



Certified Trent-Severn Trail Town Friendly Business Criteria

Attractions, Retail, Accommodations, Food & Beverage

Visitor facing businesses must meet the following requirements:

- **Must be located within 2 km of the designated Trail Town**
- Staff must be familiar with the Trent-Severn Trail Town program (TSTT) and the names of the nearby Trail Towns
- Provide friendly customer service
- Provide directions to area attractions
- Knowledgeable of other businesses in their community
- Provide the Trent-Severn Trail Town URL to visitors for more information. The website is www.tswtrailtowns.ca
- Know location of public washrooms
- Water bottle fill up permitted / or know location of water bottle fill up
- Maintain trail friendly information including town/region
- Know the location of their Visitor Information Centre / Kiosk
- **Use the hashtag @tswtrailtowns**
- **Include a link to tswtrailtowns.ca on your website**

Benefits for Participating Businesses:

- A listing and link on your community's Trent-Severn Trail Town (TSTT) website
- Mentions through the Trent-Severn Trail Town social media platforms for any Trent-Severn Trail Town specific experience or product (e.g. Trail Town IPA at McGillicafey's Pub & Eatery in Hastings)
- Participation in video and photography showcasing each TSTT
- Opportunity to participate in related retail promotions
- Inclusion in the Trent-Severn Trail Town program marketing and promotion efforts by Regional Tourism Organization 8

By signing below, you agree to abide by the above criteria. Failure to do so will result in cancellation of your participation in the program and promotions.

Signature

Print Name

Name of Participating Business

Date

Return signed copy to: partner@rto8.com or mail to RTO8, P.O. Box 40, Hastings, ON K0L 1Y0