## 

## **CONTACT & BUSINESS INFORMATION:**

| **Business Name:** |  |
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| **Contact Name:** |  |
| **Email:** |  |
| **Phone:** |  |

## **BASIC MARKET READY STATUS**

**Please review this basic market-status information.**

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## **DESCRIPTION OF PRODUCTS OR EXPERIENCES OFFERED:**

| **Based on the above guidelines please indicate which market preparedness category you feel you fall into:** | * In development/grassroots * Visitor ready * Market ready * Export ready |
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| **Please check all that apply:** | **Your business currently has:**   * The correct business licenses and permits to operate your business and current experiences * Has operating tourism facing website for your business * Returns emails and phone calls within 24 hours * Has a consistent experience you are currently offering |

## **PROGRAM APPLICATION QUESTIONS:**

| **Why do you want to join the ITA Strengthening Our Roots Program?**  *\*(suggested word count: 250-400 words)* |
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| **How do you feel this program will benefit your Indigenous tourism business? What particular areas are you looking to put into place and/or strengthen when it comes to your tourism business (eg. operations, insurance, and business infrastructure)? Please provide specific examples.**  *\*(suggested word count: 200-400 words)* |
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## **DESCRIPTION OF YOUR CURRENT INDIGENOUS TOURISM BUSINESS:**

| **Please describe your current Indigenous Tourism Business and how you hope to enhance and grow your business during this program.**  *\*(suggested word count: 250-400 words)* |
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## **GOALS & OBJECTIVES**

| **Please check all that apply:** | ***“Within the next year I hope to:”***   * Further strengthen my current business plan and infrastructure * Building an Indigenous tourism based website * Invest more in marketing for my business * Increase my market preparedness and take my business to the next level * Enhance and create new experience offerings for my business |
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| **What is your business plan for the next 12 months? Please describe how you would like to grow your business over the next 12 months *(ie. How would you like things to be different a year from now?*)**  *\*(suggested word count: 300+words)* |
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## **TIME COMMITMENT**

| **Please check all that apply:** | * Are you able to commit to the approximate 2 hours per week on business development and Mentoring sessions, starting in October, 2023 |
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