



**Genuine Island Host, Total Market Readiness
Application Kit**

Fall 2007

Funding Partners



**Atlantic Canada
Opportunities
Agency**

**Agence de
promotion économique
du Canada atlantique**



Canada





Genuine Island Host Total Market Readiness Program

Frequently Asked Questions

What is Total Market Readiness?

Total Market Readiness is a business improvement program that offers individual tourism operators the ability to increase their standards of excellence and be more responsive to emerging tourism trends.

What does the program involve?

The essential components of the program include: a product mentoring session, a mystery shop, and a marketing mentoring session. These activities assist tourism operators with refining, enhancing and strategically developing the tourism-related aspects of their businesses. Participants will utilize business improvement tools and complete specific tasks to achieve the objectives of each program component.

Who participates in the program?

The program will be offered to qualified tourism business operators across Prince Edward Island. There is potential for 60 businesses to participate in the program, with two start dates, spring 2007 and fall 2007. Operators individually work through a series of tourism development activities during the program to becoming more active packagers of tourism experiences in their regions.

Why should my business participate?

Total Market Readiness Program is not an “off-the-shelf” package. It is a number of “best practice” tools individually applied with your participation to your business by highly skilled personal mentors. Businesses who participate in the program will receive a variety of benefits in the PEI marketplace.

How does the program work?

Total Market Readiness Program happens right at your place of business! Our mentors come to you. They work directly with you at your business. There are no large lecture halls, no crowds and no general speeches. As your personal advisors, our mentors ensure that the road to growing your business is one built specifically for your needs and interests.

How long does it take to participate in the program?

The program takes approximately one year to complete from the product mentoring session, through mystery shopping, through the marketing mentoring session.

Who is sponsoring the program in PEI?

Total Market Readiness is sponsored by ACOA PEI and Tourism PEI and brought to you through the efforts of TIAPEI. Tourism Inc. of Charlottetown has been hired to coordinate and manage delivery of the program elements in PEI.

How can I get more info?

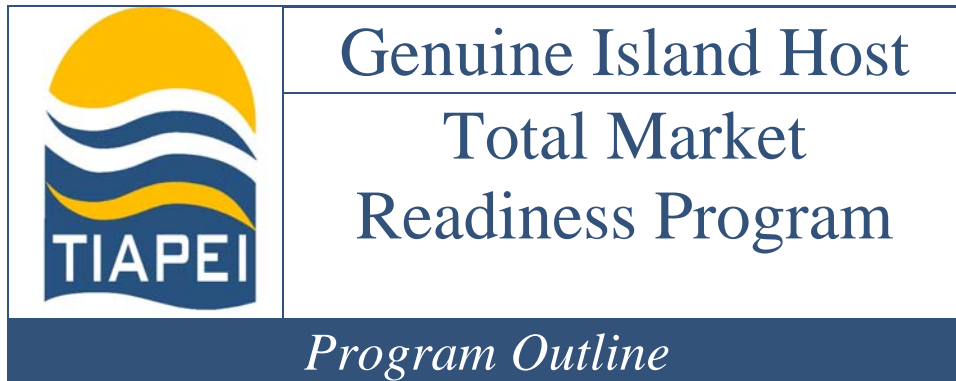
There are two ways to receive more information, check the TIAPEI Website, **www.tiapei.pe.ca** or call Monette Pasher at 902-628-4403 or by email at **monette@dunneconsulting.ca**.

How do I apply?

Application forms can be found at **www.tiapei.pe.ca**. Simply go online, print the application form, and mail the completed application form, signed program outline and include the \$750.00 program fee to TIAPEI. Applications may also be picked up at the TIAPEI office on the 3rd floor of 25 Queen Street in Charlottetown. If you would like to have the applications faxed or emailed to you, please contact Monette at 902-628-4403.

What is the deadline?

Deadline for applications is September 15th, 2007.



Product Mentoring Session

This first mentoring session focuses on the product. The mentor encourages the operator to see their product in the context of current industry standards (i.e. what do today's visitors typically expect of your type of business?) and challenges the operator to strive for value-added improvements to the basic product offering (i.e. how can you make your business the best and most sought-after in Eastern Canada?). The mentor also assists the business operator with further defining their business and suggests additional resources to assist the business with strategic development.

Participants in the *Product Mentoring Session* examine their product from a number of perspectives, starting with general business information such as:

- Unique selling feature
- Product strengths & weaknesses
- Differentiation from competitor's product
- Impressions (signage, interior, exterior)
- Image created by collateral

The session continues with aspects of the product that are related to hospitality and service, including:

- Accessibility of the product
- Staffing
- Credit cards
- Multilingual services
- Evaluating customer service
- Providing value-added
- Interpretation
- Rate structure

Aspects of the product that relate to theming and packaging will also be discussed. This would typically include:

- Special activities/themed events offered
- Program directly related to the product area
- Inclination toward packaging & partnering
- Integration into regional tourism initiatives

In addition, the following topics may also be discussed as required between the mentor and the participating operator:

- Customer service policies & procedures
- Operational procedures
- Technological systems
- Certification
- Risk management (licensing, safety equipment, consumer protection for overseas guests, etc.)

