

CRISIS COMMUNICATION PLAN 2023

Purpose:



Plan



Respond



Recover

Tourism Incident or Crisis:

If incident only affects your business



Utilise VSC Tourism Operators Crisis Toolkit or Small Business Disaster Hub

If incident impacts tourism across region



Contact LTO / RTO for advice

Response steps:

- Confirm facts, assess impact and monitor updates
- Ensure staff and guests are safe and relay advice from authorities
- Review [VSC Tourism Operators Crisis Toolkit](#) steps and messaging, or use [Small Business Disaster Hub](#) for more detail
- If wider impact on tourism across region, contact your local or regional tourism organisation for advice
- Update visitors on actions to take and social media on any operational impacts
- Suspend advertising or scheduled posts
- Log media queries and respond once messaging agreed

Recovery steps:

- Assess impact on business – photograph any damage and keep disaster event log
- Monitor emergency alerts and media coverage
- Regroup with LTO/RTO to determine recovery steps and agree messaging for unified voice
- Apply for financial assistance and/or business grants
- Use photos and videos with time stamps to show when open for business
- Consider lessons learned and update crisis plans as required

Crisis Communication Tips:

- Be open and honest – be factual and emphasise actions taking to keep guests safe or avoid repeat
- People come first – show concern for people over profits
- Speak with one voice – agree messaging across industry
- Remain calm and flexible – convey sense of readiness
- Challenge untrue statements – if visitors not at risk downplay the incident

Who to call in a crisis:

Visit Sunshine Coast

E: info@visitsunshinecoast.com Ph: (07) 5458 8800

Tourism Noosa

E: info@visitnoosa.com.au Ph: (07) 5458 8800

Destination Gympie Region

E: tourism.info@gympie.qld.gov.au

Ph: 1800 444 222

Resources to use:

- Visit Sunshine Coast Tourism Operator Comms Toolkit
- [Small Business Disaster Hub](#) website or app



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