

TOURISM KELOWNA: COMMUNICATION RESPONSE GUIDELINES IN A CRISIS / EMERGENCY

Summary: Guidelines to assess and determine appropriate response for Tourism Kelowna on behalf of local tourism industry in the event of an emergency or crisis. Tourism Kelowna’s goal is to manage the crisis / emergency’s possible impact on tourism in the Central Okanagan, not co-ordinate the overall crisis or emergency communication response.

Definitions:

- *Level 1:* issue is isolated, short-lived, non-critical or at a distance. Media interest is limited and mainly local.
 - E.g.: flooding of a creek near Kelowna, toxic spill on highway to Kelowna, distant forest fires
- *Level 2:* issue occurs within destination, non-critical. Media interested is limited and mainly local / regional.
 - E.g.: high water levels along Okanagan Lake; water quality issues, criminal activity involving tourists
- *Level 3:* issue occurs within destination, poses a risk and/or is sustained over time. Media interest is high.
 - E.g.: prolonged flooding closing beaches, wildfires / smoke within or close to region, disease outbreak
- *Level 4:* issue has/is occurred(ing), poses significant risk and is sustained over time. Media interest is high.
 - E.g.: widespread wildfires with structure loss, flooding involving loss of buildings, extreme weather

| Response Tactic | Level 1 | Level 2 | Level 3 | Level 4 |
|---|----------------|----------------|----------------|----------------|
| Monitor, assess & prepare holding line | X | X | X | X |
| Prepare and issue Q&A, key messages to staff & board (update as needed) | | X | X | X |
| Issue stakeholder update / alert | | X | X | X |
| Prepare and deliver media response when contacted | | X | X | X |
| Co-ordinate messaging and collaborate on response with partners | | X | X | X |
| Issue weekly update to stakeholders & partners | | | X | X |
| Issue Visitor Centre Network bulletin | | | X | X |
| Activate social media (listening, outreach, update) | | | X | X |
| Activate website alert banner | | | X | X |
| Initiate direct stakeholder outreach and co-ordination | | | X | X |
| Activate proactive communication response plan | | | X | X |
| Initiate response, recovery, & reporting plan (access marketing reserve fund) | | | X | X |
| Issue daily updates to stakeholders, partners | | | | X |
| Implement response and recovery plan (when appropriate) | | | | X |