Customized Toolbox

During the *product* mentoring session, the mentor identifies tools and resources to assist the operator with the successful completion of the scheduled business improvement tasks. The tasks, timelines and tools required are set up in a table which is returned to the operator a few weeks following the session for their reference

The participating business operator works for several months to complete the tasks in the toolbox. Task completion will be monitored by the project manager.

Mystery Shop

The mystery shop is designed to capture a snap-shot of the visitor's experience of a business. Posing as typical guests, shoppers are trained to provide objective feedback on their experience from start to finish. The shops are conducted anonymously and detailed results are provided through the sponsoring organization to each participating business a few weeks after each shop. Shop reports detail areas of the product and service that excel as well as areas that would benefit from improvement.

The shop results are designed as a business improvement tool for participating operators. Shops reaffirm what is being done well, reveal gaps in the service or product, and make recommendations for improvement.

Marketing Mentoring Session

The mentor starts the marketing session with a discussion of the following topics:

- Marketing plans
- Demographics
- Travel trends
- Researching potential markets
- The marketing mix
- Travel companies
- Customer database

The session continues with an examination of potential travel trade partnership opportunities with retail agents, motorcoach and receptives and the requirements of doing business with them.

Topics include:

- Commissionable rates
- Rate guarantees
- Direct billings
- Vouchers
- Availability of inventory

An in-depth discussion of marketing and advertising concludes this session. Topics include:

- Where do you advertise
- Tracking media performance
- Integrated web strategy
- Joint marketing with DMO's
- Newsletter production
- Direct mail
- Distributing collateral
- Regional Tourism initiatives
- Sector initiatives

Similar to the *product* mentoring session, the mentor leads the conversation through the above topics and improvement tasks are identified and scheduled.

The Ten Essentials of Successful Travel Products

- Well-Themed
- The Emotional Trigger
 - Authentic
 - Accessible
 - Enriching
 - Educational
 - Entertaining
 - Hands-on
 - Value-Added
- Exceed Expectations



Genuine Island Host, Total Market Readiness

Criteria

Fall 2007



Genuine Island Host Total Market Readiness Program

Program Criteria

Genuine Island Host-TMR Criteria

The objective of the program will be to raise the bar on the full-spectrum visitor experience offered by the PEI tourism industry. The goal will be to prepare a variety of sectors to meet and exceed visitor expectations.

Program delivery with individual operators will emphasize the 10 Essentials of Successful Travel Products.

Admission Criteria

Tourism operators with the most potential to positively impact PEI target markets and emerging visitor profiles will be considered as best candidates for the program.

If program is over prescribed, additional criteria will be applied.

1. Accommodations Sector (Fixed Roof & Campground)

Prior to acceptance into the program, applicants will meet the following criteria:

- Be licensed and Canada/Camping Select rated
- Have been operating as a business for at least three years
- Be open at least 100 consecutive days a year
- Provide site-based parking or parking in close proximity
- Have branded on-site signage
- Be accessible through the following communication tools: phone, e-mail, website, fax
- Offer currency exchange rates consistent with industry norms
- Market their product or service
- Be three units or greater in size in the cottage, inn, B&B, hotel or resort category
- Be seventy-five sites or greater in size in the campground category
- Canada Select 3 star or greater
- Camping Select Facility 2 ½ star or greater
- Current member or become a member of the Tourism Industry Association of PEI

2. Experiential Activities

Prior to acceptance into the program, applicants will meet the following criteria:

- Adhere to any other specific PEI or federal regulatory guidelines
- Have been operating as a business for at least two years
- Be open at least 85 consecutive days a year
- Have liability insurance and safety equipment
- Have a staffed public business location, point of arrival-departure
- Can be booked in advance
- Provide site-based parking or parking in close proximity
- Be accessible through the following communication tools: phone, e-mail, website, fax
- Have access to public restroom facilities
- Offer currency exchange rates consistent with industry norms
- Market their product or service
- All applicable guiding certification
- CPR/First Aid training
- Offer an experiential program
- Current member or become a member of the Tourism Industry Association of PEI

3. Attractions

Prior to acceptance into the program, candidates will meet the following criteria:

- Adhere to any other specific PEI or federal regulatory guidelines
- Have been operating as a business for at least two years
- Be open at least 85 consecutive days a year
- Have liability insurance and safety equipment
- Have a staffed public business location
- Provide site-based parking or parking in close proximity
- Have branded on-site signage
- Be accessible through the following communication tools: phone, e-mail, website, fax
- Have on-site public restroom facilities
- Offer currency exchange rates consistent with industry norms
- Market their product or service
- Provide an experiential program
- Provide on-site orientation signage, visitor map, and/or self-guided brochure
- Current member or become a member of the Tourism Industry Association of PEI

Program Completion Criteria

To achieve recognition as a Genuine Island Host property, participating tourism businesses must successfully complete all of the following program elements:

A) Product Mentoring Session

Candidates must participate in the product mentoring sessions, complete the business improvement tasks identified within predetermined timelines, and utilize applicable tools from the customized toolbox.

