

INDIGENOUS TOURISM SELF-ASSESSMENT GUIDE

How to use this guide

This section can be used as a workbook, guiding you through the necessary steps to develop your business. A thorough self-assessment using this section of the guide will help you to develop, deliver and price an authentic Indigenous tourism experience - making you more competitive and successful. It will also help you improve the quality of the visitor experience - which will result in more visitors and growth for your company.

These checklists cover everything from ITAC recommendations on maintaining authenticity to industry standards and expectations on health and safety, marketing and working with larger groups and the travel trade.

Completing an honest self-assessment can identify areas of strength and weakness as well as areas of growth and improvement if you do not yet meet these industry expectations.

Cultural authenticity and best practices

Read this section if you are:

- ▶ **planning**
- ▶ **visitor-ready**
- ▶ **market-ready**

Recommended protocols

Our ancestors have shared our culture with visitors to our traditional territories since time immemorial, closely guided by their community values of respect, honour and integrity. The only way for our industry to succeed is to continue following those guiding principles when we develop and deliver Indigenous cultural tourism experiences. It not only makes for an authentic experience for our visitors but also helps to ensure that our future generations have that same opportunity.

The below are considered “recommended protocols” for your tourism experience to be considered an AUTHENTIC Indigenous experience. ITAC supports the authority of each community, to determine their own cultural protocols and boundaries and recognizes all of the diverse values and beliefs of our First Nations, Métis and Inuit members.

If your experience is an Indigenous tourism business or Indigenous cultural tourism business, is it at least 51% owned by Indigenous individuals OR majority owned Indigenous companies OR Indigenously controlled organizations such as Bands and Tribal Councils?

Yes No N/A

Is the cultural content of all interpretation tools (spoken and written materials) developed under the direction of Indigenous people who are from the culture being interpreted?

Yes No N/A

Is the cultural content approved by the appropriate “keepers of the culture”? (i.e. Elders, hereditary Chiefs, families, etc.) Who are they? How was it approved?

Yes No N/A

Are all of the cultural activities shared by Indigenous people? An exception may be when foreign languages are required, when the interpreter should still have access to an Indigenous host for questions related to the culture and community.

Yes No N/A

Does your tourism experience provide opportunities for visitors to interact face-to-face with Indigenous people such as artisans, craftspeople, Elders, storytellers, hosts or entertainers who originate from the culture being shared?

Yes No N/A

Can your heritage interpreters and presenters demonstrate suitable experience, knowledge or formal training related to the local Indigenous culture that they are sharing?

Yes No N/A

Are your front line staff and heritage interpreters aware of what sites and activities are deemed inappropriate for tourism purposes by the community? Do they know what to do to ensure that guests are not exposed to these sites or activities?

Yes No N/A

Have you taken steps to protect and preserve the sensitive cultural activities and sites from visitors? This may be through a guest orientation program, fencing off sensitive areas, erecting signs, staff training, etc.

Yes No N/A

Is the local Indigenous community aware of and generally supportive of the tourism initiative?

Yes No N/A

Do you invite or welcome Indigenous community input and feedback on your cultural programming?

Yes No N/A

Does your tourism experience impact the community's culture and economy in a positive way? How does the community benefit? (i.e. jobs, suppliers, support other business in the region, etc.)

Yes No N/A

How do you reduce negative impacts on daily life for the community and environment? (i.e. visitor codes of conduct, clear signage, environmentally friendly practices etc.)

Do you do your part to protect Mother Earth? (i.e. recycle, use recyclable and biodegradable products, package items in reusable bags etc.)

Yes No N/A

If the tourism experience is an event (such as a seasonal event, pow wow, etc.) for the event to be marketable, it needs to be held consistently on scheduled dates each year. Is it possible to release your event dates 12 to 18 months in advance?

Yes No N/A

Community support

Are the guests provided with an outline of what to expect from their Indigenous experience and what is considered acceptable behavior while on site and in the community?

Yes No N/A

Do visitors have access to materials that give information on the host Indigenous culture and community? These materials may be guidebooks, pamphlets, brochures, videos, website, compact discs, books or other materials.

Yes No N/A

For an Indigenous tourism business, what percentage of the management positions are held by Indigenous people? Do they represent the majority (over 51%) of the management team?

Yes No N/A

Program delivery

Are the majority (over 51%) of all your front line staff who greet and serve the visitors of Indigenous descent?

Yes No N/A

Are visitors exposed to local Indigenous languages? Is the Indigenous language included on items such as greetings, signage, printed materials, and other means of communication?

Yes No N/A

Whenever possible, have elements of Indigenous décor, architecture, arts and design been incorporated into the guest experience?

