

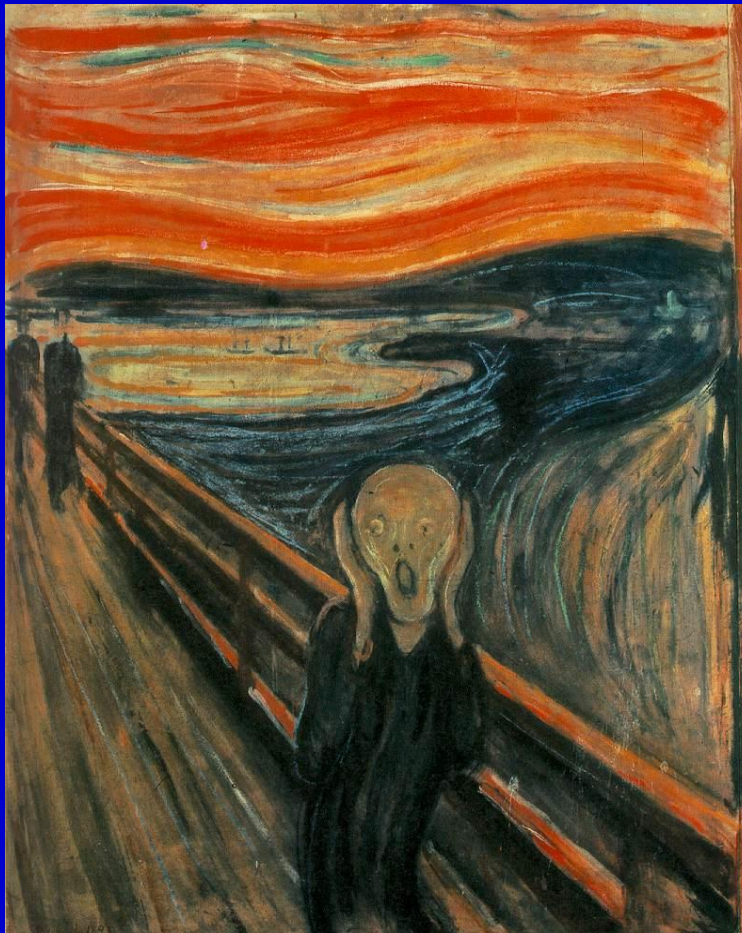
For Crisis's Sake ...



Destination Marketing Environment Safety Comes First !



For Crisis's Sake ...



The scream, Edvard Munch

**What
else
can go
wrong ?**

We have to face the challenges:

It won't happen to us ...



Master of Disaster



**Interest in disaster
preparedness is
proportional to the
recency of the last
disaster !**

We have to face the challenges:

It won't happen to us ...



Master of Disaster

Effective Crisis Management offers

business opportunities

and no one has any more

excuse for not preparing

and planning for the worst !



We have to face the challenges:

Life is not about waiting



for the storms to pass,

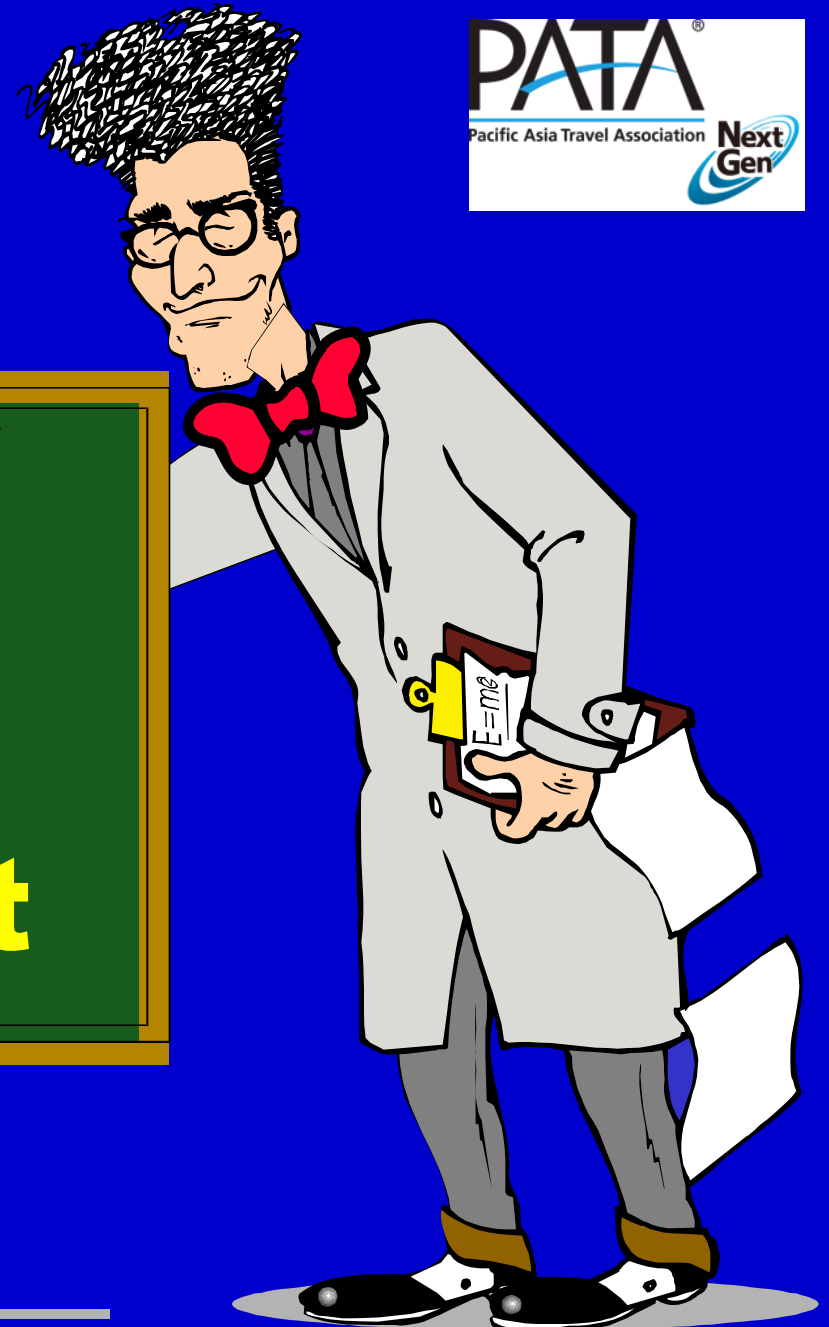
It's about learning how



to dance in the rain !

