

## WORKSHEET #6

# BEING MARKET-READY

What does it mean to be 'open for business?' Market-readiness means that you are prepared for every touchpoint with your customer, from promotion to booking, to delivering a well-planned quality experience. Can visitors easily find you online and when they're here in Nova Scotia? Can they learn more about what you offer and book easily? Complete the questions in this worksheet to evaluate your market-readiness and identify possible areas for improvement.

### MARKET READINESS BASICS

- **Easy to find:** Ensure your business is easy to find online with a well optimized website, listings on NovaScotia.com, and effective social media. Include a clear address and map online and ensure you have well placed physical signage at your location, so visitors know how to get to you and know once they've arrived.
- **Consistency and quality:** From taking reservations to delivering experiences, whether it's you, your team or your partners, its important to consistently provide exceptional service and quality in all aspects of your experience and business.
- **Ease of booking:** Make it easy for customers to book. Invest in an online booking application, provide contact information, and pay attention to details like confirmation notices and follow up to make purchasing from you a pleasant experience.
- **Risk management:** Identify potential problems before they occur and implement policies and procedures to mitigate risk.
- **Sustainability:** Ensure your business and experience have a positive economic and social/cultural impact for your community and take steps to reduce your environmental footprint. Consider locally sourced ingredients, using reusable supplies, ensure all partners are paid for their time, and follow pack-in pack-out guidelines.



## ONLINE PROFILE & PROMOTION

1. Does your business have an easy-to-use website that is mobile-friendly?

Test your website on Google's [Mobile-Friendly Test](#)

Yes

No

2. Is your website updated with current information, including contact details, hours of operation/availability?

Yes

No

3. Does your website have a clear call-to-action (e.g. inviting users to connect by contacting you or booking)?

Yes

No

4. Can visitors book and pay securely online?

Yes

No

5. Does your website display captivating images and/or video of your business and the experiences you offer?

Yes

No

6. Do you regularly use website analytics to better understand your customer (e.g. [Google Analytics](#))?

Yes

No

If yes, how often and what have you learned?

7. Do you have a promotional plan for your business or experience?

Yes

No

If yes, what are the details?

## MAXIMIZING ONLINE PLATFORMS

8. Have you claimed your '[My Business](#)' listing on Google?

Yes

No

9. Have you created or claimed your business listing on [TripAdvisor](#)?

Yes

No

10. Are you actively engaged in online conversations on these or other online platforms about your business or experience?

Yes

No

11. Have you maximized your [NovaScotia.com business listing](#) (e.g. Engaging description updated annually, high quality photos and video, links to social media channels)?
- Yes  No
12. Are your Experiences and/or Packages [listed on NovaScotia.com](#)?
- Yes  No
13. If your community has a regional tourism marketing organization, do you leverage its marketing websites and opportunities?
- Yes  No
14. Do you regularly update your business and experience information on all online listings (e.g. your website, TripAdvisor, NovaScotia.com, social media)?
- Yes  No

## BOOKING & CUSTOMER SERVICE

15. Do you or your team respond to phone/email messages and inquiries or reservations within 24-hours?
- Yes  No
16. a) Is your business seasonal?
- Yes  No
- b) If your business is seasonally closed, is it clear to visitors when you will re-open and how they can get more information and make a reservation/booking request year-round?
- Yes  No

If yes, what are the details?

17. Are your prices and cancellation policy clearly posted on your website?
- Yes  No

## CAN VISITORS FIND YOU?

18. Is your business location easily found using Google Maps?
- Yes  No
19. Are there clear directions on your website to help visitors find the physical location to your business or experience?
- Yes  No

20. a) Are there clear and effective directional signs on-route, at intersections, and at the arrival point to help visitors find your business/location?

Yes  No

b) Are specific directions required for your experience that are different from your business/location?

Yes  No

21. Is there enough parking for cars, buses or recreational vehicles at your business?

Yes  No

## QUALITY

22. How do you monitor the quality of information and services delivered to your guests?

23. Does your business and staff participate in accredited quality programs and relevant training/certification, such as First Aid, Canada Select, CAA, WorldHost, NS Approved, Paddle Canada, etc.?

Yes  No

If yes, what are the details?

24. Do you regularly monitor the cleanliness and state of repair of your facilities and equipment and enhance as necessary?

Yes  No

## MANAGING RELATIONSHIPS WITH YOUR CUSTOMERS

25. Do you track how your guests found out about your business or experience?

Yes  No

If yes, what are the details?

26. Do you keep in touch with past customers to encourage repeat business and referrals?

Yes  No

If yes, what are the details?

27. Does your business request feedback from your customers to determine whether their expectations were met or exceeded?

Yes  No

If so, how is the information requested and gathered (e.g. conversations during their stay/experience, follow up email with survey, encouraging online reviews, etc.)?