Yes No N/A

Do your front line workers have Indigenous themed apparel? It can be either contemporary reflection of culture or traditional apparel. If you chose to have staff wear traditional, it should be clear to visitors that this is not how your community dresses in today's society.

Yes No N/A

Authenticity checklist

Do you offer traditional Indigenous foods on site?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
Are there displays, signs or exhibits that share about Indigenous people and their cultures?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
Is the cultural content approved by the appropriate “keepers of the culture”? (i.e. Elders, hereditary Chiefs, families, etc.) Who are they? How was it approved?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
What have you included to share Indigenous culture with your visitor that will create a memorable experience?			
Cultural displays or exhibits	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
Informational signage	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
Guided tours	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
Self guided tours (with audio or written support)	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
Storytelling	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
Audio/visual presentations	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
Pre-tour briefings	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
Lectures	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
Teaching circles	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
Printed documents	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
Cultural performances	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
Arts/crafts workshops	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
Interactive opportunities with hosts (discussions/Q & A)	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
Cultural demonstrations	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
Sampling of traditional foods	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A

Sampling of traditional foods	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A

Cultural themed accommodations	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A

Opportunity to visit contemporary community	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A

Others (list):			

It is very important to engage your visitor with all of their senses.
Have you considered...

What will the visitor see?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A

How can scent or smell be included?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A

Are they able to taste any food or drink?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A

Will they be able to touch & interact with this activity?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A

How will they feel?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A

Do you support your community by...

Buying Indigenous?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A

Hiring Indigenous?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A

Market readiness and best practices

Read this section if you are:

▶ **planning**

▶ **visitor-ready**

Industry expectations

Our ancestors have shared our culture with visitors to our traditional territories since time immemorial, closely guided by their community values of respect, honour and integrity. The only way for our industry to succeed is to continue following those guiding principles when we develop and deliver Indigenous cultural tourism experiences. It not only makes for an authentic experience for our visitors but also helps to ensure that our future generations have that same opportunity.

While you do not necessarily need to answer all questions below positively to be considered “market-ready” you should at least consider each of the points to determine if that is something that your potential trade partners and visitors will be expecting. This Best Practices checklist will help to create a realistic picture for your trade partners.

Business operations

Have you been in business/operation for a minimum of two years?

Yes No N/A

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 able to leave messages, send bookings, etc.)

Yes No N/A

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

Yes No N/A

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

Yes No N/A

Do you offer a quality experience to visitors?

Yes No N/A

How do you know that you offer a quality experience?

- Increase in visitors Yes No N/A

- High repeat visitation Yes No N/A

- Direct feedback (calls, emails, etc.) Yes No N/A

- Guestbook (comments) Yes No N/A

- Visitor feedback forms Yes No N/A

- Visitor/customer surveys Yes No N/A

- External/independent review Yes No N/A

- Industry accreditation and standards Yes No N/A

- Industry support and partnerships Industry awards and recognition Yes No N/A

Other:

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. What are those plans? Yes No N/A

If your tourism experience requires special equipment or training do you provide it? (i.e. safety equipment, life jackets, camping equipment, hats, gloves, etc.) Yes No N/A

Have you confirmed with government sources if HST does or does not apply to your operation? If it does, you must register to qualify as a market-ready operation. Yes No N/A

Are you in good standing/compliance with the health and safety regulating agency in your region and industry sector? This includes Canadian Occupational Health & Safety, food and safety councils, Workplace Hazardous Material Information System (WHMIS), Workman's Safety Insurance Board (WSIB), etc?

Yes No N/A

Please list the licenses and permits you hold:

Have you ensured that you have all other operating licenses and permits required to operate this type of tourism experience?

Please list the licenses and permits you hold:

Are you prepared for accidents? A well stocked first aid kit and staff trained in first aid at minimum.

Yes No N/A

Liability Insurance is a must in this industry and is a mandatory requirement of most travel trade partners. A minimum of \$2 million liability is standard, with some sectors, like adventure tourism requiring \$3 million. Do you carry adequate liability and related insurance?

Yes No N/A

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

Are there directional signs that help visitors to easily find your location?

Yes No N/A

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

Yes No N/A

Pricing

Are the majority (over 51%) of all your front line staff who greet and serve the visitors of Indigenous descent?

Yes No N/A

Export-readiness and best practices

Read this section if you are:

▶ **market-ready**

Ready for group tours

Indigenous cultural tourism experiences are in great demand. It can be tempting to export your tourism experience before you are fully prepared to meet the demand, but if international visitors are a long term or current goal, it's important to understand how the travel trade works when first creating and pricing your tourism product.