Expect the Unexpected





The original 4 P's



The original 4 P's



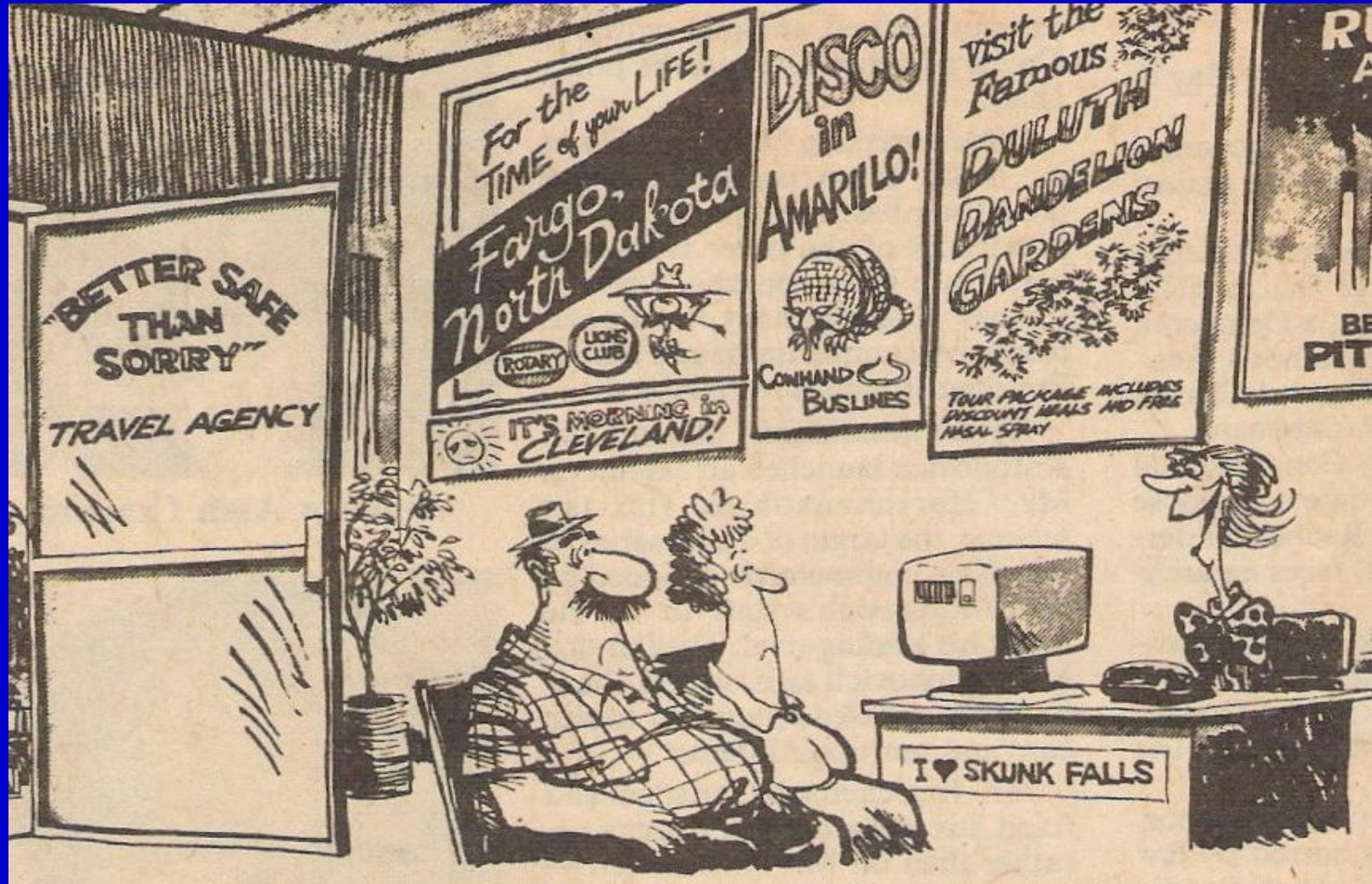
To meet the customers needs we must :

- develop **product(s)** to satisfy them,
- charge the right **price**,
- get the goods to right **place** and
- make the existence of the product known through **promotion**

The original 4 P's



Is it safe to travel to ?





Teamwork as key :

Partnership Planning



Primary purpose is to generate awareness for the country's, company's challenges.

Primary tactic should be the development, coordination and execution of collaborative **safety & security programs,**

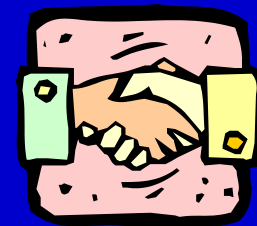
delivered on behalf of **all stakeholders** in a country / region or an organization



Co-opetition

Teamwork as key :

Coordination and Partnerships



Safety and Security Committee

Crisis Prevention Teams

Public administration

Civil defense

Police

Immigration

Judiciary

Customs

Transportation

Health

Foreign affairs

Local / Regional associations

Consumer groups

Retail trade organizations

Universities and Colleges



Teamwork as key :

Coordination and Partnerships

Risk Avoidance,

it won't happen to me !



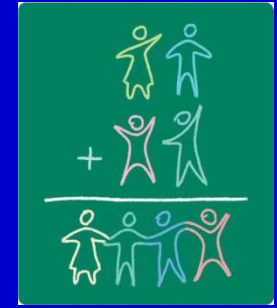
Risk avoidance mentality can result in :

- Decisions to **avoid or ignore** risks regardless of the information available and costs incurred in treating those risks
- Leaving **critical choices/decisions** up to other parties

Governments hold the main responsibility for their **country / region**, but **risk avoidance** is no longer an option for any association / organization either !

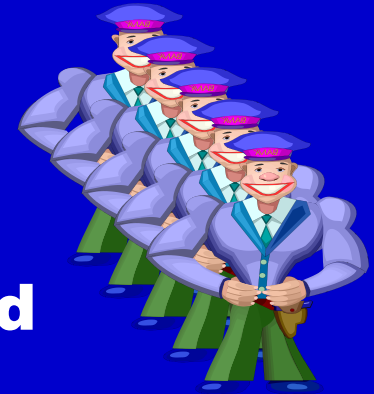
Teamwork as key :

Coordination and Partnerships



“ RP&CM “ Task Force of 5 - 6 members

Risk Mitigation and Crisis Management team



The safety and security of a company and its products / services will become an important marketing tool.

Decisions to use a product or a service , will not only be based on “value for money” but also on “ feeling of security and/or safety “

Leadership as key :





