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## *What Is Check In Canada?*

Research shows that consumers prefer to book directly with accommodation providers. Until now, they could only shop for a room by searching passive listing sites, browsing Online Travel Agencies (OTAs), or by sifting through multiple hotel websites. Now, Check In Canada allows consumers to search for accommodation by rate and availability, then book directly with the hotel.

### **Who is Check In Canada?**

Endorsed by the Hotel Association of Canada, Check In Canada is a consortium of provincial accommodation associations, from British Columbia to Ontario, who are working together to connect guests directly to the hotels and lodging that serve them, reducing the high cost of intermediaries. Check In Canada is owned by these member based organizations, not a private, for profit entity. Its purpose is to enhance the guest experience and drive economic prosperity for Canada's tourism & hospitality industry.

### **What are the Benefits of Participating in Check In Canada?**

- A refreshed listing linked on [OntarioTravel.net](http://OntarioTravel.net) website that connects directly to your reservation system, showing consumers your rates & availability, with no additional inventory management required by you;
- Listing on [www.CheckInCanada.com](http://www.CheckInCanada.com);
- Consumers are referred to your website to book their accommodation, increasing direct bookings and reducing your distribution costs;
- Consumers can shop and compare accommodations and view consumer feedback through TripAdvisor;
- You will receive quarterly reports with a summary of referrals to your property, and;
- **Most importantly, you own the relationship with your guest, increasing guest satisfaction and your own profitability.**

Through Check In Canada, [OntarioTravel.net](http://OntarioTravel.net) guests are connected directly to your online booking system, improving the guest experience, reducing your acquisition costs, and allowing you to build a direct one-on-one relationship with your guest.

### **What Does It Cost?**

Because Check In Canada is owned by the accommodation industry, our goal is to keep our members' money in their pockets.

#### **Check In Canada™ offers several price options:**

All properties are able to participate in Check In Canada™, and you can pick the right price for your budget.

1. For \$195 plus \$1 per referral, your listing entitles you to:

- Display rates & availability in consumer searches on OntarioTravel.net
- A direct link to your reservation system, with no additional inventory management from you
- Commission-free direct bookings.
- Detailed quarterly analytics about where your potential customers are travelling from, their age and gender, all critical elements to help guide your marketing investments.

We've taken the worry out of high referral fees. No matter how many consumers click on your listing, Check In Canada only charges for a maximum of 200 referrals per year.

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2. **All Inclusive:** \$395 annual fee billed in January 2017 gives you unlimited clicks.

3. **Static Listing:** \$195 annual fee + no clicks.  
HST applies to all charges.

A referral is counted each time a visitor clicks on your property's listing. If you choose the Pay Per Click option you will be billed \$1 for each click based on analytics provided to your property by Check In Canada™.

### **How Do I Get the Most Out of Check In Canada?**

1. Verify your property's information on [www.CheckInCanada.com](http://www.CheckInCanada.com) and notify us of any updates to photos, property description, or amenities at [info@checkincanada.com](mailto:info@checkincanada.com).
2. You can track the exact number and value of reservations made through Check In Canada by embedding a reservation tracking code on your website. Simply email [customerservice@jackrabbitsystems.com](mailto:customerservice@jackrabbitsystems.com) for the tracking code and instructions. Once reservations are received and matched to session cookies in the guest's browser, conversion and reservation data will appear in your quarterly analytics reports.
3. If you have a reservation system but your rates do not appear, contact JackRabbit's Customer Service Team, Check In Canada's technology provider, at [customerservice@jackrabbitsystems.com](mailto:customerservice@jackrabbitsystems.com). If you do not have a reservation system and want your rates and availability to appear on OntarioTravel.net and CheckInCanada.com, take advantage of JackRabbit's free reservation system at [www.jackrabbitreservations.com/hotels/new](http://www.jackrabbitreservations.com/hotels/new). For assistance, view the brief tutorial at <http://bit.ly/JRVid>.

### **We Are Here to Help You**

- For program specific questions, please contact Check In Canada toll free at 1-888-612-2772 or [ONupdates@checkincanada.com](mailto:ONupdates@checkincanada.com).