

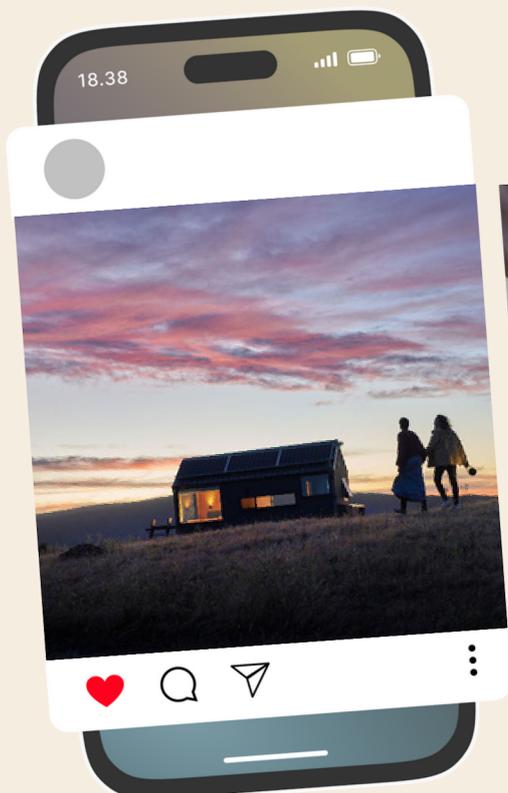
Crisis recovery. communications tips

There are few times a destination makes as many headlines as when its affected by a crisis. But what happens when the crisis is over? Well, that's up to each and every one of us to influence.

This toolkit has been created to help you get back on the radar of visitors and prompt your customers to reschedule, rather than cancel, upcoming trips.

Implement initial recovery messaging.

- Make sure your Australian Tourism Data Warehouse (ATDW) and Google Business Listing is up-to-date and reflects your current opening hour information.
- A picture is worth a 1,000 words, so begin by deleting photos of burned or damaged areas – this is covered enough by the media.
- Post-crisis, show real-time photos of your business and other things to do that are safe and open to visitors.
- Post about upcoming events in the region to give visitors a reason to return, or visit for the first time.
- Ensure your social media posts have an optimistic/positive tone (i.e. look to the future instead of focusing on the past).
- Encourage followers to share photos of their time in your business and re-share these.
- Post success stories and community efforts (including fundraisers) from local hotels, restaurants and hospitality businesses.
- Actively respond to questions and comments on social media or reach out to your existing customer database with an email.



Need supporting images of the region and its attraction? Tourism Midwest Victoria's image library may have just what you need.

Start downloading free images at ballarat.filecamp.com

Example social media posts

We've drafted a number of social media posts to make your recovery journey a little easier.



This is a post anyone can use. It focusses on the region being open and ready to welcome back visitors.

Have you heard the news?
The Pyrenees wine region is back open for business and we're welcoming back visitors from near and far.
From exceptional cellar doors to unique stays and boutique culinary experiences, there's so much waiting to be unearthed in the Pyrenees.

For businesses who can't re-open, this post encourages people to reschedule rather than cancel.

While we might still be closed for now, we'd love you to consider rescheduling your visit rather than cancelling.
Visitors will play an integral role in helping our region's small businesses bounce back. So don't cancel your booking – just push it back a little and give yourself something to look forward to.

For businesses who can open, this post encourages people to come visit.

Great news – we're back open for business! It's once again safe to visit the Pyrenees region and we're welcoming back visitors with open arms.
So, what are you waiting for?
Autumn is the perfect time to visit our [cellar door/business/specific location etc] and experience [insert details about your business, experience or something nice about the region].

Make a decision about bookings*

Having assessed if it is safe and practical for tourists to visit, you should start to contact your customers.

Protect your bookings

It's important to be proactive in managing confirmed bookings for the coming weeks. This can result in fewer cancellations, which can assist with cash flow as you will be able to hold on to the deposit rather than returning it.

If it is safe for customers to visit you, you should:

- review your bookings and identify bookings that are particularly valuable.
- prepare a message for customers with future bookings to appear in emails and on your website.
- identify the positive reasons why customers should still travel.
- contact all your customers and tell them that you are looking forward to welcoming them.

Reschedule rather than cancel

If you're advising customers not to visit your business in the short-term, you will need to consider how you will manage their bookings.

It's important to keep as much cash in the business as you can during a crisis event. Therefore, it is recommended that you encourage customers to reschedule their visit rather than cancel.

Cancellations

There will be customers who decide to cancel their booking, or you may have to cancel bookings. Be prepared for this by ensuring that your cancellation policy explains what happens if either you or a customer cancels a booking.

+This information has been sourced from the Department of Jobs, Skills, Industry and Regions. For more information on responding to a crisis event, visit tourism.vic.gov.au