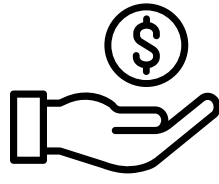


EMERGENCY MANAGEMENT TOOLKIT

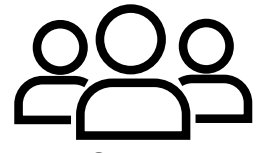
Understanding vulnerability, recovery, resiliency, sustainability and regeneration



Environmental



Economic



Social

1 What Makes a Business Vulnerable

- Environmental dependency
- Reliance on seasonal activity
- Short operating window
- Poor weather or environmental conditions
- Limited resources
- Difficulty securing insurance to mediate the impacts of natural disasters
- Difficulty accessing disaster recovery funding
- Lasting challenges from COVID-19
- Foreign labour shortages due to perceived risk
- Unpredictability in visitor patterns
- Reliance on foreign labour
- Disconnected to community
- Consumer uncertainty
- Negative destination reputation
- Lasting effects of travel bans

2 Short-term Recovery Tools

- Provide real-time footage of the environmental conditions through live cameras or media coverage
- Promote visitors to stay informed and up to date with current conditions
- Promote the shoulder seasons through advertisements and events
- Collaboration between local government and tourism businesses
- Include messaging about restoring the economic prosperity of a destination after a disaster
- Focus on domestic and regional markets
- Promote travel and participation in tourist activity after a disaster
- Consistent and efficient messaging
- Contribute to the media messaging about the destination and the current conditions
- Participate in decision-making at the local authority level

3 Medium-term Resiliency Tools

- Seasonal dispersion and developing year round activities
- Understand environmental conditions of neighbouring communities to direct visitors elsewhere during a time of crisis
- Partner with other local tourism businesses to ensure stability
- Collaborate with neighbouring communities and cross promoting destinations
- Diversification of market offerings
- Hire long term staff
- Ensure residents understand the value of tourism and promote their involvement within the industry
- Communicate and collaborate among community members

4 Long-term Sustainability and Regenerative Strategies

- Offer unique experiences that are special to the destination to showcase the destination's natural environment
- Understand that tourism is part of a larger ecosystem within a community
- Educate community members on the importance of promoting regenerative tourism strategies
- Work with local sustainability consulting organizations on individualized business plans
- Encourage local and regional visitation
- Implement sustainable practices to reduce costs through energy and resource efficiency
- Establish sustainability teams within businesses to prioritize this aspect
- Ensure consistent communication at all levels of the tourism industry to ensure alignment with broader community goals
- Incorporate Indigenous knowledge and practices
- Educate visitors to respect and care for the destination
- Ensure employees understand and are aligned with sustainability goals