you are selling direct to the consumer, the \$500 goes directly to you. When selling via the Travel Trade, the end consumer pays the same \$500, but the company selling on your behalf, keeps a predetermined commission, and then pays you the balance.

Let's now connect **Distribution Sales Channels** to **Standards**.



C. The Importance of Standards

What are they and why are they important?

BMT Standards help the **Tourism Supplier** become or remain competitive. Tourists are used to common booking and cancellation policies around the globe that are “standard” in the tourism industry. Whether they are booking a hotel, a cruise, or a day tour, they need to know what the experience or service is, the price, how they should book, when to pay and when they will be penalized if they cancel or change plans.

By implementing BMT Standards, a Tourism Supplier gains the confidence of potential consumers. The consumer’s expectations of timely responses and a clear booking and cancellation policy are met through the quality of the service they receive to their inquiry or **Reservation**.

These Business, Market and Trade Ready Standards (the BMT Standards) are the minimum standards required to be considered for participation in your **DMO’s** marketing initiatives or to be eligible for marketing programs.

Readiness standards help DMOs confidently promote tourism suppliers through the appropriate **Distribution Sales Channels**.

Following are the BMT Standards that were developed in consultation with the tourism industry across the three Territories, with input from the **Travel Trade**, and from information gathered from other provincial DMOs. As with many Canadian Provinces, our BMT Standards are guided by three readiness levels as defined below.

Through this training program and workbook, tourism suppliers will gain key information about the industry, roles of agencies and organizations, details specific to each Territory, and the kinds of policies or practices tourism suppliers can follow to sell through Distribution Sales Channels.

THE BMT STANDARDS:

Business Ready Standards

Business Ready refers to a business that has all of its licenses, permits, and insurance in place in order to operate legally.

- BR1.** Provide owner/operator contact information (include contact name, business name, mailing address, telephone number, and email address)
- BR2.** Be in good standing with all applicable licenses, insurance and legislative requirements.

continued on next page

NOTES:



C. The Importance of Standards *continued*

THE STANDARDS: *continued*

Market Ready Standards

Business Ready Standards plus the following:

Market Ready refers to a business that markets to potential visitors in the planning stages, communicates with potential visitors year-round, and is ready to accept advance Reservations.

- MR1.** Has an email address and telephone number operational year-round. If closed for the season, provides automated response through voice mail, answering service and/or email.
- MR2.** Has marketing materials such as brochures, rack cards, website or social media presence.
- MR3.** During operating season, the business maintains at least a 24-48 hour response time to inquiries and at least a 24 hour response time to **Reservations**/booking requests.
- MR4.** Has published prices and consumer booking, payment and cancellation policies.

Trade Ready Standards

Market Ready Standards plus the following criteria:

Trade Ready refers to a business that markets to and through the travel trade distribution sales channels; understands Commission or Net Rate pricing; agrees to trade booking and cancellation policies.

- TR1.** Has been Market Ready for at least one year, or has successfully operated a tourism business working with the **Travel Trade**.
- TR2.** Offers wholesale (**Net/Commissionable**) rates to Travel Trade throughout the negotiated time period, provides these rates at least one year in advance of the selling season and guarantees those prices during the selling season.
- TR3.** Responds within 24 hours year-round to requests, inquiries, reservations and cancellations from Travel Trade.
- TR4.** Has trade-oriented booking, payment and cancellation policies for groups and FIT (Fully Independent Travel) bookings.
- TR5.** If participating in **Destination Marketing Organization**-led Travel Trade **FAMiliarization Tour**, is prepared to offer a shared investment and/or reduced pricing (complimentary) in hosting Travel Trade.
- TR6.** Provides image/rich media files in a format required by the Destination Marketing Organization or **Receptive Tour Operators** for marketing purposes along with up-to-date product descriptions/information sheets.

*These standards serve as a guideline for **Tourism Suppliers** working with the Travel Trade. Standards may vary depending on the specific negotiated agreement between the Tourism Supplier and travel trade partner.*

D. The Benefits of Being 'Ready'

This learning program has been developed to help Tourism Suppliers understand how applying BMT Standards can enable their business to access new marketing and Distribution Sales Channels. In addition, **Tourism Suppliers** will gain increased credibility in the eyes of the consumer and **Tour Operators** by maintaining proper licensing, having sufficient insurance and by having consistent policies.

Based on the readiness level of your business, you may be eligible to participate in **DMO** marketing activities and programs including but not limited to:

- the Tourism Cooperative Marketing Fund (TCMF) in the Yukon;
- participating in travel trade **FAM Tours** in the Northwest Territories; or
- attending Rendezvous Canada with Nunavut Tourism.

More information about the specific programs of northern tourism DMOs can be found through the Territorial links and contact information available at tradereadynorth.ca or turn to page 4 in this book for your Territorial DMO's contact information.

No matter what your level of business development or readiness is, these tools, resources and links offer new and updated tourism information to help grow your business.



At the end of your training, whether you complete 1, 2 or all 3 modules, we invite you to participate in a brief **5-minute survey** to help us evaluate the program. Your feedback will provide us with insight to support further tourism development and marketing training for Canada's North.

You can do it online at tradereadynorth.ca/evaluation or your instructor will hand out the evaluation at the end of your workshop.

E. How to Assess if Your Business is Business, Market or Trade Ready

There are several learning tools, templates and resources found on tradereadynorth.ca that can help you learn more about becoming Business, Market or Trade Ready. The resources include a *Glossary of Terms*, *policy samples*, and *other tourism best practices*.

The **Business, Market and Trade (BMT) Ready Checklist** was created to help you conduct a quick self-assessment of where your tourism business is on the 'readiness' scale — either Business, Market or Trade Ready.

The **BMT Ready Checklist** is a document that will be requested by your **DMO** along with other demonstrated evidence showing that you meet the standards best suited for your chosen **Distribution Sales Channels**. This information will help your DMO when it is creating opportunities for **Tourism Suppliers** to participate in its programs.

The **BMT Ready Checklist** for your Territory can be found by visiting tradereadynorth.ca, under your respective Territory.



NOTES:



MODULE 1: TOURISM



In this Module, you will learn about:

- A. A National Tourism Snapshot**
- B. The Five Industries of the Tourism Sector**
- C. Tourism in Northern Canada**
- D. Tourism Marketing in Canada**
- E. The Tourism Marketing Programs
and Services from the North**

The purpose of this first module is to give a brief introduction to the key components of tourism including but not limited to, a current tourism industry snapshot, national and northern tourism organizations and more.

Our definition of tourism follows the one adopted by the World Tourism Organization and the United Nations Statistical Commission:

“

The activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes. ”

Whether you are a new **Tourism Supplier** or have been in business for several decades, understanding the contribution tourism makes to Canada overall and to the three northern territories can help you see how your business fits into the larger tourism picture. These standards, when applied to your tourism business will help you become more competitive and align better with northern and national tourism marketing programs. They will also help you grow your business.

NOTES:

A. A National Tourism Snapshot

To picture how your business fits into the tourism industry, it is beneficial to know who some of the key players are. As mentioned earlier, each territory and province has a **Destination Marketing Organization**. They often partner with national organizations that lead tourism marketing on behalf of Canada, representing the best in Canadian tourism experiences to international **Travel Trade** and media in their key markets.

Destination Canada

Destination Canada (DC) promotes Canada as a four-season travel destination in 11 key markets around the world.

Destination Canada (DC) markets Canada as a tourism destination, targeting international markets and generating interest and desire for Canadian tourism experiences which will bring new revenues to the Canadian economy. Through sound tourism research and effective tourism marketing, DC leads the marketing of Canadian tourism destinations and experiences, stimulating demand for travel to Canada. This supports the creation of employment in Canada and generates revenue for **Tourism Suppliers**.

Learn more about Destination Canada's business and marketing activities:
en.destinationcanada.com

See how Destination Canada promotes experiences to visitors:
caen-keepexploring.canada.travel

Aboriginal Tourism Association of Canada (ATAC)

The Aboriginal Tourism Association of Canada (ATAC) is a consortium of over 20 Aboriginal tourism industry organizations and government representatives from across Canada. ATAC supports a collective approach to promotion and marketing of authentic Aboriginal cultural tourism experiences across Canada, as well as provides tourism development advisory services, conferences, training and research for Aboriginal tourism suppliers, **Tour Operators** and communities starting cultural tourism businesses in Canada. The ATAC corporate and membership website contains many useful development resources, research and features Aboriginal tourism guidelines and protocols for marketing and development.

Learn more about Aboriginal Tourism Association of Canada's business and marketing activities:
aboriginalcanada.ca/corporate

See how ATAC promotes Aboriginal tourism experiences to visitors:
aboriginalcanada.ca/en

Provincial and Territorial Tourism Organizations

At the federal level, the Government of Canada works with the provinces and territories to market tourism, develop tourism products and attractions and develop and address legislation and policies affecting the tourism industry. This level of collaboration involves many different industries and areas of governments.

Destination Canada as a Crown Corporation of the Government of Canada plays this lead role for marketing tourism on behalf of the federal government.

Provincial and Territorial Destination Marketing Organizations

At the provincial and territorial level, the Destination Marketing Organizations (**DMO's**) lead in the marketing of their territory or province to promote tourism suppliers, attractions and experiences. Your northern DMOs are:

- **Tourism Yukon:**
tc.gov.yk.ca/tourism
- **Northwest Territories Tourism:**
spectacularnwt.com/members
- **Nunavut Tourism:**
nunavuttourism.com

Tourism Industry Associations

As a Tourism Supplier you know that there is more to tourism than marketing and promotion. To support the tourism industry businesses and sector-specific associations, there are provincial and territorial Tourism Industry Associations (TIAs) and organizations. These organizations provide a collective voice and represent tourism industry interests when issues arise that affect the growth or sustainability of the tourism industry. In Nunavut and the Northwest Territories the industry associations also have DMO responsibilities.

- **Tourism Industry Association of the Yukon:**
tiayukon.com
- **Northwest Territories Tourism:**
spectacularnwt.com
- **Nunavut Tourism:**
nunavuttourism.com

A. A National Tourism Snapshot *continued*

Travel Trade

These are the buyers and sellers of tourism suppliers' experiences and services. They may be located in Canada, in the North, or elsewhere in the world. You will learn more about the Travel Trade in Module 3 – Trade Ready.

Tourism Suppliers

You may be a **Tourism Supplier** or someone interested in starting a business or supplying the industry. Suppliers are the tourism businesses and attractions that develop, promote and sell tourism experiences and tourism services either direct to the consumer and/or through the **Travel Trade** to the end consumer. This Business, Market and Trade Ready program is for you.

Visitors/Tourists

Call them what you will, but there wouldn't be a tourism industry if it wasn't for people who desire to travel and experience different things in different places. The visitor or tourist ultimately determines what they will buy, when they will buy it and at what price. It's your job to understand how these visitors' personal choices impact your ability for success. Your **DMO** can help you understand the expectations of visitors to Canada's North.

So how does your business play a role in the larger tourism picture?

Many businesses and organizations invest marketing dollars in attracting visitors to Canadian destinations, including to your territory. When a business provides a poor visitor experience, marketing investments, including your own, may be jeopardized. Your business and other businesses use standards to offer excellent visitor experiences, so your destination and your business benefit.

Destination Canada and your DMO promote your territory's great tourism experiences to visitors from around the world and work to attract visitors to your territory, potentially benefiting your business. It is important that the businesses the DMOs present to the world operate to standards that match visitor expectations.



B. The Five Industries of the Tourism Sector

According to the Tourism Industry Association of Canada (TIAC), “travel and tourism” consists of five industry sectors. They are:

1. Transportation
2. Accommodations
3. Food and Beverage
4. Meetings and Events
5. Attractions

Businesses in the tourism sector range in size:

- A very small business has between one and four employees.
- A small business has between five and 20.
- A mid-sized business has between 20 and 99 employees.
- A large business has more than 100 employees.

These five industries within the tourism sector account for 1.7 million jobs and contributed an estimated \$84 billion to the Canadian economy in 2013.

If you would like to know more about Canada’s tourism industry the following link will take you to more information about Canada’s tourism industry. You can also find Canada’s National Tourism Strategy at tourism.gc.ca

To learn more about how your Territory is developing tourism, you can visit the Territorial tourism site for business information, marketing plans, research and other valuable links:

- **Yukon**
tc.gov.yk.ca/tourism
- **Northwest Territories:**
www.iti.gov.nt.ca/sectors/tourism
- **Nunavut:**
nunavuttourism.com/component/content/article?id=189:corporate-info

NOTES:



Activity:

Tourism Suppliers often are very good at particular areas of their business and may struggle at times with delivering other elements of their tourism experience because they just don't have the resources, time, equipment or infrastructure needed.

There are two ways to deal with this challenge. You can spend a lot of money, to purchase equipment and operate all elements in your tourism product. Or you can partner with other Tourism Suppliers and businesses delivering experiences and services in the various tourism industries, to develop a product to sell to your clients.

What industry of the tourism sector is your business in? Please check all that may apply:

- ☐ Transportation
- ☐ Accommodations
- ☐ Food and Beverage
- ☐ Meeting and Events
- ☐ Attractions

What are other tourism sector industries located in your region that you might partner with to develop or enhance your tourism experience for your clients? Please explain in bullet form or paragraph what the overall experience or product will include.

For example:

- *I will partner with the airport shuttle service to bring my clients to me.*
- *I will partner with a local restaurant to provide me with bag lunches for my hiking adventures.*
- *I will partner with the dog sled operator to include a day tour in my multi-day experience for visitors.*

[illegible]

C. Tourism in Northern Canada

In 2013, the three Territories combined:

- Generated an estimated \$296.3M in Gross Domestic Product,
- Hosted an estimated 549,110 visitors from Canada and around the world, and
- Created an estimated 7,500 jobs, year-round and seasonal.

Approximately 1,000 **Tourism Suppliers** host visitors across all five industries of the tourism sector. Each are at varying levels of readiness and knowledge and represent Canada's Northern tourism experiences to local, domestic and international markets.

Research indicates that the farther away a destination is from the market the more likely the market will require assistance with planning and booking vacations. This is no different for Canada's North. We are that much farther away from more familiar southern regions. **Travel Trade** tend to work through businesses that are closer to the destination, have existing relationships with **Suppliers** and can provide assistance to their clients at the destination should something go wrong.

Tourism in the North, although growing annually, remains a challenge for any new business starting out. The ability for a Tourism Supplier to generate enough business on his or her own, throughout the season is very difficult. Partnerships with national and international Travel Trade provide Tourism Suppliers with another option to their direct sales efforts. You'll learn more about working with the Travel Trade in Module 3: Trade Ready Standards.

