



## BUSINESS, MARKET & TRADE READY STANDARDS PROGRAM: APPLICATION OVERVIEW

Thank you for taking the time to apply to the ITI BUSINESS, MARKET & TRADE READY Standards Program. In this document you will find a self-assessment tool to help you determine whether you qualify for the Business Ready, Market Ready or Trade Ready standard.

Once you have completed the checklist, please submit it to Tourism Development Officer (TDO) in your region.

To achieve the standard you are applying for, all the industry standard criteria within the application must be met. The application is broken down into five different areas, including:

- General Business Operations
- Product/Experience Service Delivery
- Marketing
- Administration and Financial Management
- Business Sustainability

Once you have submitted your application, the Tourism Development Officer (TDO) from your region will review it to confirm your rating. For example, if you have self-rated having an up-to-date website as being met, yet you do not have a website, the TDO will adjust the rating.

If you wish to raise your standard, a TDO from your region will meet with you to review your application and provide information and assistance on how you can address any areas in need of improvement to qualify for the standard that you wish to achieve.

A Business, Market or Trade Ready Standard status only applies once validated by a TDO. If you have any questions regarding the process, please do not hesitate to contact your regional TDO:

<b>North Slave Region</b>	(867) 767-9212	<a href="mailto:Tourism_NorthSlave@gov.nt.ca">Tourism_NorthSlave@gov.nt.ca</a>
<b>South Slave Region</b>	(867) 872-8046	<a href="mailto:Tourism_SouthSlave@gov.nt.ca">Tourism_SouthSlave@gov.nt.ca</a>
<b>Dehcho Region</b>	(867) 695-7500	<a href="mailto:Tourism_Dehcho@gov.nt.ca">Tourism_Dehcho@gov.nt.ca</a>
<b>Sahtú Region</b>	(867) 587-7171	<a href="mailto:Tourism_Sahtu@gov.nt.ca">Tourism_Sahtu@gov.nt.ca</a>
<b>Beaufort Delta Region</b>	(867) 678-8023	<a href="mailto:Tourism_BeaufortDelta@gov.nt.ca">Tourism_BeaufortDelta@gov.nt.ca</a>

Thank you.

Business Name: \_\_\_\_\_

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

#### CONTACT INFORMATION

Primary Residence: \_\_\_\_\_

City/Town: \_\_\_\_\_ Territory/Province: \_\_\_\_\_

Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Website URL (if available): \_\_\_\_\_

#### REGION(S) IN WHICH YOU CONDUCT BUSINESS:

North Slave     South Slave     Sahtú     Dehcho     Beaufort Delta

Number of years in business: \_\_\_\_\_

#### How many people does your business employ?

Full Time: \_\_\_\_\_ Part Time: \_\_\_\_\_ Seasonal: \_\_\_\_\_

#### GNWT Office use only:

BMT Standard Established:  Business Ready     Market Ready     Trade Ready

## Overview

The following table summarises the Business-Ready, Market-Ready and Trade-Ready (BMT) standards that are part of the Government of the Northwest Territories BMT standards program. While these standards align with BMT standards that are common throughout the global tourism industry, some of the standards have been adapted to accommodate how the tourism sector operates within the NWT. The BMT standards have been broken down into five specific categories including (1) Business Essentials, (2) Product/Experience Service Delivery, (3) Marketing and Promotions (4) Administration and Financial Management and (5) Business Sustainability

Table Guide **✓✓= Industry Standard**    **✓= Recommended**

Criteria	Business-Ready	Market-Ready	Trade-Ready	Self Assessment			TDO assessment				
				Yes	No	In Progress					
<b>Section One: Business Essentials</b>											
<b>General Business Operations</b>											
Business has a product or service to offer to visitors for a fee	✓✓	✓✓	✓✓								
Business has established business hours (seasons, days of week, times)	✓✓	✓✓	✓✓								
Business has established parameters of operations (min/max group size, level of ability to participate, etc.)	✓✓	✓✓	✓✓								
Business has a way for potential customers to contact the business. Minimum: phone and email	✓✓	✓✓ +website	✓✓ +website								
Business has the required infrastructure in place to operate the business	✓✓	✓✓	✓✓								

