

Business Visitation Follow-up Survey

Introduction to Follow-up Survey

Thank you for completing the confidential part of this survey. We have a few more questions relating to any follow-up or information requests that you may have. This Business Visitation Follow-up form, with your requests and contact information, will go to the local TIBRE organizing committee – so it is not confidential but will be treated respectfully as sensitive information.

Contact Details:

1. Business Name:

2. Contact Name:

3. Phone Number:

4. Contact Email:

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Resource information

5. The Market Monitor is a free monthly publication, from Alberta Economic Development, Trade and Tourism, which provides an update on tourism trends and statistics. Do you currently receive the Alberta Market Monitor?

Yes

No

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Resource Information

6. Since you answered no, would you like to be added to the email distribution list?

Yes

No

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Resource Information

7. PRIZM is a free program, offered by Alberta Economic Development, Trade and Tourism, which takes postal codes from your business and groups them into visitor types. This can help your business further understand your visitors. Would you be interested in obtaining more information about PRIZM?

Yes

No

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Coaching and Support

8. Sometimes it can be helpful to have someone to talk to about your business or to assist you with business planning. Your local Community Futures West Yellowhead office offers Business Coaching with their Business Advisor. This is a free and confidential service. Would you be interested in learning more about the services offered by Community Futures West Yellowhead?

Yes

No

9. Sometimes it can be helpful to have someone to talk to about your business or to assist you with business planning. Alberta Economic Development, Trade and Tourism offers a free confidential tourism business coaching service. Would you be interested in learning more about tourism business coaching from Alberta Economic Development, Trade and Tourism's Business Development Unit?

Yes

No

10. Travel Alberta's Experience Development program helps businesses with their visitor experience, and to market businesses to visitors. Would you be interested in being contacted by Travel Alberta's Experience Development team?

- Yes
- No

11. Being export ready means you are ready to engage third-party distributors such as inbound tour operators (ITOs), wholesalers, online travel agents (OTAs) and retailers to sell your product to visitors overseas and have factored appropriate commissions into your pricing. Are you interested in learning more about becoming "export ready"?

- Yes
- No

12. Would you be interested in being contacted by the Economic Development department of the town to discuss a local business issue or for assistance with your business?

- Yes
- No

13. Indigenous Tourism Alberta (ITA) provides a range of supports to qualified Indigenous tourism businesses in Alberta. If the ownership of your business is 51% or more Indigenous, you may be eligible. Is this business Indigenous owned (51% indigenous owned)?

- Yes
- No

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Coaching and Support

14. Since you answered yes, do you want someone from ITA to follow up with you?

- Yes
- No

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Business Transition

15. Are you considering retiring or selling your business in the next 3 years?

Yes

No

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Business Transition

16. Since you answered yes, would you like to receive information on succession planning for business owners?

Yes

No

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Business Transition

17. Are you considering moving or closing your business in the next 2 years?

Yes

No

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Business Transition

18. Since you answered yes, what assistance, if any, could help prevent the relocation or closure of your business?

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Business Topics For Follow-up

19. If you would like assistance in addressing challenges in any area associated with your business, please identify the area(s) below: