



Attraction: Group Readiness Checklist

This check list has been created to help you review what might needed for your attraction to become group ready or enhance your existing group tour experience.

Business Overview

- Open regularly with set times/hours
- Can accommodate group sizes of 15+ visitors with ease
- Offers advanced group reservations or blocked bookings
- Provides consistent year-over-year programming or experiences
- Has a designated contact person for tour operators and group bookings
- Dedicated group tour brochure or one-sheet with group details
- High-quality photos and logos available for tour operators, if needed
- Website includes a section for tour operators
- Listed in local or regional DMO group travel guides
- Offers virtual FAM tours or hosts live familiarization visits, if needed
- Applicable licences, insurance, and safety regulations
- Has a crisis/emergency response plan that includes group tours
- Walkways, elevators, and ramps compliant with accessibility standards

Rates/Contracts

- Offers net rates or commissionable pricing for group tour operators (10–30%)
- Provides group pricing tiers, if applicable (e.g., student, senior, adult, FIT, group)
- Supports tour escort and driver complimentary admission.
- Can generate invoices or accept travel trade payments (credit card, EFT, cheque, voucher)
- Understands and accepts industry-standard contract terms (e.g., cancellation windows)
- Can handle group deposits, if applicable
- Booking Confirmation turnaround time within 24 hours

Group Admission

- Streamlined admission process for groups (pre-scanned tickets, wristbands, timed entry, designated group entrance, group loading/offloading etc.)
- Accessible restrooms with sufficient capacity for large groups
- Timed coordination to avoid overlap with other large groups (where applicable)
- Guided tours available, if applicable (included or optional add-on)
- Flexible programming for varied tour lengths (e.g., 30 min, 1 hr, 2 hr)

Motor coach/driver needs

- Offers driver/escort rest area or lounge, if able
- Bus parking and/or drop-off zones (on-site or within walking distance)
- Map and access instructions available for drivers, if needed
- Safe turning radius for motor coaches

Helpful Tips

- Group greeting or welcome available by staff or guide
- Timed-entry or private tours available for groups
- Provides group-specific orientation (verbal, signage, or video), if applicable
- Reviews group processes annually and adjusts based on operator feedback
- Provides exclusive after-hours or private group options

A standard 56 seat motor coach typically measures around 13.72 meters (45 ft) in length and 2.59 meters (8 ft 6 in) in width, a height of approximately 3.81 meters (12 ft 8 in).

The average radius needed for a coach to turn is 10-14 meters, 35-40 feet.