THE PATA BALI RECOVERY TASK FORCE

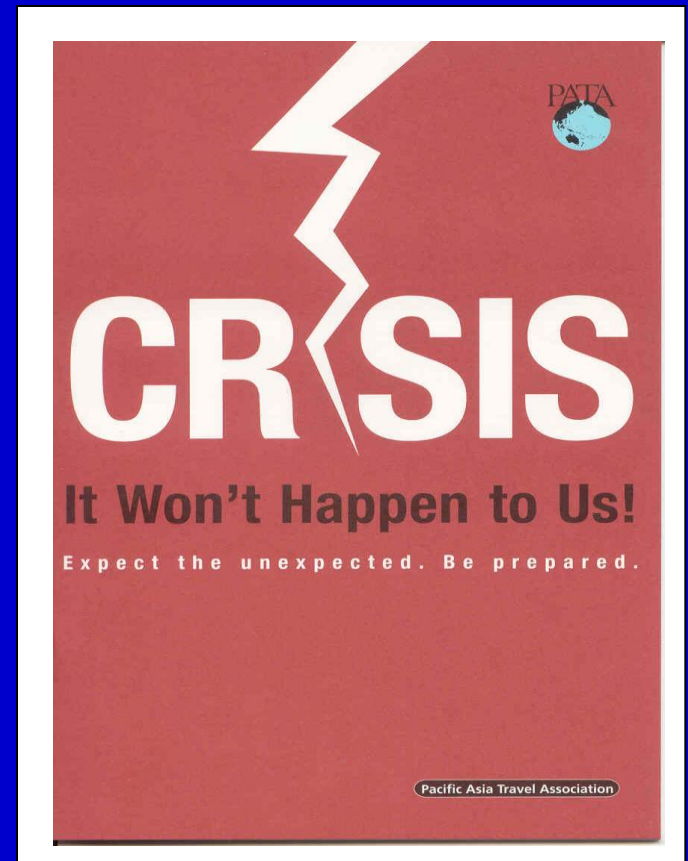


Ground Zero, Kuta, Bali

REPORT AND RECOMMENDATIONS



Moments of truth





**BUILDS
YOUR
PEOPLE**



**BUILDS
YOUR
BUSINESS**



**BUILDS
YOUR
INSIGHTS**



Pacific Asia Travel Association

**PATA Rapid
Recovery Taskforce**

**How can we also help in case a member
needs to rebuild its business ?**

PATA Rapid Recovery Taskforce

Vision :

The Beijing declaration on April 10, 2011 by PATA's interim CEO reflects the vision of this taskforce :

- a) The impact of natural, economic, and political upheaval can adversely affect tourism flow and with it the sustainability of economic growth and employment creation, in both the affected destination and related economies.
- b) Our industry needs to collaborate better across all sectors, in the speedy dissemination of accurate information on the status of an event, and in coordination with international tourism bodies, to ensure the media and government travel advisories reflect accurate information on the status of any crisis.
- c) Information needs to be accurate and concise, and disseminated in real time.
- d) The outcome all must seek is, through the rapid implementation of standard operating procedures, and effective communication and promotional strategies, to stimulate the speedy recovery of tourism flows.
- e) PATA will establish a taskforce to devise a Rapid Response Strategy which will provide industry members with a pro-active action plan, and resources to speed their recovery from crisis.
- f) PATA will unite with UNWTO and WTTC, and other industry bodies, in a global alliance to promote this principle and combine our efforts in time of crisis to exchange information and ensure a consistency of message across all our constituencies.



PRRT – PATA Rapid Recovery Taskforce

The objectives of this taskforce are two-fold :

**Provide pro-active training
and
re-active communication**



PATA Rapid Recovery Taskforce



Walt Judas



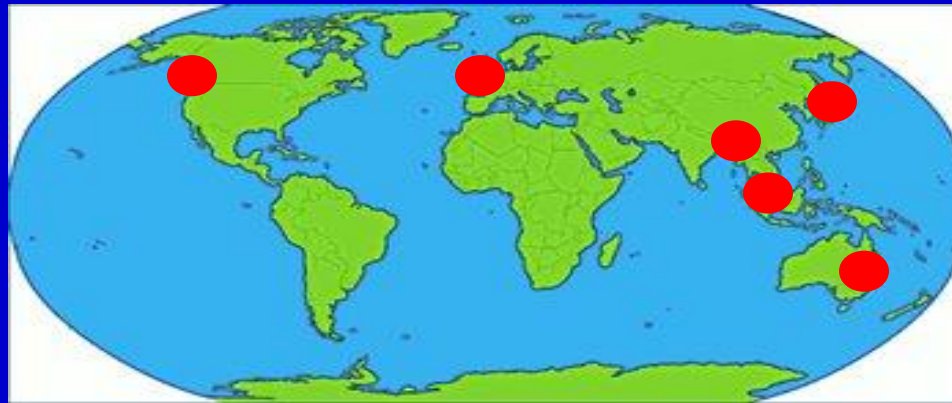
Emma Cashmore



Rick Vogel



Alexander Kesper



Ken Scott



David Beirman



Bert van Walbeek



Melissa Figueroa



PRRT – PATA Rapid Recovery Taskforce

Pro-active training



- How to adapt PATA's 4 Rs towards Rapid Recovery Communication
- When to start simulation exercises
- Who has the final authority
- What networks to develop
- How to ensure cooperation of the UNWTO, WTTC, AAPA, etc
- How to approach the issue of Travel Advisories
- When and how to initiate training activities for PATA members and non-PATA stakeholders



PRRT – PATA Rapid Recovery Taskforce

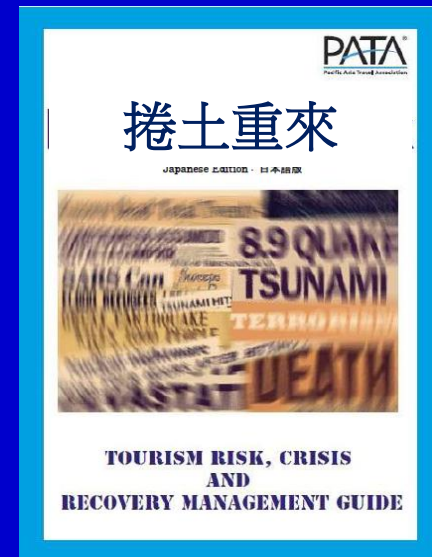
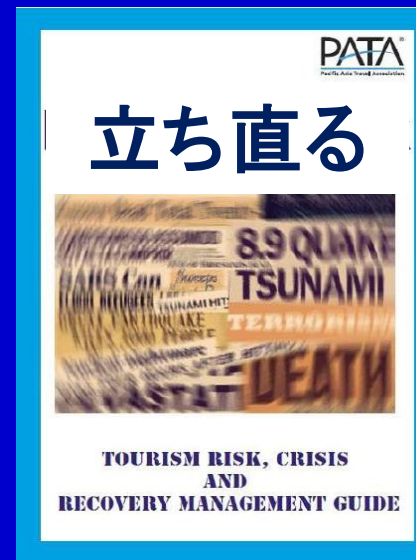
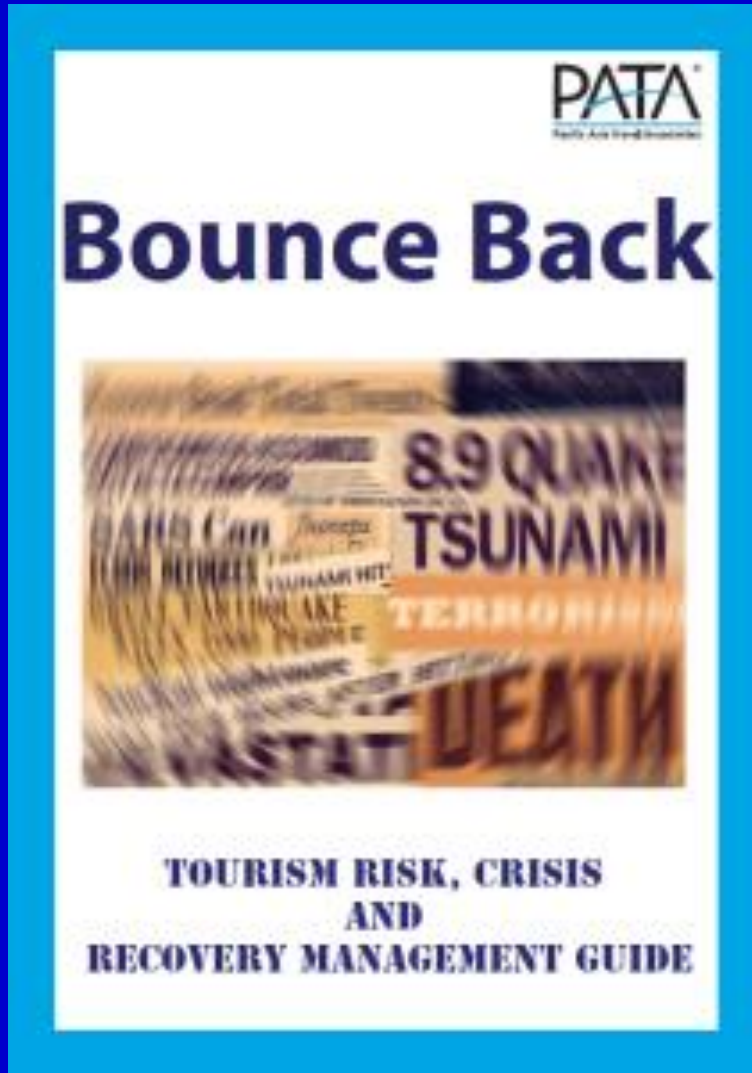
Re-active communication

