

Trail Tourism Readiness Evaluation Tool developed by Trans Canada Trail

APPROVALS, PLANNING, MANAGEMENT, MAINTENANCE						Input	Notes for Aug 2024 Evaluation
Question	Response Options	Tourism Readiness Classification	Score	Weight	Max Score		
Has your trail been formally approved by the land manager or land owner?	Yes	If no, the trail is not visitor ready	1	1	1	0	In Progress
	No		Not visitor ready				
Has a trail operator formally accepted responsibility for operations of the trail including active management and maintenance?	Yes	If no, the trail is not visitor ready	1	1	1	0	NB MBA - details TBD
	No		Not visitor ready				
Has an approved management plan and/or master plan been prepared to guide the development and management of the trail?	Yes	Not a filter for classification	2	2	4	0	In Progress
	No		0				
Does the approved management plan and/or master plan address how the trail will be developed and managed to grow trail tourism?	Yes	Not a filter for classification	2	2	4	0	To be included in Master Plan
	No		0				
Has a visitor management plan been developed to guide the management of visitation on the trail?	Yes	Not a filter for classification	2	3	6	0	To be included in Master Plan
	No		0				
Are the trail classification, permitted uses and rules of use clearly communicated to visitors at the trailhead and on-trail?	Yes	Not a filter for classification	2	2	4	0	To be included in signage plan
	No		0				
Have all of the following signage types been installed on the trail-wayfinding, regulatory, safety/ warning, responsible use?	Yes	Not a filter for classification.	2	2	4	0	To be included in signage plan
	No		0				
How often are trail conditions formally inspected and documented?	Weekly	Not a filter for classification.	2	1	2	0	Strive for weekly in summer months & monthly in winter??
	Monthly		2				
	Quarterly		1				
	Annually		0				
	No set inspection schedule		0				
When serious maintenance problems that create visitor safety or environmental risks are identified, which best describes how quickly your organization can address those concerns?	Problems addressed immediately	If delays may occur due to lack of funding or capacity, the trail cannot be higher than visitor ready.	2	2	4	0	To be addressed in Master Plan/ Maintenance Plan
	Minor delays may occur		1				
	Extended delays may occur due to lack of funding or capacity		Visitor ready				
Which of the following best describes how often regular maintenance is undertaken on your trail?	Weekly	If there is no set maintenance schedule, the trail cannot be higher than visitor ready.	2	2	4	0	To be addressed in Master Plan/ Maintenance Plan
	Monthly		2				
	Quarterly		1				
	Annually		0				

	No set maintenance schedule	ready.	Visitor ready				
Does your organization have a long-term sustainable funding model to support capital asset replacement and renewal?	Yes	Not filter	2	3	6	0	Needs to be addressed
	No		0				

UNIQUENESS					
Question	Response Options	Tourism Readiness Classification	Score	Weight	Max Score
Which of the following best reflects the uniqueness of the visitor experience that your trail provides?	Locally unique	If locally unique, the trail cannot be higher than visitor ready	Visitor ready	2	8
	Provincial/territorially unique		2		
	Nationally unique		3		
	Internationally unique		4		
Please describe why your trail is provincially/ territorially/ nationally/internationally unique	Open Ended	N/A			
Can the trail support multi-night trips or be combined with other trails to support multi-night trips?	Yes	Not a filter for classification	2	3	6
	No		0		

Input	Notes for Aug 2024 Evaluation
4	length of trails, diversity of terrain and difficulty levels for MTB, in heart of city
	See above
6	Three Towers Trails, local hotels

BRANDING, MARKETING					
Question	Response Options	Tourism Readiness Classification	Score	Weight	Max Score
Has a user-friendly website been developed to support trip planning and to generate interest in the trail?	Yes	If no, trail cannot be higher than visitor ready	2	3	6
	No		Visitor ready		
Has a visitor-focused mobile device application (including off-line capabilities where relevant) been developed to support and enhance the visitor experience?	Yes	Not filter for classification	2	3	6
	No		0		
Has a distinct and unique trail brand been developed and incorporated into marketing materials, website, on-trail signage?	Yes	If no, trail cannot be higher than visitor ready	2	3	6
	No		Visitor Ready		
Is the trail being deliberately marketed to potential visitors at each stage of the visitor "pathway to purchase"?	Yes	Not a filter for classification	2	3	6
	No		0		
Which of the following best reflects the level of Destination Marketing Organization (DMO) that is currently marketing your trail? (select all that apply)	Local DMO	Not a filter for classification	1	3	12
	Regional DMO		2		
	Provincial/territorial DMO		3		
	Destination Canada		4		
	Trail is not marketed by any DMO		Visitor ready		

