

Rethinking Tourism Partnerships: Exploring New Opportunities

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Key Points

1. Relationships are significantly beneficial for an organization's success, providing opportunities including the sharing of resources, expertise, and risk.
2. Information interviews with the focus of learning about another organization are a great initial step to build relationships and then partnerships.
3. When developing a new partnership, prioritizing understanding can be more beneficial than prioritizing being understood.
4. Consider the long-term benefits of investing in nurturing a relationship compared to an approach focused solely on direct communication about regular business operations.
5. Before approaching an organization, think about the value you can provide to them.
6. It's good to remind ourselves that the reason to start developing a relationship does not always have to be about getting something in return.

Suggestions of Questions to Ask Potential Partners

- **What problem are you solving** (e.g., determining the ideal market, seasonality, inadequate infrastructure, keeping up with digital innovations, etc.)?
- **Who do you solve the problem for** (e.g., market segment, community members, employees, natural environment, etc.)?
- **What is one goal you have this year?**

Additional Resources

- [Why and When to Partner - The Partnership Initiative](#)
- [A Complete Guide to Informational Interviews \(With Benefits\) - Indeed](#)
- [Collaborations and Partnerships in Small Business Growth - Rauva](#)