

ATAC Tourism Development Funding Support Program

Support Funding Application Form for Canadian Aboriginal Tourism Businesses

Thank you for your interest in applying for a product development grant from the Aboriginal Tourism Association of Canada (ATAC). Your application is part of a specific funding opportunity supported by Indigenous Northern Affairs Canada. This program is supporting ATAC's overall five-year goal of 50 new market/export ready businesses by 2021.

PROGRAM GOAL: The overall goal of this program is to assist in providing expertise and funding support to Canadian Aboriginal tourism businesses wishing to improve their market-ready and export-ready status in order to have the opportunity to gain greater marketplace awareness, larger volumes of visitors and sustainable business growth.

FUNDING AVAILABLE: This program is intended to assist multiple Aboriginal tourism businesses from as many of the 13 provinces and territories as possible; this first product development support funding program from ATAC is expected to assist between 10 and 15 organizations. There are limited funds available and therefore the funding amount for any one applicant will be up to a maximum of \$10,000.

PROJECT ELIGIBILITY: As part of the process to apply for this funding, this form will ask you to describe the project for which you need funding assistance. The project must be specific to helping your Aboriginal tourism business move towards market or export readiness. Your project plan can include, for example, staff training, website upgrades, infrastructure upgrades, expanding your current offering, administrative/financial advisory assistance, marketing & sales planning, business planning, business assessment, health & safety equipment etc. The key is to demonstrate how this funding assistance will help bring your Aboriginal tourism business closer to market or export readiness. If you would like to better understand market/export readiness, ATAC has produced "National Guidelines for Aboriginal Tourism" which includes a self-assessment process for market and export readiness. It is available for download here: www.aboriginalcanada.ca/corporate/wp-content/uploads/2016/07/Aboriginal_Cultural_Experiences_National_Guidelines_English_web.pdf

ORGANIZATION ELIGIBILITY: Eligibility for this program is restricted to Canadian Aboriginal tourism businesses at least 51% owned by Aboriginal individuals OR majority owned Aboriginal companies OR Aboriginal-controlled organizations such as Bands and Tribal Councils.

APPLICATION PROCESS: The application process is designed to take you through a series of questions with an on-line application. Please respond with the best information you currently have to help us determine how best we can invest the available support funding. In this on-line application you can go back to previous pages you have filled out by clicking the 'Back' button at the bottom of each page of the application form. Your responses will be sent to us once you have completed the application and you have clicked on the "SUBMIT" button. You can also click "Edit your response" (found on the page after you click "Submit") however edits are not permitted after the deadline to submit has passed. If you have any supplemental documents (descriptions, photos, spreadsheets) to help us understand your project plan, please email to: casey@aboriginalcanada.ca. Please be sure to include your name and business name in your email to allow your documents to be matched up with your on-line application. You also have the opportunity to submit multiple applications if you have more than one project or business for which you hope to be considered for product development support funding.

REPORTING REQUIREMENTS: Successful applicants will work with ATAC staff to confirm the

amount of investment, availability of any matching funding programs, confirm the project plan, selection of suppliers/contractors necessary for the project, the specific payments required for suppliers/partners/trainers/contractors and the schedule for start and completion of the project. Successful applicants will also be responsible for reporting back to ATAC regarding the project progress, results and financial details of funding investment.

DEADLINE: The deadline to apply is Friday, October 21, 2016.

SELECTION: Applicants will be informed of the support selection results by November 4, 2016.

If you have questions or need assistance with the online application form or wish to receive a manual form to fill out on paper, please contact our ATAC staff member overseeing this project: casey@aboriginalcanada.ca.

On behalf of our organization, thanks again for your interest in the ATAC Tourism Development Support Program.

Keith Henry
CEO and President
Aboriginal Tourism Association of Canada

* Required

Canadian Aboriginal Tourism Business Operators

Applicant - General Information

1. **Name of Applicant (first, last) ***

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2. **Applicant Job Title ***

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3. **Applicant Contact Phone Number ***

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4. **Applicant E-mail Address ***

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5. **Applicant Business Name ***

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6. **Business Address ***

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7. **Business Website Address**

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8. **Business Facebook Address (if available)**

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9. **Province or Territory where your business is located ***

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10. **In business for how many years? ***

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11. **Is your Aboriginal tourism business at least 51% owned by Aboriginal individuals OR majority owned Aboriginal companies OR Aboriginal-controlled organizations such as Bands and Tribal Councils? ***

Mark only one oval.

Yes

No

Other:

12. **Is the cultural content of your guest experience developed under the direction or guidance of Aboriginal people who are from the culture being interpreted? ***

Mark only one oval.

