

bcrts

British Columbia
Regional Tourism
Secretariat



CRISIS COMMS

INFORMATION ORGANIZER FOR CDMOS

This plan creates a basic structure for communicating with internal and external stakeholders in supporting the safety of visitors, the viability of tourism businesses, and our reputation as a safe and welcoming destination.

This is for the purpose of essential information and quick access.

Please make a copy of this document before beginning to fill it out.

Increased wildfires, floods and other natural disasters are happening with greater frequency and severity in the age of climate change. Ahead of what has been predicted to be another busy emergency season, the BCRTS and Hatch Comms are ensuring relevant Community Destination Management Organizations have crisis communications plans in place. This plan is to ensure we have essential information and not to replace Destination British Columbia or the Tourism Emergency Management Committee plans or frameworks. This will ensure that all situations are well-thought out, responses are prepared, and key stakeholder and media contacts are identified before the busy visitor season commences.

How it Works:

When a Community Destination Management Organization activates the BCRTS emergency support system, Hatch will help the destination implement their crisis communications plans during a high stress situation. This support will ensure that the destination operates within the chain of communications of the appropriate agencies to access official messaging. This messaging will then be communicated back through the established tourism channels. These steps should significantly improve outcomes for destinations with visitors in a variety of crisis situations by providing a *singular source of accurate information*. This will also support the destination's communications and economy should they be in a nearby but unaffected destination, keeping visitors confidently flowing to areas that remain safe to travel.

WHAT'S A CRISIS?

An unanticipated event or action that threatens our business and reputation, the health and safety of our employees, the people who visit our community, and the residents of the community itself.

