

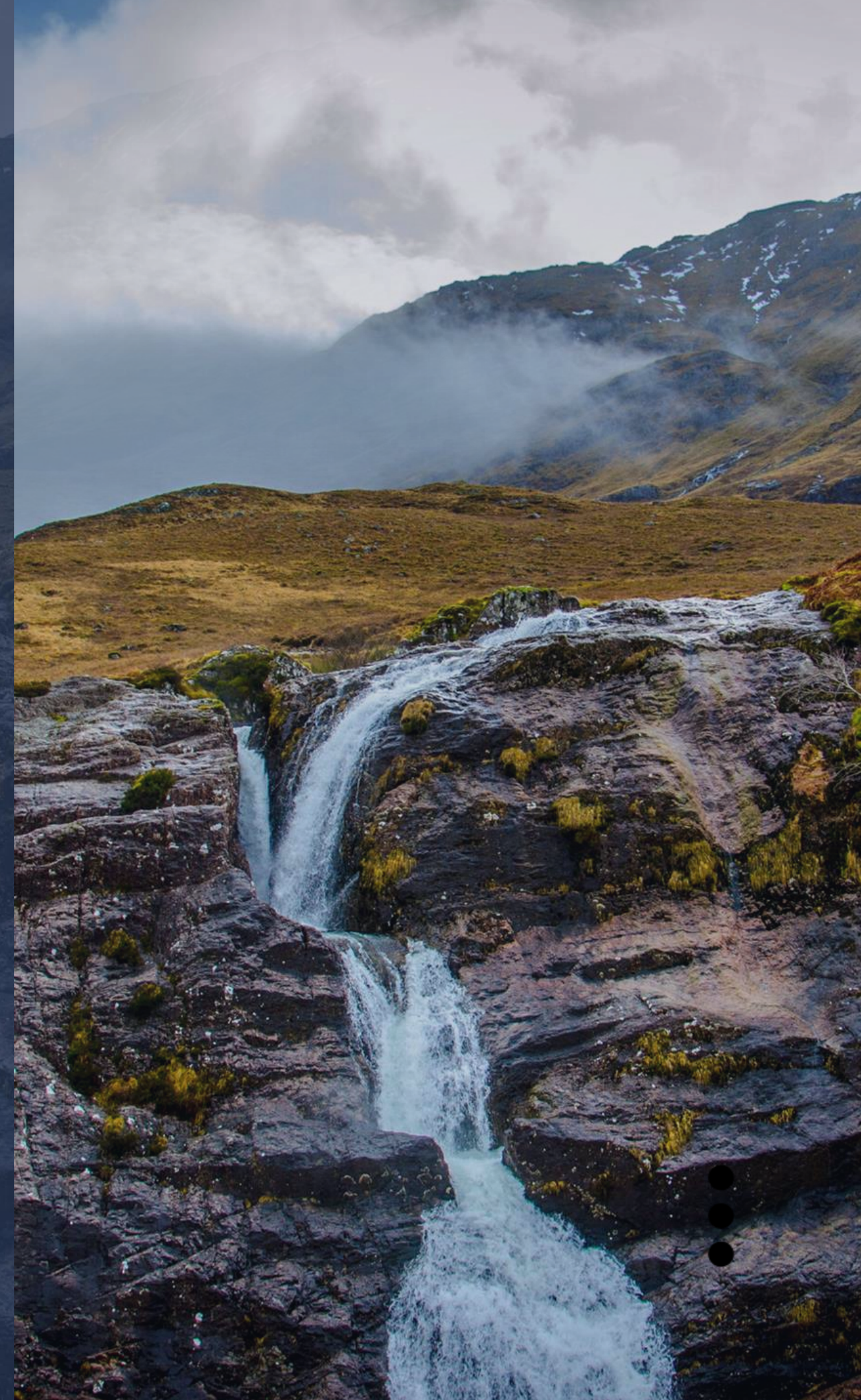


DESTINATION ORGANIZATION (DO) RECOVERY & CONTINGENCY PLANNING

DESTINATION CONSULTANCY GROUP

Providing Sound Research, Practical Services Management and Leadership Advice

Given the current disruption of COVID-19 on Destination Organizations' marketing, sales and operation activities, it is now imperative to prepare a Destination Recovery Plan with revised Budget to activate fully once one receives clearance from government authorities to restart our state and/or national economies and bring normalization to individuals and families.





