

Exceptional Experience

NEWFOUNDLAND & LABRADOR



Application Form



We are thrilled that you are applying to become an Exceptional Experience provider. Please complete this form and submit it, along with the requested support materials listed.

Accompanying this application is a handbook with a detailed explanation on each criteria, as well as tools and templates that you can use to help with your application and support materials.

Our team is also here to help, so please don't hesitate to reach out with questions as you complete your application.

Confidentiality: Please note that all information submitted as part of this application process is kept strictly confidential and used only for the purpose of determining your eligibility in the Exceptional Experience Program.



Thinking about your experience:	Yes	No
Is your business TAP approved? (1.a)		
Have you advised your DMO that you are applying?		
Has your experience been in market and offered to guests for at least one year? (1.b)		
Is the health, safety and comfort of the guest at the core of the experience? (3)		
Do you conduct safety briefings at the beginning of your experience? (3.a)		
Do you have digital assets, such as photos and/or video that are high quality and can be used for marketing and promotions? (4.e)		
Do you consistently receive very good or excellent ratings on a third-party review site (Tripadvisor, Google, etc.)? (5.e)		

What year was your experience introduced to the market and offered to guests? (1.b)

Please indicate at least one (1) element in your experience that provides an authentic experience, or that sense of people, place and culture to your guests. (1.c)

Indicate one way your experience responds to a trend. (1.d)

Indicate the “wow” factor in your experience. (1.f)

Indicate the way(s) your organization ensures a welcoming culture to all guests. (2.b)

Please give an example of your guest maximums to ensure guest comfort and safety, or if your capacity maximum is dictated by a governing body, please indicate this. (3.f)

Please list the facilities and services in place to support the experience and ensure guest comfort and safety. (3.g)

Please list which credit cards you accept and/or what alternative electronic payment you accept (i.e. e-transfer, Square). (4.b)

Please provide the website address that promotes your experience and accepts inquiries and online bookings through a “Book Now” with e-commerce capabilities behind it. (4.f)

Please indicate which third-party review site(s) you are listed on and your current rating. (4.g)

Please indicate which business social media accounts you use to promote the experience. (4.h)

List at least two (or more) marketing efforts undertaken by your organization in at least one of Newfoundland and Labrador’s key non-resident markets. (4.i)

Indicate at least one practical effort that is being made in your organization that contributes to sustainable practices. (4.k)

Indicate when the experience was last evaluated internally. (5.a)

Please submit with your application:

- An outline of your guest experience to demonstrate it is thoughtfully crafted, with a flow and/or theme that provides an excellent and optimal guest experience. (1.d)
- An outline of the training that is provided to your team on delivering the guest experience. (2.a)
- A copy of the process you have in place for ensuring your information is accurate and kept up to date, including the regular maintenance and updating of your website. (2.c, 4.f)
- A copy of your process for ensuring the quality of your experience and its delivery is consistent, yet allows for flexibility to meet the needs of the guest. (2.d, 2.e)
- Your safety briefing. (3.a)
- The table of contents of your risk management plan. (3.b)
- An outline of the training provided for your team on risk management and emergency plans, and their role in those plans, including training on completing the incident report form. (3.c, 3.d)
- A copy of your incident report form. (3.d)
- A copy of your process for regular maintenance, cleaning and other health and safety practices as applicable to your organization. (3.e)
- A copy of your Guest Service processes for response times. (4.a)
- A copy of your booking and cancellation policy. (4.c)
- A copy of your rate policy. (4.d)
- A copy of your staff appearance policy. (4.j)
- A copy of your process for responding to guest feedback, including resolving issues and responding to complaints. (5.b, 5.c, 5.d)
- A signed copy of the Code of Ethics for Exceptional Experience Providers

Please Note:
Tools and templates can be found in the accompanying handbook to support you in creating any documents that may not currently exist. If the information does exist and it is found on your website or in another electronic location that is accessible, please simply indicate where it can be found in your list of submissions.

I certify that all information provided with my application for the Exceptional Experience Program is accurate and true.

_____	_____
Organization	Signature
_____	_____
	Name
_____	_____
Email	Date