Yes

No

Not Applicable

13. **Is the cultural content of your guest experience approved by the appropriate “keepers of the culture”? (i.e. Elders, Hereditary Chiefs, families, etc.) ***

Mark only one oval.

Yes

No

Not Applicable

14. **What types of tourism-related products or attractions do you currently offer? (check all that apply) ***

Check all that apply.

- Lodging/ Accommodations (Hotels, Motels, Resorts)
- Campground, RV, Cabins
- Wildlife Viewing
- Outdoor Adventures (other than wildlife viewing, e.g.: hiking, fishing, canoeing etc.)
- Museum or Cultural Centre (artifact displays and exhibitions)
- Live cultural performances
- Retail (gift shop, gallery)
- Restaurant, Cafe, Bistro
- Special Events (festivals, gatherings etc.)
- Casino, Gaming
- Golf and/or Spa
- Workshops and Training in Cultural Knowledge
- Other:

15. **If you offer more than one product, what is currently the most successful type of tourism-related product or attraction that you currently offer?**

Mark only one oval.

- Lodging/ Accommodations (Hotels, Motels, Resorts)
- Campground, RV, Cabins
- Wildlife Viewing
- Outdoor Adventures (other than wildlife viewing, e.g.: hiking, fishing, canoeing etc.)
- Museum or Cultural Centre (artifact displays and exhibitions)
- Live cultural performances
- Retail (gift shop, gallery)
- Restaurant, Cafe, Bistro
- Special Events (festivals, gatherings etc.)
- Casino, Gaming
- Golf and/or Spa
- Workshops and Training in Cultural Knowledge
- Other:

Trends and Business Planning

16. **Has your business volume been increasing or decreasing recently?**

Mark only one oval.

- Increasing significantly
- Increasing
- Staying about the same
- Decreasing
- Decreasing significantly

17. **Where do the majority of your guests/clients come from?**

Mark only one oval.

- My local area
- My region or province
- Canada
- USA
- International
- Don't know/ Not sure

18. **What one geographic target market would you most like to better market towards or attract?**

Mark only one oval.

- My local area
- My region or province
- Canada
- USA
- International
- Don't know/ Not sure

19. **Please describe your best types of clients/guests? (the highest spending, most satisfied, provide most of your business) Who are they, what do they like and don't like?**

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20. Do you have an annual business plan and budget?

Mark only one oval.

- Yes, detailed and carefully thought out each year
- Yes, a basic plan updated each year
- No, do not have a business plan

21. Do you have a marketing plan?

Mark only one oval.

- Yes, detailed and carefully thought out each year
- Yes, a basic plan built into my overall business plan
- No, do not have a specific marketing plan

22. Do you partner with any of the following: (check any that apply)

Check all that apply.

- Tour Operator
- Transportation Operator
- Marketing Organization
- Food and Beverage Supplier
- Guest Service Provider
- Other:

23. Are you currently included in any tour operator packages or itineraries?

Mark only one oval.

- Yes and it definitely helps bring in more business.
- Yes but i don't see a lot of business from packages.
- No and I am not interested in being part of a package.
- No but I would like to see what packages I can be included in.
- Other:

Market Readiness and Export Readiness

Market readiness typically refers to business standards which allow you to meet the expectations of consumers through training, customer response and marketing materials. Export readiness refers to the additional standards beyond market readiness allowing a business to be promoted internationally through marketing organizations to the travel trade such as international tour operators.

24. **Which market-ready standards do you feel you currently meet? (check all those that apply) ***

Check all that apply.

- Have published prices and pricing policy
- Have a published consumer billing, payment, and cancellation policy
- Have marketing materials such as brochure, rack card or website
- Respond to inquiries within 48 hours
- 24 hour response time to reservation/booking requests
- Communicating and accepting reservations by telephone or e-mail and provide same day confirmation of booking arrangements.
- Have high quality images and video footage for promotional and training purposes
- Have frontline people who are trained in customer service
- Am an active stakeholder or eligible to become a stakeholder of your local tourism association
- Ensured that all other operating licenses and permits required to operate are in place and valid for this type of experience.
- Prepared for accidents; a well stocked first aid kit and staff trained in first aid at minimum
- Carry adequate liability and related insurance
- Operating hours clearly posted for visitors on site and for trade on your website and materials and follow those operating hours consistently
- Directional signs that help visitors to easily find your location
- Tracking, measuring and evaluating results to ensure a consistent level of customer satisfaction
- Promotional materials that presents the product (experience), the price, dates and key reasons to visit
- Capacity to host group tours
- Site/product easily accessible for visitors
- Enough parking for coaches/buses with turnaround room
- Enough washrooms for groups

25. **Of the market-ready standards that you do NOT meet, which ones do you feel are the most important to improve in order to grow/maximize your business results? ***

Check all that apply.