25

YEARS ADVISING
IN DESTINATION
MARKETING &
DEVELOPMENT

Leadership Assistance
in 10 Practices

750

ASSIGNMENTS

Representing 300+
Destination Organizations

- COMMUNITIES
- COUNTIES
- REGIONS
- STATES/PROVINCES

2

OFFICES

Granbury/DFW TX



Calgary, Alberta



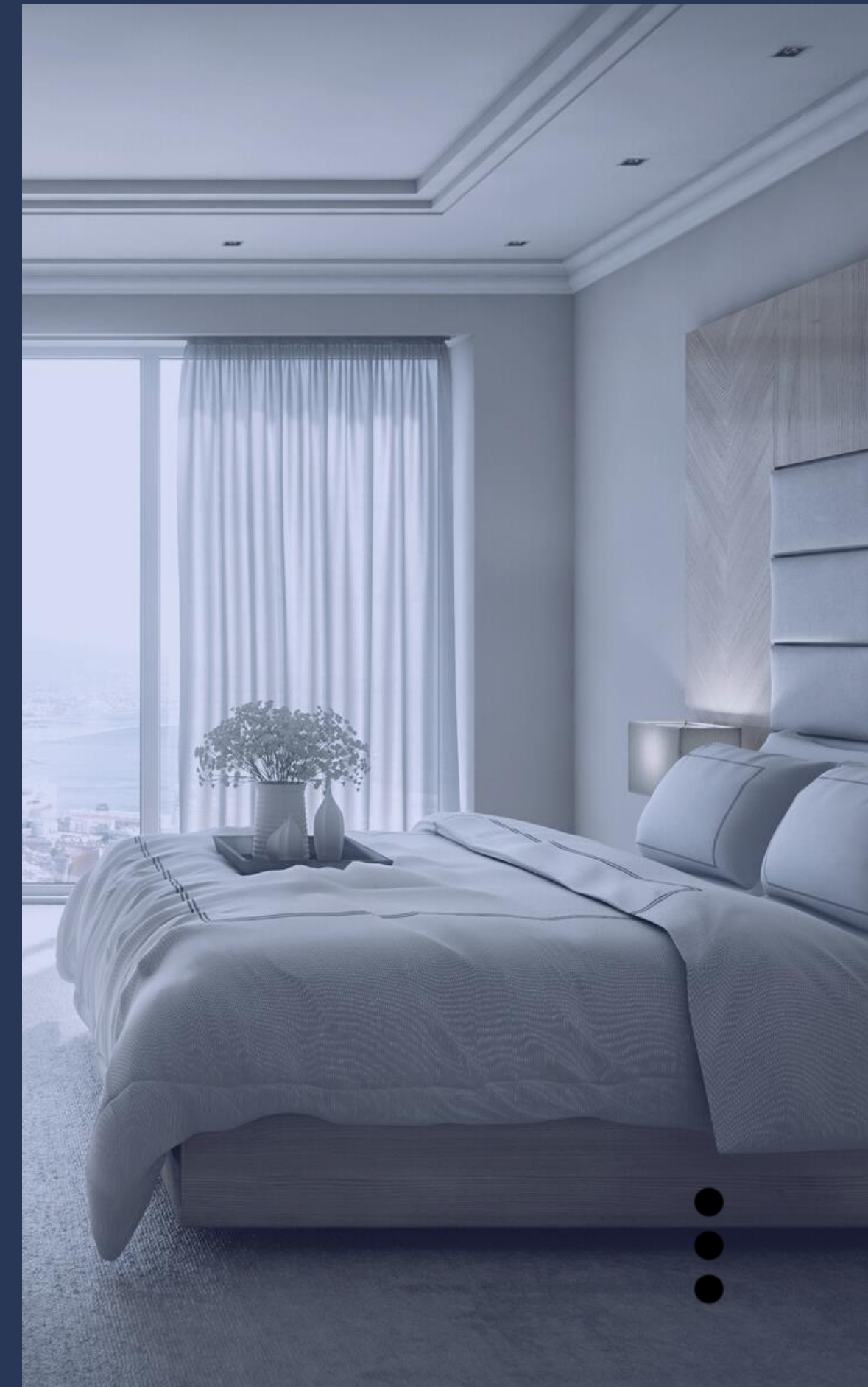
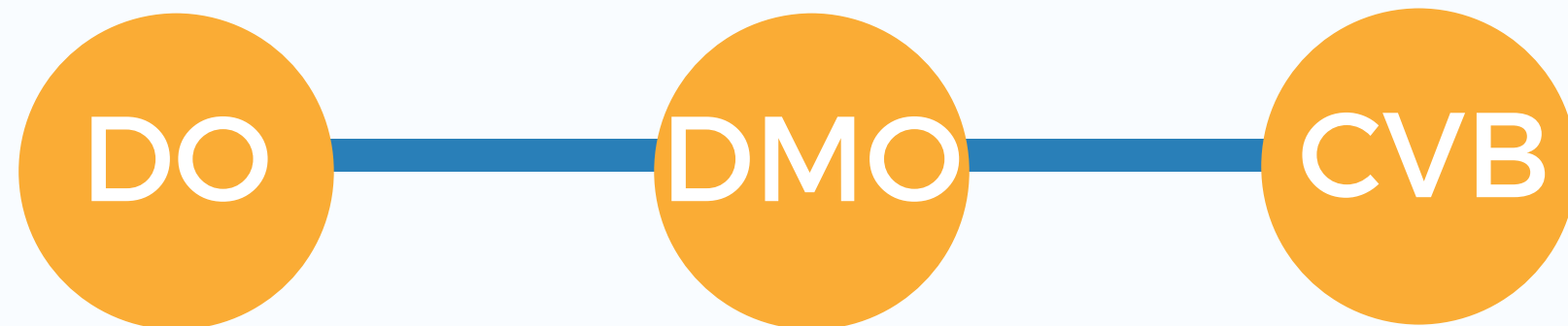
CDME
FOUNDER

