



## **Destination Organization (DO) Recovery and Contingency Planning**

Given the current disruption of COVID-19 on destination organizations' marketing, sales and operational activities, it is now imperative to prepare a **Destination Recovery Plan** to activate fully once one receives clearance from government authorities to restart the national economy and bring normalization to individuals and families.

We trust the following **Destination Recovery Plan** background, key success factors and simplified and detailed outlines will assist in assessing your destination current situation, acknowledging realistic resources to proceed, and agreeing on programs and projects to bring visitors back and new ones to enjoy your destination experiences.

If you have questions, please contact us. We would be pleased to assist you.

Don Anderson, CDME  
Executive Partner



## **Destination Recovery Plan (DRP) Background**

*(Destination Organization aka DMO or CVB as Lead Proponent)*

The **purpose** of this plan is to restore the Destination Organization's critical business functions and subsequently assist in reactivating the tourism economy in our respective communities. These functions are formalized as destination promotion, development and management strategies and actions in responding to an emergency situation and regaining the effort to deliver on core program services to visitors on behalf of our tourism industry partners, employees and community residents.

The **goals** of a DRP are six-fold:

1. Continue to provide community-oriented and selective travel trade and consumer DO services
2. Facilitate timely recovery of DO core business services with focus on community and visitor partner communications, and travel trade/consumer promotion and sales follow-up
3. Protect the welfare of the DO staff team
4. Maintain destination brand recognition and public reputation
5. Know the status of financial resources now and in the near future and/or securing of commitments in funding stability
6. Update of current contingency plan based on new information and procedures with specific references to pandemics.



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## **Important Factors to Acknowledge Before the Destination Recovery Plan Preparation**

- Keep the current DO strategic plan in place – it is your intended future priority initiatives to be seriously considered when further resources are available
- Agree on appropriate timelines for the DO interim and recovery plan
- Know the DO funding resources over the appropriate timeframe based on current/projected revenues and/or reserves reallocation
- Evaluate and determine the DO core and tertiary marketing and business programming



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## **Typical Components of a Destination Recovery Plan (Detailed Formal Version)**

### **Introduction**

- Background and Reason for Plan
- Plan Goals and Expected Outcomes
- Plan Investment Funds and Reallocation Shifts
- Critical Factors for Destination Success (interim, recovery and contingency)

### **Destination Marketing and Sales**

- Promotion Goal and Target Market Priorities
- Target Market Programs, Activities and Measurable Objectives

### **Destination Development**

- Visitor Experience Goal and Target Project Priorities
- Target Project Programs, Activities and Measurable Objectives

### **Destination/DO Industry and Community Relations**

- Stakeholder Relations and Advocacy Goal and Target Audience Priorities
- Target Audience Programs, Activities and Measurable Objectives

### **Destination/DO Resources Management**

- Financial and Administrative Goal and Target Means Priorities
- Target Means Programs, Activities and Measurable Objectives

### **DO Budget Program Allocation**

- Estimated Revenue Projections
- Specific Program/Project Investments

## Time to Move Forward!

Our Destination Recovery Plan for \_\_\_\_\_  
(community name)

*Interim: Next 2 Months*

*Recovery: 6 – 7 Months*

### I Focusing on Our Tourism Opportunities

#### Why We Need this Plan?

**1** Emergency Background

**2** Goals & Outcomes

**3** Available Funds

#### What's Critical to Do Given Agreed-to Timed Phases?

Interim Activities



Recovery Priorities



Emergency Learnings

### II Knowing Our Priority Tourism Strategies and Activities

#### What's the Core Programs and How We Implement Them?

Destination Marketing and Sales

- Promotion Goal & Objectives
- Selected Target Markets
- Core Strategies & Priority Activities



Destination Development

- Visitor Experience Goal & Objectives
- Selected Target Projects
- Core Strategies & Priority Activities



Destination/DO Industry and Community Relations

- Stakeholder Relations and Advocacy Goal & Objectives
- Selected Target Audiences
- Core Strategies & Priority Activities



Destination/DO Resources

- Financial and Administrative Goal & Objectives
- Selected Target Resources
- Core Strategies & Priority Activities

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### III Investing Our Tourism Resources Wisely

#### What Monies We Have and Anticipated Returns?



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