Criteria	Business-Ready	Market-Ready	Trade-Ready	Self Assessment			TDO assessment
				Yes	No	In Progress	
<b>Licenses and Insurance</b>							
Business is in compliance with Corporate Registries	✓✓	✓✓	✓✓				
Business possesses all required licenses and certificates to conduct the type of products and services offered.	✓✓	✓✓	✓✓				
Business holds a valid Tourism Operator License (TOL) (if required)	✓✓	✓✓	✓✓				
Business has the appropriate amount of valid liability insurance	✓✓	✓✓	✓✓				
<b>Key Planning Documents</b>							
Business has a Safety Plan	✓✓	✓✓	✓✓				
Has a Risk Management Plan	✓	✓✓	✓✓				
Business has a business and marketing plan.	✓ Basic plan	✓✓ formal business/marketing plan	✓✓ formal business/marketing plan including travel trade distribution strategies				
<b>Industry Partnerships</b>							
Business has an active membership with NWT Tourism (and other such as: TIAC, ITAC, etc. if applicable)		✓	✓				
Business has established a working relationship with key Travel Trade Accounts (tour wholesalers and receptive tour operators)			✓✓				



BMT Standards Summary Overview							
Criteria	Business-Ready	Market-Ready	Trade-Ready	Self Assessment			TDO assessment
				Yes	No	In Progress	
Business has health and safety measures in place to ensure guest safety	✓✓	✓✓	✓✓				
First Aid equipment is kept up to date and is kept close by if required	✓✓	✓✓	✓✓				
Medical services can be accessed, and guests know how they can be contacted if required	✓✓	✓✓	✓✓				
<b>Staffing / HR</b>							
Business has enough staff to conduct tours based on visitor volume	✓✓	✓✓	✓✓				
Staff have received customer service training and can adapt to changes that may occur (i.e. plan B).		✓✓	✓✓ Training includes meeting the expectation of international visitors.				
Business has skilled guides to offer guided activities.	✓✓	✓✓ Guides have specialized training in their area of expertise.	✓✓ Guides have specialized training in their area of expertise.				
Business has the capacity to accommodate the needs of visitors from other countries / cultures		✓	✓✓				
<b>Best Practices</b>							
Business adopts environmentally friendly practices		✓✓	✓✓				
Business uses energy saving technologies where possible		✓✓	✓✓				

Criteria	Business-Ready	Market-Ready	Trade-Ready	Self Assessment			TDO assessment
				Yes	No	In Progress	
Where possible, business is accessible for people with specialized physical needs.		✓	✓				
Businesses ensure that their guests are respectful of the people, land, and wildlife of the communities they visit		✓✓	✓✓				
<b>Section Three: Marketing and Promotions</b>							
<b>Product Overview</b>							
Business provides information for each product / experience offered to potential customers. This should include: <ul style="list-style-type: none"> <li>- Description of product or service being offered</li> <li>- Dates offered (seasons, days of week, start time)</li> <li>- Duration of activity</li> <li>- Minimum / Maximum Group Size</li> <li>- Price (per person)</li> <li>- Booking details</li> <li>- Contact information</li> </ul>	✓✓	✓✓	✓✓				
Business includes information in the product overview that net rates are available to the Travel Trade			✓✓				

Criteria	Business-Ready	Market-Ready	Trade-Ready	Self Assessment			TDO assessment
				Yes	No	In Progress	
<b>Marketing Collateral</b>							
Business has a brand identity including a logo and other brand assets such as: colour palette, fonts, brand statement, images, etc.		✓✓	✓✓				
Business has promotional print materials (brochure, business cards, etc.)	✓	✓✓	✓✓				
Business has several high-resolution images to promote the product(s) being offered	✓	✓✓	✓✓				
Business has acquired video assets for promotional purposes		✓	✓				
Business has a dedicated website that includes product information, pricing, booking details and contact information		✓✓	✓✓				
Information on website is current and up to date		✓✓	✓✓				
Business displays an availability calendar on their website		✓	✓✓				
Product pricing on the website is clearly identified and easy to find		✓✓	✓✓				
Business has a Travel Trade section on their website			✓				
Business has an active presence on social media		✓✓	✓✓				
Business has developed sample itineraries for promotional purposes		✓✓	✓✓				
Business has marketing collateral for attending consumer shows (pop		✓✓	✓✓				

