

BC'S TOURISM EMERGENCY & REPUTATION MANAGEMENT



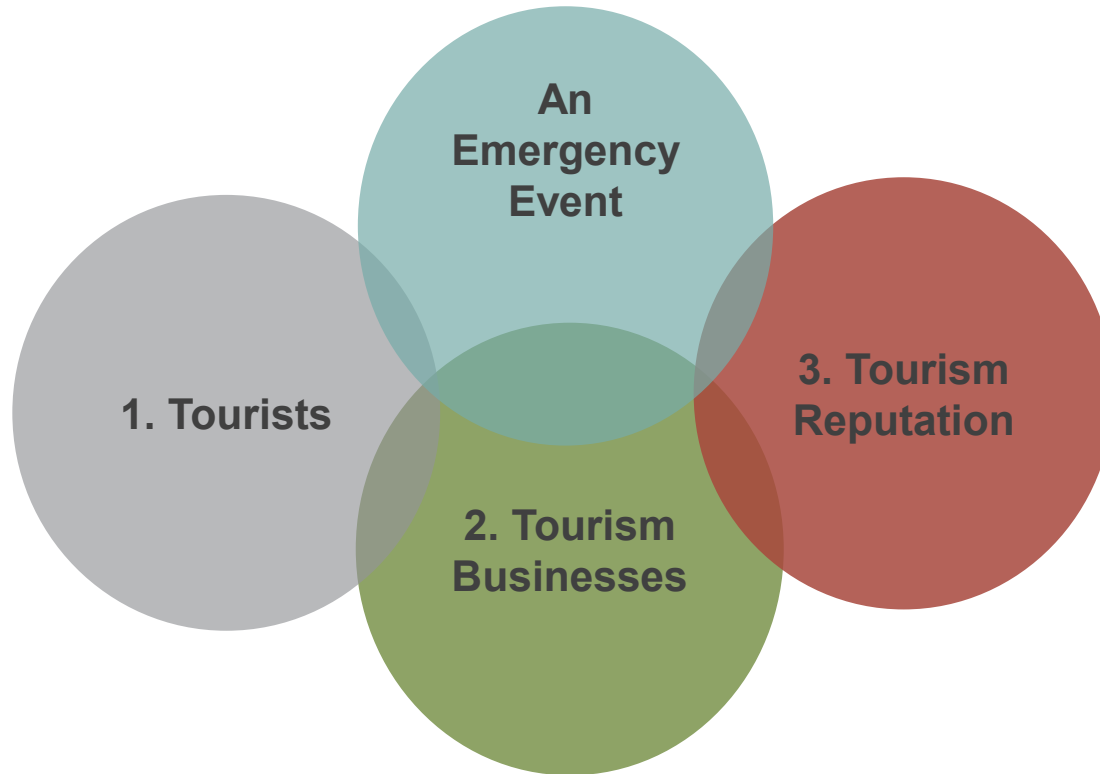
WHERE DO WE WANT TO GO?