- Have published prices and pricing policy
- Have a published consumer billing, payment, and cancellation policy
- Have marketing materials such as brochure, rack card or website
- Respond to inquiries within 48 hours
- 24 hour response time to reservation/booking requests
- Communicating and accepting reservations by telephone or e-mail and provide same day confirmation of booking arrangements.
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- Site/product easily accessible for visitors
- Enough parking for coaches/buses with turnaround room
- Enough washrooms for groups

26. **To be export-ready, there are additional standards to achieve. Which export-ready standards do you feel you currently meet? (check all those that apply) ***

Check all that apply.

- Be in business at least one year, with a proven track record for safe and professional operation.
- Have a budget for marketing to international tour operators and a marketing plan for reaching them.
- Understand the roles played by different international level marketing partners, such as DMCs or inbound tour operators, tour operators/travel wholesalers and retail travel agents. Understand the pricing, commission and wholesale net rates used for these different types of partners.
- Work with DMCs or inbound tour operators, including them in your marketing plan and giving net rates or commissions .
- Provide detailed pricing and program information to tour operators at least one year before selling season.
- Set up billing arrangements with the tour operator, wholesale agency or receptive tour operator.
- If you plan to pursue group business, ensure you are able to accommodate and adapt to the needs of the market (e.g. tour bus access and parking, washroom facilities, maximum group size, group pricing, and frontline staff that speak the language of your target markets).
- Carry adequate insurance or make arrangements with a tour operator to add you to their existing policies at nominal cost.
- Provide support (free or reduced rates) for international media and travel trade familiarization tours.
- Offer currency exchange where possible.
- Understand your current and potential target markets and offer experiences that meet their expectations
- Support and encourage site/operation inspections by trade partners
- Management able to make business decisions as required to work with trade partners i.e. negotiate rates, travel trade contracts, etc.
- Prepared to provide exactly what was promised/contracted i.e. lakeside rooms, four course meal, live performances etc
- Exactly what was promised – lakeside rooms, four course meal, live performances etc.

27. **Of the export-ready standards that you do NOT meet, which ones do you feel are the most important to improve in order to grow/maximize your business results? ***

Check all that apply.

- Be in business at least one year, with a proven track record for safe and professional operation.
- Have a budget for marketing to international tour operators and a marketing plan for reaching them.
- Understand the roles played by different international level marketing partners, such as DMCs or inbound tour operators, tour operators/travel wholesalers and retail travel agents. Understand the pricing, commission and wholesale net rates used for these different types of partners.
- Work with DMCs or inbound tour operators, including them in your marketing plan and giving net rates or commissions .
- Provide detailed pricing and program information to tour operators at least one year before selling season.
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- Prepared to provide exactly what was promised/contracted i.e. lakeside rooms, four course meal, live performances etc
- Exactly what was promised – lakeside rooms, four course meal, live performances etc.

Your project/plan

Description of how/where you will invest this potential product development support. If you have any supplemental documents (descriptions, photos, spreadsheets) to help us understand your project plan, please email to: casey@aboriginalcanada.ca. Please be sure to include your name and business name in your email to allow your documents to be matched up with your on-line application.

28. **What one kind of help do you feel would help the most to reach and maintain market-readiness and/or export readiness? ***

Mark only one oval.

- Marketing and business advisor to help understand readiness standards and necessary steps
- Financial and administrative advisor to help organize financial statements, cash flow, borrowing, financial procedures etc.
- Need more project funds (cash) to invest towards achieving these standards
- Reference materials and guides to read and follow
- Need more time to be able to work on business planning and development
- Other:

29. **What type of tourism-related product or attraction do you hope to improve if you are successful in receiving product development support? Select the option that will be most directly impacted by this potential investment. ***

Mark only one oval.

- Lodging/ Accommodations (Hotels, Motels, Resorts)
- Campground, RV, Cabins
- Wildlife Viewing
- Outdoor Adventures (other than wildlife viewing, e.g.: hiking, fishing, canoeing etc.)
- Museum or Cultural Centre (artifact displays and exhibitions)
- Live cultural performances
- Retail (gift shop, gallery)
- Restaurant, Cafe, Bistro
- Special Events (festivals, gatherings etc.)
- Casino, Gaming
- Golf and/or Spa
- Workshops and Training in Cultural Knowledge
- Other:

30. **What amount of funding, up to a maximum of \$10,000, are you requesting? ***

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31. **Please describe the project you wish to invest in with the help of this financial product development support in order to move your business towards market/export readiness. Please describe how the funding would be invested, types of planned investment (consulting, training, construction/maintenance, design, short-term contracted help etc.), expected outcomes, timing of the investment and personal involvement in managing the project. (If you have images, diagrams, spreadsheets or supporting documents to provide to help with this question, please email them to casey@aboriginalcanada.ca including your name and business name so it can be matched to this online application.) ***

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32. **Please describe how you will maximize the value of this potential product development investment. Include if there are any matching funds you may be able to access for the project (not necessarily required), types of in-kind investments you or your project partners are investing and also describe your plans to maintain the growth you hope to achieve with this investment. ***

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33. **What, in your opinion, is your top three biggest challenges to sustain or grow your tourism business results? (check only three)**

Check all that apply.