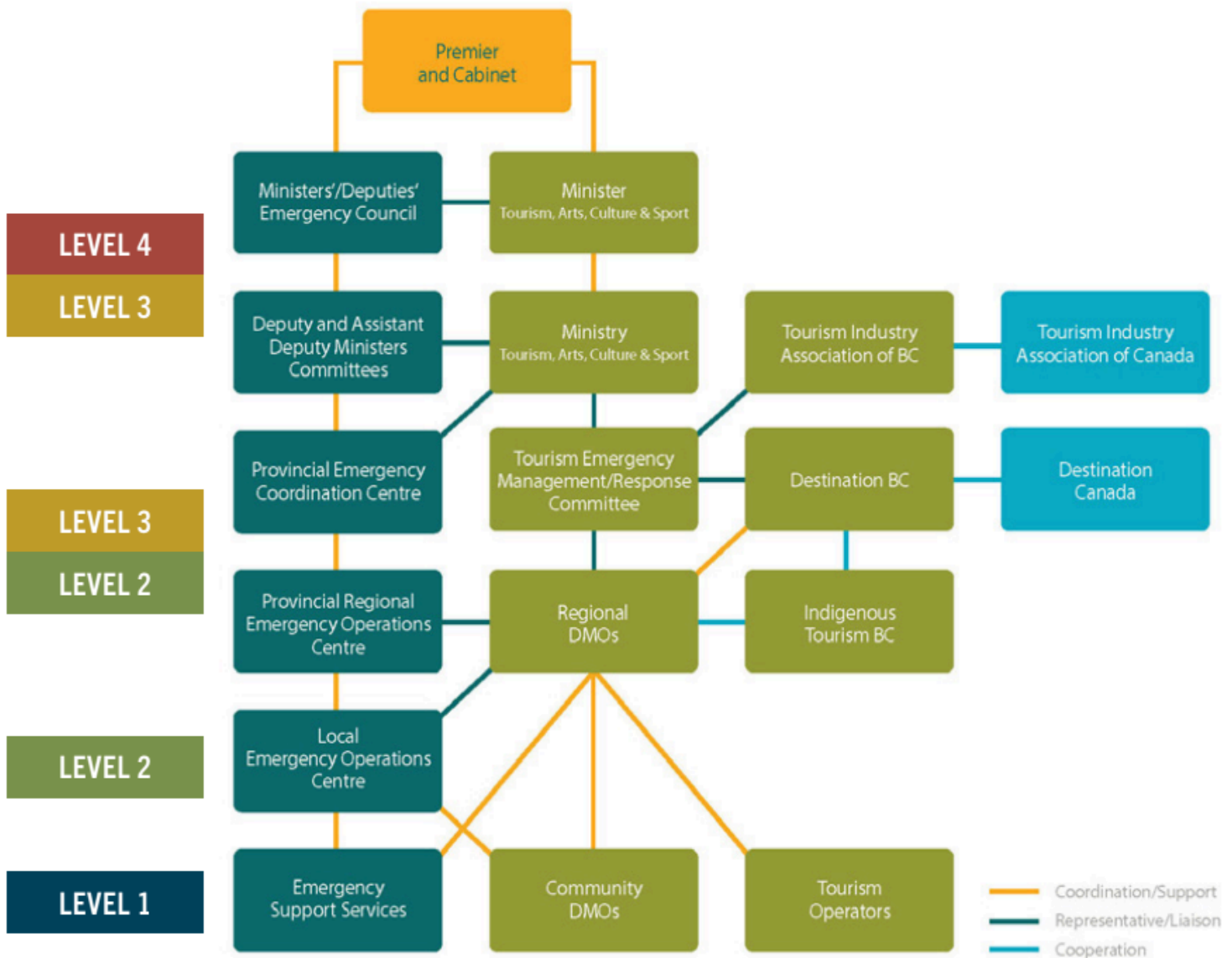
STAY SAFE, STAY INFORMED

During times of stress and uncertainty, it is essential to share information from *official sources only*. There are a variety of resources available to help you prepare for emergencies, gather up-to-date information and help visitors plan their travel.

Your Organization's Role in a Crisis

LEAD	SUPPORT	OBSERVE
Crisis happening to our organization	Crisis happening within our community, region or province with impacts to local tourism	Crisis happening in our community, region, or province which may impact local tourism
For example, a sensitive HR issue goes public and your organization must respond	For example, a wildfire is burning in the area and your organization is amplifying safety messaging from official sources	For example, a visitor to your community gets injured in an accident

ROLES AND RESPONSIBILITIES



This chart shows how the roles and responsibilities of tourism partners serve to coordinate with and support key emergency management agencies, provide representation and liaise between agencies and the tourism sector, and facilitate cooperation for unified actions and messaging.

KNOW YOUR STAKEHOLDERS



The CDMOs are the key connection to the visitors and provide travel planning assistance to travelers to recapture and redirect, working closely with communities, RDMOs, and DBC.

The CDMO's role is to assist with visitor care, communication, and response coordination.

B.C. TOURISM REGIONS (RDMOS)

The six Regional Destination Management Organizations are best positioned to work directly with local tourism partners and therefore lead, in collaboration with DBC, on the planning, creation, distribution and delivery of emergency management training tools for tourism operators and community destination management organizations. They also lead in local emergency response through providing connections between emergency operations centres and tourism operators for emergency support services (ESS) and visitor redirection.

THE COLLABORATIVE GOAL

Is to ensure people visiting in B.C. are safe during an emergency with:

- Access to timely, factual emergency information
- Access to emergency resources when needed
- The opportunity to leave an affected area and continue their trips

All while upholding British Columbia's reputation as a safe and welcoming destination in the eyes of tourists experiencing emergencies and for potential tourists.