D. Tourism Marketing in Canada

How does the world learn about Canada?

What does Canada's marketing organization do for tourism?

Destination Canada (DC), formerly the Canadian Tourism Commission, leads the Canadian tourism industry in marketing Canada as a premier four-season tourism destination where travellers can enjoy extraordinary experiences.

Together with Provincial, Territorial and industry partners, **DC** leads marketing and promotions supported with current research, to build awareness of Canada's **Tourism Suppliers** in primary and emerging markets, in Canada and internationally.

What markets is Canada investing in?

Currently, DC is marketing Canada in 11 countries around the world. They are:

- Australia
- Brazil
- China
- France
- Germany
- India
- Japan
- Mexico
- South Korea
- United Kingdom
- United States

DC conducts market research to help **DMOs** and the tourism industry understand trends, preferences, expectations and other consumer insights. DC provides tools and learning resources to help the industry leverage Canada's successful tourism brand, *Canada. Keep Exploring*.

To learn more about Destination Canada's markets, visit:
en.destinationcanada.com/markets/where-we-market-canada

How can DC support your business?

As Tourism Suppliers in Canada, you have at your disposal a wide range of Resources such as *Guidelines for the Brand Identity of Destination Canada (Version 3.1)* where you will find the DC mission, values and characteristics of the Canadian brand and learn how to adopt this brand yourself. The DC toolkit experiences (*experiences: Toolkit for Destination Canada partners – 2nd edition*) tell you all about experiential tourism, and the Explorer Quotient will help you better understand your consumers. Talk to your marketing representatives in your Territory about reaching your best customer or go to en.destinationcanada.com/resources-industry/tools to explore the free resources available.

Resources of DC also include training videos covering many different aspects of tourism, a complete list of major Travel Trade events and exhibitions, and through DC, you will find information about the *Canadian Signature Experiences Collection (CSE)*, a membership program that helps **Suppliers** tailor and market experiences to DC's identified markets for specific types of Canadian experiences.

More information about the priorities, programs and resources of Destination Canada can be found at en.destinationcanada.com

E. The Tourism Marketing Programs and Services from the North

In each of the three Territories, the tourism industry has common goals: to grow visitation, tourism revenues and the economy. It is important to know that across the three Territories, tourism is organized differently and understanding the organizational structure, players and programs of your DMO may contribute to your success.



In Yukon the Department of Tourism and Culture's Tourism Branch is known as Tourism Yukon. Tourism Yukon is the **Destination Marketing Organization** responsible for promotion of Yukon as a travel destination. Through attendance at international travel **Trade Shows**, hosting **FAM Tours** for media or **Travel Trade**, managing social media marketing and engagement, they try and grow visitation to Yukon by promoting what there is to see and do when here. The six Visitor Information Centres throughout Yukon provide information to visitors when they are in the destination to help them find the activities they want to do, when they want to do them. The Industry Services unit works one-on-one with **Tourism Suppliers**, new or established, to help them understand how to work in the industry, rules and regulations, and where to access resources that may support an entrepreneur's development and marketing activities.

Tourism Yukon
tc.gov.yk.ca/tourism

Tourism Yukon (marketing website)
travelyukon.com



In the Northwest Territories (NWT), tourism industry leadership is shared by two organizations, connected but distinct in their roles. Northwest Territories Tourism (NWTT) is the tourism Destination Marketing Organization for the Territory and is also the industry advocate. NWT Tourism works closely with **Destination Canada** in marketing, research and program opportunities and with the **Tourism Industry Association of Canada (TIAC)** on advocacy matters. NWTT leads the participation for tourism suppliers at national and international trade shows, encourages and facilitates tourism suppliers' participation in **Consumer Shows**, provides industry and market information to help Tourism Suppliers make marketing decisions and more. Industry, Tourism and Investment (ITI) is the Government of the Northwest Territories' Department that licenses NWT Tourism Suppliers and that leads product development and training programs. ITI manages five regional tourism offices and also manages all territorial parks and campgrounds, which are considered part of the products and services used by both tourists and residents alike.

Spectacular NWT
(marketing website and corporate members):
spectacularnwt.com/members

Government of the NWT, Department of Industry, Tourism & Investment:
www.iti.gov.nt.ca/sectors/tourism

E. The Tourism Marketing Programs and Services from the North *continued*



Visit tradereadynorth.ca for key contacts in your Territorial DMO who can answer your questions pertaining to tourism, marketing, programs and services. Again, see page 4 for key contacts in your Territory.

In Nunavut, Nunavut Tourism is the marketing organization for the destination while the Nunavut Department of Economic Development and Transportation holds the tourism development portfolio. The organizational structure of tourism marketing, research and product development is going through some changes but Nunavut Tourism will maintain a strong marketing function and continue to work with [Destination Canada](#) and the industry.

Nunavut Tourism
nunavuttourism.com/members

Government of Nunavut, Department of Economic Development & Transportation
gov.nu.ca/edt

This concludes the first of three learning modules in the BMT Ready learning program. Now that you have an overview of the tourism industry and tourism marketing in Canada and Canada's North, you will start to learn more about how [BMT Standards](#) can enhance your marketing to grow your business.

NOTES:



MODULE 2: THE STANDARDS — BUSINESS AND MARKET READY



In this Module, you will learn about:

- A. The Importance of Standards**
- B. Business Ready**
- C. Market Ready**

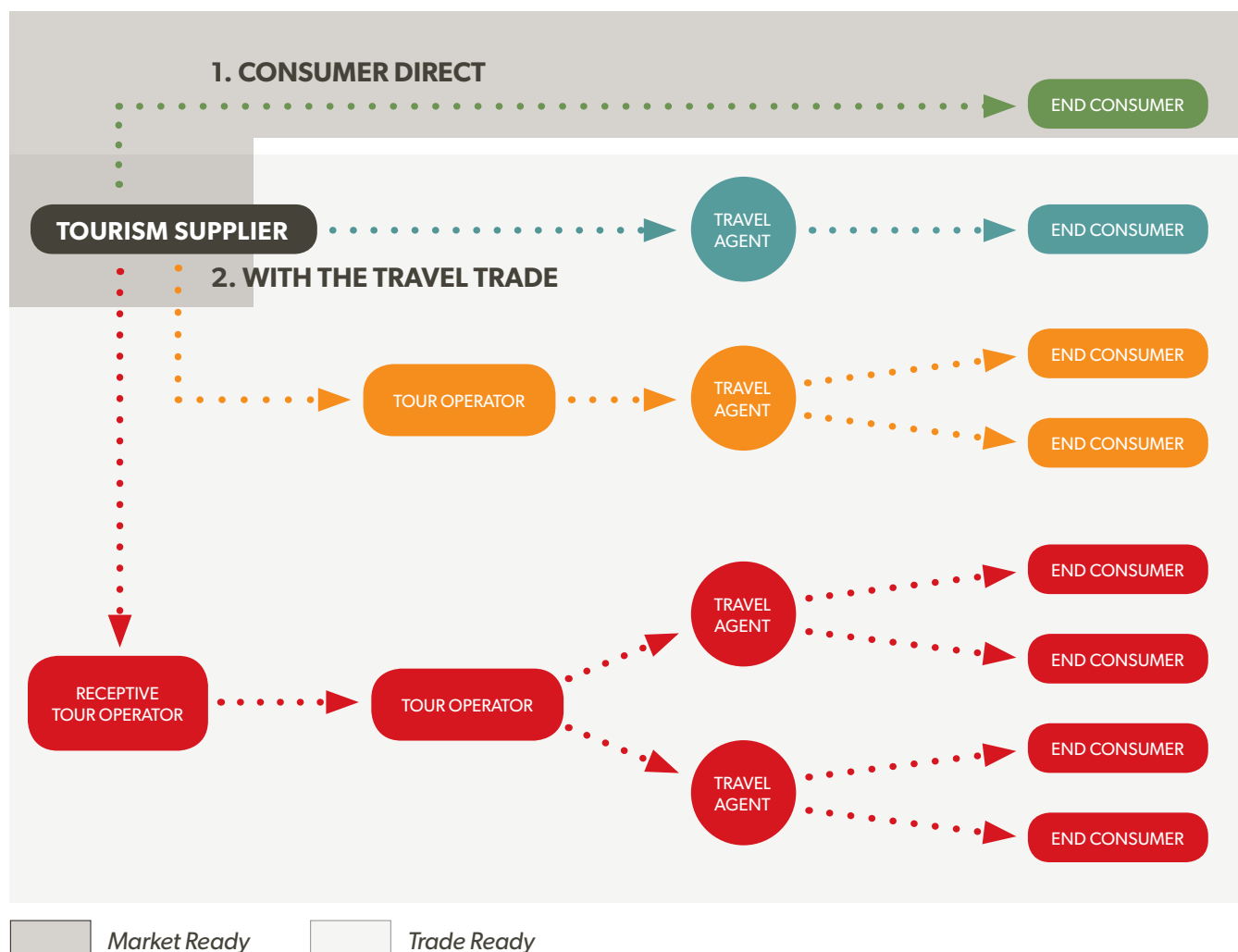
A. The Importance of Standards

Having your business follow industry standards makes good business sense. As a **Tourism Supplier**, you gain credibility for operating with recognized business standards, and your customers will have greater confidence in your operation, knowing that you are following best business practices. A customer who is able to book with you easily and efficiently and has a safe, high quality experience from start to finish, will tell friends and family about your operation, possibly generating even more business.

Bottom line: Operating with Business, Market and Trade Ready standards helps you, the tourism supplier, become and remain competitive.

Below is the diagram showing the **Distribution Sales Channels** to sell to the consumer. Being Market Ready means you are well prepared to sell direct to the consumer.

TOURISM DISTRIBUTION CHANNELS



This Module is an introduction to the first two levels of Readiness or Standards– that of Business Ready and Market Ready.

B. Business Ready

Business Ready Standards

The minimum standards for recognition as **Business Ready** by your DMO are:

Business Ready refers to a business that has all of its licenses, permits, and insurance in place in order to operate legally.

BR1. Provide owner/operator contact information (include contact name, business name, mailing address, telephone number, and email address)

BR2. Be in good standing with all applicable licenses, insurance and legislative requirements.

Why are these standards important?

If you are going to succeed in tourism, you need to be on the radar of your **DMO** and the only way to do that is to ensure they have your basic contact information and that they know you are operating legally. The DMO needs to know who is offering tourism experiences, what they are offering, and how they are being sold, so they can pass this information on when promoting the territory as a tourism destination. When the DMO is promoting an experience or activity they need to know that the **Tourism Supplier** offering that experience will respond to consumer or travel trade inquiries and bookings, in a manner that is industry standard for the **Distribution Sales Channels**.

If you are not interested or able to accept advance bookings, maintain consistent policies or respond to inquiries within the 'standard' time frame, and are happy with the way you operate, then the marketing opportunities and programs offered by your DMO may not apply to your business model.

As a Tourism Supplier, if you are in business, you have to have the necessary licenses and insurances. It's the law. Moreover, all businesses are expected to have insurance and a business license, providing evidence of both legitimacy and consideration for safety and responsibility to the guest, the staff and the operation.

A Business Ready attraction or service may be one that...

- Does not require, or is not set up to accept advance bookings.

- Has standard hours of operation and is open "daily" through the high tourist season and operates on a first-come first-served basis.
- Does not wish to work with the **Travel Trade** or to offer sales **Commissions**.
- May implement a cancellation process based on a case-by-case basis rather than following recognized industry standards or communicating a set policy to their clients.

Examples may include some museums and cultural centres, retail and food service venues, highway lodges targeting walk-in customers, events and festivals.

What permits, licenses and insurance do I need?

Depending on your sector, level of risk, type of activities, etc., your requirements for permits, licenses and insurance will vary.

Across all three Territories, a business license and commercial insurance is a must. Beyond that, consider such activities as:

- Are you serving food or alcohol—what food safety, liquor licenses permits or training certificates are required in your Territory?
- Guiding on the water or in remote land-based adventures? Do you need a special Wilderness License?
- Are you in a boat, on a four-wheeler, in a plane or a dog sled? Your insurance company will want to know what level of risk you are asking your guests to take.

There are many factors to understanding what you need. To learn more about the licensing requirements for Tourism Suppliers, contact your DMO (tradereadynorth.ca/contacts) or visit the links to each Territory including but not limited to:

Yukon

gov.yk.ca/services/cat_licensing.html

Wilderness Tourism License

env.gov.yk.ca/camping-parks/tourism_operators.php

NWT

www.iti.gov.nt.ca/programs-services/tourism-operator-licensing

Nunavut

gov.nu.ca/contact-us

C. Market Ready

What does it mean?

Being **Market Ready** means that you are ready to promote your business directly to consumers. A Market Ready business is one that undertakes its own marketing, establishes its own pricing and manages its own sales.

Benefits of being Market Ready

When you align your business with these Market Ready standards, you are better able to connect with customers and make sales, because you are set up to take bookings, return calls efficiently on inquiries, have effective marketing materials and can protect yourself against last minute cancellations.

Market Ready Standards

Business Ready Standards plus the following:

Market Ready refers to a business that markets to potential visitors in the planning stages; communicates with potential visitors year-round, and is ready to accept advance **Reservations.**

- MR1.** Has an email address and telephone number operational year-round. If closed for the season, provides automated response through voice mail, answering service and/or email.
- MR2.** Has marketing materials such as brochures, rack cards, website or social media presence.
- MR3.** During operating season, the business maintains at least a 24-48 hour response time to inquiries and at least a 24 hour response time to reservations/booking requests
- MR4.** Has published prices and consumer booking, payment and cancellation policies.

NOTES:



C. Market Ready *continued*

Market Ready 1 (MR1)

Has an email address and telephone number operational year-round. If closed for the season, provides automated response through voice mail, answering service and/or email.

Why is this important?

Your customers need a way to contact you. They need to know that if they make an inquiry via phone or email that they can count on getting a response. They may want to give you their business — they need to connect.

Market Ready Standards mean that your email and or voice mail is checked regularly or you have an auto reply message that indicates when you will reply. Don't disappoint the customer and don't lose that sale!

Your year-round telephone number helps a potential customer talk to the owner or operator and ask important decision-making questions. If they can't reach you — they will call someone else or choose a different experience altogether.

If you are closed for the season, the customer is not going to wait four months and try again. They are moving on to the next **Tourism Supplier** on their list. Help them do business with you!

