

Family Travel Association Supplier Hotel 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.

Hotel 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 states ships full health and safety standards
- » Website shows accurate bed configurations for families and highlights extra bed and cot options.
- » Family friendly bed configurations and activities are bookable online. If not available to book online via the current booking system, a phone resort reservation team is available to make the booking with these requests. Phone number is listed on the website.
- » Website clearly states any limitations at the property that are related to families or children, or age restricted locations/amenities.
- » Website has clearly noted inventory of connecting rooms, beddings, rollaway, cribs, villas suites, etc.

• 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/offers 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.
- » Families can request and be guaranteed (if available) the bedding type (# of beds) they need at time of booking.
- » Booking confirmation clearly states the bedding and rooming set up.
- » When booking multiple rooms, families can book connecting rooms or rooms next door to one another (if available).
- » Rooms booked for families traveling with children 18 and under, are guaranteed to be on the same floor.
- » Added extra bed for child or cots guaranteed at time of booking.
- » Families are given priority for quiet rooms at the resort whenever possible.
- » Pre-Travel Questionnaire is provided to families

Check in Experience

- » Families are met by a trained staff member in Family Friendly customer service.
- » Families are offered something at check in to immediately make them feel welcome and special.
- » Families are supported with luggage to room
- » Check-in agent offers to make a reservation for dinner (if dining available onsite) at the time of check-in, to allow for quick seating when the family is ready to dine.
- » If property offers a welcome drink, have a special option for children.
- » If families arrive prior to check in time, space is provided for families to use prior to check in.

- » If provided space is outside of the resort, easy, quick transportation and details of how to get there are provided to the family.
- » A family-friendly information packet is provided at check in. Provided either digitally or as physical documents, unless noted otherwise.
 - » Packet includes:
 - » Resort contact information/map cards (one for each family member) on arrival so families can easily get back to the resort and have a safety card for kids if they are separated. (must be a physical document)
 - » Details of family-friendly amenities at the resort
 - » Map of near-by local parks and playgrounds
 - » Recommended list of family-friendly restaurants

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.
- » Complimentary breakfast included in stay.

• Accommodation

- » Bedding size to fit different age groups (cribs).
- » Rooms with more than one bed should be available.
- » Bedding set up as booked by the family at the time of check in (ie: number of beds to accommodate the correct number of family members). If bedding booked does not match the family members booked, ask parents if the bedding set up is per their preference.
- » Linens, pillows and towels provided to match the number of family members booked in the room.
- » Non-smoking rooms guaranteed.
- » Extra storage available - more hangers, small hangers to fit children's clothes, or an extra dresser or under bed storage in the room.
- » Room offers a space to work if parents or students must complete work while traveling.
- » Light-blocking curtains available.

• Retail (if applicable)

- » Retail shops include products for families.

• Safety (in facilities) (on site or offered by supplier booked through Tour Operator)

- » 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.
- » Safety equipment available onsite and in good working condition.

- » Enough equipment available at each pool area.
- » Child proofing, available and set up prior to guest check in - on request.
- » Smoke detectors in all rooms, checked regularly and are in good working order.
- » Carbon monoxide detectors in all rooms, checked regularly and are in good working order.

Amenities

• In-room amenities (*does not apply to Attractions*)

- » Families receive free Wi-Fi.
- » Clean water available in the room for no cost - enough to serve all family members.
- » A refrigerator available in the room, on request.
- » Microwave available in the room, on request.
- » There is a space to eat in the room, if no table in room design, folding table to be made available on request.
- » Night light available on request.
- » In-room experiences available.

• 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.

Health and Wellness (*on site or offered by supplier booked through Tour Operator*)

- » 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.
- » Offer recreation areas for kids.
- » Non-smoking/vaping rooms & areas with no residual second-hand smoke, guaranteed for families.

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.
- » Supply items such as cots, cribs, pack n plays to families at no additional cost.

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