

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