What should the auto reply or voice message include?

The details of your message or email reply will be determined by how you do business or if you are closed in the off-season. You can also decide how personal you want to make it, sharing names, news, or developments. Consider the following points in drafting your message:

- A 'Thank you' for calling.
- A greeting from your company.
- Indicate why you didn't answer, how often you check messages and your commitment to calling them back.
- Offer an alternate contact name and number.
- Refer to your website to learn more or provide your email to send a request.
- Reference an event or news at opening, or coming soon — a small promotional opportunity.
- Encourage the caller to leave clear detailed information for you to connect with them and answer all their questions.

Example voice mail – Operational year-round:

"Thank you for calling Snow Owl Bed and Breakfast. We are assisting other guests and are sorry to have missed your call. Please leave your name and the time you called with any details about how we can help you and we will get back to you within 24 hours. For more information about our new renovations or to make an inquiry about rates and availability at Snow Owl, please visit snowowlbnb.com. Have a great day and we look forward to you being our guest!"

C. Market Ready *continued*

MARKET READY 1

Activity:

In this multiple choice activity, please choose the best answer that applies:

Your business is closed for the season and you get a call from a potential client that wants to talk to someone in person, ASAP. You:

- A.** Have a voice mail that explains the hours of operation and invite them to call you back in four months.
- B.** Provide an alternate number so that the off-season contact can answer inquiries.
- C.** Ignore the request because you're off duty and frankly, not interested in talking work while you're in Mexico for two months of your off season.
- D.** Indicate in a message that you are closed and invite the potential guest to send you an email that you check weekly.

Best Answers – B, and D.

B. Allows the guest inquirer to talk to someone right away. You don't lose the customer because you weren't available.

D. Provides the inquirer with enough information to understand your seasonal operation without saying — no — not available — come back later.

Ultimately, you don't want to disappoint the customer or lose a potential sale. MRI helps you keep potential customers informed and interested as they make their plans.

NOTES:



C. Market Ready *continued*

Market Ready 2 (MR2)

Has marketing materials such as brochures, rack cards, website or social media presence.

Why is this important?

Marketing materials help inform the consumer about your business. If you want to be on the radar of any consumer, from any market, you need to have a market presence. If a potential customer is still at home planning where to go, it is quite likely they will visit your **DMO** website first. You will want them to find you on the DMO site, on your own website, on social media or in a pre-ordered Travel Guide from your Territory.

If a potential customer is already in your destination and is looking to plan an activity locally, he/she may use the local Visitor Information Centre (VIC), the internet, social media or the local paper. Are your brochures at the VIC, the local hotels? Can the visitor easily find you when searching ‘things to do in the community’?

If you are not marketing, if you do not have marketing materials—then fewer customers will know about your business or where you are or what you do. Marketing materials are a minimum business practice for that reason.

What kind of marketing materials do I need?

Ask yourself another question first—Where are my customers?

If they are already in-destination, a brochure or Rack Card at the VIC or at hotels and some local ads may do the trick. If your Territorial DMO publishes a Vacation Planner/Travel Guide to help visitors build their dream trip, ensure you have a listing or an ad to stand out in the publication.

It is important to note, investing in marketing is not just having a website or a brochure. Consider networking with other tourism businesses, attending **Consumer Shows**, or participating in digital marketing workshops and industry conferences. Websites need fresh content and images — all the time. Social media needs to be compelling, short and sweet so that others will share their experiences with your business. Invest in marketing materials and take the time to share, push, network and promote. While outreach activities are not part of the **BMT Standard**, they will improve how your marketing materials serve your business.

How much should I spend on marketing?

Understanding how much to spend on marketing materials, what are the right marketing materials for your business and placement of your advertising is your ‘business’ decision. It starts with ensuring you have a marketing budget. The industry standard for % of total revenues in marketing expenditures can be anywhere from 5-15% and varies depending on your business model, sector, overall performance and goals. For example, if your total annual revenues are \$100,000, then you could consider a set marketing budget of \$5,000 to \$15,000 annually. Marketing is an essential cost of doing business. It will connect you with potential customers.

TIP: There is good market research with your DMO and a knowledgeable team that can guide you in matching your tourism business to potential markets.

C. Market Ready *continued*

MARKET READY 2

Activity:

In this multiple choice activity, please choose the best answer that applies:

You sell full-day and half-day tours to visit arts and cultural points of interest combined with stops at local restaurants. Your customers need to pre-book at least 24 hours in advance so that you can coordinate all your stops with your **Suppliers**. Some marketing materials will reach consumers earlier in their travel and vacation planning than other marketing materials.

Which of the following marketing options would you use if you wanted to increase your chances of reaching potential customers before they arrive in the location where you operate your tourism business?
(Circle all that apply.)

- A. A website
- B. Your brochure or **Rack Card** which you have placed at a local hotel or VIC
- C. Your Facebook Page
- D. Recommendations on Trip Advisor or other similar social media channels
- E. Paid Advertising in publications that reach your targeted geographic and demographic markets
- F. All of the above, except B
- G. All of the above

Answer

The answer is **F**. If you want to increase the chances that your business may be seen and then examined as an option by someone planning their travel before they arrive and you are ready to take their booking before they get there, then the options in **A, C, D** and **E** are great marketing options for you.

If you just want to handle customers as they arrive in your location and want to limit your exposure to a smaller number of customers, then putting your rack card in local hotels or VICs may be the only marketing you choose to use.

For marketing success (i.e.: Sales), it is best to have a combination of marketing tactics to help those planning a trip — either in advance or from within the destination — to find you and learn about what you offer. Ultimately though, the marketing choices you make are your business decision.

C. Market Ready *continued*

Market Ready 3 (MR3)

During operating season, the business maintains at least a 24-48 hour response time to inquiries and at least a 24-hour response time to reservations/booking requests.

Why is this important?

Consumers need to feel confident in their purchase decisions. It is important to respond quickly to inquiries and to answer the questions clients may have. If customers cannot reach you or if you do not respond quickly, they will move on to another business. They will find a business that is easy to contact, provides details in a convenient manner and ensures a customer's needs are met. How you handle a potential customer at their first point of contact sets the tone and is your first opportunity to build your client's confidence in you, your experience or your service.

Consumers are savvy. They can use the Internet, know how to research customer reviews and they will assess your business and others, prior to their trip. How they are treated as a customer from the time of inquiry to the moment they return home from their trip will influence what they may say about your business and their experience in your Territory. Again, don't disappoint a potential customer and don't lose a sale because you were too busy to return a call or take a **Reservation**.

How do I comply with this Standard?

There are several things you can do to meet this standard such as:

- Have details on your website, rack card, brochure or social media with your contact information, operating season, hours of operation and your commitment to respond within 24-48 hours.
- If you have an online booking calendar or payment system, make sure it works, is easy to use and secure so your customers' information is protected.

Good communication, reliable and timely responses to inquiries, and confirming bookings within 24 hours, are all examples of meeting this standard.



C. Market Ready *continued*

MARKET READY 3

Activity:

In this multiple choice activity, please choose the best answer that applies:

You get a request to make a booking on a Friday afternoon via voice mail. The message states that they want you to call them back the next day, as they will be unavailable for the rest of the evening. They think they are ready to book but have a few questions.

You are about to go out on a 3 day trip and cannot return their call until the following Tuesday.

You think:

- A.** Don't worry about it — they'll call you back!
- B.** Ask a colleague, employee or business partner to return the call the next day in your absence.
- C.** Call them back on Tuesday and hope that they still want to book a trip.
- D.** Call them back immediately, apologize in a voice mail, explain that you will follow-up immediately on Tuesday morning and can't wait to host them.
- E.** **A** and/or **C**.
- F.** **B** and/or **D**.

You start building your reputation the moment you respond to an inquiry. If you respond late, your first impression is already made. If your customer can't reach you or make a reservation with you, that business is likely gone.

Building on the first Market Ready Standard (MR1), where you are required to be available to respond by telephone or email, this standard (MR3) is about responding in a timely basis.

Best Answers – B, D or F

C. Market Ready *continued*

Market Ready 4 (MR4)

Has published prices and consumer booking, payment and cancellation policies.

Why is this important?

Consumers want to know how to do business with you. This is the sole purpose behind MR4.

Planning a trip requires collecting a lot of information. If the consumer has to work hard to find your prices, availability, or payment processes, they may decide to give their business to the next interesting and more informative **Supplier**.

If your customers are required to put money down to hold their spot(s) in the form of a deposit, they will also want to know if that deposit will be refundable in the event of an unexpected cancellation by you or by them.

These policies protect you and your customer. Imagine if you, as the supplier, had to cancel for weather or illness or staff shortages? You need to have clear information about how or when you will refund or rebook your guest.

Whatever the circumstance, establishing the expectations or policies for booking, payment and cancellations are a standard in being Market Ready and remaining competitive.

What do you need to consider when you set your price?

At the Market Ready level, you are selling direct to the consumer.

When pricing your experiences, your price needs to consider your **Operational Costs** to ensure the profit margin that you hope to earn. Consulting your accountant or bookkeeper can help you with accurate projections when setting your price.

Make sure you include those annual **Fixed Costs** that you will factor into your total annual expense projections. They may include insurance, business licenses, rent, taxes, accounting fees, office supplies, utilities, wages or salaries, related benefits, and don't forget to factor in your marketing activities. If you want customers, people need to know you exist. These calculations inform what your profit needs to be from your sales to cover your costs, and will show you when you will make a profit.

Other pricing considerations are the minimum and maximum numbers for tours and how the price might change if you had 8 or 10 people in your 12-passenger van. Although costs per person may change, the cost for the van and driver remain the same.

Now that we have shared some basic insight into pricing considerations, let's explore why policies for booking, payment and cancellation are important in these Standards.

Why are policies important?

Not only do policies provide structure for your business operations and staff, they provide certainty and information to the consumer.

Payments

Taking payment from the consumer is the business transaction. Communicating with the consumer your payment policy details is an important step in finalizing the sale. If you take deposits at the time of booking, you need to inform the consumer of what the deposit is for, how it is subtracted from their final bill, and if there is a cancellation what happens to their deposit, and methods of payment that you are able to take.

E.g.: We proudly accept VISA, MasterCard or AMEX or a certified cheque to confirm your booking. PayPal is our online payment program.

Cancellations

A cancellation policy provides clarity to the customer and the business about what will happen to deposits or payments in the event that you or the consumer has to cancel. The policy protects the customer and the business. Cancellation details should outline when a client can cancel without penalty, when penalties may be incurred and what those financial penalties may be.

Cancellation details should also outline what options your business can provide in the event you have to cancel. If something happens that you are unable to deliver on the experience you sold, you will need to inform the customer about how the booking, deposit or refund will be handled.

C. Market Ready *continued*

Here is an example of a hotel cancellation policy:

- Your room must be guaranteed with a valid credit card.
- Cancel by 6:00 PM hotel time one day prior to avoid one night penalty. There may be additional applicable charges and taxes.
- Contact us at 1-800-555-1212 to cancel or change your reservation.

Here is an example for a multi-day guided trip booking:

Cancellation by the Customer must be obtained by *My Company* in writing. The following cancellation fees apply:

Multi-Day Trips/Tours/Courses:

- 90 – 61 days before start of trip or rental:
75% of total will be refunded
- 60 – 30 days before start of trip or rental:
50% of total will be refunded
- Less than 30 days before start of trip or rental:
no refund possible

Day Trips/Tours/Courses:

- Until 30 days before start of trip or rental:
75% of total will be refunded
- 29 – 15 days before start of trip or rental:
50% of total will be refunded
- 14 – 7 days before start of trip or rental:
25% of total will be refunded
- 6 days before departure and less:
no refund possible

Cancellation by *My Company*:

In the case where *My Company* has to cancel a trip due to minimum numbers not being met, we shall refund the full amount paid already. We reserve the right to do so within 14 days prior to departure of our trip.

My Company reserves the right to change itineraries or even cancel a trip, rental or tour if we feel we are forced to do so by circumstances beyond our control (e.g. snow conditions, temperatures, blizzards, river levels, forest fires, etc). If this occurs we shall endeavor to meet your needs with another trip date at the earliest convenience.

How are Booking, Payment and Cancellation policies communicated or shared?

Your payment policies should be available on your website or emailed/mailed to the consumer at the time of either inquiry, purchase or booking.



C. Market Ready *continued*

MARKET READY 4

Activity:

With your business in mind, draft or share your consumer cancellation policy. If you would like your **DMO** to review and provide feedback on your policy, please provide it on an additional sheet of paper to your instructor or email it directly to your DMO — contact information on page 4 of this book.

[illegible]

C. Market Ready *continued*

Reviewing Lessons in Module 2...

Business and Market Ready Standards are set as minimum expectations to give confidence to your guests, to help you remain competitive and to help your **DMO** support your efforts. The standards are not a guarantee of perfection and they cannot manage unforeseen or unavoidable circumstances.

This concludes Module 2 — Business and Market Ready Standards. Module 3 will introduce the Travel Trade **Distribution Sales Channel**, its benefits and why they are important.

