

Business Interview Guide 4

Cluster Assessment- Tourism Sector

Use in conjunction with other interview guides, specifically Guides 1 & 2, to gather basic information on the business and assess the potential for cluster participation.

1. Which of the following best describes your tourism business? (select one)
 - Hotel / motel/ inn
 - Campground / RV Park
 - Tour operation
 - Agri-tourism
 - Attraction
 - Bed and breakfast
 - Restaurant
 - Other If other, please specify.

2. What time of the year is your business open? (select one)
 - Year round (go to question 4)
 - Spring, Summer and Fall Summer only
 - Winter only
 - Other. If other, please specify

3. Does your business have the potential to expand into other seasons? Yes/No
 - a. If yes, what would it take to expand into other seasons? (select all that apply)
 - Indoor facilities
 - Building insulation / heating
 - Increase visitor ship in the off-season
 - Other. If other, please specify

4. What are the advantages to operating a tourism business in this market area?
 - Close to highway
 - Proximity to lake
 - Rural / agricultural communities
 - Seasonal traffic
 - Community support
 - Other (please specify)



5. How would you rate the following challenges to operating a tourism business in this area?

NA = Not Applicable 1 = Not a challenge 2 = Somewhat challenging 3 = Challenging 4 = Very challenging

- ⚙ Red tape
- ⚙ Seasonal
- ⚙ Climate
- ⚙ Staffing
- ⚙ Housing
- ⚙ Internet / broadband
- ⚙ Promotion

6. Rate your level of satisfaction with the tourism facilities in this area.

NA = Not Applicable 1 = Poor 2 = Fair 3 = Good 4 = Excellent

- ⚙ Accommodations
- ⚙ Food services
- ⚙ Attractions
- ⚙ Retail.
- ⚙ Information / visitor centres
- ⚙ Wayfinding signage
- ⚙ Highway signage
- ⚙ Availability of public washrooms.
- ⚙ Condition & cleanliness of public washrooms

7. How would you rate the following as assets / infrastructure you would like to see developed to support tourism? 1 = Indifferent 2 = Low priority 3 = Medium priority 4 = High priority

- ⚙ Internet
- ⚙ Better signage
- ⚙ Information / visitor centres
- ⚙ Local transportation
- ⚙ Accommodations
- ⚙ Events / festivals
- ⚙ Public washrooms
- ⚙ Promotion / marketing support

8. Please estimate the percentage of your visitors that come for a day trip and the percentage that are overnight visitors?

Day trip:%

Overnight:%



9. On average, how many nights does a typical visitor stay? (select one)
- Not applicable
 - 2 - 3 nights
 - 6 -7 nights 1 night
 - 4 - 5 nights
 - 7+ nights
10. Are visitors to this business most likely to be: (select the top three)
- Families
 - Couples Seniors
 - Business
 - Solo
 - Groups
 - Other If other, please specify
11. What are your typical target markets (before the Covid-19 pandemic)? (select all that apply)
- Local within 100km
 - Saskatchewan
 - Other Provinces (list)
 - USA (list states)
 - International (list countries)
12. What do you feel are the products / activities that attract visitors to the area? (select up to five)
- Adventure (e.g. ziplining)
 - Festivals / events
 - Theatre
 - Agri-tourism
 - Fishing
 - Shopping
 - Arts & culture
 - Golf
 - Sightseeing
 - Beach
 - Heritage
 - Sporting events
 - Casino
 - Hunting
 - Snowmobiling / ATV
 - Craft breweries / distilleries
 - Motorcycle tours



- ⚙ Trails
- ⚙ Cycling
- ⚙ Water based activities (e.g. boating)
- ⚙ Culinary / food
- ⚙ Music
- ⚙ Museums
- ⚙ Wineries

13. Are you involved with the following organizations? Yes/ No/Don't know

- ⚙ Regional Tourism Organization
- ⚙ Destination Management/Marketing Organization (DMO)

If yes to DMO, please specify the organization:

Are you a member of any other tourism organization? Yes/ No If yes, please specify

14. Do you offer packages? (i.e. services and goods combined into a special offer; e.g. accommodations + event ticket + dining) Yes/ No

If yes, who do you package with?

- ⚙ Only include my own amenities
- ⚙ Partner with others

Who handles the promotion of the packages?

- ⚙ Self
- ⚙ Self and partners
- ⚙ Local Destination Marketing Organization
- ⚙ Tourism organization
- ⚙ Tour / travel agent
- ⚙ Chamber of Commerce
- ⚙ Municipality
- ⚙ Other. If other, please specify

If no, what are the barriers to you offering packages?

- ⚙ Time
- ⚙ Has not yet been considered
- ⚙ Lack of partners
- ⚙ Lack of knowhow
- ⚙ Other. If other, please specify



15. What methods do you use to promote your business? (select all the apply)

- Print (e.g. flyers, newspaper, magazines)
- Word of mouth and networking
- Website
- Trade shows or business events
- Television / radio
- Travel review website
- Social media (e.g. Facebook, Twitter)
- Email / e-newsletters
- Co-op advertising campaigns
- Other. If other, please specify

16. Where do you get your market research regarding tourism trends, market & growth opportunities, etc.? (select all that apply)

- Tourism Saskatchewan
- Destination Canada
- Tourism Industry Association of Canada
- Indigenous Tourism Association of Canada
- Local Destination Marketing Organization
- Sector associations
- (DMO) Regional Tourism Organization
- Newsletters Economic Development organizations
- In-house
- Other. If other, please specify

17. Does the market research information you receive assist you in making business decisions? Yes/No If no, what additional information would be useful?