28. Do you incorporate feedback from your customers to adjust and improve your business or experience?

Yes  No

If yes, please provide an example:

29. a) Do you encourage guests to leave reviews online via popular platforms like TripAdvisor, Google, Facebook?

Yes  No

b) Do you regularly respond to customer feedback and reviews, whether positive or negative, shared directly with your business or posted online?

Yes  No

## MANAGING RISK

30. Does your business possess all applicable licenses and permits and abide by all regulatory requirements to operate or deliver your experience?

Yes  No

31. a) Does your business carry adequate insurance, as determined by your insurance provider?

Yes  No

b) Is additional coverage needed by your business or partner business(es) to deliver your experience?

Yes  No

32. Does your business have a risk management plan for day-to-day operations and your experience?

Yes

No

## TRAVEL TRADE

### TRADE READY

Travel trade readiness means being prepared to sell through travel agents, online travel agencies (OTAs), reservation agents, and tour operators to reach national and international markets.

Learn more at: [tourismns.ca/travel-trade-toolkit](https://tourismns.ca/travel-trade-toolkit).

33. Are you travel-trade ready?

Yes

No

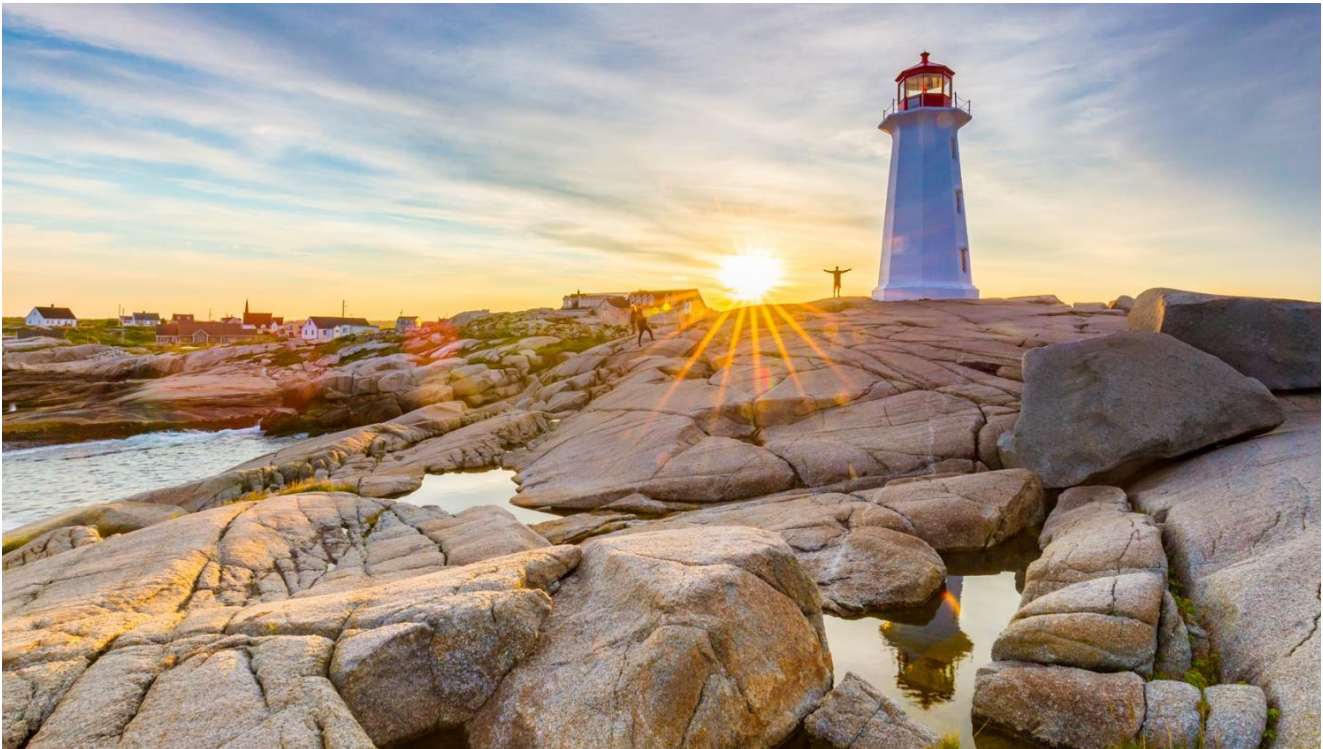
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b) If yes, are you currently working with travel-trade partners?

Yes

No

If yes, what travel trade partners do you work with?



<b>NEXT STEPS</b>	
List your top priorities to improve market-readiness this year.	What action(s) will you take to improve each priority?
<b>1.</b>	
<b>2.</b>	
<b>3.</b>	
<b>4.</b>	