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.
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
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
Simplified Example of a Destination Recovery Plan Outline

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?

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

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

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

- Financial and Administrative Goal & Objectives
- Selected Target Resources
- Core Strategies & Priority Activities
III Investing Our Tourism Resources Wisely
What Monies We Have and Anticipated Returns?

- Best Estimate Revenue Projections
- Program Investment Allocations and Expected Program Results

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