PRE-DMAP
FIRST
ADVISOR

DON ANDERSON, EXECUTIVE PARTNER

DESTINATION RECOVERY PLAN (DRP) UNDERSTANDING

The *purpose* as a planning tool 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 key DO staff team members.
- 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 reference to pandemics.



IMPORTANT FACTORS TO ACKNOWLEDGE BEFORE 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, and operational and program cost reductions
- ▶ Evaluate and determine the DO core and ancillary marketing and business programming

THE DRP FRAMEWORK SETUP



ANNUAL:

- DESTINATION MARKETING PLAN
- DO OPERATIONS/BUSINESS PLAN
- DO PROGRAM OF WORK

PROGRAMS/PROJECTS

Core Vs. Ancillary Status

A SIMPLIFIED DESTINATION
RECOVERY PLAN OUTLINE



TIME TO MOVE FORWARD!

OUR 2020 DESTINATION RECOVERY PLAN FOR
RESPECTIVE MINNESOTA DESTINATION

INTERIM:

RECOVERY:

NEXT 3 MONTHS

3-12 MONTHS

FOCUSING ON OUR TOURISM OPPORTUNITIES



WHY DO WE NEED THIS PLAN?



WHAT'S CRITICAL TO DO GIVEN AGREED-TO TIMED PHASES?

INTERIM
ACTIVITIES



RECOVERY
PRIORITIES



EMERGENCY
CRISIS LEARNINGS

KNOWING OUR PRIORITY TOURISM STRATEGIES & ACTIVITIES

WHAT'S THE CORE PROGRAMS AND HOW WE IMPLEMENT THEM?