This self-assessment will help prepare you for what lies ahead when you work with the travel trade as an export-ready business.

Do you have the capacity to host group tours? If so, what size of group?

Yes No N/A

Groups up to 15 people (pax)

Yes No N/A

Groups of 15 to 30 people (pax)

Yes No N/A

Groups of 30 to 50 people (pax)

Yes No N/A

Groups larger than 50 people (pax)

Yes No N/A

Is the site/product easily accessible for visitors?

Yes No N/A

Is there enough parking for coaches? (with turnaround room?)

Yes No N/A

Are there enough washrooms for groups (47 people - if pursuing motor coach?) You should find out capacity requirements for your sector based on the length of their stay. A short visit of 2 hours may only require two to three washrooms.

Yes No N/A

Products and pricing

Do you have a pricing structure with published rates that leaves room for commissions, net rates and other discounts that support industry partners at the various levels? (a minimum of 10% to 30%)

Yes No N/A

Can you guarantee both price and capacity 12 to 18 months ahead of arrival? Note that once established, prices must be consistent for the time outlined.

Yes No N/A

Do you have high-resolution photos available for editorial and promotional use that are copyright free?

Yes No N/A

Health and safety

Are Government/public health and sanitation standards continually satisfied?

Yes No N/A

Do you have an up-to-date Government license, if required? Although some businesses may be operating in a territory where federal, provincial, or territorial licensing does not apply, it is a good idea to ensure that your business at least meets these standards, giving visitors a level of security and comfort.

Yes No N/A

Are facilities frequently and regularly cleaned?

Yes No N/A

Are you set up to generate invoices on a regular basis? Are you able to cover operating costs until paid by trade? You must be willing to accept vouchers on site as confirmation of payment upon arrival, and then bill your clients.

Yes No N/A

Has your tourism product been successfully test-marketed by a similar group and/or industry association that understands the needs of your potential visitor?

Yes No N/A

Do you have a detailed marketing plan dedicated to the overseas markets? Does this plan support your region, province and CTC marketing efforts? (You cannot attract a new market to your destination alone!)

Yes No N/A

Is there a person in your organization responsible for marketing and promotions? Yes No N/A

Do you understand your current and potential target markets? Can you offer experiences that meet their expectations? (i.e. Understanding what their cultural likes and dislikes are, types of foods, etc.) Yes No N/A

Do you support and encourage site/operation inspections by trade partners? Yes No N/A

Are your management able to make business decisions as required to work with trade partners? (i.e. Negotiate rates, travel trade contracts, etc.) Yes No N/A

Travel trade assumes the risk for delivering what is advertised. Are you prepared to provide exactly what was promised – lakeside rooms, four-course meal, live performances etc? Yes No N/A

Program delivery

Do the seasons and hours of your operation match the demand from visitors? Yes No N/A

Do you encourage feedback to evaluate visitor satisfaction? Yes No N/A

Is there a way for employees to share the feedback received from visitors with management on a timely basis? Yes No N/A

Is there a system for handling visitor comments and concerns? (i.e. Comment cards, suggestion boxes and website feedback forms, etc.) Yes No N/A

Human resources

Are ALL front line staff trained in basic hospitality and tourism skills?
Ideally, from a certified training program (i.e. CTHRC, Superhost, First Host)

Yes No N/A

Do you have enough trained staff to continue offering the same level of quality if your numbers increase?

Yes No N/A

Are staff trained on any of the following? The more training they have in these fields, the better equipped they will be to respond to your guest and business needs.

Yes No N/A

Handling visitor concerns

Yes No N/A

Telephone/reservation etiquette

Yes No N/A

Meeting and greeting visitors

Yes No N/A

Visitor safety

Yes No N/A

Indigenous arts, culture

Yes No N/A

First Aid

Yes No N/A

First Host! Superhost or Frontline Cultural sensitivity for visitors

Yes No N/A

Others (list):

Is management actively involved in the tourism industry? (Involvement may be through membership in regional tourism organizations, attending tourism industry functions, sponsoring industry activities, or participating in volunteer initiatives)

Yes No N/A

Are all of your employees encouraged to obtain training and certifications in tourism careers? (through CTHRC emerit programs)

Yes No N/A

Which languages are you able to provide services in?