NOTES:



MODULE 3: THE STANDARDS - TRADE READY

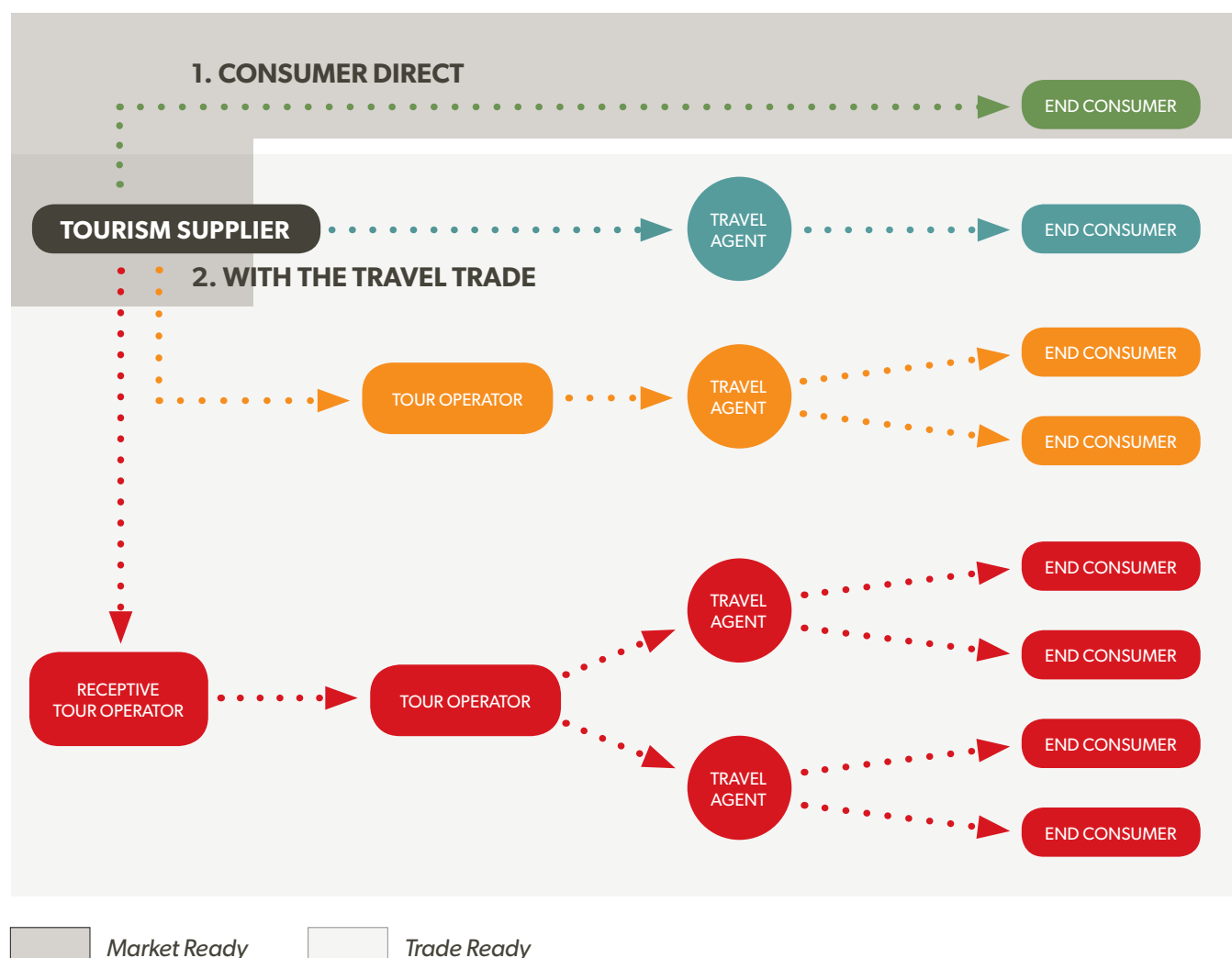


In this Module, you will learn about:

- A. What is the Travel Trade?**
- B. What Does Trade Ready Mean?**
- C. Why Would You Work with the Travel Trade**
- D. What are the Trade Ready Standards?**
- E. Tourism Distribution Sales Channels:
The Players and their Roles**
- F. What are the Different Distribution Sales Channels?**
- G. What is Price Integrity?**
- H. Benefits of Working with Travel Trade**
- I. Exploring Trade Ready Marketing Programs**
- J. What Does the Travel Trade Need from
their Tourism Suppliers?**
- K. Why Your DMO Looks for Trade Ready Suppliers**
- L. Breaking Down the Trade Ready (TR) Standards
(Trade Ready 1-6)**
- M. Conclusion**

Remember the Distribution Sales Channel we presented previously? In Module 3 we introduce what it means to work with the Travel Trade, what it means to be 'Ready' and we explore the benefits to your business of being Trade Ready.

TOURISM DISTRIBUTION CHANNELS



A. What is the Travel Trade?

The Travel Trade is a Distribution Sales Channel or network that can promote and sell your experiences on your behalf, to a large marketplace. The **Travel Trade** is a complex mix of businesses that promote and sell tourism experiences, services and destinations. Here is an overview of the key players in this mix:

Tourism Suppliers

(YOU!) Companies in destinations who create and deliver experiences and services for travellers (accommodations, activities, attractions, transportation, food services, etc.).

Receptive Tour Operators (RTOs or Receptives)

Companies who research, contract and package travel products in their country or region for further distribution to other travel trade players (typically off-shore) such as **Wholesalers**, **Tour Operators**, **Travel Agents**. RTOs promote one destination to multiple markets.

RTOs bring:

- Destination knowledge and product expertise;
- one-stop shopping for a pre-screened, quality, variety of products across the country or a particular region;
- packaging solutions;
- research, booking, production and accounting tools and support;
- in-destination customer service;
- marketing exposure in another country;
- connections with companies that have a significant client base; and
- customer service support for client questions about things that may not be related to your business.

Travel Wholesalers/ Tour Operators

Companies who select travel products, prepare them for sale and sell to the end consumer in their markets. They may contract directly with RTOs as their intermediaries or direct to you the **Supplier** in the destination. Wholesalers' / TOs' main marketing tools are printed brochures and/ or websites. They may be selling to end consumers directly via online booking engines and call centres or through Travel Agents.

Travel Agents

Companies or licensed individuals who sell travel products direct to consumers and that have been promoted by RTOs, wholesalers/ TOs or suppliers.

B. What Does Trade Ready Mean?

The simplest definition of the role of the Travel Trade is:

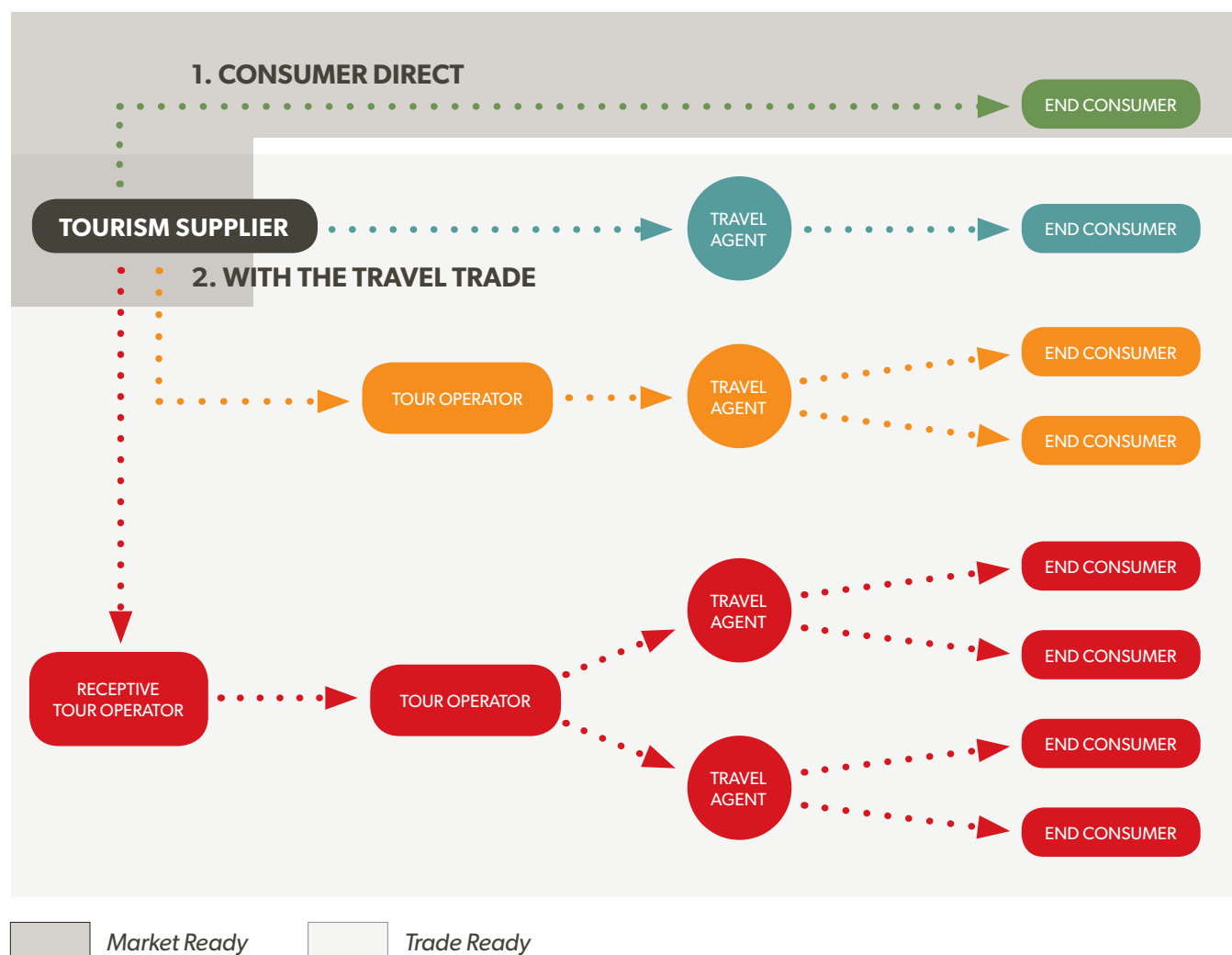
'People and companies that resell travel products to the visitor — products that they have bought and/or reserved from other parties.'

- Being Trade Ready means that you are partnering with companies that market internationally, to sell your experiences.
- Being Trade Ready means that you price your experiences to allow for **Commissions** or discounts to those that sell for you. And you only pay, when they bring you a customer.
- Being Trade Ready means you are willing to be flexible in your booking and cancellation policies to assist them in confirming their requests.

Whether you are new to tourism or are already working with the Travel Trade, this module is designed for all learner-levels. It explains what the **Travel Trade** looks for in your business when choosing you as a business partner and what you need to prepare for if you would like to partner with the Travel Trade to expand your sales to other national and international markets.

Below is a diagram demonstrating the Travel Trade **Distribution Sales Channels** once again. This chart will help you understand the opportunities and the complexities of working with the Trade.

TOURISM DISTRIBUTION SALES CHANNELS



C. Why Would You Work with the Travel Trade?

The Travel Trade can expose your business to a broader customer base than you might reach on your own, therefore increasing your chance for increased sales.

The **Travel Trade** knows how to work with and sell to consumers in their key tourism markets. They have established networks and relationships with customers who are looking for products. They use their own marketing to impress or inspire potential buyers to purchase your products or experiences.

Finally, the Travel Trade knows the important details about rules and legislation, (i.e. consumer protection laws in other countries), that make **Selling Through the Travel Trade** strategic and logical.

However, selling through the Travel Trade is not in everyone's business plan for many reasons that we will explore later in this module.

Activity:

In this multiple choice activity, please choose the best answer that applies:

You have been in business and have been Market Ready for 3 years. You now want to grow into new markets and you decide to work toward becoming Trade Ready because:

Select the reasons you think adding the Travel Trade to your business model is good for your business.

- A. You have someone else working to bring you sales.
- B. You need knowledgeable partners who know specific, international markets best.
- C. Your direct consumer sales are low and you have room to expand into other markets.
- D. You are prepared to re-price your products to enable **Commissions** or **Net Rates** to be made available to partners to increase your market reach.
- E. You want to do less work.
- F. You have a German speaking staff person this season, so you want to offer services to German travelers.
- G. You're an excellent tour guide, but if growing your business means more time on sales and administration, you'd rather be guiding.

If you selected **E** and **F** these are not good reasons to work with the Travel Trade. Working with the Travel Trade may mean you have more work because you have more clients. The language your staff speaks does not mean your product is a match for the geographic market where that language is spoken.

No matter what reason you choose, remember it is the Travel Trade that is responsible for ensuring their clients are getting the experience that they want. Therefore it will be up to the Travel Trade to decide whether your business and the experience it offers is something they want to sell to their clients.

D. What are the Trade Ready Standards?

The Pan North Tourism Marketing Consortium (PNTMC) has defined the following Trade Ready Standards to help the tourism industry work more successfully with the Travel Trade in international markets. The Standards are:

Trade Ready Standards

The Market Ready Standards plus the following criteria:

Trade Ready refers to a business that markets to and through the Travel Trade distribution sales channels; understands Commission or Net Rate pricing; agrees to Trade booking and cancellation policies.

- TR1.** Has been Market Ready for at least one year, or has successfully operated a tourism business working with the Travel Trade.
- TR2.** Offers wholesale (net/commissionable) rates to **Travel Trade** throughout the negotiated time period, provides these rates at least one year in advance of the selling season and guarantees those prices during the selling season.
- TR3.** Responds within 24 hours year-round to requests, inquiries, **Reservations** and cancellations from Travel Trade.
- TR4.** Has Trade-oriented booking, payment and cancellation policies for groups and **FIT** bookings.
- TR5.** If participating in Destination Marketing Organization-led Travel Trade **FAMiliarization Tours**, is prepared to offer a shared investment and/or reduced pricing (complimentary) in hosting Travel Trade.
- TR6.** Provides image/rich media files in a format required by the Destination Marketing Organization or **Receptive Tour Operators** for marketing purposes along with up-to-date product descriptions/information sheets.

Tourism Suppliers that are Trade Ready...

- Have been in business for more than one year.
- Provide a consistent delivery of service.
- Have effective communications.
- Operate quality and safe experiences.
- Understand price integrity, product reliability and more.

In this section we learn more about how the Travel Trade works in Canada, marketing opportunities and benefits of working at this level. First let's consider if working with the Travel Trade is right for you.

E. Tourism Distribution Sales Channels: The Players and their Roles

Remember that diagram depicting the Distribution Sales Channels?

The term **Distribution Sales Channel** refers to the different ways that tourism products are sold to the consumer. As a **Tourism Supplier**, you can choose how to reach and sell your experiences to the end consumer. Your decision depends on several factors including but not limited to:

- the reach that is possible within your current marketing budget,
- whether you have existing international connections, or are willing to develop connections within the geographic markets you wish to sell in, and
- whether you can sell some of your inventory direct to the consumer and some through the **Travel Trade**, or you want to work completely with the Travel Trade.

When you make the decision that you want to work with the Travel Trade, whether that is in your plans as a start-up and after operating your business for a few years, or you want to now expand into **Travel Trade Distribution Sales Channels** — that is when you should be prepared to price your experiences and services accordingly.

As a basic guideline, the farther away you are from the target market, the more players there are involved in the Distribution Sales Channel. If you wish to reach international markets, often you will do so via the Travel Trade so you can sell more effectively in overseas markets.

