



RENTING SNOWMOBILES SUCCESSFULLY

A Guide to Best Business Practices

Produced by

iasa 
International Association of Snowmobile Administrators

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INTRODUCTION

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Snowmobile rental businesses serve an important role for the sport of snowmobiling because they often allow non-snowmobilers to experience snowmobiling. As a result, renters often become new snowmobile owners after they've had the opportunity to try the sport. Or, if they had a positive rental experience, they can at



least become supporters of the sport of snowmobiling. For the sport to survive and prosper, it is critical that rental experiences be safe and enjoyable.

However, all too often inexperience results in renters and others on the trails being put at risk because the rental operators were not familiar with the operation of their snowmobile. This is particularly true if the rental operators do not receive adequate orientation and education from the snowmobile rental business prior to being sent on their outing. If followed, the business practices outlined in this publication can help provide safer rental experiences for renters and rental business operators.

PURPOSE

This manual outlines recommendations and guidelines to help snowmobiling regulatory authorities, land managers, and snowmobile rental businesses develop proper levels of education and operational guidelines for the snowmobile rental industry. The primary objectives are to promote safer, more responsible, snowmobiling behavior and to reduce the risk of personal injury, loss of life, environmental impact, and property damage. The main topics of discussion are recommendations for rental business personnel qualifications, customer orientation and education, business operations, and strategies for safety and risk management.

CHAPTER ONE OVERVIEW

Personnel Selection and Training

HIRING THE RIGHT STAFF

The committed snowmobile rental business (*one that does its best to do it right*) should hire only qualified individuals since this is a must for safety and risk management purposes. Therefore, hiring the right snowmobile rental center staff is crucial to the success of your business. The model rental business hires only qualified employees that are community minded, lead by example, are knowledgeable and skilled at snowmobile operation, handling and instruction, and have had snowmobile safety training. The **PERSONNEL** section outlines what to look for in prospective employees, and how to maintain and enhance their skills while they are employed with proper training opportunities.

In this chapter you will learn about:

- ◆ Personnel Overview
- ◆ Hiring and Employment
- ◆ In-Service Staff Training Program
- ◆ Customer Education and Operations Training: Contents and Guidelines

CHAPTER TWO OVERVIEW

Customer Orientation and Education

SHOW THEM HOW TO DO IT RIGHT

Safe, responsible handling of a snowmobile by a renter/operator depends upon their knowledge and level of training. Rental business employees are expected to deliver renter orientation and education in a clear, concise, cohesive, and consistent way. The **CUSTOMER ORIENTATION AND EDUCATION** section discusses teaching methods for snowmobile rental educational programs. It also gives examples of existing rental guidelines and recommended practices.

In this chapter you will learn about:

- ◆ Customer Orientation and Education Overview
- ◆ Assessing the Customer's Ability to Operate a Snowmobile
- ◆ Instruction, Education, and Operator Orientation
- ◆ IASA Snowmobiling Safety Education
- ◆ IASA Recommendations
- ◆ Renter/Operator Education Core Subjects
- ◆ Snowmobile Rental Customer Orientation
- ◆ Customer Orientation
- ◆ Operator Proficiency Testing
- ◆ Snowmobiler's Code of Ethics
- ◆ Sledder's Pledge
- ◆ Customer Educational Materials and Visual Aids
- ◆ Guided and Unguided Snowmobile Rentals

CHAPTER THREE OVERVIEW

Operations

RUNNING YOUR BUSINESS

Compliance with applicable safety and regulatory requirements is essential to building and maintaining a successful business. The **OPERATIONS** section includes information on Federal and State/Provincial rules and regulations for snowmobile rental businesses. Guidelines and suggestions from the International Association of Snowmobile Administrators (*IASA*) and others interested in assisting individual snowmobile rental businesses to be successful, efficient, and risk management focused are also included.

In this chapter you will learn about:

- ◆ Operations Overview
- ◆ Government Business Requirements
- ◆ IASA Recommendations
- ◆ Multiple Use Winter Trails
- ◆ Rental/Outfitter Business Operations
- ◆ Environmental Protection
- ◆ Facilities and Equipment Maintenance
- ◆ Snowmobiles Advanced, Integrated Technology
- ◆ Administration

CHAPTER FOUR OVERVIEW

Safety and Risk Management

REDUCING YOUR RISK

There will always be inherent risks associated with snowmobiling and renting snowmobiles, so **SAFETY AND RISK MANAGEMENT** must always be integral parts of a snowmobile rental business. Managing the risks associated with a snowmobile rental agency is no small task. It requires great patience, attention to detail, and a willingness to learn and abide by recognized safety and risk management practices. Improved safety for customers, staff, and others helps protect the business from third party liability and property loss. The **SAFETY AND RISK MANAGEMENT** section discusses liability and insurance issues, as well as other considerations necessary to give adequate protection to the business and its employees.

In this chapter you will learn about:

- ◆ Safety and Risk Management Overview
- ◆ Safety Audits
- ◆ In-service Staff Training
- ◆ Customer Education
- ◆ The Rental Agreement
- ◆ The Equipment
- ◆ Emergency Planning and Situation Specific Procedures
- ◆ Crisis Management
- ◆ Incident Reporting
- ◆ Legal Representation
- ◆ The Recreational Waiver Law and You
- ◆ Insurance Considerations

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