B) Marketing Mentoring Session

Candidates must participate in the marketing mentoring sessions, complete the business improvement tasks identified within predetermined timelines, and utilize applicable tools from the customized toolbox.

C) Mystery Shop

Candidates must participate in the mystery shop program and receive an overall assessment of good or higher. Within a specified time period, candidates must undertake remedial activities as discussed and agreed upon in the post-shop mentoring session.



Genuine Island Host

Total Market Readiness Program

Application Form

Date _____

Business name _____

Location _____

Mailing address _____

Phone _____

Cell _____

Fax _____

Email _____

Website _____

Contact person _____

Title _____

1. Type of business: *(check all that apply)*

Fixed-roof Accommodation

Campground

Experiential Activities

Attraction

2. Please describe your business:

3. Years in operation _____

4. Operating dates _____ to _____

5. Describe any licensing or rating that apply to your business (i.e. Canada Select).

6. Do you have a staffed office/front desk? no yes Describe:

7. Parking on site in close proximity or access
Describe _____

8. Do you have liability insurance and safety equipment? no yes
Describe _____

9. Do you have on-site signage that identifies your business? no yes

10. Do you have access to public restrooms? no yes

11. Do you offer currency exchange for U.S. dollars? no yes

12. How do you market or direct people to your product? (check all appropriate)
 brochure rack card website directional signage purchased advertising
 other (describe) _____

13. Are you currently being mystery shopped by any group?
Describe _____

14. Are you a TIAPEI member (preference will be given to TIAPEI members)? no yes

Sector-specific Questions (please complete for your sector)

Accommodations – Fixed Roof

Canada Select rating:

3 star, 3 ½ star, 4 star, 4 ½ star 5 star

of units: _____

Accommodations – Campground

Camping Select Facility rating:

2 ½, 3 star, 3 ½ star, 4 star, 4 ½ star 5 star

of units: _____

Experiential Activities

Can your tours/experience be booked in advance? no yes

Describe the location or point of departure(s) for your tour/experience:

Briefly describe the interpretation provided during your tours

Are your staff trained in CPR/First Aid? all some none

Attractions

What is the theme of your attraction? _____

Please indicate which of the following you provide to enhance the visitor experience:

guided tours self-guiding tour map self-guiding signage other _____

Reason For Applying:

Please explain why you would like to participate in the Genuine Island Host TMR program.



Genuine Island Host Total Market Readiness Program

Program Fee & Payment

Cost to Operators	= \$ 750.00
Program Assistance per Operator	= \$ 3,550.00
Total Program Fee per Operator	= \$ 4,300.00

Method of Payment

Cheque (payable to TIAPEI) or Credit Card:

VISA MasterCard

Card # _____

Expiry date: _____

Signature of cardholder: _____

Payment Amount Enclosed: \$ _____

Terms & conditions :Full payment of the program fee must accompany the application form. The \$750.00 program fee is fully refundable to those not selected for participation. No refunds will be issued for any component of the program once you have started participation in the program.

Questions about the program?

Contact: Monette Pasher
Phone: 902-628-4403
Email: Monette@dunneconsulting.ca

To apply, mail this application form, program fee & a signed copy of the Program Outline by **September 15th, 2007 to:**

TIAPEI
Genuine Island Host TMR program
P.O. Box 2050
Charlottetown, PE
C1A 7N7



Genuine Island Host Total Market Readiness Program

Program Outline

1st Mentoring Session - Product Development

Description ~ site tour, meeting between management, mentor & coordinator

Participant time requirement ~ approximately 4 hours

Location ~ on location at the operator's business

yes, I know that my participation in the product mentoring session is a requirement of the program.

Tasks from the 1st mentoring session

Description ~ work with the mentor to develop a list of business improvement tasks with a schedule for their completion, complete tasks within time period

Participant time requirement ~ varies depending on number of tasks or activities agreed upon

yes, I understand that I will help develop and schedule tasks and then complete them as agreed upon.

Mystery Shop

Description ~ professional mystery shop (anonymous) of your business

Participant time requirement ~ two hours to review the shop kit, variable time to notify/train your staff for the impending shop, two hours to review the shop results, variable time to implement suggested improvements

Location ~ at your business

yes, I understand that my business will be mystery shopped as part of the program.

2nd Mentoring Session – Marketing

Description ~ meeting between management, mentor & coordinator

Participant time requirement ~ approximately 4 hours

Location ~ on location or at a central location within 1 hours drive

yes, I know that my participation in the marketing mentoring session is a requirement of the program.

Tasks from the 2nd mentoring session

Description ~ work with the mentor to develop a list of business improvement tasks with a schedule for their completion, complete tasks within time period

Participant time requirement ~ varies depending on number of tasks or activities agreed upon

yes, I understand that I will help develop and schedule tasks and then complete them as agreed upon.

*I understand that **successful completion** of all the above activities is required to achieve the designation, Genuine Island Host.*

Date:

Business: _____

Signature: _____