NOTES:

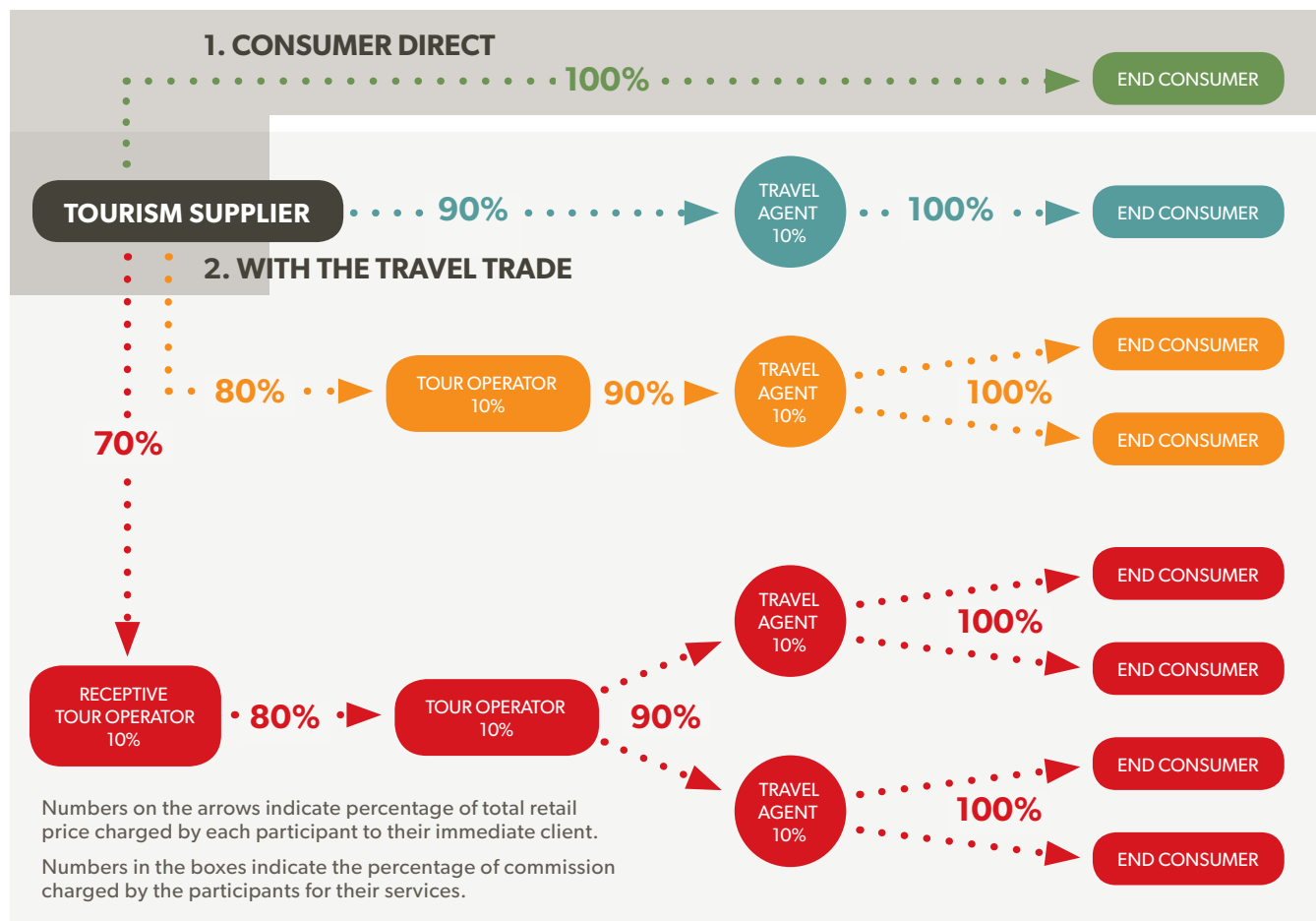


F. What are the Different Distribution Sales Channels?

From the Distribution Sales Channel diagram, you can see that whether you sell directly to the consumer or through the Travel Trade, there are various Commissions or options depending on your experiences, markets, volume and ability.

The percentages noted for **Commission** are presented as an industry standard and may vary depending on volume, available inventory and the specific terms of each travel trade partner contract.

PRICE INTEGRITY IN TOURISM DISTRIBUTION CHANNELS



Market Ready Trade Ready

As you can see, you are either making 100% of the retail price when you sell direct to the consumer or, you have budgeted into your pricing either commissions or discounted rates that you'll extend to the **Travel Trade** when they successfully book a customer with you. Only then will you pay the commission or sell at the discounted rate. There are no retainers, no on-going service or management fees with travel trade partners.

G. What is Price Integrity?

Imagine you are the consumer. Through a **Receptive Tour Operator** you find a trip to a Wilderness Fishing Lodge in the NWT. You also do your own research and you are able to find the same experience direct with the **Tourism Supplier**.

Price integrity means that the consumer should find the price on the tourism supplier's site is similar to that of the **Travel Trade** offer. What you need to remember is that you will not receive the same amount of money if your product is sold via the Travel Trade, since you will either pay a sales **Commission** or sell at a discount (**Net Rate**) to your travel trade partner. The commissions compensate the Travel Trade for the value of their marketing and networks and for making a sale for you. If you 'under price' your travel trade partner, or promote the same experience direct to consumer at a lower price point, you do not have price integrity and may jeopardize your trade relationship.

Another way to explain this, is that when you work with the Travel Trade, you offer a negotiated rate to your travel trade partner, that the travel trade partner will price accordingly and sell in their markets. The negotiated net rate to the travel trade partner, plus their own mark up, should result in the published retail price for the consumer being the same or similar, regardless of which avenue the customer chooses to purchase your product, or where they are located.

The Travel Trade will want to ensure that the end price to the consumer is similar to your retail price on your website.

You will learn more about pricing strategies, rates and commissions in Section L re: Travel Trade Standard TR2.



H. Benefits of Working with Travel Trade

Every business will have a different perspective of what constitutes 'beneficial'. There are many benefits to working with the Travel Trade such as:

- A. **Expanding** your marketing reach and customer base. If you cannot afford to invest in entering new markets, working with **Travel Trade** helps promote your product in those markets and there are no administration fees or retainer fees — you invoice at a discount (**Net Rate**) after the sale has been made.
- B. This is a **success-based marketing** model. The Travel Trade continually makes efforts to promote your business. If you enter into a contract with a travel trade representative, your product will be promoted internationally, on websites and in their publications, translated into different languages and presented to international buyers, at no cost to you — not until there is a paying customer. See 'commissionable rates' in Section L, Trade Ready Standard (TR) 2.
- C. Working with the Travel Trade **builds diversity** in your market segments and can support earning revenue from many markets. Diversifying your markets through the Travel Trade is one way to build your business, as you do not have to rely on a single source or market.
- D. The Travel Trade **follows the trends**, and knows what their customers want. It is the business of the Travel Trade to know what is happening in the world of Travel, to stay abreast of trends and changes in markets, and to know how travellers are making their travel decisions. As such, the Travel Trade can help you stay informed. Meeting the needs of the customer in other markets is a win/win — for you, the TravelTrade and the customer.
- E. Working with the Travel Trade **reduces your administration time** per customer when booked through the Travel Trade. Where the Travel Trade will handle all the sales, administration and booking/payments with the consumer, your task is to welcome and service the guest and invoice the Travel Trade at the net price, as per your agreement. The Travel Trade will pay you within the negotiated time frame and the agreed upon form of payment.

- F. **Reallocated Marketing Costs.** Generally, businesses will allocate about 5 to 15% of their total business expenses to marketing activities. When working direct to consumer your business incurs marketing expenses all up front, regardless of how many sales you make. But working with the Travel Trade means that the investment they put into marketing your business is only paid when they make successful sales for you. In charging your trade partner a net rate (allowing them room for mark up or **Commission**) your marketing fee is paid at the time of sale. When you sell through both these **Distribution Sales Channels**, your retail price includes the travel trade markup, which means that your consumer direct sales allow more profit for you.

Examples of how a travel trade relationship can expand your marketing efforts

The time, travel, energy, marketing dollars and networking you would have to do in foreign markets with different consumer protection laws, cultures and currencies would be expensive. Working with the Travel Trade leverages their time, networking, marketing and knowledge to work on your behalf — for no cost except when they bring you business.

Here are other examples of how a travel trade relationship can expand your marketing efforts:

- Imagine attending a world tourism marketplace show in the UK with 5,000 booths and 50,000 tourism industry professionals. You would have to make a hefty marketing investment to make a unique impression. The Travel Trade is already there.
- The Travel Trade has an established clientele — they already have a reputation and relationships in key markets that you can benefit from, offering greater exposure for your product / service — and at no cost to you — until there is a sale.

H. Benefits of Working with Travel Trade *continued*

Activity:

In this multiple choice activity, please choose the best answer that applies:

Expanding into the **Travel Trade** is an option for your business. Knowing the benefits of working with the Travel Trade, you:

- A. Are keen to have someone else lead international marketing for you through their networks.
- B. Are pleased to know that the Travel Trade understands all the consumer protection laws in your desired markets.
- C. Are looking for someone to give you insight into trends from emerging markets that they sell in and advise you if it's a fit for your experiences.
- D. Appreciate that through the Travel Trade, there will be expanded administration and marketing efforts on your behalf, as the trade will build awareness and confirm guests from international markets for you.
- E. All of the above.

There are several benefits to working with the Travel Trade and these are just some of them. There is also a lot of effort required to make your tourism operation 'Trade Ready'. 'Trade Ready' standards will give you the tools and information to help you prepare for partnering with the Travel Trade.

In the coming sections of this module, we will explore how pricing, rates structures, commissions and other Trade Ready Standards are built, with helpful links, examples and activities to support your understanding.

Best Answer

The correct answer is **E**.

NOTES:



I. Exploring Trade Ready Marketing Programs

Travel Trade Shows

One example of a **Trade Ready** marketing program available to Trade Ready **Tourism Suppliers** are Travel **Trade Shows**. Trade Ready tourism suppliers who want to work with the trade are able to participate in these shows, targeting the travel trade buyers of Canadian tourism product.

Every year, our national marketing organization, **Destination Canada**, hosts Canada's premier international tourism marketplace, Rendezvous Canada, matching international buyers with sellers of Canadian tourism products. Over 1,500 industry professionals gather annually to learn about what is new in Canada and how key and emerging market trends are affecting buying and selling tourism products.

Remember in Module 1, we identified the international markets that Destination Canada targets. It is from these markets Destination Canada invites buyers to Rendezvous Canada.



How does Trade Readiness relate to travel trade shows?

Imagine participating in an event where over 3 days, you have pre-arranged 15 minute meetings with travel trade buyers who are actually interested in your product and who represent the market you want to sell to.

Bringing buyers and sellers together is a huge investment on the part of Destination Canada and your DMO. When they arrange for travel trade shows they are enabling pre-arranged introductions of buyers and sellers for business transactions to take place.

When your local **DMO** is working with Destination Canada to identify Trade Ready tourism suppliers from within their territory, they know the travel trade buyers are investing their time and money to come and meet you, and that these buyers expect you to be Trade Ready.

Tourism Suppliers who wish to participate, will be required to complete an application to Destination Canada and undergo an approval process. This is where demonstrating Trade Ready standards comes into play. Meeting these Trade Ready standards will help your DMO assess your readiness to participate. Your territorial DMO works with Destination Canada to complete a Trade Ready assessment.

Success in these events may provide opportunity to participate in other national marketing of Destination Canada.

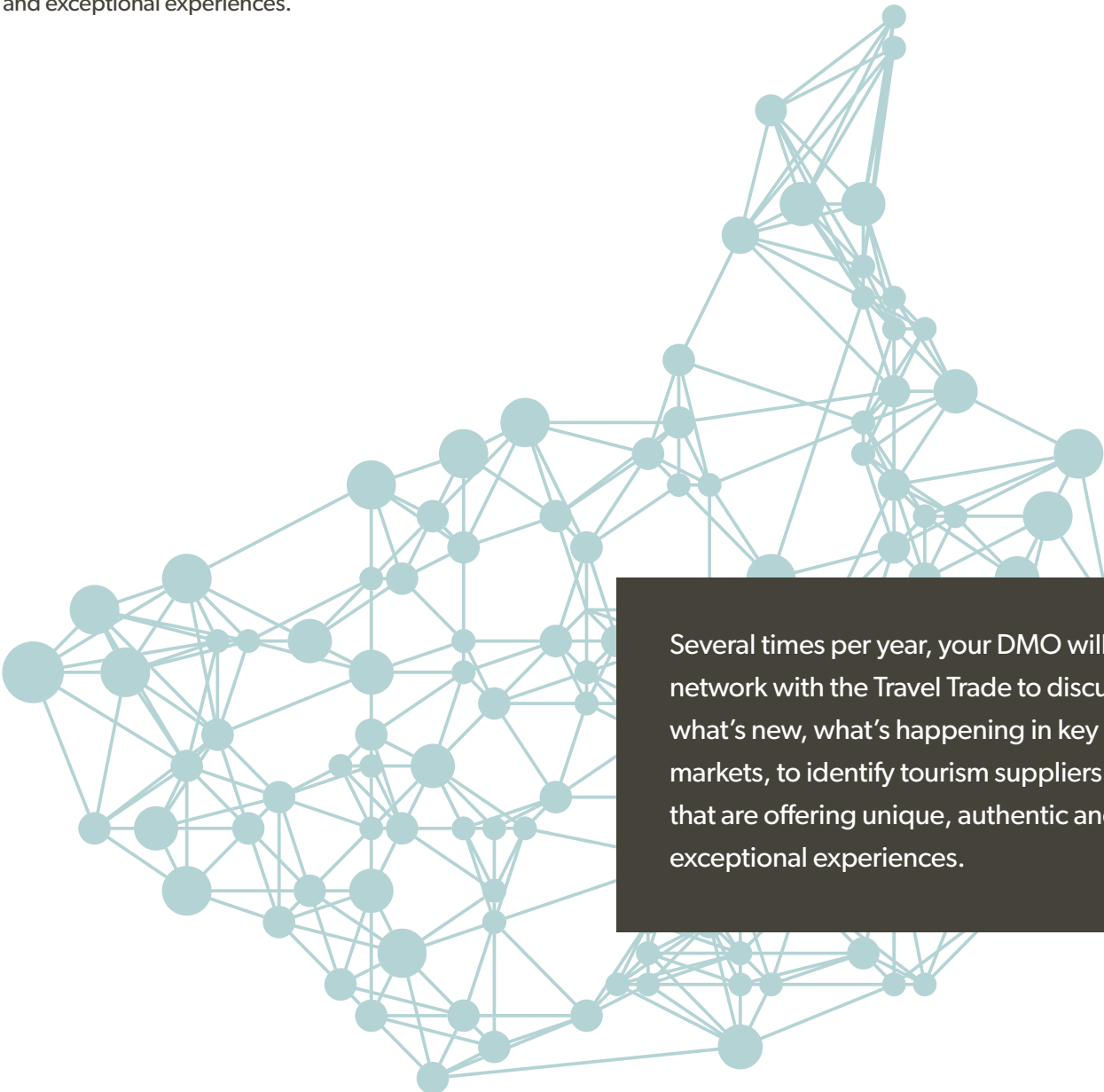
Other international travel trade shows or marketplaces can be found on the DC website here:
en.destinationcanada.com/resources-industry/Trade-shows-events

J. What Does the Travel Trade Need from Tourism Suppliers?

The Travel Trade needs Suppliers that can provide a consistent, quality product with competitive pricing, while operating within recognized industry standards.