- Finding and keeping qualified staff
- Lack of community support
- Limited access to business capital & support
- Lack of market readiness, not able to meet customer expectations
- There is limited customer/marketplace knowledge or understanding of Aboriginal tourism
- Limited success in marketing/sales efforts & planning
- Lack of organized & coordinated Aboriginal tourism efforts and approached
- Challenges with business administration (H.R., accounting, legal etc.)
- Other:

34. **Are you interested in becoming a member of the Aboriginal Tourism Association of Canada as part of this product development program? (for more information on ATAC membership, please go to www.aboriginalcanada.ca/corporate/membership/)**

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Mark only one oval.

- Yes
- No
- Don't know/Not sure

The Experience

The guest experience that you currently provide.

35. **What do you enjoy and are most proud of sharing with visitors?**

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36. **What inspired you to create your particular tourism experience?**

Mark only one oval.

- Enjoyment of seeing others appreciate and enjoy the experience
- Good business opportunity
- Enjoy providing this experience, enjoy the work
- Creative opportunity, chance to entertain
- Opportunity to teach others our cultural traditions
- Other:

37. **Do you create more than one activity and/or service within your business and sell it as a package?**

Mark only one oval.

- Yes, we often do this
- Sometimes
- No

38. **Do you partner with other businesses to create packages of activities/services?**

Mark only one oval.

- Yes, we often do this
- Sometimes
- No

39. **Have your front-line staff had training opportunities to learn front-line skills and techniques that promote service excellence?**

Mark only one oval.

- Yes, regular and frequent training offered to front-line staff
- Yes, there are training opportunities but we should offer more
- No, we should be offering training opportunities
- No, we do not need front-line training opportunities

40. **Which one of these areas needs the most improvement with your front-line staff?**

Mark only one oval.

- skills in dealing with guests/customers
- positive attitude in their interaction with guests
- effective communication skills
- problem solving, conflict resolution
- technical training for their specific areas of responsibility
- Other:

41. **If guests have positive feedback, what typically is the reason?**

Mark only one oval.

- Exceptional staff performance
- Exceptional tourism offering or experience
- Great value for money
- Exceeded their expectations, beyond what they expected
- Other:

42. **If guests have negative feedback, what typically is the reason or problem?**

Mark only one oval.

- Disappointed with quality of staff performance
- Disappointed with quality of tourism offering
- Poor value for money
- Did not meet their expectations, not what they expected
- Other:

Performance Measurement

Measuring & evaluating the results of your tourism efforts

43. **How do you track your financial business performance?**

Mark only one oval.

- We use various performance tracking measurements on a regular basis (rev/guest, avg. spend, product profit margins etc.)
- We use basic measurements like revenue and expenses
- We do not regularly track our financial business performance

44. **Do you forecast your monthly or quarterly performance and compare against your actual results?**

Mark only one oval.

- Yes, regularly
- Sometimes
- No

45. **Do you have a customer survey for your guests or ask for their feedback?**

Mark only one oval.

- Yes, we often survey our guests
- We sometimes survey our guests or ask for feedback
- We do not survey our guests or ask for their feedback

46. Do you track the results of your online marketing? (check any that apply)

Check all that apply.

- Facebook likes
- Twitter followers
- Instagram followers
- Pinterest followers
- TripAdvisor reviews and ratings
- Google Reviews/ Ratings
- travel site reviews (Expedia, Booking.com, Hotels.com etc.)
- website visit analytics
- promotional email open/read rates
- website search engine optimization analysis
- Other:

References

Your references and partners

47. Please list at least two business or tourism industry references - include business name, contact person, contact details and relationship to your business. *

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48. Have you won any awards or received any significant recognition for your Aboriginal tourism attraction or experience? If so, please describe the type and date of the recognition received.

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49. How did you originally hear about this Aboriginal Tourism Development Support Program?

Mark only one oval.

- ATAC e-mail or website/Facebook/Twitter/LinkedIn
- NationTalk e-mail or website
- ATAC Board member or association member recommendation
- Other agency email or recommendation
- Other: