

BUSINESS - READY CRITERIA

These criteria will be used by Tourism Yukon to determine if a tourism supplier is ready to offer business –ready product to consumers.

MANDATORY CRITERIA

The following business-ready criteria must be met if a business is to be classified as “business-ready”. The business must:

- Maintain good standing of all applicable licenses, insurance and legislative requirements.

MARKET- READY CRITERIA

These criteria will be used by Tourism Yukon to determine if a tourism supplier is ready to offer “market-ready” product to consumers (*and limited trade*).

MANDATORY CRITERIA

The following market-ready criteria must be met if a business is to be classified as “market-ready”. The business must:

- Maintain good standing of all applicable licenses, insurance and legislative requirements.
- Have marketing materials such as a brochure, rack card or web site.
- During operating season, maintain a 24 – 48 hour response time, or less, to inquiries and a 24-hour response time to reservation/booking requests.
- Provide a contact telephone number or e-mail contact year-round. If closed for season, provide automated response through voice mail and/or e-mail.
- Have a published consumer billing, payment and cancellation policy.

TRADE- READY CRITERIA

These criteria will be used by Tourism Yukon to determine if a tourism supplier is ready to offer trade-ready product to travel trade.

MANDATORY CRITERIA

The following “trade-ready” criteria must be met if a business is to be classified as “trade-ready”. The business must:

- Meet all of the mandatory market-ready criteria.
- Have a published trade-oriented billing, payment and cancellation policy for groups and FIT bookings
- Have been market-ready for at least one year, or have successfully operated a tourism business working with the travel trade and with a proven track record for safe and professional operation.
- Offer wholesale (net) rates to receptive/inbound tour operators and outbound/international tour operators throughout the negotiated time period and provided at least one year in advance of the selling season. Note: May 2008 for the summer/fall of 2009 season. Prices for winter product should be available by February 2008 for following year winter season November 2008 to April 2009