

Tourism Readiness

Is your business tourism ready?

Review the checklist below to determine how prepared you are to welcome visitors.

Tourism Readiness Checklist

If you check all the boxes below, you have completed the necessary steps to welcome visitors to your business and are considered "Tourism Ready."

Operational Basics

Durham Region Health Department is notified of operations and inspections are up to date and posted, if applicable (e.g., DineSafe, Infection Prevention and Control).

Zoning allows for business to legally operate (e.g., accommodations, breweries).

Appropriate licenses have been acquired (e.g., liquor license).

Staff hold necessary accreditation to carry out their roles (e.g., SmartServe, Safe Food Handlers).

Regional, provincial, and federal laws and policies are understood and followed.

Welcoming Visitors

Website has basic contact information, up to date hours of operation, booking information and a current menu, if applicable.

Google MyBusiness Profile has accurate contact information and up to date hours of operation.

Email and voicemail are routinely monitored.

Signage on front of business is clear and visible.

Customer Service

Staff are trained on customer service basics (e.g., professionalism, product or service knowledge).

Staff are trained on Frequently Asked Questions (FAQ) and list with answers is made available on website.

Staff receive Accessibility for Ontarians with Disabilities Act (AODA) training as part of their onboarding.

Diversity, Equity, and Inclusion

If entry to business is not accessible, signage is present to acknowledge gap in accessibility and available accommodations (e.g., entering through back door).

Social Media

Social media accounts are active and have basic contact information, up to date hours of operation, and are regularly monitored.

Frequently post high-quality images and videos that highlight product, services, events and promotions.

Ask permission before sharing photos and videos from customers.

Marketing

Consistent branding across materials.

Posters, business cards, brochures and other promotional materials have a professional look.

Maintain a clean and tidy appearance in all visitor-facing areas (e.g., sidewalks and entrances, counters, washrooms).

Tourism Excellence Checklist

If you check all the boxes below, you have completed additional steps above and beyond the “Tourism Ready” criteria to ensure a memorable experience for all visitors:

Welcoming Visitors

Wayfinding signage is present and clear (e.g., entry, parking, washrooms).

Staff are easily identifiable (e.g. through uniforms, hats, or nametags).

Customer Service

Staff are trained on inclusive customer service (e.g., accessible communication, cultural sensitivity, language support).

Participate in programs that allow tourists to easily identify quality products, experiences and values (e.g. Feast On®, Rainbow Registered, Ontario By Bike certified).

Visitor feedback system is in place and actioned as necessary.

Diversity, Equity, and Inclusion

Restrooms are accessible.

Gender neutral or family washroom is available.

Anti-discrimination statement posted and adhered to.

If stating to be a “safe space”, have policies in place to uphold this claim and adhere to them.

Social Media

Engage with other social media accounts in a professional and friendly manner through comments and likes.

Tag applicable partners in posts (e.g. @DurhamTourism, municipal tourism office, Chamber of Commerce or BIA).

Marketing

Seasonal offerings such as special packages for holidays or adapted hours for peak seasons are considered, if applicable.

Collaborate with other tourism operators.

Promotional Photography

Own high-quality images that capture a visitor’s experience (e.g., exterior, interior, products or services offered).

High-quality photos have been shared with Durham Tourism with express permission for promotional use (e.g. in print ads, discovery guides, marketing campaigns).

Sustainability

Eco-friendly practices are considered and implemented where possible.

Waste reduction and recycling available for staff and customer use.

Support other local businesses by sourcing local products and services where possible.

Find more business support at DurhamTourism.ca/IndustryResources

If this information is required in an accessible format, please call:
1-800-706-9857 extension 2619.

