

# ITAC Market-Ready Criteria Checklist

Must be completed and accompany membership application for  
**Type 1: Market-Ready Indigenous Tourism Experiences, Type 2: Indigenous Tourism Associations and Type 3: Non-Market-Ready Indigenous Tourism Experiences**

**INDIGENOUS**  
TOURISM ASSOCIATION OF CANADA

ASSOCIATION TOURISTIQUE  
**AUTOCHTONE**  
DU CANADA



Business Name

1. Do you maintain a staffed business location with a set schedule of operating hours?

Yes No N/A

2. Is your business available by email or telephone year-round? If you are seasonal, do you provide an automated response through voicemail or email?

Yes No N/A

3. Can your business/operation be reached 24-hours a day, 365 days a year by website, phone, fax or e-mail? (Not to directly speak to someone but to have access to information and to be able to leave messages, send bookings, etc.)

Yes No N/A

4. Do you return messages within 24 hours during standard business hours?

Yes No N/A

5. Do you have a website where visitors can obtain information? This website should have all key information on operating hours, location and instructions on how to get there (i.e. Google Maps links)

Yes No N/A

6. Do you offer a quality experience to visitors?

Yes No N/A

7. How do you know that you offer a quality experience? (Check all that apply)

- Increase in visitors
- High repeat visitation
- Direct feedback (calls, emails, etc.)
- Guestbook (comments)
- Visitor feedback forms
- Visitor/customer surveys
- External/independent review
- Industry accreditation and standards
- Industry support and partnerships
- Industry awards and recognition
- Other

8. Do you have alternate plans if there is bad weather or a community emergency? This is very important for outdoor, adventure and winter-based experiences.

Yes No N/A

9. If your tourism experience requires special equipment or training do you provide it? (i.e. safety equipment, lifejackets, camping equipment, hats, gloves, etc.)

Yes No N/A

10. Have you maintained good standing of all applicable business licenses, insurance, and legislative requirements?

Yes No N/A

11. Please list the licenses and permits you hold:

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12. Are your operating hours clearly posted for visitors on site and for trade on your website and materials? Do you follow those operating hours consistently?

Yes No N/A

13. Do you have branded on-site signage?

Yes No N/A

14. Are you tracking, measuring and evaluating results to ensure a consistent level of customer satisfaction? Tracking and evaluation can help identify who your visitors are, their level of satisfaction and the economic impact in the community.

Yes No N/A

15. Do you have promotional materials that present the product (experience), the price, dates and key reasons to visit?

Yes No N/A

16. Please rate the amount of Indigenous culture included in the overall experience (1 = low, 5 = high):

1 2 3 4 5

17. Please rate the level of physical activity required:

- Low
- Moderate
- High

18. In which months are your experience(s) available? (Check all that apply)

- |                                   |                                    |
|-----------------------------------|------------------------------------|
| <input type="checkbox"/> January  | <input type="checkbox"/> July      |
| <input type="checkbox"/> February | <input type="checkbox"/> August    |
| <input type="checkbox"/> March    | <input type="checkbox"/> September |
| <input type="checkbox"/> April    | <input type="checkbox"/> October   |
| <input type="checkbox"/> May      | <input type="checkbox"/> November  |
| <input type="checkbox"/> June     | <input type="checkbox"/> December  |

I certify these statements to be true to the best of my knowledge. I also certify that I have read and adhere to the Member Code of Ethics as noted in the Indigenous Tourism Association of Canada Bylaws.

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_