Marketplace Ready Checklist

- [ ] Do you have all your available capacities and schedules?
- [ ] Do you have photos for each of your tours or activities?
- [ ] Do you have good descriptions for each of your tours or activities?
- [ ] Have you looked at your competitors on the marketplace?
- [ ] Do you have a list of your points of differentiation from your competitors?
- [ ] Have you found agents you want to partner with?
- [ ] Do you have effective tour or activity names that are easily searchable?
- [ ] Do you have a list of potential add-ons for each tour or activity?
- [ ] Have you set up your company profile?
- [ ] Do you have more detailed information for your tour or activity? eg. duration, exclusions, inclusions, etc.