

# Tourism Readiness: A Self-Guided Reflection

Pathways to the Past (P2P): Preparing Museums for Tourism Success

## Introduction

This self-guided reflection is designed to help GLAM sites reflect on how they currently engage with Ontario's tourism ecosystem and where there may be opportunities to strengthen connections over time. It aligns with OMA's broader learning pathway and market readiness resources.

*There are no right or wrong answers. This is not a scorecard. It is a thinking tool.*

**TIP: You do not need to say "yes" to everything. Many museums will recognize a mix of "yes," "not yet," and "maybe someday." That is normal.**

## Relationships & Connections

Do you have an active relationship with your local Destination Marketing Organization (DMO)?

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Do you have a working relationship with your Regional Tourism Organization (RTO)?

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### If yes:

Reach out to your contact and share information once or twice a year.

### If not yet:

A simple introduction email is a good first step.

Do you partner with other local operators (attractions, accommodations, guides)?

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Do you collaborate with restaurants or food businesses for themed nights or events?

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Do you work with other organizations to cross-promote experiences?

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**TIP: Partnerships don't need to be complex. Even informal short-term collaborations can improve a visitor's experience in a destination.**

## Visitor Experience & Offerings

Do you offer a "white glove" or behind-the-scenes tour for media, partners, or special guests?

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Do you have interactive or hands-on elements within your exhibits?

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Do you offer experiences that are easy for visitors to understand and book?

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**Industry Insight:**

Visitors respond best to memorable experiences, not just facts, and are more likely to return when they feel engaged.

Do you package your experience with accommodations, donations, or stays?

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Do you participate in regional itineraries or seasonal campaigns?

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**TIP: Packaging can be informal and does not need to involve financial transactions to be effective.**

**Leadership & Sector Engagement**

Do you submit content to Destination Ontario or regional partners on a quarterly basis?

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Do you share upcoming plans even when details are not finalized?

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**Industry Insight:**

Tourism planning often happens six months or more in advance.

Do you or a representative sit on a tourism board, committee, or network?

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Is there a tourism representative involved through your board, volunteer base or Regional Museum Association (RMA)?

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## Final Reflection

Which areas feel strong right now?

Which areas feel possible in the next year?

What is one small step you could take in the next three months?

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**TIP: Tourism engagement is a long game, and even small, intentional steps can make a meaningful difference over time.**

## Learn More

### Did you find this resource useful?

Learn how to improve your market readiness and engagement with Ontario's tourism economy with OMA's professional development workshop: ***Pathways to the Past (P2P): Preparing Museums for Tourism Success***. To find out more, visit: [www.museumsonario.ca](http://www.museumsonario.ca)

## About This Resource

This resource is part of OMA's ongoing work to support museums in strengthening market readiness and tourism connections. It is intended to provide practical guidance, encourage confidence, and support thoughtful engagement across the tourism ecosystem. Museums may use this resource as a reference, a conversation starter, or a planning tool.