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

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 surveys
   □ 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:

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)
    □ January  □ July
    □ February □ August
    □ March  □ September
    □ April  □ October
    □ May  □ November
    □ June  □ 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: ____________________