



Wildlife Friendly Enterprise Network (WFEN)

Product Submission Form - Tourism

The purpose of this document is to provide substantive information about your product(s) in order to: a) assess compatibility with Certified Wildlife Friendly and b) identify areas in need of help to prepare your tourism venture for qualification. This document will be evaluated together with the Pre-Assessment Form and supplemental information.

Any information provided will be kept strictly confidential.

A non-refundable fee of US\$250 must accompany this form.

Please see www.wildlifefriendly.org for additional information or contact us via info@wildlifefriendly.org if you need assistance.

A. Applicant Information

Name of Applicant	Enterprise/Company Name	Date

B. Product Information

Please fill in the following table with as much information as possible about your tourism activity. Please use the Letter codes for your responses, as follows:

***Product Description List**

(A) Accommodation (Hotels & Lodges), (B) Tour Operator, (C) Guides & Drivers, (D) Other - please describe.

#	Question	Response
B1.	Product Description	
B1.1.	What is your product/s description type? (Please use Letters from the List above)	

B1.2.	How would you describe your product (name, description)?		
B1.3.	What is your annual income from the sale of your product/s?		
B1.4	How many visitors or groups do you receive per year?		
B2.	Product Sales		Response
B2.1.	Is your product already being sold?		
B2.1.1.	<p>If Yes, please provide information on where your product is being sold (or might be sold in the future) using the following Letter codes for your responses: (A) Direct Booking Site, (B) TripAdvisor or other booking services, (C) Travel agencies, (D) Other</p> <p>Please also note whether these outlets are: (G) Local, (H) National, (J) Regional, or (K) Global</p>		
B2.1.1.a B2.1.1.b B2.1.1.c	Product	Present Sales Outlets	Future Sales Outlets
B3.	Brand identification		
B3.1.	If your product is being sold under a brand name, please provide the Brand Name.		
B3.2.	Do you have any additional certifications? If yes, please list them.		Yes/No
B4.	Product Readiness for Market		Response
B4.1.	If your product is not ready to be sold, please list the requirements to ready them (ie, time, money, permits, etc)		
B4.2. B4.2.a B4.2.b B4.2.c	Please list any other products that you are preparing to market, including additional properties		
B4.3. B4.3.a B4.3.b B4.3.c	Please provide the Brand Name for the other products or services		

B4.4.	Do you have any plans to market additional products? If yes, please provide a list of these products.	Yes/No
-------	--	--------

C. Business Background

Please fill in this table with information about your business and its location.

#	Question	Response
C1.	Business Location	
C1.1.	Where do the tourism activities take place?	
C1.2.	What is the population of the community (or communities) in which the tourism activities take place? (Number of people, please describe)	
C1.3.	How long have you worked in this community (or communities)?	
C1.4.	When was your business created?	
C1.5.	How long have you been selling the tourism product?	

D. Production Capacity

Please fill in this table with information about your business production capacity

#	Question	Response
D1.	Production Capacity	
D1.1.	How many guests/visitors do you currently receive annually?	
D1.2.	How many guests/visitors do you currently receive monthly?	
D1.3.	Please describe the following:	
D1.3.1.	% of annual visitors that are international	
D1.3.2.	Please list the top 3 countries where your visitors are coming from	
D1.3.3.	% of annual visitors that are domestic	

D1.3.	Does the volume of visitors vary by month?										
If Yes please indicate the maximum units produced per month:											
Jan	Feb	March	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec

D1.4.	Does the availability of your tourism product vary by month (for example, is it only available in summer)?										
If Yes please indicate the months in which your product is available											
Jan	Feb	March	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec

E. Labor, Wage, and Material Standards

#	Question	Response
E1.	Employee Information	
E1.1.	Please note how you pay hired help (ie whether on a piece rate or on a time basis (e.g. hourly/monthly/annually))	

Type of Employee	Piece Rate	Salary

E2.	Labour Standards	
For questions E2.1- E2.4, please provide a short description of the standards, guidelines, verification systems, or controls in place. Please also provide any documentation you have to support your response when you submit this form		
E2.1.	Do you have labor standards in place that demonstrate equitable or fair trade practices? If yes, please describe:	

E2.2.	Do you have local wage guidelines to support equitable or fair-trade claims? If yes, please describe:	
E2.3.	Has there been any third-party verification of equitable or fair-wage claims? If yes, please describe:	
E2.4.	Has there been any third-party verification of equitable or fair-wage claims? If yes, please describe:	
E3.	Product Production	
<i>If your product is dependent on a raw material or natural resource, please answer the following question</i>		
E3.1.	Do you have controls in place to assure the sustainable use of the resources upon which your product depends? If yes, please describe:	
<i>If your tourism product(s) involves any manufactured products (i.e. buildings, boats, souvenirs), please answer the following:</i>		
E3.2.	Where do the raw materials used in producing your product come from?	
E3.3.	If any agricultural or forest products are used that are not described above, please describe the sourcing of these items (e.g. woods, foods served in restaurants, etc)	
E3.4.	Do you have information supporting the fact that the manufacture of your product is ecologically sound? If yes, please describe:	
E3.5.	Has there been any third-party verification of the ecological impact of your operation? If yes, please describe:	

F. Price Structure

#	Question	Response
F1.	Pricing	
F1.1.	What is the wholesale price or price range of your tourism product? (e.g. price/person/tour, price/room/night)	

F1.2.	What is the actual or suggested retail price range (US\$)?	
F1.3.	Do you apply volume pricing? If yes, please describe	
F1.4.	Are complete cost breakdowns available for your tourism product? If yes, please provide the following information:	
F1.4.1.	Material costs	
F1.4.2.	Labor costs	

G. Sales/Distribution/Marketing

#	Question	Response
G.1.	What is the potential annual capacity of your available tourism product and/or labor pool?	
G.2.	What is the time frame to increase your capacity to maximum?	
G.3.	Do any trade restrictions apply to the sale of your tourism product? If yes, please describe:	
G.4.	Are any special permits required for sale of your tourism product?	

H. Supporting Documents

#	Question	Response
H.1.	Do you have a business plan? If yes, please submit together with this application	
H.2.	Do you have marketing materials that describe your product/s? (eg line sheet/cut sheet/press release)? If yes, please include copies of these materials together with your application	

Declaration:

I attest that I have provided this information accurately and to the best of my knowledge and ability:

Signature:

Date:

Thank you for your interest in Certified Wildlife Friendly™ Tourism
We will contact you after we have reviewed your application