##

## **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
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## **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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