

Indigenous Tourism Alberta's Market-Preparedness Matrix



	Grassroots	Visitor	Market	Export
Operations & Infrastructure				
Business license, required permits, and insurance are obtained and up to date.				
Daily operations have a structure and are supported by standard operating procedures.				
Business accounting and financial management are in place.				
Staffing and staff training meet the current demands of the business.				
Site, infrastructure, facilities, and equipment are sufficient, safe, and maintained regularly.				
Visitor and employee safety regulations are adhered to including emergency plans, safety equipment, and training.				
Public health requirements are adhered to including cleanliness protocols.				
Products & Experiences				
A quality product or service is delivered on a consistent basis and this can be verified by 1 or more ways (e.g., increase in visitors/clients or repeat business, positive reviews/feedback, industry support, accreditation or awards/recognition, independent review)				
A way to track, monitor, and evaluate client satisfaction is in place (e.g., web-based review or rating system).				
There is sufficient demand for the business' product or service and this can be verified.				
Cultural authenticity is maintained in the design and implementation of the product or experience and this can be verified.				
Contingency plans have been developed in case of the inability to offer the business' normal product or service.				
All required equipment, training, and/or information is provided to visitors to enjoyably and safely partake in the product, service, or experience.				
Marketing & Communications				
The business has a set schedule of operating hours and is contactable 365 days/year, 24 hours/day a day via a website, email, phone, or voicemail.				
Inquiries and messages are responded to within 24 hours during business hours either directly or via an automated response.				
Branded signage identifies the business, and any required directional or informational signage is present.				
The business has a professional online presence (often a website) that allows potential clients to easily find at a minimum hours/dates of operation, product and/or service offering, and contact information.				
A medium for facilitating online business transactions is available to clients whether it be online reservations, e-commerce, or another service applicable to the business.				
A brand identity has been established which includes a logo.				
Marketing activities are undertaken using a at a minimum a loose strategy which is based on market research.				
Digital and/or traditional marketing materials have been developed containing the product, price, dates, and reasons to visit.				
The business meets necessary requirements to work with the international travel trade, including online sales, logistics management, and refunds, and is able to securely book group travel up to 18 months in advance.				
Culture & Sustainability				
Strengthening Indigenous culture, preserving traditional knowledge, or empowering Indigenous communities is an outcome of business operations.				
The business incorporates respect for and protection of Mother Earth and this can be verified.				
The business produces positive socio-economic impacts for Indigenous communities and this can be verified.				
Educating visitors/clients about Indigenous cultures is an outcome of business operations.				
Embracing diversity and inclusion practices are considered and implemented within the businesses.				
The business can cover its operating costs and is ideally financially self-sustaining; if not, there is a plan in place to become so.				
Total Required	5	8	26	28
Self Assessment				