



Developing Tourism Experiences in Northeastern BC Program Criteria

Essential

1. **Regulatory Compliance:** The business must meet all relevant local, regional, and national regulatory requirements, including permits, licences, and adherence to health and safety standards. Specifically
 - a. Is legally registered to operate in BC.
 - b. Possesses and maintains all valid licenses, permits and all other regulatory requirements to operate.
 - c. Maintains current and sufficient levels of liability insurance. (Proof of insurance to be provided upon request.)
 - d. Able to communicate and receive messages from customers by telephone, email and an online presence; and at a minimum, accept credit and/or debit card payment and communicate an estimated response time.
2. **Committed to Development:** The business must be committed to developing and selling a new or enhanced visitor experience in 2025 and invest the time and resources needed.
3. **Customer Understanding:** The business should have a foundational understanding of its target market to effectively tailor new products to market needs.
4. **Collegiality:** Willing to sign a participant collaboration agreement and respect the confidentiality of fellow participants' ideas. Willing to become part of a community of businesses, committed to individual and group success by giving and receiving constructive feedback from other participants and the program teaching/support team.

Desirable

1. **Experience and Capability:** The business should have experience, or be ready to learn new product development, including knowledge of the local tourism ecosystem, existing customer base, and supply chains.
2. **Innovation Potential:** The business must exhibit a strong potential for innovation, either through unique product ideas, the ability to fill a gap in the market, or through leveraging new technologies or approaches.
3. **Diversification:** The business has the capacity to diversify the current product mix in the region.
4. **Scalability and Sustainability:** The company has the ability to scale up and offer more deliverables when demand warrants.
5. **Local Community Engagement:** The business is open to exploring local community engagement and partnerships, contributing positively to the local economy and culture.
6. **Participation:** The company is committed to the goals of the program and supporting the staff member who will actively take part in all aspects of the training program, including workshops, mentoring sessions, and other development activities.
7. **Inspiring:** The experience is inspired by [The Great Wilderness brand](#) that promotes northern BC.
8. **Marketing:** The business is willing to be listed with TripAdvisor, HelloBC, Yelp, Open Table, Instagram, YouTube, Facebook or other relevant social channels.