

# FAMILY TRAVEL ASSOCIATION TOUR OPERATOR STANDARDS



## Standards and Guidelines: **TOUR OPERATOR**

### MANAGEMENT

#### LEGAL COMPLIANCE

| STANDARD | DESCRIPTION   |
|----------|---|
| MGT.1    | Working in accordance with local government and health laws.                              |
| MGT.2    | All required licenses and certifications are up to date and displayed as required by law. |

#### EMPLOYEE TRAINING AS A FAMILY FRIENDLY SUPPLIER

| STANDARD | DESCRIPTION   |
|----------|---|
| MGT.3    | All employees that are in direct contact with families are trained on family-centric policies and best practices.   |
| MGT.4    | 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. |
| MGT.5    | Family centric policies are outlined for all types of families, highlighting diversity and inclusion.   |

#### CUSTOMER SATISFACTION

| STANDARD | DESCRIPTION  |
|----------|--|
| MGT.6    | Family-Service strategy clearly outlined for staff or/and suppliers to manage guest expectations.                              |
| MGT.7    | Goals for family service experience are clearly outlined.  |
| MGT.8    | Service quality is consistent. All staff or/and suppliers are educated on expected family service levels and practices.        |
| MGT.9    | Staff are empowered to make decisions to improve the traveling families' experience by being engaging and helpful to families. |

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**CUSTOMER SATISFACTION CONTINUED**

| STANDARD | DESCRIPTION   |
|----------|---|
| MGT.10   | 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. |
| MGT.11   | Customer Satisfaction survey is given to every family after their travels, with feedback requested specifically on family experiences.  |

**SAFETY (IN MANAGEMENT)**

| STANDARD | DESCRIPTION   |
|----------|---|
| MGT.12   | Clearly defined and published safety and security protocols for children.   |
| MGT.13   | 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.      |
| MGT.14   | Training regarding the safety of children is conducted annually for all seasonal staff and at least every three years for year round staff, in contact with families. |
| MGT.15   | Company has a Crisis Management plan in place ready to implement as needed - outlines specific response for family travel.  |



## COMMUNICATIONS

### WEBSITE

| STANDARD | DESCRIPTION  |
|----------|--|
| CMC.1    | Website directly states it's family friendly and welcoming to all types of families.   |
| CMC.2    | 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. |
| CMC.3    | 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."   |
| CMC.4    | Physical address and emergency contact information listed clearly on the website.  |
| CMC.5    | Website includes imagery of families.  |
| CMC.6    | Sales and Marketing messaging accurately reflects current family-friendly offerings.   |
| CMC.7    | Website states activities and itineraries specific for families, detailed by age group.  |
| CMC.8    | Website clearly states any limitations for offered tours that are related to families or children, or age restricted locations/activities.   |

### DIRECT MAIL & EMAIL COMMUNICATIONS

| STANDARD | DESCRIPTION  |
|----------|--|
| CMC.9    | Include imagery of families in direct mail and email communications. |

**BOOKING**

| STANDARD | DESCRIPTION  |
|----------|--|
| BKG.1    | 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.   |
| BKG.2    | Tour Operator 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. |
| BKG.3    | Booking team designs/books itineraries that fit into the schedules of families - pace and timing of activities and travel is appropriate for all travelers in the party (from young ages to multi-generational groups).                          |
| BKG.4    | Booking confirmation clearly states the bedding and rooming set up.  |
| BKG.5    | A Pre-Travel Questionnaire is provided to traveling families at the time of booking.   |



## SUPPLIERS

### GENERAL - APPLICABLE TO ALL SUPPLIERS USED ON A FAMILY-FRIENDLY BOOKING

| STANDARD | DESCRIPTION   |
|----------|---|
| SUP.1    | Tour operator verifies annually that suppliers are working in accordance with all local business and health laws. |
| SUP.2    | Tour operator verifies annually that suppliers carry necessary insurance for products booked.                     |

### TRANSPORTATION (LAND)

| STANDARD | DESCRIPTION  |
|----------|--|
| SUP.3    | All vehicles used are in safe working condition.   |
| SUP.4    | All hired drivers hold a current local driving license and have a current safe driving record. |
| SUP.5    | All vehicles used have safety belts for each person in the vehicle.                            |
| SUP.6    | Car seats or boosters are required for children traveling in the vehicle.                      |

### TRANSPORTATION (AIR)

| STANDARD | DESCRIPTION  |
|----------|--|
| SUP.7    | All airlines booked are in good standing regarding their safety records. |

### TRANSPORTATION (OTHER)

| STANDARD | DESCRIPTION   |
|----------|---|
| SUP.8    | All other transportation booked has been verified to be in safe working condition and in good standing regarding their safety record. |