BC TIC Conference 2017



Emergency Management is
a Shared Responsibility

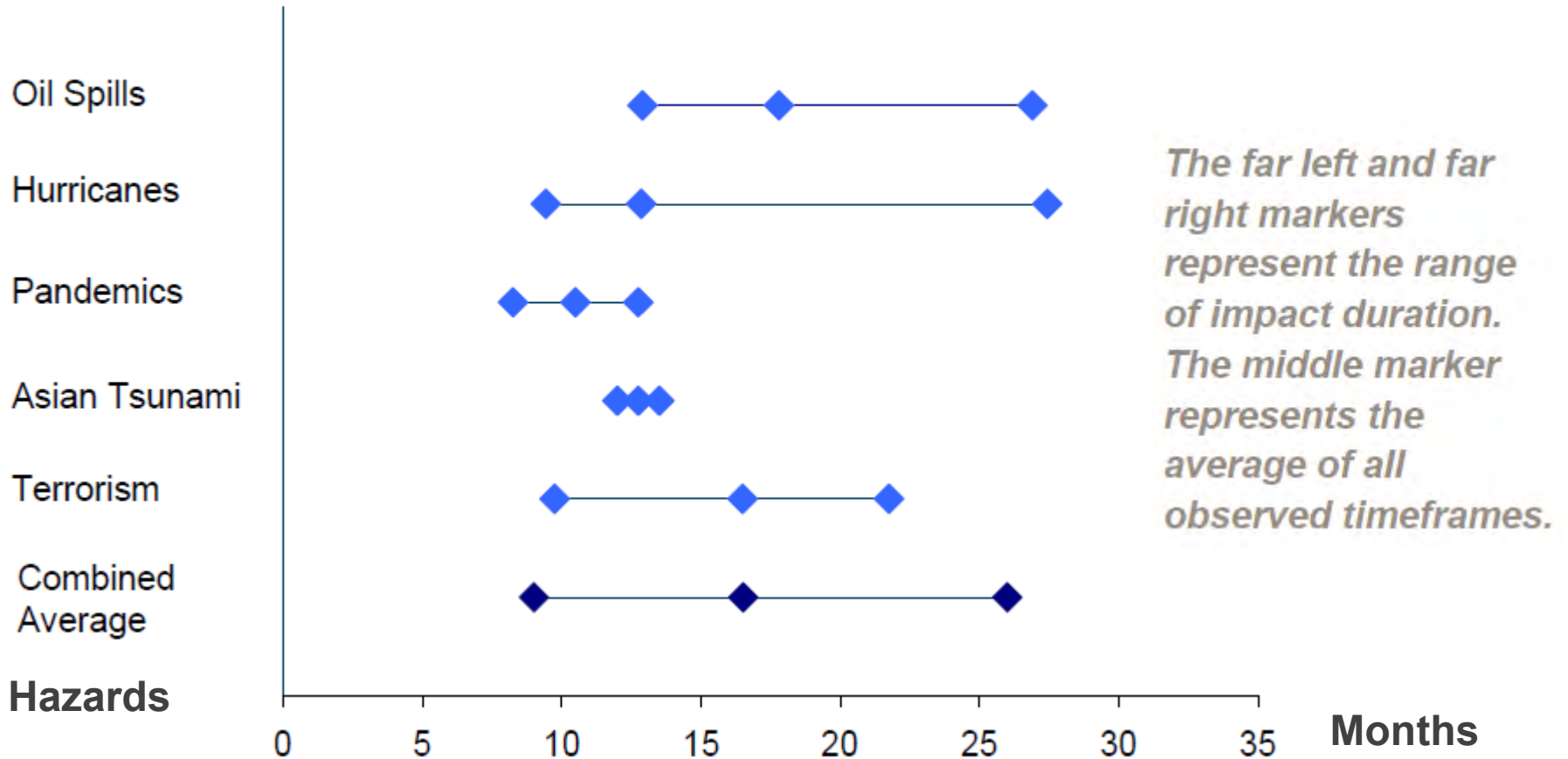
THREE RISKS TO THE TOURISM SECTOR



Duration of Tourism Spending Impacts

Tourism Disruption after Crises

Months after initial disruption for visitor spending to return to baseline (typical range and average duration by type of event)



Why Develop a Tourism Emergency Plan?

1. To ensure **tourists** visiting BC are considered in any emergency plan, and helps tourists:
 - Have access to factual emergency information
 - Have access to emergency resources such as food, water and shelter
 - Are given the opportunity to leave the emergency area, if safe to do so.
2. To help **tourism businesses** be prepared for emergencies and to also be prepared to assist tourists or others who may be trapped at their business.
3. To ensure the **tourism reputation** of BC is not tarnished by poor services or inaccurate information for tourists involved in an emergency event.



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ENGAGING OUR INDUSTRY NETWORK

TMC-SC Members:

Amy Thacker (Chair)

Glenn Mandziuk

Angela Rafuse

Brenda Baptiste

Marsha Walden

Walt Judas

Andrew Little

Destination BC Staff:

Richard Porges

Clare Mason

Wendy Magnes



BRITISH COLUMBIA'S
TOURISM INDUSTRY
EMERGENCY
COORDINATION &
REPUTATION
MANAGEMENT PLAN

Destination British Columbia's
Tourism Marketing Committee:

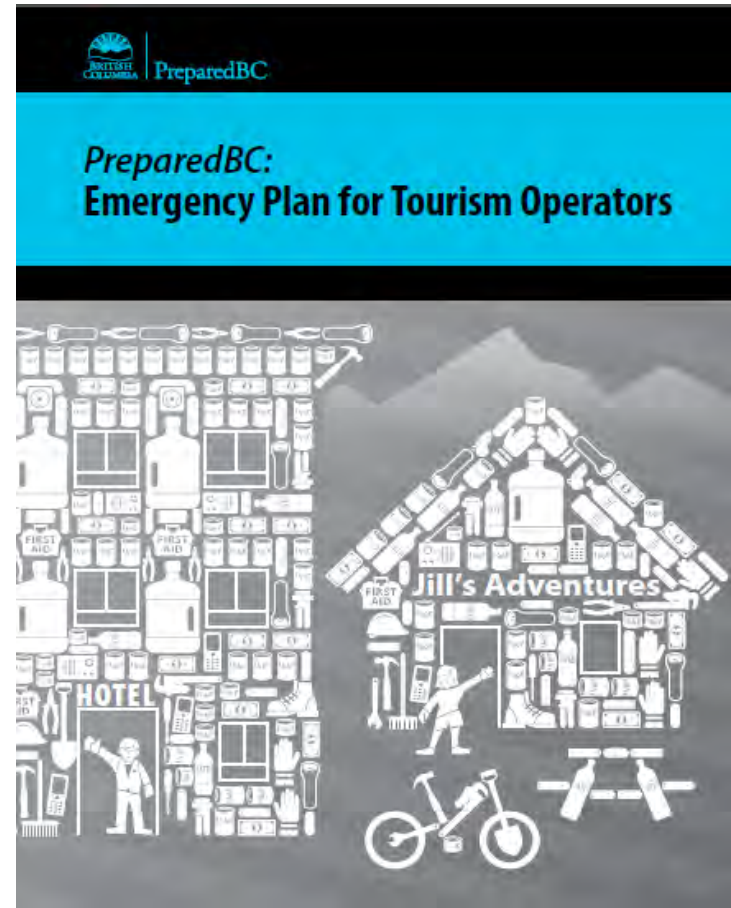
Sub-Committee for Emergency Coordination and
Reputation Management | DRAFT Project Plan