They look for supplier partners who are fully licensed, insured and who understand how to work with **Tour Operators**. Several times per year, your **DMO** will network with the **Travel Trade** to discuss what's new, what's happening in key markets, and to identify **Tourism Suppliers** that are offering unique, authentic and exceptional experiences.

The Travel Trade shares with your DMO any new developments in key markets, what their customers are looking for, or new areas of interest for that travel trade partner. This information is used by the DMO to help trade ready tourism suppliers in their Territory understand what is happening in their markets that may affect their business, and facilitate introductions for new business opportunities with trade ready suppliers.



Several times per year, your DMO will network with the Travel Trade to discuss what's new, what's happening in key markets, to identify tourism suppliers that are offering unique, authentic and exceptional experiences.

K. Why Your DMO Looks for Trade Ready Suppliers

Being recognized by your DMO as Trade Ready means your DMO can confidently refer you as a Trade Ready Tourism Supplier to a potential travel trade partner.

This is no different than if you were asked to provide a job reference for someone. Your **DMO** needs some way to ensure you understand the unique needs of the **Travel Trade** before making a reference.

It will be up to you and your travel trade partner to determine whether there is a benefit to entering into a business agreement, contract or deal. Ultimately it will be the Travel Trade who will decide if they will carry your product.

These Trade Ready standards will help you prepare to meet their business expectations.



NOTES:



L. Breaking Down the Trade Ready Standards

Trade Ready 1 (TR1)

Has been Market Ready for at least one year, or has successfully operated a tourism business working with the Travel Trade.

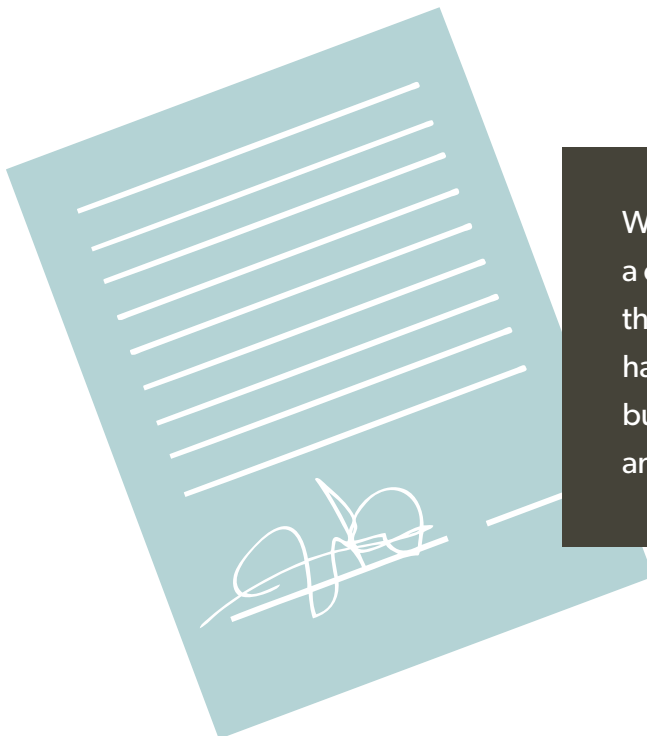
Why is it important?

When the **Travel Trade** enters into a contract with a **Tourism Supplier**, they need to know that the Tourism Supplier has experience in running his/her business and managing its sales and administration. They need to know if the tourism supplier has a good reputation for safety, quality and reliability.

With this in mind, established tourism suppliers may find it easier to demonstrate their readiness to their travel trade partners if they have had at least one to three years in business. New tourism suppliers may not be eligible to work with the Travel Trade until they can establish their own reputation and build confidence with the Travel Trade by demonstrating good business practices.

How to demonstrate evidence of your experience?

How does a company demonstrate that they have been Market Ready for at least one year? Your **DMO** is one way the Travel Trade can learn more about your company and its successes. The Travel Trade may ask you what markets you currently operate in or what other travel trade partners you currently have. They may also ask you about your policies and pricing structures. All these questions will help the DMO and/or the Travel Trade understand your ability or 'readiness' to be working with the Travel Trade.



When the Travel Trade enters into a contract with a tourism supplier, they need to know that the supplier has experience in running their business and managing their sales and administration.

L. Breaking Down the Trade Ready Standards *continued*

TRADE READY 1

Activity:

The following activity is multiple choice. Please circle all the answers that apply.

You have been in business for one year and have been working with the **DMO** since you started. You have all your licenses, marketing materials and are considered Market Ready with your DMO. As you consider working with the Travel Trade, the Trade will want to learn more about your business.

They will assess your readiness or fit with their programs by:

- A. Searching customer reviews on social media and trip review sites.
- B. Asking the DMO about your business — your activity, products and years in operation, service quality.
- C. Visiting your property and sampling your experience.
- D. Assessing your branding to see if it's relevant to their customers.
- E. Discussing your prices and asking for commissionable rates.
- F. Asking your neighbors if you are nice people.
- G. Comparing you to your competitors and what they offer.

All of the above, except F. These choices are tangible relevant ways that the Travel Trade may assess your readiness to work with their company. They are looking for evidence of safety, satisfaction, reliability, credibility and more. Staying in touch with your DMO and encouraging your customers to use trip review sites is a proven way to build credibility in tourism.

Best Answers

NOTES:



L. Breaking Down the Trade Ready Standards *continued*

Trade Ready 2 (TR2)

Offers wholesale (net/commissionable) rates to Travel Trade throughout the negotiated time period, provides these rates at least one year in advance of the selling season and guarantees those prices during the selling season.

Why is it important?

The **Travel Trade** is in the business of building **Tariffs** (or rate sheets), websites and marketing campaigns well in advance of the selling/operating season (12 – 18 months). These vacation packages and components are then promoted through **Travel Agents** and **Tour Operators** to the consumer that is planning his/her vacation.

For example, the Travel Trade will seek prices from their **Suppliers** in the early fall of 2016 for the following summer travel in 2017. These prices must be guaranteed for any bookings the Travel Trade makes with the **Tourism Supplier** for that time period. Prices cannot fluctuate after they have been agreed to and pricing arrangements will be reinforced in writing or in contracts.

As indicated in the **Distribution Sales Channel** diagram earlier, the rule of thumb in calculating your **Net Rate** to the trade is to allow 20% – 30% commission (or discount). If your published price is \$1,000, then your negotiated price to the Travel Trade will be \$700 or \$800 once the commission is considered. While working with your travel trade partners to negotiate rates, you are working to ensure price integrity for the end consumer of your product; however negotiations with each travel trade partner may vary and are strictly confidential, between you and your travel trade partner.

How to demonstrate evidence you are Trade Ready?

Pricing, policies, rate cards, etc. are all tools that the Tourism Supplier may be asked to provide by the Travel Trade at the time of a business appointment, sales call or in relationship building. Ensure you are ready to talk about how you will manage your agreement and guarantee delivery of your services.

Now let's explore the differences in rate structures and what they mean.

Commission, Net and Retail Rates

1. Commissions are what a tourism supplier, airline or tour operator pays to a travel agent following the guaranteed booking of their product.

After a tourism supplier or tour operator has been paid by the travel agent, who was paid by the consumer, they can then send the travel agent a cheque in the amount of 10% of the total price of the product assuming this is what was negotiated. This is a **Commission**.

2. Net Rates or **Net Prices** are what a **Receptive Tour Operator** or **Travel Wholesaler** will require of a tourism supplier. They do not get paid Commissions nor will they undergo the administrative burdens dealing with commission cheques from tourism suppliers.

The difference between the supplier's retail price and the travel trade net price, is the amount the Travel Trade retains to cover their costs for marketing and selling a tourism suppliers product.

3. The Retail Rate of a product is the amount that the end customer pays and as a Tourism Supplier your goal is to be similar across all Distribution Sales Channels. For example, a customer should pay a similar retail price if they book direct with you or through your partner, or through the Travel Trade regardless of where your partners are located.

The following sections will provide examples of how to develop pricing for the Travel Trade and how they set and negotiate rates.

L. Breaking Down the Trade Ready Standards *continued*

Pricing your Product

A product must be priced so that it is affordable for the **Tourism Supplier** to provide the product and still make a profit, and is competitive for the **Travel Trade** to sell. The travel trade's selling price for your product should be similar to the published **Retail Rates** you offer direct to the consumer.

Being competitive

Understanding how to price your experience so it will sell means knowing what your competition is charging and what consumers are willing to pay.

- What are you selling and who is also selling in your marketplace?
- How much are your competitors charging for similar experiences?

- How much are consumers willing to pay for the experience?
- Who do you want to help you sell your product and what are their negotiated rate needs?
- What is your profit margin? Remember not to price yourself out of making a profit. Always pay yourself first, then estimate the **Commission** rate structure for your Travel Trade partners.

As a general rule:

- **Travel Agents** are paid a 10% commission from the **Tour Operator**, or directly from the **Tourism Supplier** when they book direct.
- Tour Operators are provided a 20% net discount from the retail rate.
- **Receptive Tour Operators** and Tour Wholesalers are provided a 30% net - net discount from the retail rate which allows them to keep 10%, give 20% to the Tour Operator, who in turn keeps 10% for themselves and pays 10% commission to the travel agent.



TIPS TO PRICING – THE DOs AND DON'Ts

DO

- Get the price right for the market and compare it with prices offered by your competitors.
- Build a consistent rate schedule that the Trade can rely on and can be guaranteed during promotional and sales seasons.
- Ensure that your price will generate sufficient revenues or profit for you while still being attractive to consumers.
- Ensure that the validity date and all booking terms and conditions are clearly stated on all correspondence related to pricing.
- Ensure you maintain effective management and administrative practices so you know who you have distributed rates to and what you have agreed to so you are booking them based on your agreement.

DON'T

- Distribute rates intended for **Wholesalers** and Tour Operators to Travel Agents. Travel agents sell Tour Operators' packages and it is the Tour Operator who defines the price they will sell it at and the commission they will pay to the Travel Agent.
- Do not undercut your Tour Operator rates to sell direct to the Travel Agent.
- Consider commissions as a 'discount' or reduced profit to you, as though they are part of your marketing investments and the cost of doing business. 'Intermediaries' or the Trade do not work for free. They expect to be compensated for selling your products and experiences to their clients.

L. Breaking Down the Trade Ready Standards *continued*

A Calculating Exercise

It is critical to understand how you developed your rates so that you are able to clarify your pricing if requested, when **Selling Through the Travel Trade**. Remember the Travel Trade sells tourism products from around the globe and may have a price threshold in mind. If your price exceeds that threshold, negotiations regarding price may not always result in an agreement.

Calculating rates for Distribution Sales Channels — imagine that the:

The cost of your product for you is \$1000. This does not include a profit margin for you yet.

You mark up the base cost by 20% or \$200 and sell it at a retail price to consumers for \$1200. The \$200 or 20% that you marked up is the profit you will make on each sale.

However, you also want to sell your product through all of the **Travel Trade Distribution Sales Channels**. To do so, you must be prepared to pay your travel trade partners to help you sell your product.

To ensure that you cover all possible Distribution Sales Channels you will add a 30% profit margin onto your existing **Retail Rate**. This way, the **Receptive Tour Operator** will be able to share part of the 30% discount (or commission) with their partners in the Distribution Sales Channels in the markets they sell to. As well you will also be able to sell to **Tour Wholesalers** and **Travel Agents** in that Distribution Sales Channel.

You'll find a diagram on the following page of the **Commission** structures a Tourism Supplier would offer, or in other words, the net price that the travel trade partner in the Distribution Sales Channel will pay.

NOTES:



L. Breaking Down the Trade Ready Standards *continued*

Net Cost	Profit Margin		Sales Price	Sales Commission		Retail Price
\$1,000.00	20%	\$200.00	\$1,200.00	30%	\$360.00	\$1,560.00

Sales Channel	Retail Price	Commission	Total Commission Paid	Tourism Supplier Receives	Tourism Supplier Profit
Consumer Direct Sale	\$ 1,560.00	0%	\$-	\$1,560.00	\$560.00
Sale through Travel Agent	\$ 1,560.00	10%	\$156.00	\$1,404.00	\$404.00
Sale through Tour Wholesaler	\$ 1,560.00	20%	\$312.00	\$1,248.00	\$248.00
Sale through Receptive Tour Operator	\$ 1,560.00	30%	\$468.00	\$1,092.00	\$92.00

Remember, that your **Travel Trade** partners can bring you many clients, a larger volume of sales, and repeat business. Whereas when you only sell through your own business, your potential volume of sales may be less.

When you price your experience or product for Travel Trade, each time you make a direct sale to the consumer, your own profit margin is that much higher than if you didn't mark up for **Distribution Sales Channels**. Once you make the decision to sell through Travel Trade you should not reduce your retail price so it is less than the price for the same product (your product), that is being sold by the Travel Trade.

Activity:

Based on the pricing example above, please select the best answer:

What is the retail price for your tourism product after you have added your profit margin?

- A. \$1560.00
- B. \$1000.00
- C. \$1200.00

If you want to sell through all Distribution Sales Channels, what percentage should you be prepared to mark up your retail price by?

- A. 10%
- B. 20%
- C. 30%

If you sell to Tour Wholesalers and not via a Receptive Tour Operator, how much profit will you make on each sale?

- A. \$404.00
- B. \$92.00
- C. \$248.00
- D. \$560.00

All C.
Answer

L. Breaking Down the Trade Ready Standards *continued*

Trade Ready 3 (TR3)

Responds within 24-hours year-round to requests, inquiries, reservations and cancellations from Travel Trade.

Why is it important?

The business of selling travel is highly competitive and customer service is critical to attracting and retaining clients. When the **Travel Trade** has a consumer at their desk and they have to call a **Tourism Supplier** for information, they are expecting the information to be provided immediately or within 24 hours of the inquiry. Failure to provide the information that the **Travel Agent** or **Tour Operator** needs to sell your products may result in the loss of the booking to your business.

