
Frequently Asked Questions

What is Check In Canada?

Check In Canada is a consortium of accommodation associations, from British Columbia to Ontario, who are working together to connect guests directly to the accommodations that serve them, reducing the high cost of third party intermediaries. By powering listings linked on provincial Destination Marketing Organization websites such as OntarioTravel.net, Check In Canada allows consumers to search and book accommodation based on:

- Dates
- Location
- Price
- Accessibility Rating
- Trustscore
- Star Quality Rating
- Green Key Rating

What are the Benefits of Participating in Check In Canada?

- A refreshed listing on your province's Destination Marketing Organization 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
- 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 the TrustScore
- You receive quarterly reports with a summary of referrals to your property
- Most importantly, you own the relationship with your guest, increasing guest satisfaction and your own profitability

Through Check In Canada, 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.

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Who is Involved in Check In Canada?

Check In Canada has been endorsed by the Hotel Association of Canada. Currently, almost 3,000 properties across the country participate in Check In Canada, including:

- Travel Alberta and the Alberta Hotel & Lodging Association,
- Destination BC, the British Columbia Hotel Association and British Columbia Lodging & Campground Association,
- Travel Manitoba and the Manitoba Hotel Association,
- Ontario Restaurant Hotel and Motel Association with Ontario Tourism Marketing Partnership, and
- Saskatchewan Hotel & Hospitality Association.

Why does the Accommodation Industry support Check In Canada?

Check In Canada enables the guest to connect directly with accommodation suppliers, allowing the consumer to shop for and select their room, then book directly with the property. Accommodation providers can build relationships directly with the guest, increasing customer loyalty and reducing costs.

How Do the Fees Work?

Check In Canada™ offers two affordable price options:

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

- **Pay Per Click:** \$195 annual fee billed in January 2017 + \$1 per click billed quarterly.
- **All Inclusive:** \$395 annual fee billed in January 2017 gives you unlimited clicks.
- **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 Will I Know How Many Reservations My Property Has Received?

Properties can track the number and value of reservations booked through Check In Canada by embedding a tracking code on your reservation website at no additional charge. To track the exact number and value of reservations made through Check In Canada, including your listing on your province's Destination Marketing Organization website, you can embed a reservation tracking code on your website by emailing customerservice@jackrabbitsystems.com. Once reservations are received and matched to session cookies in the guest's browser, conversion and reservation data will appear in your analytics reports.

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How do I update my listing?

Accommodation providers can verify their property's information by visiting www.MyCheckInCanada.com to verify property information and update photos, amenities, and property description. Please email changes to info@checkincanada.com.

How does Check In Canada get information on my property's rates & availability?

Our partner, JackRabbit Systems, is the leader in "Book Direct" technology. JackRabbit's unique technology allows us to scrape availability and rates from your property's reservation system and display the results to consumers on your province's Destination Marketing Organization website.

What if I am not sure what reservations platform I use or if my platform is compatible with Check In Canada?

Please contact Check In Canada at info@checkincanada.com and we will work with you to ensure your property's rates and availability are displayed.

What if I do not have an online reservations system?

JackRabbit Systems can provide you with an easy to use reservation system at no additional charge. Visit <http://www.jackrabbitreservations.com/hotels/new> to sign up for JReS, JackRabbit's free reservation system. Once you have signed up for JReS, you will receive a user manual with links to online videos.

How can I be sure the referrals are real?

JackRabbit Systems checks its internal reporting against Google Analytics to track clicks by session. Any anomalies or unusual activity in clicks are investigated and removed from your referral count. Please contact info@checkincanada.com or call 1-888-612-2772 if you have questions about your invoice.