



## SELF ASSESSMENT

The Ontario Tourism Marketing Partnership Corporation (OTMPC) Ontario Signature Experiences (OSE) program promotes and markets must-see travel experiences that will appeal to global target markets to tour operators and travel trade. The OSE program is designed to showcase the best and most unique tourism experiences in the province that will motivate more people to visit Ontario.

### Complete this self-assessment to determine if you should take the next step to apply:

- Do you operate a legally-registered tourism business in Ontario?  YES  NO
- Do you carry liability insurance and all required operating permits?  YES  NO
- Are you the owner, provider, deliverer of the experience and the point of sale for customers?  YES  NO
- Do you have a website with a clear call to action for sales?  YES  NO
- Do you actively market to attract tourists to Ontario and/or beyond?  YES  NO
- Is your experience/business listed on ONTARIOTRAVEL.NET?  YES  NO

### Does your proposed Signature Experience:

*(We recommend using the existing Canadian and Ontario Signature Experiences participants as a guideline to help evaluate your proposed experience against the measurements below. Go to [TourismPartners.com](http://TourismPartners.com) and [DestinationCanada.com](http://DestinationCanada.com) for current lists of experiences)*

- Goes beyond the traditional tourist path  YES  NO
- Dives deeper into authentic, local culture  YES  NO
- Connects with people and enriches their lives  YES  NO
- Engages visitors in a series of memorable activities that are inherently personal, engage senses or make connections  YES  NO
- Is accessible in terms of physical access, diversity & inclusivity, languages, seasonality and dates  YES  NO

**If you answered yes to these questions then you may be ready to apply to the program.**

### Please contact us to discuss the next step in application:

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