Criteria	Business-Ready	Market-Ready	Trade-Ready	Self Assessment			TDO assessment
				Yes	No	In Progress	
up displays, presentation, flat sheets, promo items, etc.)							
<b>Marketing Activities</b>							
Business has a listing(s) on the Spectacular NWT website: Spectacularnwt.com	✓	✓✓	✓✓				
Business promotes feature packages on the Spectacular NWT website: Spectacularnwt.com		✓	✓				
Business has a dedicated marketing budget		✓✓	✓✓				
Business conducts market research		✓✓	✓✓				
Business actively promotes their business through various advertising methods (digital, social, print etc.)		✓✓	✓✓				
Business has the capacity to participate in NWT Tourism cooperative marketing programs		✓	✓				
<b>Sales Activities</b>							
Business participates in Destination Canada (DC) and NWT Tourism's Travel Trade Program			✓✓				
Business participates in trade shows including Rendezvous Canada, Showcase Asia, etc.			✓✓				
Business offers NET rates and adheres to price integrity			✓✓				
Business participates in NWT Tourism's Travel Trade FAM program			✓✓				

Criteria	Business-Ready	Market-Ready	Trade-Ready	Self Assessment			TDO assessment
				Yes	No	In Progress	
Business has established working relationships with key Travel Trade accounts			✓✓				
Business makes sales calls to key Receptive Tour Operators			✓				
<b>Section Four: Administration and Financial Management</b>							
<b>Financial Management</b>							
Business has a system in place to manage finances	✓✓	✓✓	✓✓				
Business has various methods of accepting payments from guest (cash, e-transfer) Market/Trade Ready businesses accept credit cards -VISA/MC	✓✓	✓✓	✓✓				
Guests have the ability to book and pay for product/services on-line		✓	✓✓				
<b>Inventory Management</b>							
Business has an inventory management system in place.	✓✓	✓✓ A comprehensive inventory management system in place to showcase availability and avoid double bookings.	✓✓ A comprehensive inventory management system in place to showcase availability and avoid double bookings.				
Business has an inventory management system in place that will allow to hold block bookings for key trade accounts, with agreed upon terms with the key trade accounts			✓✓				

Criteria	Business-Ready	Market-Ready	Trade-Ready	Self Assessment			TDO assessment
				Yes	No	In Progress	
<b>Contract and Agreements</b>							
Business has a booking and cancellation policy in place	✓	✓✓	✓✓				
Business has agreed upon NET rates with Travel Trade companies and maintains price integrity			✓✓				
<b>Business Management and HR</b>							
Business adheres to all business management and HR policies set out by the Government of Canada	✓✓	✓✓	✓✓				
Business adheres to all rules and regulations of the international markets they do business in			✓✓				
<b>Section Five: Business Sustainability</b>							
<b>Infrastructure</b>							
Business has the required infrastructure to operate their business	✓✓	✓✓	✓✓				
<b>Financial Stability</b>							
Business has the required financial resources to operate their business	✓✓	✓✓	✓✓				
<b>Growth Potential</b>							
Business invests back into their business		✓✓	✓✓				
Business conducts market research to stay on top of current industry trends and changes in the marketplace		✓✓	✓✓				
Business has the financial resources to market their business		✓✓	✓✓				
Business has formed strategic partnerships with other regional businesses		✓	✓				

Criteria	Business-Ready	Market-Ready	Trade-Ready	Self Assessment			TDO assessment
				Yes	No	In Progress	
Business has formed partnerships with airlines, hotels and other tourism related businesses to create packages for international travellers			✓				
<b>Proven Track Record</b>							
Business has built a reputation for being a quality tourism business		✓✓	✓✓				
Business has been successfully operating at a high standard for a minimum of two-years			✓✓				
<b>Industry Advocacy</b>							
Business advocates for and practices sustainable tourism and acts as stewards of the land		✓✓	✓✓				
Business ensures their guests are educated on the local Indigenous culture and that they are respectful of the people and the land of the NWT		✓✓	✓✓				