Is interpretation and programming regularly available in foreign languages?
(Reflective of current visitors and those markets you wish to attract)

Yes No N/A

Please check the languages that you can provide services in:

<hr/>	French	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
<hr/>	Italian	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
<hr/>	Spanish	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
<hr/>	Dutch	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
<hr/>	Arabic	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
<hr/>	Portuguese	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
<hr/>	Hindi	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
<hr/>	German	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
<hr/>	Japanese	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
<hr/>	Mandarin	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
<hr/>	Cantonese	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
<hr/>	Polish	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
<hr/>	Russian	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
<hr/>	Thai	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
<hr/>	None	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A

Other:

<p>Have you already partnered at a local level... by joining efforts of your local Destination Marketing Organization (DMO) or industry association (like RATAS or mainstream)?</p>	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	N/A
<p>What industry organizations is your business/operation a member of?</p>	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	N/A
<p>Are you able to accept tickets/vouchers directly from the visitor and bill your client?</p>	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	N/A
<p>Are you willing to share customer surveys and evaluations with your partners?</p>	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	N/A
<p>Can you be flexible to accommodate tour operator requests?</p>	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	N/A
<p>Are you willing to provide travel trade with space/services in peak (busy) season in order to gain their support when needed in the shoulder (quiet) season?</p>	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	N/A
<p>Travel trade may take two to three years or more to bring new clients to your business/operation. Are you willing to invest in a relationship with travel trade for the long run?</p>	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	N/A
<p>Travel trade may bring their clients (travel agents and other partners) on site for a tour. Are you willing to showcase the experience whenever your travel trade partners make a request, during both peak and shoulder seasons?</p>	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	N/A

Working with FIT and group tours

Read this section if you are:

▶ **market-ready**

Accommodations

* Features that are only applicable to group business.

Location is central to shopping/attractions/on the way to other sites	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
Breakfast provided or available on site	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
Food and beverage available or provided	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
Greeting and farewell service	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
Luggage and porter service (for hotels)	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
Comfortable basics provided/available for tipi camps, etc.	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
Willingness to work with rooming lists*	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
Minimum of 25 rooms to accommodate one group*	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
Lobby space to accommodate group arrivals*	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
Separate check-in areas for groups*	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
Driver room rate*	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
Accessible rooms	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
One complimentary room for every 15 rooms sold* (or another comp. policy)	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A

Retail

* Features that are only applicable to group business.

Gift and/or commission available for driver/escort*	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
Ability to issue separate bills for individual visitors*	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
Refreshments and washrooms available in order to make the stop a combined coffee/shopping break	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
Offering a group discount/coupon*	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A

Attractions

** Features that are only applicable to group business.*

Good washroom facilities - clean, large	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
Food Service and/or areas on site for coffee break/light lunch	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
Attraction visit between 1½ to 2 hours	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
Attraction is accessible for visitors with disabilities	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
Offer a range of activities or programs? Guided tours?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
Group meeting place with seats available*	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
Separate group entrance*	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
Complimentary policy for driver and escort*	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
Sufficient washroom capacity	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A

Food and beverage

** Features that are only applicable to group business.*

Offer either a set menu or choice of meal to suit the needs of the visitor? (i.e. a choice of beef or chicken or other special needs/requests)	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
Offer meal options that can accommodate allergies	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
Offer enough seating for groups up to 48*	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
Able to seat the group together or in a separate dining area*	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
Prompt service (i.e. serving lunch in less than one hour)	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
Sufficient washroom capacity to accommodate groups*	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
Parking for motor coach*	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
Attractive setting – view/decor	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
Close to highway and other attractions	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
Complimentary policy for driver and escort*	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A

Transportation

* Features that are only applicable to group business.

Air conditioned if being used in summer season	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
Well maintained/new equipment with no mechanical problems	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
Public address system or microphone available*	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
Fleet size to accommodate range of needs	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
Motor coach with washrooms onboard*	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
Flexible, patient, friendly drivers*	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
Transportation can accommodate visitors with disabilities	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A

Outdoor adventure

* Features that are only applicable to group business.

Up-to-date government licenses and appropriate liability insurance, canoe/guide training (i.e. ORCA Training - Ontario Canoe Recreational Association)	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
Appropriate lifesaving, water and first aid skills/training	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
Clean, recent equipment and supplies	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
Boats and motors in good working order	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
Appropriate food and sanitation practices for location	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
Outfitting and camping equipment required is outlined and/or provided	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
Packaged with appropriate transportation, accommodations and food service	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
Emergency plan has been developed	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A

Pow wows and events

** Features that are only applicable to group business.*

Guaranteed event dates, one year prior	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
Year round contact for event	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
Carry appropriate liability and event insurance	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
Visitor guidelines/etiquette available	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
Appropriate food and washrooms available	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
Greeted by host with introduction and information	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
Motor coach parking*	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
Group packages, pricing and programs*	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A
Location with accessibility for all visitors	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> N/A