When (and what) to offer taskforce assistance

- **What severity / extent of crisis will activate the taskforce**
- **Who monitors and alerts the team members**
- **How to develop an activation process , time parameters**
- **How to develop a world-wide PATA emergency management contact list**
- **Who controls contents of web communication, as well as releases to members and press**
- **Who is/are the spokes person(s)**
- **Who handles media queries**



Revision of Key Content



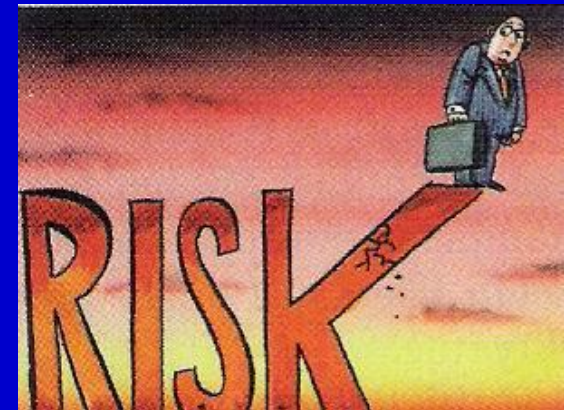
Content :



- Part 1** **Defining a Tourism Crisis**
Ranking the Severity of Crisis Events
- Part 2** **Focus on Risk Management**
and Security
- Part 3** **Effective Tourism Crisis Management**
- Part 4** **Crisis and Recovery including Model:**
Post Tsunami Recovery
- Part 5** **Tourism Recovery from Security related**
issues with a focus on Media Relations
- Part 6** **Highlighting Social Media**
- Part 7** **Resources and References for Risk,**
Crisis and Recovery in Tourism

PRRT – PATA Rapid Response Taskforce

Second result



Risk Prevention & Crisis Management

PRRT – PATA Rapid Response Taskforce 2013



Cooperate on travel advisories

“ Them “

Governmental
Organizations



Smartraveller
Advisory Group



“ Us “

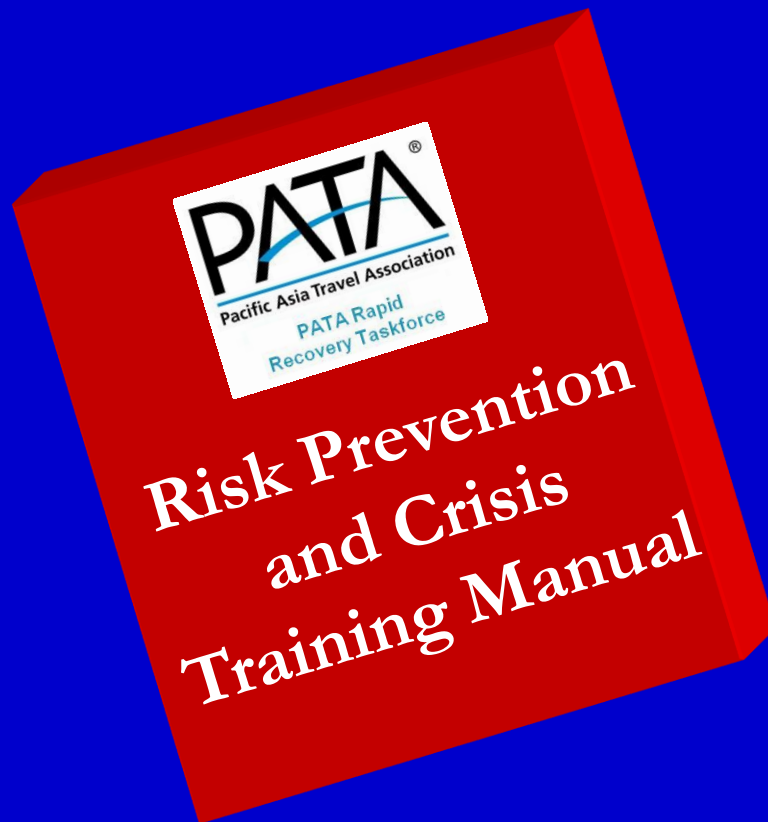
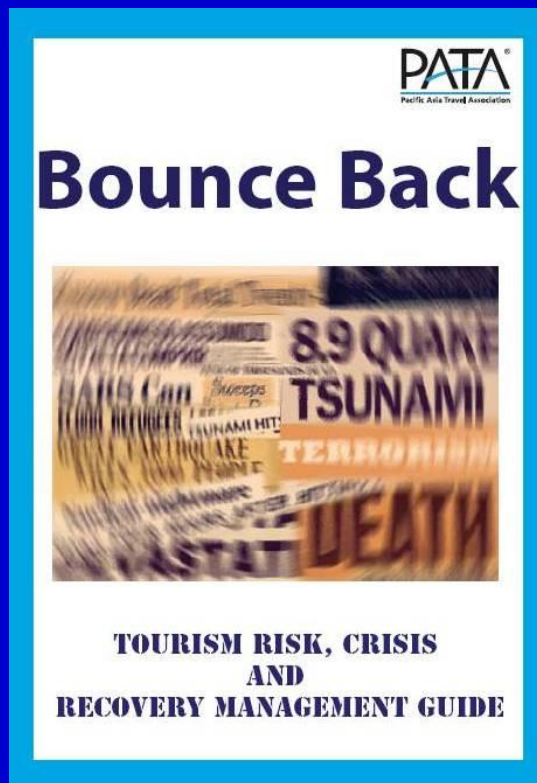
Travel
industries