## GUIDES

| STANDARD | DESCRIPTION  |
|----------|--|
| SUP.9    | Guides are trained in family-friendly service expectations. (Guides are proactive in meeting families' needs Families feel they are welcome and supported while on tour..) |



## FACILITIES

### F & B

*(AS BOOKED THROUGH TOUR OPERATOR)*

| STANDARD | DESCRIPTION   |
|----------|---|
| FCL.1    | Allergens and dietary requirements are accommodated when the Tour Operator is given appropriate notice.   |
| FCL.2    | Allergens and dietary requirements provided to hotels and restaurants booked through Tour Operator prior to check in to prepare for accommodation of dietary needs. |

### ACCOMMODATION

*(AS BOOKED THROUGH TOUR OPERATOR)*

| STANDARD | DESCRIPTION  |
|----------|--|
| FCL.3    | Bedding size to fit different age groups (cribs).  |
| FCL.4    | Rooms/cabins with more than one bed should be available.   |
| FCL.5    | Bedding set up as booked by the family at the time of check in.  |
| FCL.6    | Linens, pillows and towels provided to match the number of family members booked in the room/cabin.  |
| FCL.7    | Non-smoking rooms/cabins guaranteed.   |
| FCL.8    | Extra storage available - more hangers, small hangers to fit children's clothes, or an extra dresser or under bed storage in the room/cabin. |
| FCL.9    | Room/cabin offers a space to work if parents or students must complete work while traveling.   |
| FCL.10   | Black-out curtains or blinds available.  |

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**SAFETY (IN FACILITIES)***(ON SITE OR OFFERED BY SUPPLIER BOOKED THROUGH TOUR OPERATOR)*

| STANDARD | DESCRIPTION  |
|----------|--|
| FCL.11   | At least one on-duty staff trained in pediatric CPR/AED and holds current certification. |
| FCL.12   | Clearly marked safety signage and safety warnings, everywhere that is appropriate.       |
| FCL.13   | Pediatric AED on site.   |

**WATER SAFETY***(ON SITE OR OFFERED BY SUPPLIER BOOKED THROUGH TOUR OPERATOR)*

| STANDARD | DESCRIPTION   |
|----------|---|
| FCL.14   | An appropriately certified lifeguard (including first aid and CPR/AED) must be present at all aquatic areas during water play open hours. |

**AMENITIES***(offered by supplier booked through Tour Operator)***IN-ROOM AMENITIES**

| STANDARD | DESCRIPTION   |
|----------|---|
| AMT.1    | Families receive free Wi-Fi.  |
| AMT.2    | Clean water available in the room/cabin for no cost - enough to serve all family members. |
| AMT.3    | A refrigerator and or microwave available in the room, on request.                        |
| AMT.4    | There is a table to eat in the room/cabin.  |
| AMT.5    | In-room/cabin experiences available.  |

**GENERAL PROPERTY AMENITIES**

| STANDARD | DESCRIPTION   |
|----------|---|
| AMT.6    | Family Restrooms or Changing tables in Male and Female Restrooms.               |
| AMT.7    | Babysitting available on site, or vetted babysitting service available to book. |
| AMT.8    | Pool on site that is accessible for families.                                   |





## HEALTH AND WELLNESS

*(offered by supplier booked through Tour Operator)*

### IN-ROOM AMENITIES

| STANDARD | DESCRIPTION  |
|----------|--|
| HLW.1    | Options for common areas that are completely non-smoking/vaping areas with no residual second-hand smoke.          |
| HLW.2    | Access to medical care - onsite clinic or reliable licensed care provider available to call 24/7.                  |
| HLW.3    | Affordable access to essential health items.   |
| HLW.4    | Walking and biking or other physical options offered, when available, to add more physical activity while on tour. |

## ACTIVITIES

*(offered by supplier booked through Tour Operator)*

| STANDARD | DESCRIPTION   |
|----------|---|
| ATV.1    | Define activities by age group.   |
| ATV.2    | Supplier offers experiences and services that are specifically geared towards families that promote enrichment. |



## ACCESSIBILITY

| STANDARD | DESCRIPTION  |
|----------|--|
| ACS.1    | Property and activities are accessible to those traveling with special needs and staff is trained in supporting traveling families with special needs. |
| ACS.2    | Accommodate strollers.   |
| ACS.3    | Touring options or reliable resources for families traveling with a physical disability or other special needs, such as autism.                        |

## FINANCE

| STANDARD | DESCRIPTION  |
|----------|--|
| FNC.1    | Pricing is clear at the time of booking - no surprise costs at the time of check in/check out.   |
| FNC.2    | 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. |