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? |  |  |
| Secured adequate insurance coverage for your business to cover issues such as asset damage and loss and business interruption |  |  |
| Identified the emergency management arrangements for your area and made contact with local emergency services? |  |  |
| Compiled a list of who to contact and how you will stay informed in the event of an emergency? |  |  |
| Developed policies and procedures to deal with cancellations, postponements or forward bookings? |  |  |
| Listed your business with the nearest accredited Visitor Information Centre and/or the database of your regional and local tourism associations? |  |  |
| Identified the protocol for working with the media during an emergency, especially the need for a sole regional spokesperson on tourism? |  |  |

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.

Department of Jobs, Skills, Industry and Regions, 121 Exhibition Street Melbourne Victoria 3000
Telephone (03) Click or tap here to enter text.
© Copyright State of Victoria,
Department of Jobs, Skills, Industry and Regions 2023
Except for any logos, emblems, trademarks, artwork and photography this document is made available under the terms of the Creative Commons Attribution 3.0 Australia license.