Always remember that your client is your travel trade partner. Their client is the consumer who they sell your product to. That consumer does not become your client until they show up at your “door” for their **Reservation**. When the Travel Trade asks you a question regarding your product, they are asking on behalf of all the potential clients they have sitting at their desk and may send your way in the years ahead. If you don’t respond the Travel Trade may lose the sale, the consumer may choose to book elsewhere, and you may jeopardize your partnership with the trade.

The Travel Trade distributes their **Tariffs** or programs to potentially hundreds of selling partners to publish and promote. It is important that the availability, booking terms and the prices published are valid during the specified period when partners are actively selling the tourism product.

The Travel Trade also realizes that not all **Suppliers** may be able to provide a confirmation of their services within 24 hours where the experience includes other tourism suppliers’ experiences.

What is important for the Travel Trade is that you acknowledge their request within 24–48 hours and you tell them when you plan to provide them with the level of detail they have asked for.

How can I provide evidence or demonstrate that I meet this Standard?

The details of the agreement you establish with your travel trade partner are your business. However when a tourism supplier does not adhere to the Trade Ready Standards, your **DMO** will hear about it and it may affect how they refer you in the future. The Travel Trade may lay a complaint with the DMO in hopes that the Tourism Supplier will improve their readiness, or they may decide to discontinue the partnership with that tourism supplier.

Demonstrating that you can meet the requirement to respond within 24–48 hours is done by responding to all inquiries and bookings as soon as possible. This includes all inquiries and bookings made by your DMO, who is working to promote the territory and your business through the facilitation of media and Travel Trade Familiarization (**FAM**) tours.



L. Breaking Down the Trade Ready Standards *continued*

Trade Ready 4 (TR4)

Has published Trade-oriented booking, payment and cancellation policies.

Why is it important?

As previously stated, booking, payment and cancellation policies are an important element of being able to sell direct to consumers. However, when selling to the **Travel Trade**, your policies and processes will need to align with their operational policies and payments. Now you have an 'intermediary' as a partner and they have their own administrative and management processes and responsibilities, including legal responsibilities in other countries where they sell your product.

Your booking, payment and cancellation policies must be flexible and risk free for the Travel Trade partner who is trying to sell your product and send you business. It is your responsibility to ensure that all your experienced **Tourism Suppliers** and partners also understand the **Distribution Sales Channel** and are willing to work with you to meet the needs of your travel trade partners.

How do I provide evidence?

Evidence is provided in the form of policies and practices that you would share directly with the travel trade partner or make available on your website. Through the Self-Assessment Check list and requested documentation your DMO will be able to recognize you as Trade Ready to potential partners.

Booking and Payment

Tourism Suppliers must be sure that they can properly track and account for their costs and revenues. It is recommended that you consult your bookkeeper or accountant to set the prices for your different Distribution Sales Channels and to understand the sales volumes you need through each channel to meet your business objectives.

As with most aspects of dealing with Travel Trade, requests for certain booking and payment terms can vary. It is important to have these discussions with your potential travel trade partner early to ensure that you understand their expectations and can work within those expectations.

International Banking

In relationships where you receive many bookings through a travel trade partner, it is recommended to set up a bank account where the Travel Trade can wire payment directly to you. How you receive and accept payment will be part of the negotiations with your travel trade partner.

Deposits, Cancellation and Penalties

In the event of a cancellation, tourism suppliers must determine how much notice they will require to release a **Reservation** made by the Travel Trade. The Travel Trade will expect to have their reservation held for them without a deposit.

Your policy needs to consider how best to work with the Travel Trade to help them sell your product in their packages without incurring penalties for trying to do so. They will work with you so they do not incur penalties on behalf of consumers who change their mind, or fall ill and can't travel.

When considering your policies, think about whether or not you are going to be able to resell the space and if so, how much time do you need to sell it yourself if your travel trade partner hasn't, and how much notice of cancellation you therefore need from your travel trade partner.

If they are selling to large groups and have a larger inventory on hold with you, (i.e.) **Block Bookings**) you should factor into your policy more time to resell this space yourself.

If they are selling to individual travellers (non-group) and booking one space at a time, you may not require as much time to resell that space and may have a more lenient policy.

If they sell to both group tours and individual tours, you may need to develop a policy for both types of bookings.

Travel Trade will require flexibility from their tourism suppliers regarding the tourism suppliers' policies.

L. Breaking Down the Trade Ready Standards *continued*

Validity dates, seasonal conditions, different categories

When **Selling Through the Travel Trade**, it is important for the Travel Trade to be able to price a package or product for a specific period of time and know exactly what sort of experience and items are included at that price. Therefore it is essential that the **Tourism Supplier** consistently provide what was agreed to with their travel trade partner.

If you are operating a tour in the summer at a set price, and in the fall you still offer the tour but clients don't get to see several of the sites or attractions that you were able to include in the summer, the Travel Trade needs these details so they can position their marketing accordingly so no false expectations are set with their consumers. And don't forget the consumer laws in other countries require your travel trade partners to deliver what they promise and promote. If you fail to deliver, they may face penalties in other countries, and this may then affect your business relationship with them.

Policy Development Planning

When developing or updating your policies, please think about the following as guidelines to finalize your policies:

- Seasons of operation, dates prices are valid (from – to); **Blackout Periods** — anytime during your operating season that you know you will not be operational, or you are booked for another event, etc.
- Do you have a minimum number requirement or maximum number threshold?
- Do you offer child or youth rates? (i.e.: 12 years and under get 50% off.)
- Provision of extra bed/cot in same room? Extra costs?
- Are your prices per person or per room? Per vehicle? Per aircraft or per seat? Etc.
- If having to use a larger vehicle for example, have you explained the cost increase clearly?
- What size is considered a group tour? More than 6 persons? More than 20 persons? More than 10 rooms?

- Can you offer the tour escort a free room when they book a group of more than 10 rooms? For one night? Or all nights?
- Can you offer the same for a language translator/escort?
- Precisely what is included in your price?
- What is not included? Remember — to keep things simple for the sales channels, only present inclusions that may be guaranteed every time, or, be prepared to offer substitutions of similar product/experience and price when necessary.
- Are there arrival and departure times set in your product — this helps Trade understand exactly when they need to book airfares and any other components to match up with your schedule.
- Are there any special equipment requirements clients are expected to bring? Can they rent or purchase these if they want or need to when they reach you?
- What out-of-pocket expenses can you not estimate or guarantee in your package or product price and that clients will have to pay when here? For example — extra kilometres with a car rental, fishing license, camping gear rentals, meals, etc.

Policy re: Payments for **FIT** bookings and/or group tour bookings:

- Deposits — do you need one? If so when? Is it refundable or not? Why do you need a deposit?
- Guarantees — when do you need a firm commitment? When should you ask for a non-refundable payment? When do you need final payment?

Have you booked anything with another **Supplier** that is non-refundable?

- How will you accept deposits and payments?
- What will you do if you need to cancel the booking? How will you refund payments already made? Clients booking through the Travel Trade do not always have the flexibility to change their travel plans and come back another day.

L. Breaking Down the Trade Ready Standards *continued*

Trade Ready 5 (TR5)

If participating in Destination Marketing Organization (DMO)-led travel trade familiarization (FAM) Tour, is prepared to offer a shared investment through reduced pricing or complimentary services when hosting Travel Trade.

Why is it important?

The marketing programs undertaken by your **DMO** cost millions of dollars in an effort to drive consumers to the destination. In helping the **Travel Trade** understand the destination, DMOs will often organize a familiarization **(FAM) Tour**.

A Travel Trade (FAM) familiarization tour hosted by the DMO is intended to introduce **Tourism Suppliers** and their experiences to the Travel Trade buyers who want to build and sell northern Canada vacation experiences in their markets. For that reason your DMO looks for tourism suppliers willing to share the investment they are making to bring a buyer to you. You can do this by offering reduced or complimentary rates. This will help you show your commitment and interest to connect with buyers.

Your DMO has a fixed marketing budget and bringing buyers to Canada's North is expensive. Your DMO can bring more buyers if their costs are reduced by your shared investment (reduced rates).

Tourism Suppliers who consider a DMO hosted FAM as a revenue generating opportunity (they want to be paid full price to host the Travel Trade) are missing the point and may be risking future participation in travel trade FAMs.

How can I provide evidence of this Standard?

Trade ready suppliers that want to participate in travel trade FAMs could consider taking a proactive approach with their DMO, to ensure that they are recognized as a supplier who is Trade Ready, who wants to participate in travel trade FAMs and is willing to share in the investment with the DMO for this highly qualified sales opportunity. Completing the Business, Market and Trade Ready Self-Assessment Checklist and submitting it to the DMO is one way to achieve that recognition.

Market Matching

Travel Trade FAM Tour participants are vetted by the DMO and FAM Tour itineraries feature those experiences and Tourism Suppliers who are Trade Ready and have a product that matches the experiences being sought or specific requests by the Travel Trade. This consideration is referred to as a product — market match.

For the Travel Trade, there is no better way to understand an experience or learn how that tourism business is managed than through a FAM Tour. The impressions made through these opportunities can be the start of a long and beneficial business relationship... or the end of one if your experience and service is not of the quality required.

Hosting a Travel Trade FAM

Travel Trade FAMs are about facilitating business-to-business relationships (B2B) and therefore it is important for you to understand as much as you can about the Travel Trade representatives that you will meet so you can speak specifically about their market and their types of clients when referring to your experiences.

How to Prepare

The Travel Trade is on the FAM to experience many different products and learn about the sights and logistics of travel in the north. They may not have time to participate in a full tour, or perhaps see all of your experiences.

If you are called upon to participate in a FAM Tour, be sure to ask about who is coming and what they are looking for and how long they will be with you. That way you can prepare to present what is important to them. If the market they represent is not a fit, don't hesitate to say "no".

If you say yes, this is the most important introduction you can have with a travel trade potential partner. First impressions are lasting impressions.

L. Breaking Down the Trade Ready Standards *continued*

The following chart is provided as a best practice resource for Tourism Suppliers participating in FAM Tours.



How can your territorial Tourism DMO help you?

- The **DMO** prepares a detailed travel itinerary for the Travel Trade FAM guests.
- They contact **Tourism Suppliers** who have the experiences sought, who are available and who are Trade Ready.
- They may accompany the **Travel Trade** during the Trade FAM Tour to ensure that the products and experiences are delivered as promised and pre-arranged.
- They introduce your Trade Ready product to the **Receptive Tour Operators** and **Travel Wholesalers** in key markets.

L. Breaking Down the Trade Ready Standards *continued*

Activity:

The scenario:

Your **DMO** has invited you to participate in a **FAM Tour** of six UK Tour Operators visiting Canada's North, to add outdoor adventures to their products sold.

They are visiting in July, have one week in total, to see "everything". Your DMO would like you to present to them your four-hour tour. However, they will only be able available with you for two hours.

You have other tours you'd like to show them, but not the time.

How will you prepare to make the most of your two hours with these buyers?

What will you do when they visit?

What will you do before they arrive?

What will you do after they have left?

L. Breaking Down the Trade Ready Standards *continued*

Trade Ready 6 (TR6)

Provides image/rich media files in a format required by the Destination Marketing Organization or Travel Trade for marketing purposes.

Why is it important?

The **Travel Trade** publishes and distributes **Tariffs** (rate sheets) that include information about all of the products they sell. They build websites and partner with marketing agencies to produce visually enticing promotional materials that inspire the consumer to want to visit. Additionally, the **DMO** may be building materials to promote your business or the overall destination in trade show forums and will need access to current, desirable and high-resolution files.

How to do I provide evidence of compliance with this standard?

By providing a copy your images to the DMO and the Travel Trade.

Helpful Tips on What Types Of Images to Share?

Today's tourism promotional images should be current (1-5 yrs old), shot in 300 x 600 dpi and represent the experiences and what the visitor will see when they are with you. A higher resolution may require uploading via DropBox, or another free file transfer service. Remember that in print media, especially if photos are to be reproduced in larger formats — the higher the resolution, the better the quality.

- Sharp quality images are the most important visual element. A low-resolution image will not be effective in conveying a strong message. Choose pictures that reinforce what you want to say. If you are hiring a professional photographer inform them of how and where these pictures will be used.
- Include people in your photographs, if appropriate, as they can be effective in drawing readers in. People taking part and enjoying themselves in particular activities can help readers to visualize themselves at your location.
- Images today that resonate with consumers may be shared via social media, published in a magazine about the destination, featured on a travel trade partner's website and more. Having rights-free images protects the travel trade partner from litigation if they were to use an image with restricted rights. Rights free images also allow the Travel Trade partner the flexibility to position the image as necessary in whatever promotions they develop about the product or destination.
- Communicating to your "models" what the image will be used for as well as having a photo release is especially important for people under the age of 19. Their parents' consent must be obtained.
- If you need to use someone else's images you must also ensure that you have the proper permission for use especially if you are sharing it with your Travel Trade partners and DMO.
- Avoid using images of performing artists unless they are part of all your trips, itineraries and experiences. Use food images only if on the menu.
- If your product includes accommodation, include a picture of the rooms that guests will be staying in, any public spaces — restaurants, lobby or other. These are the selling features of your product. A nice view from the front of the accommodation or a picture of wildlife does not provide the consumer or Travel Trade with what is needed to make an accommodation decision.

L. Breaking Down the Trade Ready Standards *continued*

Preparing a Tourism Product Description for Travel Trade

When working with **Travel Trade**, **Tourism Suppliers** should provide detailed product information and images for the Travel Trade to tailor and include in their **Tariffs** or marketing materials. Tourism Suppliers generally provide flat sheets with digital rights-free images to describe their products. A flat sheet is a one-page document branded with your logo and key contact information. It is intended to be a quick reference document with limited and targeted information compared to your website.

Consider details such as:

- Location — If an accommodation, distance from major attractions, shopping and dining.
- Rooms — what's included? Coffee maker, hairdryer, tub or shower, breakfast, what can be rented on site by the clients and price of rental (cot, safety deposit box, etc.).
- Location of where the tour will start and how they will get there.
- Duration — of the experience, from airport to hotel, from hotel to tour site, length of days of travel, anticipated number of stops.
- Any safety issues, requirements for liability waiver, special skills or experience necessary (i.e.: beginner hikers, advanced hikers, must know how to ride a bike, how to ride horses, paddle a canoe, etc.).
- Age requirements or recommendations.

Local contact number that the Travel Trade can call in case of emergencies.