DESTINATION MARKETING & SALES



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

DESTINATION DEVELOPMENT



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

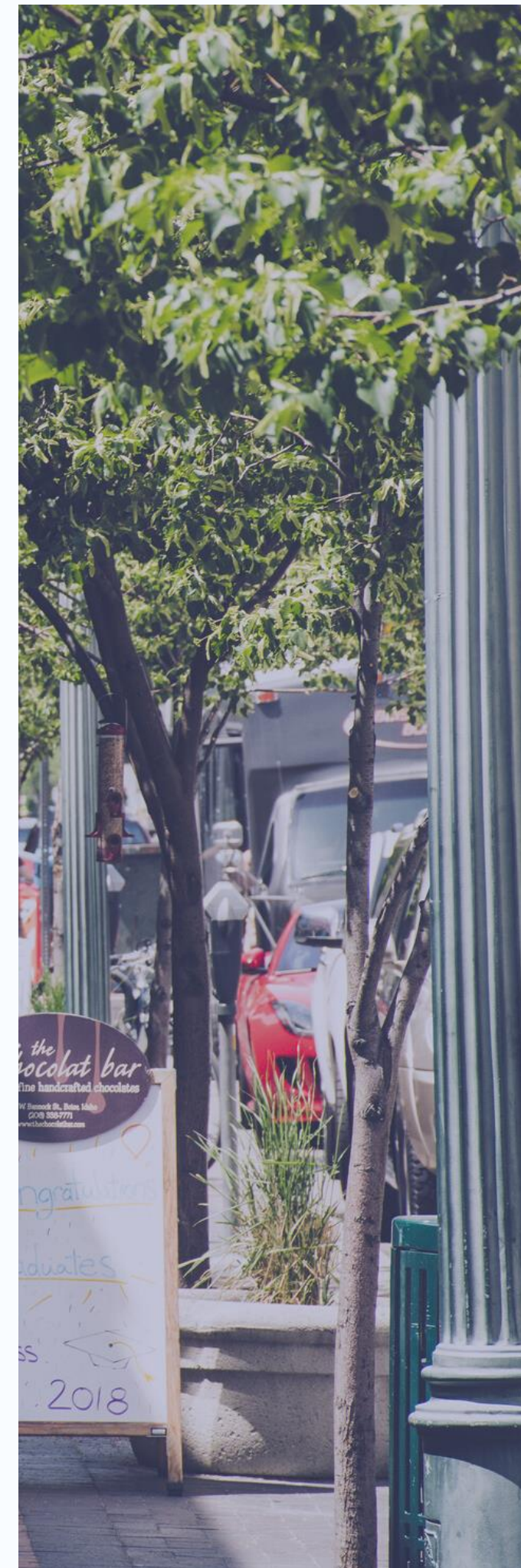
DESTINATION/DO INDUSTRY/COMMUNITY RELATIONS



- 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





INVESTING OUR TOURISM RESOURCES WISELY

WHAT MONIES DO WE HAVE AND ANTICIPATED RETURNS?

**BEST ESTIMATE
REVENUE PROJECTIONS**

LOW ● LIKELY ● HIGH



**PROGRAM INVESTMENT
ALLOCATIONS & EXPECTED
PROGRAM RESULTS**

ACTIVITY ● PERFORMANCE

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 & 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





TYPICAL COMPONENTS OF A DESTINATION RECOVERY PLAN (DETAILED FORMAL VERSION)

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
- Anticipated Returns



DESTINATION ORGANIZATION RECOVERY & CONTINGENCY TAKEAWAYS



- Know your **Financial & People Resources** capabilities
- Prepare your **Destination Recovery Plan** aligned to revised **Budget**
- Heighten your **Community Engagement** and **Communications** with city/county government and visitor industry leaders

DON ANDERSON, CDME MBA



We are in unprecedented times! As my personal contribution to DOs, I would be pleased to provide a customized Destination Recovery Plan outline and related advice to you PRO BONO.

I look forward to hearing from you.

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