

Exceptional Experience

NEWFOUNDLAND & LABRADOR



**Program
Self-Assessment**



The Exceptional Experience Program enables tourism experience providers in Newfoundland and Labrador to demonstrate that they are committed to exceeding guest expectations with their tourism experience by meeting specific criteria focused on excellent customer service and the highest standards of business practice. All experience providers are subject to regular audits to ensure compliance, and visitors can be confident in the quality and level of service they will receive from these experiences.

The Exceptional Experience program is open to all TAP-approved experience providers who market to non-resident visitors, and they must demonstrate that they meet the criteria for the program. The first step in determining if your tourism offering is eligible for consideration as an Exceptional Experience is to complete this self-assessment.



Thinking about the experience you provide:	Yes	No	Unsure
Is your business TAP-approved?			
Has your experience been in the market and offered to guests for at least one year?			
Is your experience authentic to Newfoundland and Labrador, or include elements that are authentic, demonstrating that the experience is tied to the sense of people, place and culture?			
Has your experience been thoughtfully crafted, with a flow and/or theme that provides an excellent and optimal guest experience?			
Is your experience responsive to guest trends in some way, such as including an experiential element?			
Does your experience include one “wow” factor, an element of the experience that would prompt a reaction of “Wow, that was amazing” or “Wow, I was not expecting that”?			

Thinking about the delivery of your Experience:	Yes	No	Unsure
Is your experience led by people who have been trained and receive ongoing training on customer service and hospitality, as well as on the experience delivery and how to conduct the experience?			
Is your experience welcoming, ensuring all visitors are received courteously and without discrimination?			
Do you ensure the experience matches the descriptions that have been published and/or provided to the guest?			
Is your experience offered consistently? I.e., Is it offered for published dates, hours, durations, etc.? Does it follow the established and expected inclusions, timelines, routes, etc.?			
Is your experience flexible enough to allow you to be responsive to the needs of your guests throughout the experience?			

Thinking about Health, Safety & Comfort:	Yes	No	Unsure
Is the health, safety and comfort of the guest at the core of the experience?			
Do you conduct safety briefings at the beginning of your experience?			
Do you have a risk management plan in place, with clear plans on what to do in an emergency?			
Do you train your team on your risk management and emergency plans, so they know their roles and what they need to do?			
Do you have an incident report form for your company that your team uses in the event of an incident?			

Thinking about Health, Safety & Comfort:	Yes	No	Unsure
Do you have processes and schedules in place for maintenance, cleaning, and other health and safety practices that are applicable to your experience?			
Do you set and adhere to a maximum number of guests on the experience to ensure comfort, safety and optimal experience?			
Do you have appropriate facilities and services in place to support your experience and ensure guest comfort and safety? I.e., sufficient washrooms, parking, seating areas, and so on.			

Thinking of your operational processes and procedures:	Yes	No	Unsure
Do you respond to inquiries within 48 hours and provide booking confirmations within 24 hours?			
Do you accept credit card payments?			
Do you have clear payment policies and cancellation policies that are communicated to the guest?			
Do you have Rate Policies in place? I.e., clearly identifying high-season and low-season rates if applicable, etc.			
Do you have digital assets, such as photos and/or video, that are high quality and can be used for marketing and promotions?			
Do you have a website to promote the experience and accept inquiries and online bookings, that includes Book Now with e-commerce capabilities behind it?			
Do you have a Business Listing on at least one third-party review site (Tripadvisor, Google, etc.)?			

Thinking of your operational processes and procedures:	Yes	No	Unsure
Do you have at least one active business social media account to promote the experience (i.e., Facebook, Instagram)?			
Do you market to non-residents, aligned with one of Newfoundland and Labrador's key non-resident markets?			
Do you have a Staff Appearance Policy, including uniform or dress code guidelines?			
Do you have Sustainability Procedures demonstrating that practical efforts are made for sustainable practices?			

Thinking of collecting and responding to feedback:	Yes	No	Unsure
Do you regularly evaluate your own experience?			
Do you respond to feedback received from guests (positive or negative), including online reviews?			
Do you resolve issues and respond to complaints appropriately and in a timely manner?			
Do you have a process for handling guest feedback, particularly issues and complaints?			
Do you consistently receive very good or excellent ratings on a third-party review site (Tripadvisor, Google, etc.)?			

If you feel you currently meet some or most of the criteria and you would like to explore this opportunity, or you are unsure, please reach out to Anthony Janes, Project Manager, to discuss the application process and support training and tools available.

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