Marketing Upgrade Criteria Checklist

Indigenous tourism experiences and Indigenous tourism associations that are ITAC voting members and who would like to apply for the membership Marketing Upgrade, must meet the following visitor ready and export ready criteria as defined by ITAC's **Accreditation Program**.

Required Visitor Ready Criteria
You must check yes for all of the following criteria.

1. **Local Indigenous community is supportive of the tourism initiative**

   ☐ Yes ☐ No ☐ Pending

2. **Business has secured local partnership with local DMO or industry association**

   ☐ Yes ☐ No ☐ Pending

3. **Visitors are educated on traditional Indigenous knowledge or practices**

   ☐ Yes ☐ No ☐ Pending

4. **Business responds to visitor enquiries within the same day**

   ☐ Yes ☐ No ☐ Pending

5. **Employees responsible for visitor safety have received up-to-date health & safety training**

   ☐ Yes ☐ No ☐ Pending

6. **Business has easy-to-access detailed pricing & product information**

   ☐ Yes ☐ No ☐ Pending

7. **Business has capacity to participate in a conference or expo event**

   ☐ Yes ☐ No ☐ Pending

8. **Business has an online booking platform or is a member of a third-party booking platform**

   ☐ Yes ☐ No ☐ Pending

9. **Business has online ecommerce capacity**

   ☐ Yes ☐ No ☐ Pending

10. **Business operates with an established accounting system**

    ☐ Yes ☐ No ☐ Pending

11. **Business has financial means to market product & services**

    ☐ Yes ☐ No ☐ Pending

12. **Business has operational policies & procedures**

    ☐ Yes ☐ No ☐ Pending

Additional Visitor Ready Criteria

You must check yes for a minimum of 10 of the following criteria.

1. **Business fosters positive working relationships with competitors**

   ☐ Yes ☐ No ☐ Pending

2. **Business leaders are active members in tourism industry memberships, etc**

   ☐ Yes ☐ No ☐ Pending

3. **Traditional Indigenous foods are available**

   ☐ Yes ☐ No ☐ Pending

4. **Authentic Indigenous artisan crafts or goods are available**

   ☐ Yes ☐ No ☐ Pending

5. **Elements of Indigenous décor & design are incorporated into visitor experience**

   ☐ Yes ☐ No ☐ Pending

6. **Business monitors visitor experiences & responds as needed**

   ☐ Yes ☐ No ☐ Pending

7. **Business has qualified heritage interpreters**

   ☐ Yes ☐ No ☐ Pending

8. **Business provides/invests in appropriate training for various roles & business needs**

   ☐ Yes ☐ No ☐ Pending

9. **Business provides opportunities for Indigenous cultural preservation**

   ☐ Yes ☐ No ☐ Pending

10. **Business has a system for mitigating environmental impacts**

    ☐ Yes ☐ No ☐ Pending

11. **Business conducts sales forecasting**

    ☐ Yes ☐ No ☐ Pending

12. **Business has capacity to develop product or service**

    ☐ Yes ☐ No ☐ Pending

13. **Business has capacity to distribute or deliver products, merchandise or services**

    ☐ Yes ☐ No ☐ Pending

14. **Business has standard operating procedures**

    ☐ Yes ☐ No ☐ Pending

15. **Business has established management or governance structure**

    ☐ Yes ☐ No ☐ Pending

16. **Business has essential human resources practices in place, if more than two employees**

    ☐ Yes ☐ No ☐ Pending

Required Export Ready Criteria
You must check yes for all of the following criteria.

1. **Business offers special packages for visitors with disabilities**

☐ Yes   ☐ No   ☐ Pending

2. **Business has an established travel-trade partnership**

☐ Yes   ☐ No   ☐ Pending

3. **Business has formal working relationship with receptive tour operators**

☐ Yes   ☐ No   ☐ Pending

4. **Business maintains an inventory management/procurement system**

☐ Yes   ☐ No   ☐ Pending

Additional Export Ready Criteria
You must check yes for a minimum of 2 of the following criteria.

1. **Business seeks formal partnerships with community-based organizations or other agencies**

☐ Yes   ☐ No   ☐ Pending

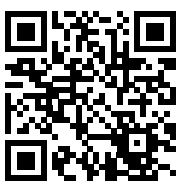**2.** **Business advocates on behalf of the local Indigenous people & tourism businesses in the region**

☐ Yes   ☐ No   ☐ Pending

3. **Business is accredited by a third party re: quality product or services**

☐ Yes   ☐ No   ☐ Pending

4. **Business conducts public relations activities**

☐ Yes   ☐ No   ☐ Pending

*ITAC's **Accreditation Program** sets national standards for Indigenous tourism experiences. For more information, visit: **IndigenousTourism.ca/accreditation***