Once you have written a draft, ask for feedback from someone who knows your business in case they may include things you had not considered or, like typical Canadians, are too humble to state.

Remember — the flat sheet or Tariff you are going to present to the Travel Trade is not the same as the information you would present on your website. The flat sheet or Tariff will contain details that are about logistics, pricing and processes.



TIPS:

- Short sentences and short paragraphs make copy much easier to read.
- Keep your language simple and straightforward for the readers.
- Do not use acronyms without including the full written name the first time you use it.
- Testimonials — include one or two of your best customer comments to enhance their understanding of the quality of the experience.
- Bullets and asterisks help to emphasize important points or lists.

M. Conclusion

Congratulations on completing Module 3. You have now explored the business case and rationale for working with the **Travel Trade**. Completing this learning program puts your business one step closer to becoming recognized as Business, Market or Trade Ready. Providing evidence to your **DMO** of your readiness may require a combination of actions:

- Submitting a signed and completed Self-Assessment B/M/Trade Ready Check List to your DMO, and
- When requested, submitting proof or copies of your licenses, permits, insurance and policies, images, as relevant to your level of standard.

In pursuing **BMT Standards**, your DMO is working hard to bring more business to you, to raise the profile of your destination in key markets through the Travel Trade, improve the reputation of your Territory's destination and raise consumer confidence.

If after the workshop or completion of this workbook, you still require assistance to understand or meet any of the Business, Market and/or Trade Ready Standards, or you have other questions or comments about this program, your DMO would love to hear from you.

THANK YOU
*for doing your part to
achieve tourism success.*



NOTES:



Lined area for notes, consisting of 25 horizontal lines.

RESOURCES:



In Resources, you will find:

- A. Glossary of Tourism Terms
- B. Sample Policies
- C. Web Referrals

A. Glossary of Tourism Terms

The following are the explanations/definitions relevant to the Business, Market and Trade Ready Standards and learning resources of the Pan North Tourism Marketing Consortium (PNTMC) (tradereadynorth.ca).

Blackout Periods: A period of time during the operating season when the travel product supplier's normal commission and discount structure is not available to the travel trade. This typically occurs in particularly high demand periods when the supplier closes its availabilities to the Travel Trade in order to sell all the available product directly to consumers.

Block Bookings: Block Bookings refers to inventory (either rooms or seats on trips, etc.), held without a deposit. Tourism suppliers must consider their requirements around whether a deposit would be needed to allow the Travel Trade to place a hold on inventory or a Block that they are trying to sell on your behalf (i.e. a Block of rooms or seats for a given date).

Commission: The compensation that a travel agent receives from a supplier in return for selling their products or services. Commissions are usually based on a percentage of the retail value of the transaction (i.e. 10%).

Consumer Show: Also known as Expos, tourism consumer shows are held throughout the world to showcase tourism products for travellers. Usually held in a large, open indoor area, the general public are invited.

Coupon: A document offering a saving or other benefit by purchasing a product. In tourism this is usually a saving on an attraction admission, a second meal free at a restaurant, etc.

Cut-off Date: The designated day when the buyer of services must release or add to the initial commitment of space. Usually this is the time when rooming or name lists, predetermined deposits and final payments are completed.

Destination Canada (DC): Formerly the CTC (Canadian Tourism Commission) — a public/private partnership, which promotes Canada's tourism product to the world.

Destination Marketing Organization (DMO): An organization dedicated to developing and marketing tourism, typically defined by a geographic or political area such as a town, city or region.

Distribution Sales Channels: It is the chain of businesses or intermediaries through which a good or service passes until it reaches the end consumer. It can include wholesalers, travel agents and/or receptive tour operators.

FAM Tour: Familiarization tour — a subsidized tour for travel writers, travel agents and other influencers to introduce them to a new or refined tourism experience/facility.

FIT Fly/Drive: Fully Independent Travel or Flexible Independent Travel — travel that is independent, not part of a group.

Fixed Costs: Any business costs, such as rent, that are constant no matter the quantity of goods or services produced.

Itinerary: The travel itinerary provided to a client by a travel agent or tour operator.

Liability Insurance: Coverage that protects a company from legal claims arising out of accidents or losses incurred by customers.

Low Season: That time of year when a travel company's tourist traffic, and often their rates, are lowest.

Net Rate: Generally the discounted commission industry norm (minimum of 10%) paid on the retail price of a **Travel Service** component or package.

Net-Net Rate: Generally described as more than a 10% discount average commission paid on the retail price. Usually given to those who resell the travel service component to travel agents or directly to the consumer such as wholesalers, tour operators, travel packagers, etc. The average net-net rate is approximately 20% to 30% of the retail-selling price of the travel component, and not in addition to the retail rate.

Operational Costs: These are the expenses related to the operation of a business including wages, advertising, supplies for tours, etc.

Peak: Those periods or seasons when a supplier's traffic or business volume is heaviest. The term also applies to those fares or rates that apply during those busiest periods.

A. Glossary of Tourism Terms *continued*

Receptive Tour Operator: Similar to a Travel Wholesaler and Tour Operator, a Receptive Tour Operator negotiates net rates with tourism suppliers and creates vacation packages for consumers that are sold through other Travel Trade partners. They create destination packages with Tourism Suppliers products, resell individual components and customize vacation programs for international Travel Trade partners or those not located in the destination. A Canadian Receptive Tour Operator may be located outside of the Province/Territory, located within the Province/Territory or within a specific region, city or town in the Province/Territory. A Receptive Tour Operator may develop and sell some of their tours direct to consumers; when they do this they sell at a retail price.

Retail or Rack Rate: The standard or retail selling price of a travel service component that is established, advertised and displayed. This rate is usually associated with the accommodation sector.

Reservation: Similar to the term “booking” and refers to the advance allocation of travel component space for a traveller.

Selling Through the Travel Trade: In the case of any travel component, i.e. attraction, accommodation, transportation services, etc., a commission represents an amount payable to the seller of the travel goods. Travel agents usually receive an amount averaging no less than 10% of the advertised or retail price of the service or goods. Wholesalers or tour operators generally receive a net-net price for the service and goods or a commissionable amount that is usually 20% to 30% of the advertised or retail price of the travel service and goods.

Staging Area: A hub or centre point where the final or closest routings to the point of departure are centred.

Tariff: A rate quoting sheet or brochure with descriptors of products offered. The Travel Trade will buy at the rates published in the tariff and then quote to consumers the retail selling prices.

TIAC (Tourism Industry Association of Canada): A tourism policy and advocacy group, headquartered in Ottawa.

Tour Component: A single travel service. Grouped together, tour components form a “package”.

Tour Operator: The person who negotiates rates from travel service suppliers, takes the components contracted, i.e. lodging, transportation, meals, sightseeing, transfers, etc., creates and organizes packages and offers them as a complete “package tour” to wholesalers, travel agents and consumers at either a retail, net or net-net price, and “operates” the complete package enterprise. A travel agent, a tour wholesaler and a receptive operator may all be one and the same.

Tourism Supplier: A tourism business operator, such as an accommodation property, attraction, etc.

Trade Show: A tourism industry convention where travel trade buyers have pre-arranged meetings with Tourism Suppliers of products in destinations that they may currently sell, or want to sell.

Travel Agent: A person who, in the course of business, sells or otherwise provides travel services to the public provided by another person or company.

Travel Trade: The Travel Trade consists of buyers and sellers of tourism product that either sell direct to the consumer or to other buyers. They consist of receptive tour operators, outbound tour operators, wholesalers, and travel agents.

Travel Voucher: Confirmation slip, advice notice or pre-payment instrument that is exchanged for the travel service that has been arranged for in advance by the Travel Trade for the traveller.

Variable Costs: The business costs that vary with the level of output e.g.: Meals for 4 passengers, or show tickets for a group of 10, etc.

VFR or Visiting Friends and Relatives: Leisure travel undertaken to visit friends and relatives.

Wholesalers: Located in overseas markets and have traditionally provided a link between travel agents and receptive tour operators or tourism product. Wholesalers purchase programs developed by Canadian based inbound tour operators or develop their own packages and itineraries for travel agents and consumers. These packages will usually offer transportation, accommodation, tours and attractions.

B. Sample Policies

Booking, Cancellation and Change Policies

A booking and cancellation policy is a means in which a business shows how it operates when accepting payment for confirmed services. It provides the buyer with the information they need to determine if they should make a **Reservation** now or later, or at all. Booking policies vary from sector to sector and business to business.

Consumer Transactions:

Having a consumer policy for direct bookings through your website protects you from frivolous cancellations – such as no-shows because they changed their mind and decided to stay at another hotel down the street. If a consumer risks losing money because of a cancellation penalty, they are more likely to stick with what they have already confirmed.

If your business does not issue cancellation penalties, then that is great for the consumer, but it may not be to your advantage, especially if you have made special arrangements to be available to operate your tour or called in staff specifically to accommodate the booking.

A. Deposits

When determining deposits, consider the value of your product or service and your ability to re-book the space should you have a cancellation.

Deposits, if cancelled well outside of the confirmed date, are generally refundable depending on the nature of the tour or accommodation.

Link to: [Consumer Booking Policy Examples](#)

Travel Trade Transactions:

Businesses wanting to work through the Travel Trade or Distribution Sales Channels will need to be prepared to negotiate their Booking and Cancellation Policy to meet the needs of the Travel Trade partner in the markets that they will sell your product for you.

Below are some examples of Booking and Cancellation policies of the Travel Trade (**Tour Operator**, Receptive Tour Operator, Travel Wholesaler). **Travel Agents** however, who sell Travel Trade packages and **Supplier** products are subject to the terms conditions set by those businesses and have little room to negotiate. Your policies and conditions are passed onto the travel agent's client who, if incurred, will pay the penalties established.

Regardless of what or how you negotiate a Booking and Cancellation Policy with your Travel Trade partner, it is primarily the consumer in the end who is subject to the cancellation and change fees. Keep in mind that everyone in your Distribution Sales Channel, ending with the travel agent, are all trying to promote and sell your product for you. They do not want to incur financial penalties before they even start to promote and sell your product to consumers. Blocking space without a deposit and courtesy holds without penalty, up to a point in time, is common industry practice when work with the Travel Trade.

B. Sample Policies *continued*

Examples of **Travel Trade** Policy

Travel Trade Booking and Cancellation Policy for all products promoted from their **Tariff**

- More than 60 days prior to start of tour, a 10% deposit is due when confirmation is returned for all components in your **itinerary**.
- 60 days prior to start of tour, 50% of the total payment is due. Cancellations between 60 days to 46 days prior to dates of travel the deposit is non-refundable.
- 45 days prior to dates of travel the final payment is due. Cancellations between 45 days to 31 days; 50% of total cost is non-refundable.
- 30 – 0 days prior to start dates if travel; 100% non-refundable.

Change Fee Policy after Confirmation

Once you've received your confirmation and are invoiced for payment, any changes to existing **Reservations** will be subject to an administration fee. In some cases due to demand for a tour or accommodation, we cannot confirm your space without incurring a cancellation fee. You will be advised of this at time of booking and this will be passed onto you as part of your change fees.

This change fee applies to:

- Day Tours
- Multi-destination tour packages of five nights or less:
- Multi-destination tour packages over five nights:
 - \$15 per change/per tour
 - \$50 per change/per person
 - \$75 per change/ per person

Requests for changes or cancellations must be received in writing and the effective date is the date on which the written cancellation or change is received by our office either by e-mail or fax.

A good way to familiarize yourself with the Travel Trade's Booking and Cancellation Policies is to look at **Tour Operators** brochures found in travel agencies or on their website. This will help you understand how they sell and what negotiations you may need to prepare for.

C. Web Referrals

Destination Canada (DC)

Learn more about **Destination Canada's business and marketing activities**: en.destinationcanada.com

See how **Destination Canada promotes experiences to visitors**: caen-keepexploring.canada.travel

To learn more about **Destination Canada's markets**, visit: en.destinationcanada.com/markets/where-we-market-canada

Find out how **Destination Canada could support your business**: en.destinationcanada.com/resources-industry/tools

The **priorities, programs and resources of Destination Canada** can be found at: en.destinationcanada.com

Other **international travel trade shows or marketplaces** can be found on: en.destinationcanada.com/resources-industry/Trade-shows-events

Provincial and Territorial Destination Marketing Organizations

- **Tourism Yukon**:
tc.gov.yk.ca/tourism
- **Northwest Territories Tourism**:
spectacularnwt.com/members
- **Nunavut Tourism**:
nunavuttourism.com

Tourism Industry Associations

- **Tourism Industry Association of the Yukon**:
tiayukon.com
- **Northwest Territories Tourism**:
spectacularnwt.com
- **Nunavut Tourism**:
nunavuttourism.com

Learn more about **Canada's tourism industry** Canada's **National Tourism Strategy** at tourism.gc.ca

Learn more about how your **Territory is developing tourism**, you can visit the **Territorial tourism site for business information, marketing plans, research and other valuable links**:

- **Yukon**
tc.gov.yk.ca/tourism
- **Northwest Territories**:
www.itl.gov.nt.ca/sectors/tourism
- **Nunavut**:
nunavuttourism.com/component/content/article?id=189:corporate-info

Tourism Marketing

Tourism Yukon
tc.gov.yk.ca/tourism

Tourism Yukon (marketing website)
travelyukon.com

Spectacular NWT
(marketing website and corporate members):
spectacularnwt.com/members

Government of the NWT, Department of Industry, Tourism & Investment:
www.itl.gov.nt.ca/sectors/tourism

Nunavut Tourism
nunavuttourism.com/members

Government of Nunavut, Department of Economic Development & Tourism
gov.nu.ca/edt

Tourism Licensing

Learn more about the **licensing requirements for tourism suppliers, contact your DMO** (tradereadynorth.ca/contacts) or visit the links to each Territory including but not limited to:

Yukon

gov.yk.ca/services/cat_licensing.html

Wilderness Tourism License

env.gov.yk.ca/camping-parks/tourism_operators.php

NWT

www.itn.gov.nt.ca/programs-services/tourism-operator-licensing

Nunavut

gov.nu.ca/contact-u

BMT Ready Check List

The **BMT Ready Checklist** for your Territory can be found by visiting tradereadynorth.ca

Don't Forget!

At the end of your training, whether you complete 1, 2 or all 3 modules, we invite you to participate in a brief **5-minute** survey to help us evaluate the program. Your feedback will provide us with insight to support further tourism development and marketing training for Canada's North.

You can do it online at tradereadynorth.ca/evaluation or your instructor will hand out the evaluation at the end of your workshop.