COMMUNICATIONS CHANNELS

INTERNAL

Email
Chat
Meeting
Conference Call

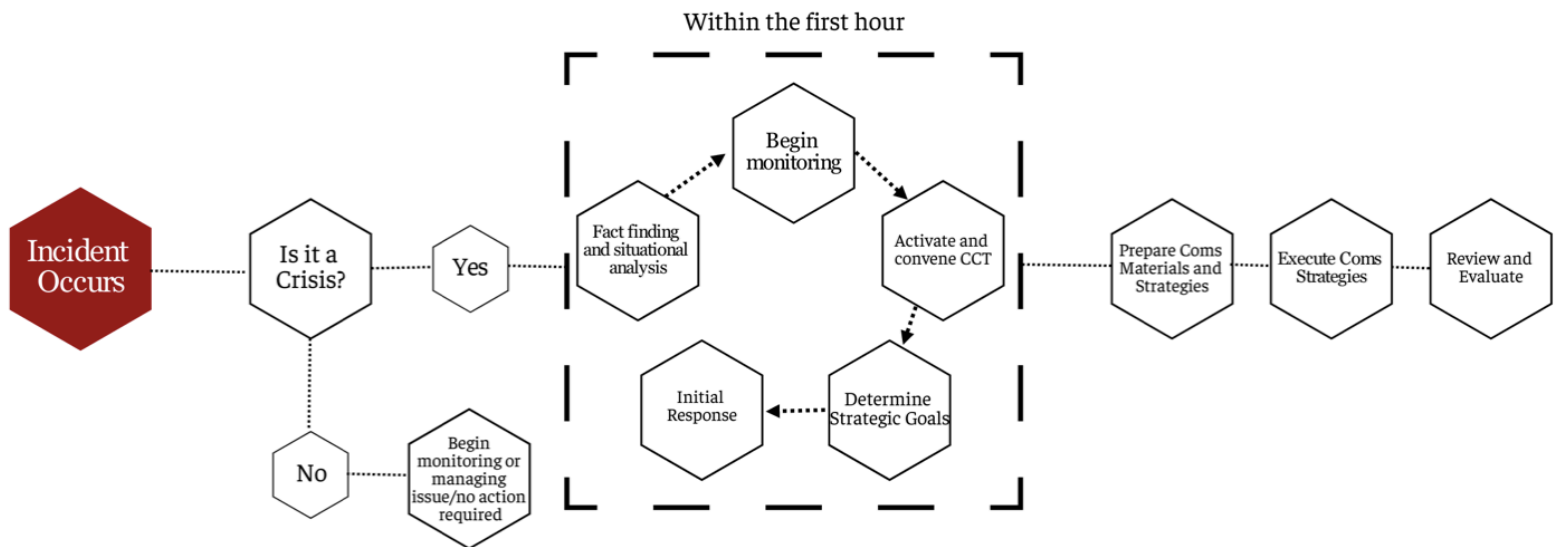
Newsletters

EXTERNAL CHANNELS

Direct:
Email
Phone
In person

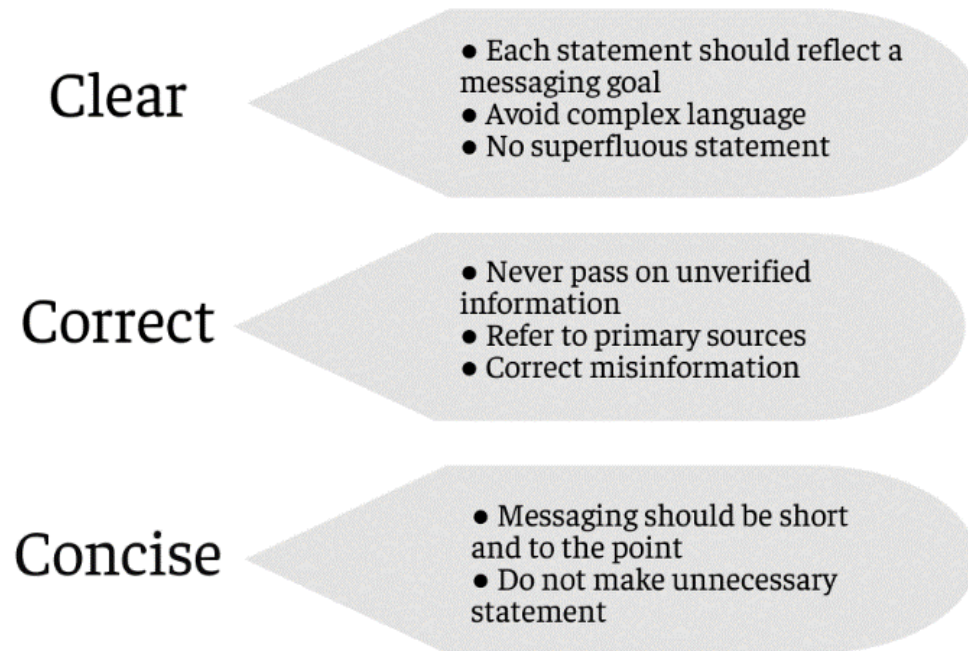
Indirect:
Website
Social
Media
Direct Mail

Crisis Communication Protocol



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Principles of Crisis Communications



The following questions can help frame and guide information collection and analysis.

- What is currently known, and who knows it?
- What is the source of the information? Is it reliable?
- What additional information will be needed to guide our strategies?
- Which departments are affected, and in which ways?
- Which departments will need to become involved?
- What role do we play in creating, processing and transferring the information relating to the event?
- Will legal counsel be required?
- What *should* be said? What *can* be said? What *cannot* be said?
- Should subject matter experts be brought in?
- What other organizations are involved? Should we coordinate with them?
- What policies relate to this situation?
- What is our position on the issue?
- What is the possible effect on stakeholders?

