

Tourism Crisis Preparedness Checklist

This simple checklist will help you identify if you are prepared to respond effectively and recover from a crisis.

Have you?

	Yes	No
Prepared an emergency management plan for your business?	<input type="checkbox"/>	<input type="checkbox"/>
Secured adequate insurance coverage for your business to cover issues such as asset damage and loss and business interruption	<input type="checkbox"/>	<input type="checkbox"/>
Identified the emergency management arrangements for your area and made contact with local emergency services?	<input type="checkbox"/>	<input type="checkbox"/>
Compiled a list of who to contact and how you will stay informed in the event of an emergency?	<input type="checkbox"/>	<input type="checkbox"/>
Developed policies and procedures to deal with cancellations, postponements or forward bookings?	<input type="checkbox"/>	<input type="checkbox"/>
Listed your business with the nearest accredited Visitor Information Centre and/or the database of your regional and local tourism associations?	<input type="checkbox"/>	<input type="checkbox"/>
Identified the protocol for working with the media during an emergency, especially the need for a sole regional spokesperson on tourism?	<input type="checkbox"/>	<input type="checkbox"/>

If you've answered yes to 7 or 8 questions – you're well on your way to deal effectively with a crisis.

If you've answered yes to 5 or 6 questions – your business is quite well prepared, but you need to undertake some tasks to increase your capacity to cope with an emergency.

If you've answered yes to 4 or fewer questions – you don't currently have adequate processes in place to respond effectively to a crisis, and your preparation requires urgent attention.

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