



Indigenous Tourism Association of Canada

Market-Ready Criteria

To qualify as “Market-Ready” Indigenous tourism businesses and associations must meet the following criteria:

- Have sufficient staff to address visitor demand and have hiring policies and procedures in place that promote inclusion and diversity;
- Where applicable, the business provides special equipment to visitors (such as life jackets, safety equipment, camping gear, etc.), provides training to staff and visitors on how to properly and safely use the equipment, and ensures such equipment is kept in good working order;
- Has the capacity to manage cash and other business commerce functions, such as accepting debit and credit card payments from visitors;
- Maintains an online presence through a main website and/or social media accounts or pages which must provide the following information to the public:
 - standard operating hours, including any time(s) during the year that the business is closed, whether due to seasonal requirements/restrictions or holidays;
 - contact information for the business, such as a phone number or email, and/or an online portal to submit enquiries to the business directly through a website; and
 - information regarding the business and the services and/or experiences offered;
- Has established and follows a marketing plan and implements digital and conventional marketing strategies;
- Has all required business licenses and permits and meets all regulatory requirements for their business, including insurance to protect against legal liability in the case of accidents, injury or death;
- Meets all health and safety regulations required for the operation of their business and has any required safety equipment onsite and in good working order;
- Has an “Emergency Action Plan” in place which sets out procedures for staff and visitors in the case of an emergency, such as adverse weather conditions or a community emergency;
- Where applicable, the business offers familiarization tours to tourism professionals to provide potential visitors with information regarding the services/experiences offered by the business;
- The business informs and educates visitors of the accepted behaviour while onsite or in the community where the business operates; and
- The business is respectful of the cultural practices of the communities in which the business operates and cultural content is developed in collaboration with and sanctioned by the Indigenous people in the community.