



REGIONAL Emergency PLANNING

Emergency management planning

- Three Risks to the Tourism Sector
- Destination BC Key Recommendations
- Thompson Okanagan Tourism Association's
Crisis Management Action Plan
- Tourism Framework (BC Emergency
Management System)



THREE RISKS TO THE TOURISM SECTOR



1. Consider the unique needs of **tourists** in the development of emergency plans
2. Elevate **awareness** of tourism industry partners of key resources and contacts to assist with coordinated emergency planning, response and recovery efforts
3. Help manage the **tourism reputation** of the region by:
 - Being prepared
 - Coordinating timely and accurate communications
 - Delivering on customer service – especially in times of need

Dbc key recommendations



1.

- Coordinated team-based approach within the tourism sector
- Enhance tourism disaster preparedness

2.

- Integrate tourism into the provincial emergency management structure
- Collaborate with Emergency Management BC (EMBC)

3.

- Capitalize on Destination BC's Visitor Centre Network structure

4.

- Designate roles of key tourism stakeholders in disaster preparedness
- Provide training opportunities



Dbc key recommendations



5.

- Support the development of **Tourism Destination Marketing Organization Disaster Management Plans** across the Province

6.

- Explore opportunities to **ensure that tourists are effectively informed about local hazards**

7.

- Collaborate with EMBC to refine the Province's guideline for the provision of **services to stranded visitors** in the event of a disaster

8.

- Establish tourism communications protocols for social media / media relations to manage information and sensitive communication during the response and recovery phases



Tota crisis management plan

- 1 Assemble the Crisis Management Team
- 2 Gather the facts
- 3 Develop key messages to respond to the situation
- 4 Brief Board, staff, and key external industry/issues management partners
- 5 Issue a statement/hold a media briefing
- 6 Ensure consistent communication across all channels
- 7 Monitor and gather issues intelligence as events evolve
- 8 Provide regular updates to media and visitors
- 9 Activate/assess in-market consumer, trade, and travel media activities
- 10 Advocate for funding and work with partners on recovery marketing initiatives

Tourism framework

BC EMERGENCY MANAGEMENT SYSTEM (BCEMS)