Input	Notes for Aug 2024 Evaluation
0	could be thru Discovery Routes/ NBMB/ Tourism North Bay - TBD
0	TBD - develop marketing plan
0	TBD - develop marketing plan
0	TBD - develop marketing plan
9	Tourism North Bay (DMO); NeOnt (regional); Destination Northern ON (provincial)

Has your organization, or a Destination Marketing Organization that you work with, established a library of high resolution and compelling photos and video footage to support marketing of the trail?	Yes	Not a filter for classification	1	2	2
	No		0		
Does your organization, or a Destination Marketing Organization that you work with, work to attract and host international media and travel trade familiarization tours?	Yes	Not a filter for classification	2	3	6
	No		0		
Is your trail currently integrated into any visitor experience packages that are sold through Travel Trade?	Yes	Not a filter for classification	2	4	8
	No		0		

0	Some images/ videos available but will need new photos to reflect new trail brand
0	Not yet, but TNB will be partner
0	Not yet

VISITOR AMENITIES, SERVICES					
Question	Response Options	Tourism Readiness Classification	Score	Weight	Max Score
Which of these best reflects the level of quality and design of visitor comfort and convenience amenities on your trail?	No amenities are offered	If no amenities or only basic amenities are offered, the trail cannot exceed visitor ready.	Visitor ready	3	6
	Basic		Visitor ready		
	Mid-range		1		
	High-end		2		
Do trail visitors have easy access to market or export ready accommodations on or near the trail?	Yes	Not a filter for classification	2	3	6
	No		0		
Are the accommodations appropriately distributed along the trail to service visitors for each night of their journey on the trail?	Yes	Not a filter for classification	2	3	6
	No		0		
Is there a clustering of market or export ready visitor attractions on or near the trail that are promoted to trail visitors to enhance their experience?	Yes	Not a filter for classification	2	3	6
	No		0		
Have communities on or near the trail developed signage and visitor information strategies to attract trail visitors into their communities?	Yes	Not a filter for classification	2	3	6
	No		0		
Have communities along or near the trail developed a welcoming and inviting atmosphere for trail visitors (e.g. welcome signage, themed banners, beautification)?	Yes	Not a filter for classification	2	3	6
	No		0		
How frequently is the trail animated through events/ festivals/competitions that attract visitors to the trail from beyond the local community?	Never	Not a filter for classification	0	3	6
	Periodically, but not regularly		1		
	Annual schedule of events		2		
Do private or public sector entities offer regular, dependable and bookable	Yes	Not a filter for	2	3	6

Input	Notes for Aug 2024 Evaluation
0	Amenities to include trailhead signs, parking, washroom/ outhouse thru partnership with Ski Hill, NBMCA
6	Nearby franchise hotels, AirBNB, other
6	As above
6	Laurentian Ski Hill, etc
6	TNB promotes trails and cycling, MTB Our Way In NB
0	Could be improved
0	Events/ competitions will be planned once trail is secured
0	Few bike rentals in city

dependable and bookable transportation services to help visitors access the trail?	No	classification	0	3	6	0	Few bike rentals in city
Does your organization maintain staff, or have another similar arrangement, where trained customer service personnel are available to respond to enquiries about the trail?	Yes	Not a filter for classification	2	4	8	0	TBD - if possible
	No		0				
When an enquiry about the trail is received, which of the following best reflects how long it typically takes to respond?	Within 24 hrs of enquiry	Not a filter for classification	3	4	12	0	TBD - if possible
	Within week of enquiry		2				
	Over a week from enquiry		1				
	If/as we can		0				
Does your organization, or one of your partners (e.g. DMO), provide training to frontline staff and businesses in the tourism industry about the trail?	Yes	Not a filter for classification	2	3	6	0	Discovery Routes could provide trail training with regional scope to TNB partners/ members
	No		0				
Do local elected officials actively reference the trail as both an important quality of life and economic asset in the community/region?	Yes	Not a filter for classification	2	2	4	0	TBD - if possible
	No		0				
Are local tourism businesses knowledgeable about the trail and effective trail ambassadors?	Yes	Not a filter for classification	2	2	4	0	As above, Discovery Routes could provide trail training with regional scope to TNB partners/ members
	No		0				

Categories	Max Score
Approvals, Planning, Management, Maintenance	40
Uniqueness	14
Branding, Marketing	52
Visitor Amenities & Services	82
TOTAL	188

Total
0
10
9
24
43

**Evaluation
Completed
Aug 2024**