

TOURISM INDUSTRY ASSOCIATION OF CANADA

EXPORT-READY CRITERIA

Tourism Marketing

In order to be considered **export ready**, an organization should:

- Have been in business for at least one year, with a proven track record of safe and professional operation;
- Provide contracted wholesale net rates to tour operators, travel wholesalers and retail travel agents. As a general guideline, requirements are 15% off retail for activities and transportation and 20-30% off retail for accommodation;
- Provide detailed pricing and program information to tour operators, travel wholesalers and retail travel agents at least one year in advance of selling season, e.g. May 2004 for the summer/fall 2005 season;
- Communicate and accept reservations by telephone, fax or email. Provide same-day confirmation of booking arrangements;
- Set up billing arrangements with the operator, agency or receptive tour operator. Accept client vouchers as confirmation of booking arrangements;
- Carry adequate business liability insurance;
- Provide support (free or at reduced rates) for international media and FAM tours; and
- Hold all appropriate operating licences. (*Definition used by Rendez-vous Canada*)

Note: TIAC's definition of export-ready criteria is used by the Canadian Tourism Commission of Canada for international marketing campaigns in which they partner with Canada's tourism industry.