



Tourism Investment Readiness Self-Assessment Tool

How to Use the Self-Assessment

The self-assessment is structured into focused sections, each addressing a critical component of tourism investment readiness, such as community assets, infrastructure, marketing, partnerships, and sustainability. For each question, you can evaluate your community's status by selecting one of the following options:

- **Yes:** This area is well-developed and functioning effectively. **Score 2 points**
- **Yes, but needs improvement:** This area is established but requires updates or enhancements. **Score 1 point**
- **No, but in progress:** This area is being addressed but is incomplete. **Score 1 point**
- **No:** This area has not been developed or implemented. **Score 0 points**

The goal is to provide a clear and honest snapshot of your community's current position. This will help you to prioritize actions, allocate resources, and develop strategies to improve tourism investment readiness over time.

	Yes (2)	Yes, but needs improvement (1)	No, but in progress (1)	No (0)
A. Community Tourism Profile and Assets				
1. Does your community have a designated economic development officer or other staff responsible for attracting investment?				
2. If yes, does this person understand the tourism investment attraction process (i.e., responding to inquiries, data collection and trends, familiarization tours, etc.)?				
3. Does your community have a Community Profile for Investors?				
4. Does your community have a community tourism profile? If not, please move to Section B.				
5. If yes, is your community tourism profile up-to-date (i.e., completed within the last year) and reviewed regularly (i.e., every 3-6 months)?				

6. Is your community tourism profile available on your website?				
7. Does your community tourism profile include key tourism attractions, including cultural, natural, and recreational assets?				
8. Is the community tourism profile up-to-date with current tourism economic indicators, projections and visitation data?				
9. Does your community tourism profile include visitor demographics (e.g., market of origin, visitation trends, visitor profile)?				
10. Does your community tourism profile provide information on community tourism-related assets and amenities (e.g., hotels, restaurants, events)?				
11. Does your community tourism profile highlight transportation accessibility (e.g., proximity to airports, highways, and public transit)?				
12. Does your community tourism profile list the relevant tourism development strategies that outline the direction and focus for the visitor economy?				
Total (/24 Points)				

B. Land Inventory for Tourism Development	Yes (2)	Yes, but needs improvement (1)	No, but in progress (1)	No (0)
1. Does your community maintain an inventory of land or properties available for tourism investment (e.g., hotels, resorts, adventure tourism)?				
2. Are tourism-related sites properly zoned and prepared for development?				
3. Is information regarding property size, location, and services readily available for potential tourism investors?				
4. Does the land inventory include heritage sites or locations that could be used for potential tourism investment?				

5. Are maps, site photos, and contact information for local planning officials easily accessible to investors?				
6. Does the inventory include Crown, municipal, Indigenous, and privately owned property for sale or lease?				
Total (/12 Points)				

C. Infrastructure Readiness and Sustainability	Yes (2)	Yes, but needs improvement (1)	No, but in progress (1)	No (0)
1. Does your community have adequate public infrastructure to serve and improve the visitor experience (i.e., restrooms, visitor information centres, parking, public transport etc. options)?				
2. Does your community have the necessary transportation infrastructure (e.g., roads, public transport, airports) to support increased tourist numbers?				
3. Does your community have a plan for addressing infrastructure gaps (i.e., visitor services, access improvements, internet connectivity, utilities) in key tourism areas?				
4. Are utilities (water, electricity, internet) readily available in areas designated for tourism development?				
5. Does your community have a plan for increased sewage, water, and power demands from tourism-focused developments?				
6. Are you aware of the environmental regulations that may affect tourism investments in your community?				
7. Does local government and DMO collaborate to provide programs or support to tourism businesses looking to undertake more sustainable or regenerative business practices?				
8. Does your community provide public transportation options or alternative methods to help tourists access key attractions?				

9. Does your community collaborate to offer information to visitors about sustainable practices and responsible tourism?				
Total (/18 Points)				

	Yes (2)	Yes, but needs improvement (1)	No, but in progress (1)	No (0)
D. Branding of Your Destination				
1. Does your community have an investment attraction marketing plan?				
2. Does your community have an investment attraction marketing plan focused specifically on the tourism sector?				
3. Does your community's unique selling proposition and competitive advantage align with the tourism marketing brand?				
4. Are there collaborative marketing initiatives with neighbouring communities or regional partners (i.e., joint marketing campaigns)?				
5. Does your community participate in tourism-focused trade shows or investment events to promote local or regional-based opportunities?				
6. Are there marketing materials tailored to potential investors, highlighting tourism-specific assets and development opportunities?				
7. Does your community highlight successful tourism investment success stories or provide testimonials from past investors?				
Total (/14 Points)				

	Yes (2)	Yes, but needs improvement (1)	No, but in progress (1)	No (0)
E. Tourism Economic Development Capacity				
1. Does your community have a dedicated economic development				

contact for tourism investment inquiries?				
2. Is your economic development team and DMO familiar with tourism investment processes (e.g., key contacts, site selection, investment requirements)?				
3. Does your tourism organization and your economic development organization have formal representation on each other's board?				
4. Does your economic development team have a clear picture of process and timelines for project approvals?				
5. Does your community have an up-to-date list of existing provincial and federal development policies, programs, and services?				
Total (/10 Points)				

F. Tourism Partnerships: Regional and Indigenous	Yes (2)	Yes, but needs improvement (1)	No, but in progress (1)	No (0)
1. Is your community actively participating in or preparing to join a regional tourism initiative or tourism corridor?				
2. Is there a relationship established between the First Nation and surrounding communities to explore and establish agreements or partnerships that enhance tourism opportunities?				
3. Are partnerships or MOUs established with neighbouring communities and First Nations to develop and promote regional tourism or a tourism corridor?				
4. Does your community engage with partners and tourism businesses to align goals with the broader regional or corridor strategy?				
Total (/8 Points)				

G. Priority Projects List	Yes (2)	Yes, but needs improvement (1)	No, but in progress (1)	No (0)
1. Has your community identified potential opportunities for potential projects that will enhance your destination's competitiveness?				
2. Has your community vetted and validated this project list with key partners - EDOs or staff responsible for economic development, DMOs, local government, First Nations and residents?				
3. Does your priority projects list align with existing tourism and corridor development strategies for your region?				
4. Do the priority projects have any feasibility studies to support their viability as business opportunities?				
5. Have potential sites been identified for the priority projects?				
Total (/10 Points)				

Now that you have completed the self-assessment, add your total scores from each category based on the scoring rubric.

- If you scored 86 or more: Congratulations, you are **VERY READY** for tourism investment.
- If you scored between 71 and 85: You are **READY** for tourism investment but can still improve.
- If you scored between 41 and 70: You are **ALMOST READY** for tourism investment but there are opportunities for you to make improvements.
- If you scored less than 40: You are in the **FOUNDATIONAL STAGE** – there are still many opportunities for you to consider as you work towards tourism investment readiness.

This assessment and your scoring are more than a checklist—they're an opportunity to reflect on your community's vision and potential. The results can empower you to take targeted steps toward creating a thriving tourism destination that attracts investment, stimulates growth, and delivers long-term benefits for residents and visitors. Every community can take steps toward investment readiness - it's not an all-or-nothing approach.