INTERNAL CRISIS ROLES

LEAD COORDINATOR

Name:

Mobile:

Telephone:

Email:

BACK-UP

Name:

Mobile:

Telephone:

Email:

DECISION AUTHORITY

Name:

Mobile:

Telephone:

Email:

BACK-UP

Name:

Mobile:

Telephone:

Email:

KEY SPOKESPERSON

Name:

Mobile:

Telephone:

Email:

BACK-UP

Name:

Mobile:

Telephone:

Email:

MEDIA LEAD

Name:

Mobile:

Telephone:

Email:

BACK-UP

Name:

Mobile:

Telephone:

Email:

LEAD SOCIAL MEDIA

Name:

Mobile:

BACK-UP

Name:

Mobile:

Please make a copy of this document before beginning to fill it out.

Telephone:

Email:

Telephone:

Email:

EMERGENCY CONTACTS

LOCAL EMERGENCY OPERATIONS CENTRE

Name:

Mobile:

Telephone:

Email:

REGIONAL DUTY MANAGER (RDM)

Name:

Mobile:

Telephone:

Email:

PROVINCIAL REGIONAL OPERATIONS CENTRE

(when activated)

Name:

Mobile:

Telephone:

Email:

EMERGENCY SERVICES BC

Name:

Mobile:

Telephone:

Email:

EMERGENCY SUPPORT SERVICES

Name:

Mobile:

Telephone:

Email:

TOURISM EMERGENCY RESPONSE TEAM

Name:

Mobile:

Please make a copy of this document before beginning to fill it out.

Telephone:

Email:

KEY STAKEHOLDERS

LOCAL MUNICIPALITY

Name:

Mobile:

Telephone:

Email:

CDMO BOARD

Name(s):

Mobile:

Telephone:

Email:

REGIONAL DISTRICT

Name:

Mobile:

Telephone:

Email:

REGIONAL DMO

Name:

Mobile:

Telephone:

Email:

VISITOR CENTRE

Name:

Mobile:

Telephone:

Email:

TIABC

Name:

Mobile:

Telephone:

Email:

INDIGENOUS TOURISM BC

Name:

Mobile:

Telephone:

Email:

LOCAL FIRST NATIONS

Name:

Mobile:

Telephone:

Email:

DESTINATION BC

Name:

Mobile:

Please make a copy of this document before beginning to fill it out.

Telephone:

Email:

CRISIS SUBJECT MATTER EXPERTS

FINANCE LEAD

Name:

Mobile:

Telephone:

Email:

BACK-UP

Name(s):

Mobile:

Telephone:

Email:

HUMAN RESOURCES

Name:

Mobile:

Telephone:

Email:

BACK-UP

Name:

Mobile:

Telephone:

Email:

LEGAL ADVISOR

Name:

Mobile:

Telephone:

Email:

BACK-UP

Name:

Mobile:

Telephone:

Email:

MARKETING ADVISOR

Name:

Mobile:

Telephone:

Email:

BACK-UP

Name:

Mobile:

Telephone:

Email:

OTHER EXTERNAL EXPERTS

Name:

Mobile:

Please make a copy of this document before beginning to fill it out.

Telephone:

Email:

MEDIA RELATIONS

OUTLET	JOURNALIST	ROLE	EMAIL	WEBSITE

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KEY RESOURCES + TIPS

- Meet emergency management staff in your community
- Familiarize yourself with community preparedness and response plans
- Create internal organization plans and undertake training
- Know how to activate BCRTS' crisis communications support
- Review:
- Destination British Columbia's [Emergency Resources for Tourism](#)
- Destination British Columbia's [Know Before You Go](#) page
- Visit DBC's [Safety + Emergency Preparedness](#) page
- B.C.'s [Tourism Emergency Management Framework](#)
- Use the hashtag #RealTime_____ (name of city/community) on social media to ensure current and future visitors have an accurate 'real time' visual on current conditions. Add the date and time the photo was taken. Tag key tourism partners in our post (@DestinationBC on Twitter, @HelloBC on Instagram) and your Regional/Community DMO partners to help us amplify your message.

[Social media ready infographics from DBC.](#)

Crisis Communications Support Contact:

Rob Grifone, crisismgmt@totabc.com, TOTA

