

Family Travel Association Supplier Attraction Certification



The FTA Supplier Certification program is the only certification program aimed towards the family travel supplier community. There is no better way to show off your expertise than through certification.

The FTA has created a list of standards as outlined below. The certification process requires suppliers to apply for certification and undergo an audit of current practices. When approved, suppliers will enter the certification phase where they will participate in coaching, standard marketing package training, and receive logo usage and licensing.

Attraction Standards

Management

• Legal Compliance

- » Working in accordance with all local business and health laws.
- » All required licenses and certifications are up to date and displayed as required by law.

• Employee Training as a Family Friendly Supplier

- » All employees that are in direct contact with families are trained on family-centric policies and best practices.
- » Reservations team is given information on the property/tour packages and the family friendly features and can accurately answer questions for booking families and travel agents.
- » Family centric policies are outlined for all types of families, highlighting diversity and inclusion.

• Customer Satisfaction

- » Family-Service strategy clearly outlined for staff or/and suppliers to manage guest expectations.
- » Goals for family service experience are clearly outlined.
- » Service quality is consistent. All staff or/and suppliers are educated on expected family service levels and practices.
- » Staff are empowered to make decisions to improve the family travel experience.
- » A staff member is informed of pre-travel questionnaires before guest check in and disseminates information to all appropriate staff members or/and suppliers so that they are ready to accommodate any noted special needs.
- » Staff, including staff of suppliers (where applicable), are empowered to be engaging and helpful to families.
- » Staff, including staff of suppliers (where applicable), is encouraged to learn the names of all travelers, especially children.
- » Customer Satisfaction survey is given to every family after their travels, with feedback requested specifically on family experiences.

• Safety (in Management)

- » Clearly defined and published safety and security protocols for children.
- » Criminal background checks are conducted annually for all seasonal staff and at least every five years for year round staff, in contact with traveling families.
- » Child-Safe Training are conducted annually for all seasonal staff and at least every five years for year round staff, in contact with families.
- » Company has a Crisis Management plan in place ready to implement as needed - outlines specific response for family travel.

Communications

• Website

- » Website directly states it's family friendly and welcoming to all types of families.
- » Website states activities for families, detailed by age group and height requirement (if applicable) and best practices for booking. If it is recommended that families book activities prior to their arrival, this is clearly stated with a follow up on how to pre-book the requested activities.
- » Website states typical weather conditions by season so that families can know when to plan their trip or what to expect if they travel in an "off season."

- » Physical address and emergency contact information listed clearly on the website.
 - » Website includes imagery of families.
 - » Sales and Marketing messaging accurately reflects current family-friendly offerings.
 - » If there is ongoing construction (defined as longer than 3 months) the website clearly states there is construction.
 - » Website shows inventory of equipment available to rent or use on site
- #### • Direct Mail & Email Communications
- » Include imagery of families in communications.
 - » Clear details for parents on what's offered specifically for families within all communication.
 - » Sales and marketing messaging accurately reflects current family-friendly offerings.
 - » Link to your website for additional information regarding family-friendly services.

Booking

- » Reservations team is trained on the product/tours and their family-friendly features/offerings and can easily answer questions for booking families and travel agents.
- » Property has a designated family travel representative, that will respond to family inquiries received. If they are not available at the time the family calls, they will call the family back within one business day of the initial call.

Facilities

• F & B

- » Allergens and dietary requirements are accommodated when property is given appropriate notice.
- » Allergens and dietary requirements provided to kitchen staff prior to check in to prepare for accommodation.
- » No cross contamination during preparation or serving.
- » All on-site restaurants offer kid-friendly menus with healthy options.

• Retail (if applicable)

- » Retail shops include products for families

• Safety (in facilities)

- » At least one on-duty staff trained in pediatric CPR/AED and holds current certification.
- » Clearly marked safety signage and safety warnings, everywhere that is appropriate.
- » Pediatric AED on site.
- » Non-Family friendly areas noted with signage or in check-in welcome packet.
- » High-value, highly breakable items in shared spaces are out of reach of children.

• Water safety (on site or offered by supplier booked through Tour Operator)

- » An appropriately certified lifeguard (including first aid and CPR/AED) must be present at all aquatic areas during aquatic play open hours.
- » Lifeguard's rescue skills must have been verified in the environment in which they will guard.
- » Number of lifeguards on duty appropriate for the size of the swimming areas.
- » Clear signage when lifeguards are not on duty.
- » Safety signage posted in clear view near all pool areas.

- » Enough equipment available at each pool area.
- » Dedicated smoking areas that prevent second hand smoke exposure in general areas of park.
- » Emergency exits accessible from all areas of park and clearly marked
- » Rides are in safe working condition
- » All operators well trained on operation and safety of rides
- » There is clear signage for safety(height/weight) /health requirements
- » A significant number (50%) of rides will accommodate riders under 40 inches in height.
- » Each ride with a height requirement offers the option of a child-swap pass for families.
- » Rides with a "fear" element have clear signage at entrance of queue.
- » Define rides by age group.
- » Define rides height/weight requirements where applicable.

Amenities

• General Property amenities

- » Family Restrooms/ Changing tables in Restrooms (Male and Female restrooms).
- » Study area for students to complete school work.
- » Babysitting available on site, or vetted babysitting service available to book.
- » Pool on site that is accessible for children, or why not appropriate for this property.
- » Quiet area for families to rest.
- » Playground / Play / Activity area available within the park.
- » Onsite parking
- » Dedicated area for breastfeeding

Health and Wellness

- » Options for common areas that are completely non-smoking/vaping areas with no residual second-hand smoke.

- » Access to medical care - onsite clinic or reliable licensed care provider available to call 24/7.
- » Affordable access to health items.

Activities

- » Define activities by age group.
- » Define minimum age requirements where applicable.
- » Where appropriate, supplier includes experiences and services that are specifically geared towards young children and that promote learning.
- » Use family-friendly symbol/identification in daily programming schedule to help families identify best options, if applicable.

Accessibility

- » Property and activities are accessible to those traveling with special needs.
- » Staff trained in supporting children on the autism spectrum, offering accessibility to the property for these children.
- » Accommodate strollers.
- » Rooms/queues available that are wheelchair accessible.

Finance

- » Pricing is clear at the time of booking - no surprise costs at the time of check in/check out. Surprise pricing could include but is not limited to, gratuities, taxes, resort fees, pet fees, parking.
- » The supplier has a cancellation/deposit commitment in place that is clearly outlined at the time of booking that is compliant with legal requirements for your industry.

Pricing

FTA Supplier Certification				
Supplier	Application Fee	Auditor Fee	Certification Fee	Total Fee
Under 5 Million	\$500.00	\$500.00	\$725.00	\$1,725.00
5 to 25 Million	\$500.00	\$500.00	\$925.00	\$1,925.00
25 Million/Tourism Boards	\$500.00	\$500.00	\$1,550.00	\$2,550.00