FCO Consular
Stakeholder Panel

**Impossible to stop,
possible to make more specific**

PRRT – PATA Rapid Response Taskforce 2013

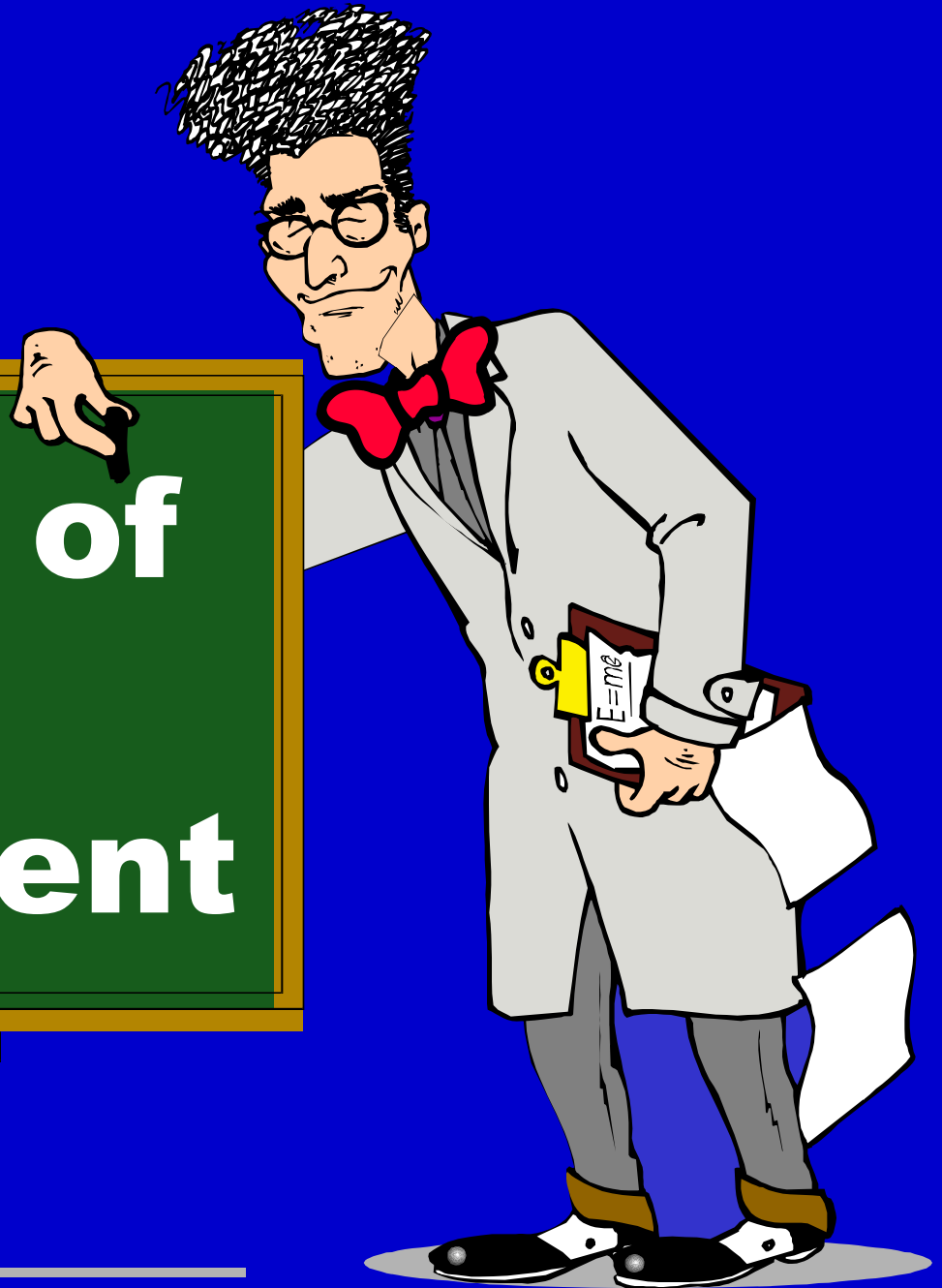


**ASEAN
languages'
translation**

 <p>PATA Training Session 4 Microsoft PowerPoint Present... 13,890 KB</p>	 <p>PATA Training Session 3 Microsoft PowerPoint Present... 4,814 KB</p>	 <p>PATA Training Session 2 Microsoft PowerPoint Present... 3,113 KB</p>
 <p>PATA Training Session 1 Microsoft PowerPoint Present... 7,898 KB</p>	 <p>Tourism Risk Management in the Asia Pacific Region Report Adobe Acrobat Document</p>	 <p>PATA Bali Task Force TF-001-03 Adobe Acrobat Document 586 KB</p>



4 phases of Crisis Management



Anatomy of a crisis :



- 1. The Reduction stage :**
detecting early warning signals
- 2. The Readiness stage:**
preparing plans and training exercises
- 3. The Response stage :**
executing operational and communication plans
- 4. The Recovery stage :**
returning the organization to normal after a crisis

Anatomy of a crisis :



The 4 phases :

