

# A Guide to Thoughtful Communications for Tourism Partners in Ontario's Southwest

Ask yourself these questions before communicating with potential travellers.

Click here for more information and resources!

1.

Who could this impact?

- Residents
- Businesses
- Visitors
- Nature
- Underrepresented groups

3.

How do you know what you are sharing is accurate?

- You've referenced credible sources.
- You've consulted with experts.
- You've seen it with your own eyes.
- You've completed primary research.

5.

Are you the appropriate messenger for this information?

- Yes
- No

2.

Can the area or attraction accommodate an increase in visitation?

- Yes
- No

4.

Is there a potential for misunderstanding?

- Your imagery fairly represents what people will see if they visit.
- All important information/context is included.
- You aren't using jargon that may greenwash, whitewash, or misrepresent the destination.
- You've tried to anticipate other ways the public could perceive the information you are sharing and will make changes if necessary.