

ITAC Export-Ready Criteria Checklist

Must be completed and accompany membership applications for ITAC Voting Members requesting the optional Marketing Upgrade.

INDIGENOUS
TOURISM ASSOCIATION OF CANADA

ASSOCIATION TOURISTIQUE
AUTOCHTONE
DU CANADA



Business Name

1. 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
2. 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
3. Do you have high-resolution photos available for editorial and promotional use that are copyright free?

Yes No N/A
4. Are Government/public health and sanitation standards continually satisfied?

Yes No N/A
5. 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
6. Are facilities frequently and regularly cleaned?

Yes No N/A
7. 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
8. 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
9. Do you have a detailed marketing plan dedicated to the overseas markets? Does this plan support your region, province and Destination Canada marketing efforts? (You cannot attract a new market to your destination alone!)

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

Yes No N/A
11. 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
12. Do you support and encourage site/operation inspections by trade partners?

Yes No N/A
13. 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
14. 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

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: _____