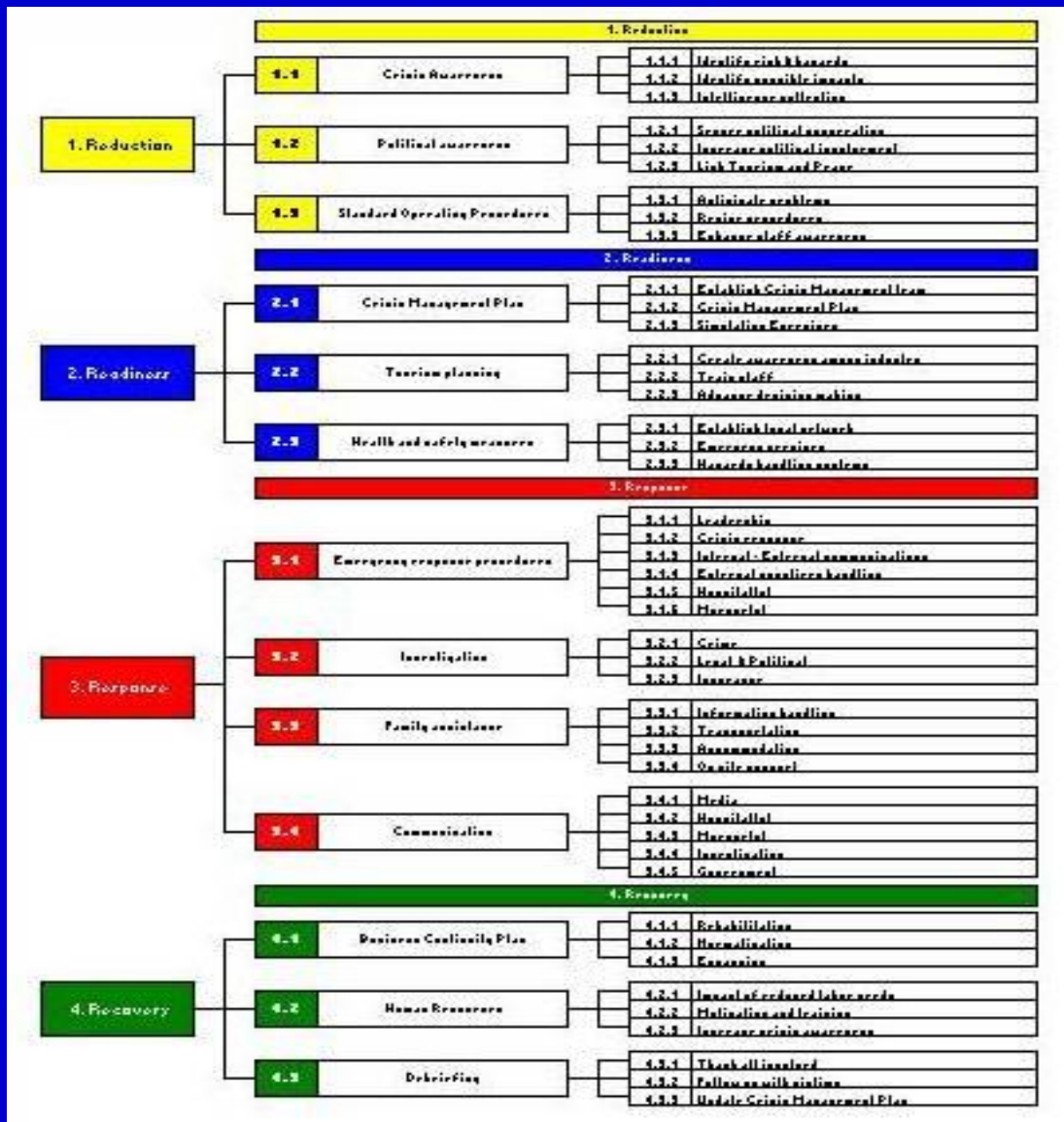
1 . Reduction	1.1	Crisis Awareness
	1.2	Political awareness
	1.3	Standard Operating Procedures
2. Readiness	2.1	Business Continuity Plan
	2.2	Tourism planning
	2.3	Health and safety measures
3. Response	3.1	Emergency response procedures
	3.2	Investigation
	3.3	Family support
	3.4	Media relations
4. Recovery	4.1	Business Continuity Plan
	4.2	Human Resources
	4.3	Debriefing

Pro-active

Re-active



Anatomy of a crisis :



To be adapted to own risks and challenges

Crisis Management

It won't happen to us

Reduction



Phase 1

The Reduction Phase

Crisis Awareness

Political awareness

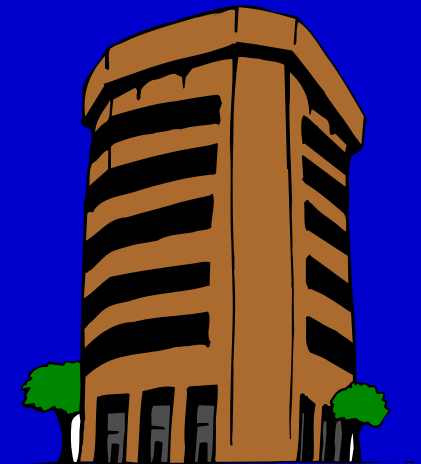
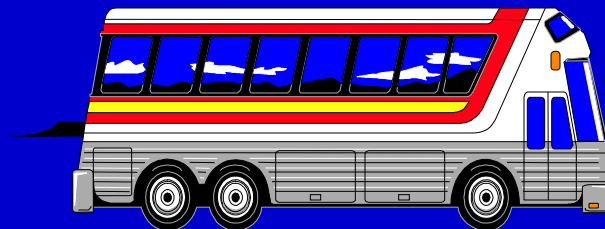
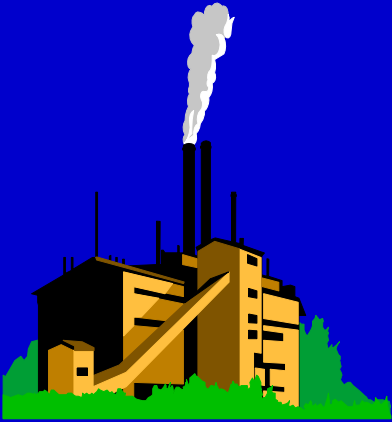
Standard Operating Procedures

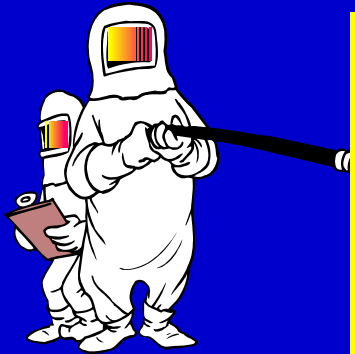
Reduction

A crisis puts 4 important assets at risk :

Tangible : **Employees / Guests**
Office / Building / Coach

Intangible : **Corporate reputation**
Brand Image





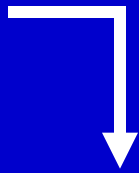
Anatomy of a crisis

Phase 1 :

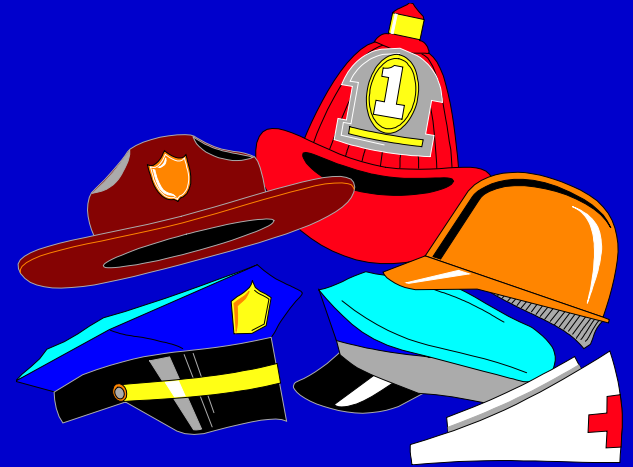
Reduction				
1.1	Crisis Awareness			1.1.1 Identify risk & hazards
				1.1.2 Identify possible impacts
				1.1.3 Intelligence collection
1.2	Political awareness			1.2.1 Secure political cooperation
				1.2.2 Increase political involvement
				1.2.3 Link Tourism and Peace
1.3	Standard Operating Procedures			1.3.1 Anticipate problems
				1.3.2 Revise procedures
				1.3.3 Enhance staff awareness

Anatomy of a crisis :

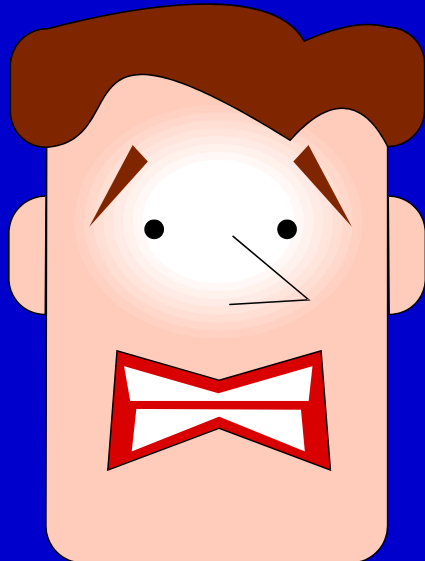
Risk



Crisis



Disaster



We are not prepared :