July 2016 v1.0



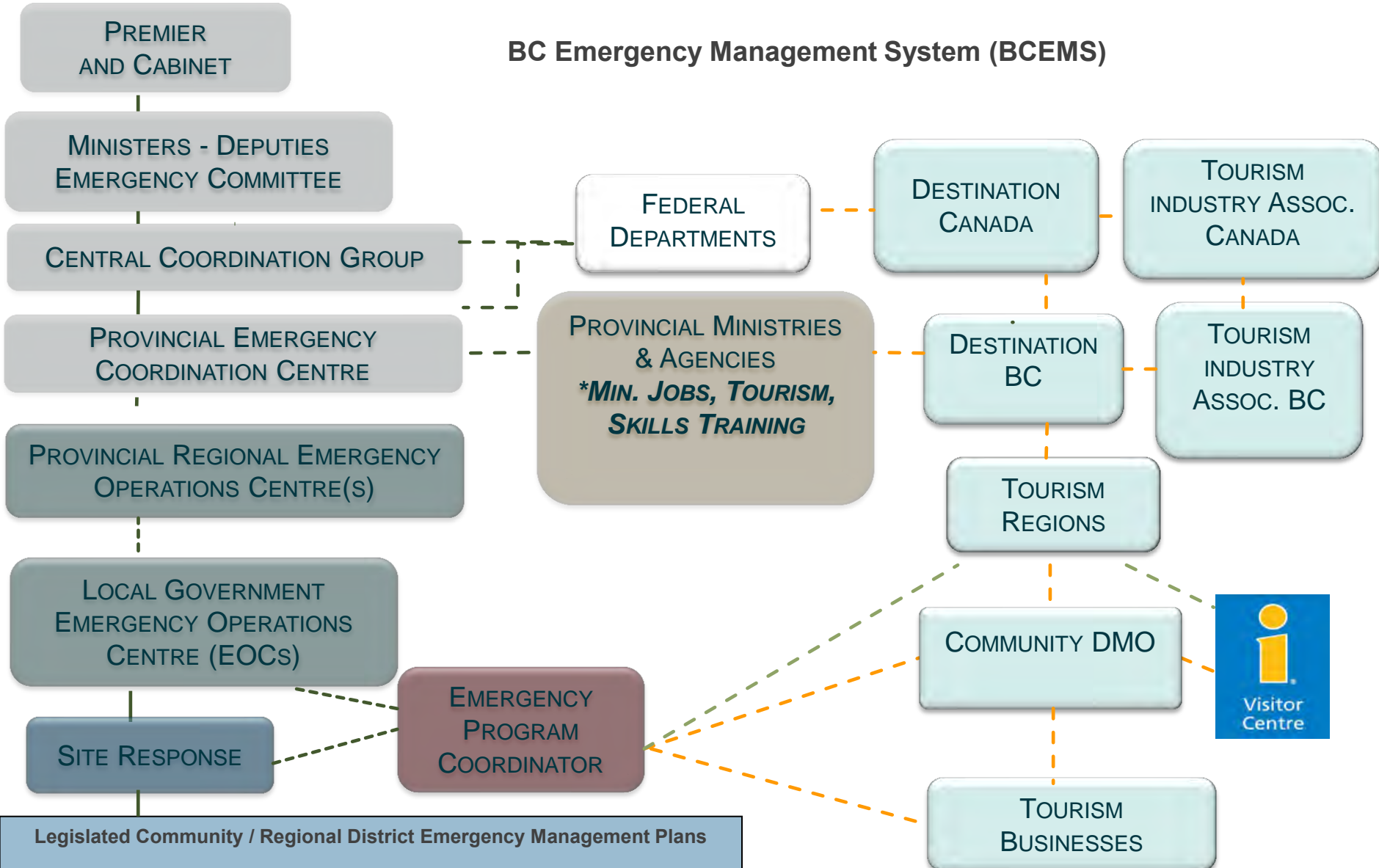
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Resources for Businesses



Tourism Framework in Development

BC Emergency Management System (BCEMS)



Considerations and Questions?

Is our industry
ready?

What are
the risks?

What's your role?

Reputation
Management
?

Who will do this for
your destination?