We are not prepared :



**We have to
learn to
expect the
unexpected**



**“ The time to win a fight is
before it starts ”**

**So.. be quick, be sure, be
ready to deal with the hand
that fate deals you**

Crisis Management

It won't happen to us

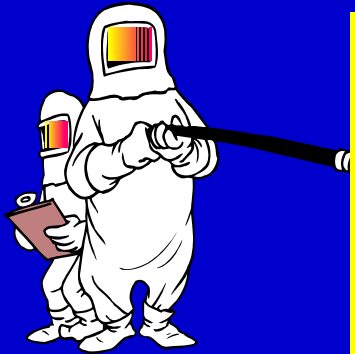
Readiness



Phase 2

The Readiness Phase

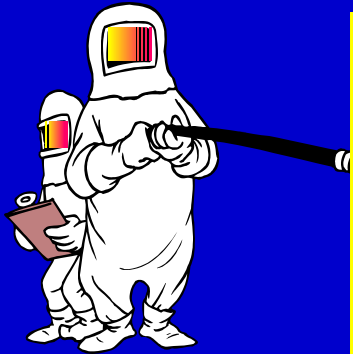
	Crisis Management Plan
	Tourism planning
	Health and safety measures



Anatomy of a crisis

Phase 2 :

Readiness					
2.1	Crisis Management Plan			2.1.1	Establish Crisis Management team
				2.1.2	Crisis Management Plan
				2.1.3	Simulation Exercises
2.2	Tourism planning			2.2.1	Create awareness among industry
				2.2.2	Train staff
				2.2.3	Advance decision making
2.3	Health and safety measures			2.3.1	Establish local network
				2.3.2	Emergency services
				2.3.3	Hazards handling systems



Lessons to learn

Phase 2 :

"Being Ready"

Businesses

- need to evaluate their crisis exposure
- develop Strategic Plans,
Operational & Media Action Plans
- regularly audit those plans
- conduct crisis response exercises
- acquire crisis management skills

Managers and staff need

to be psychologically prepared for the impact and stresses that crisis events impose upon them

What is Crisis Management

- It creates the need of emergency response.
- It hits without warning.
- It can irreparably harm an organization.

HOWEVER

With proper planning and anticipation, the above could be avoided.

Crisis Management

It won't happen to us

Response

Phase 3

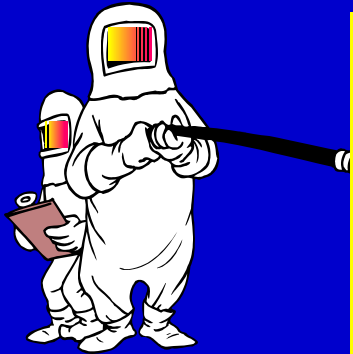


The Response Phase

Emergency response procedures

Family assistance

Communication



Anatomy of a crisis

Phase 3 :

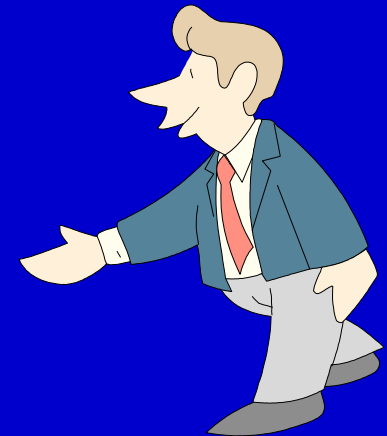
Response				
3.1	Emergency response procedures		3.1.1	Leadership
			3.1.2	Crisis response
			3.1.3	Internal - External communications
			3.1.4	External suppliers handling
			3.1.5	Hospital(s)
			3.1.6	Morgue(s)
3.2	Investigation		3.2.1	Crime
			3.2.2	Legal & Political
			3.2.3	Insurance
3.3	Family assistance		3.3.1	Information handling
			3.3.2	Transportation
			3.3.3	Accommodation
			3.3.4	On site support
3.4	Communication		3.4.1	Media
			3.4.2	Hospital(s)
			3.4.3	Morgue(s)
			3.4.4	Investigation
			3.4.5	Government

Media Communication guidelines

- **Tell it all,
Tell it fast,
Tell the truth.**



- **Pity,
Praise,
Promise**



“ Good “ example



Did you ever notice ?

“ Good “ example



The London Emergency Services Liaison Panel (LESPL) was formed in 1973 and consists of representatives from the Metropolitan Police Service, City of London Police, British Transport Police, the London Fire Brigade, the London Ambulance Service, and local authorities. The Port of London Authority (PLA), Marine Coastguard, RAF, Military and voluntary sector are also represented.

The 'Major Incident Procedure Manual' provides summaries of the responses and responsibilities of each of the emergency services at a major incident in London, as well as an outline of the support role offered by local authorities.

The London Emergency Services Liaison Panel (LESPL) recognises that every major incident is different and has its own unique features. It is designed to offer a framework within which those who are responsible for the successful resolution of the incident are able to work together with maximum efficiency.

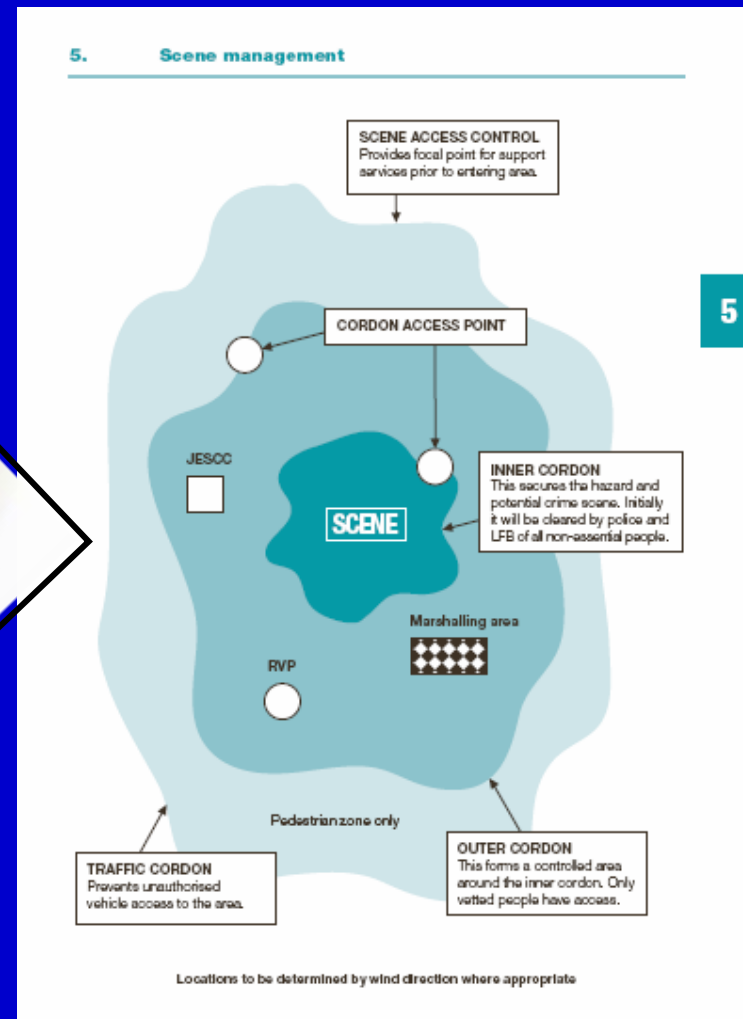


You can [download](#) a full copy of the 'LESPL Major Incident Procedure Manual' here for your own personal use. You will need Adobe's Acrobat Reader in order to view this file. If you do not already have Acrobat Reader you can download it from [Adobe's website](#). (File size approx. 1,6MB)

A hard copy can be purchased from [TSO Online Bookshop](#).

www.lespl.gov.uk

“ Good “ example



Crisis Management

It won't happen to us

Recovery

Phase 4

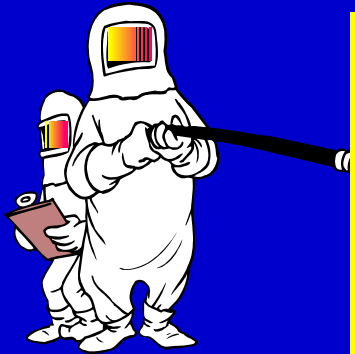


The Recovery Phase

Business Continuity Plan

Human Resources

Debriefing

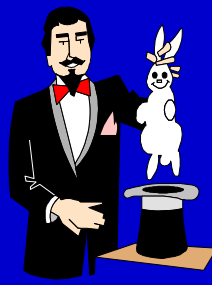


Anatomy of a crisis

Phase 4 :

Recovery						
4.1	Business Continuity Plan				4.1.1	Rehabilitation
					4.1.2	Normalization
					4.1.3	Expansion
4.2	Human Resources				4.2.1	Impact of reduced labor needs
					4.2.2	Motivation and training
					4.2.3	Increase crisis awareness
4.3	Debriefing				4.3.1	Thank all involved
					4.3.2	Follow up with victims
					4.3.3	Update Crisis Management Plan

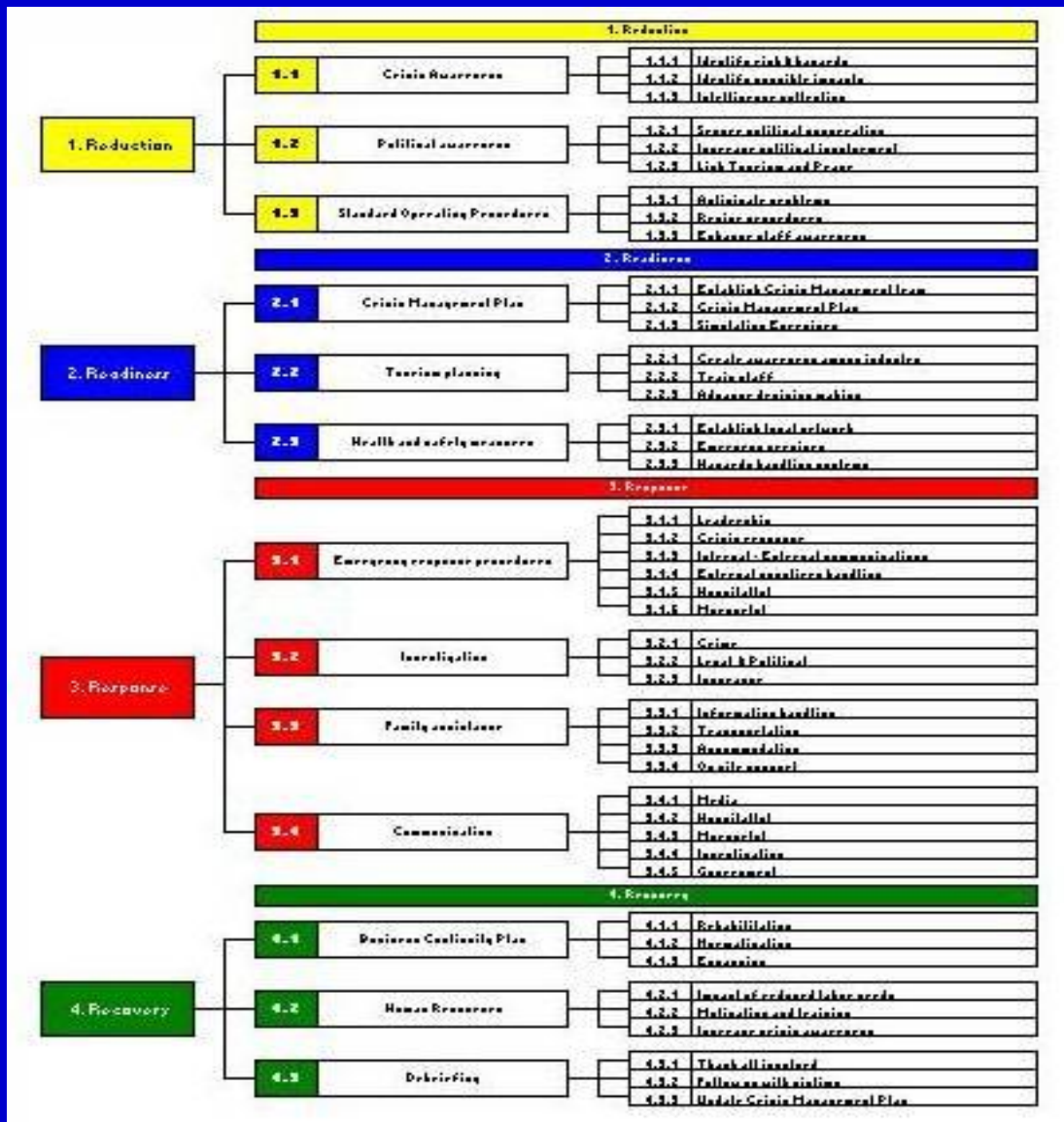
Recovery



The ultimate assessment can be made from four measures of recovery :

- 1. the **speed** with which an organisation regains or continues full business operations**
- 2. the **degree** to which an organisation recovers**
- 3. the amount of organisational and operational **improvement** added during recovery**
- 4. the amount of **crisis-resistance** added since the crisis arose**

Anatomy of a crisis :



To be adapted to own risks and challenges

Anatomy of a crisis :



The 4 phases :

1 . Reduction	1.1	Crisis Awareness
	1.2	Political awareness
	1.3	Standard Operati
2. Readiness		Management Plan
		Tourism planning
	2.3	Health and safety measures
3. Response	3.1	Emergency response procedures
	3.2	Investigation
	3.3	Famil
	3.4	
4. Recovery		Business Continuity Plan
	4.2	Human Resources
	4.3	Debriefing

Pro-active

Re-active





**The 3 keys
to success ?**

Communication,

Communication,

Communication

Communication

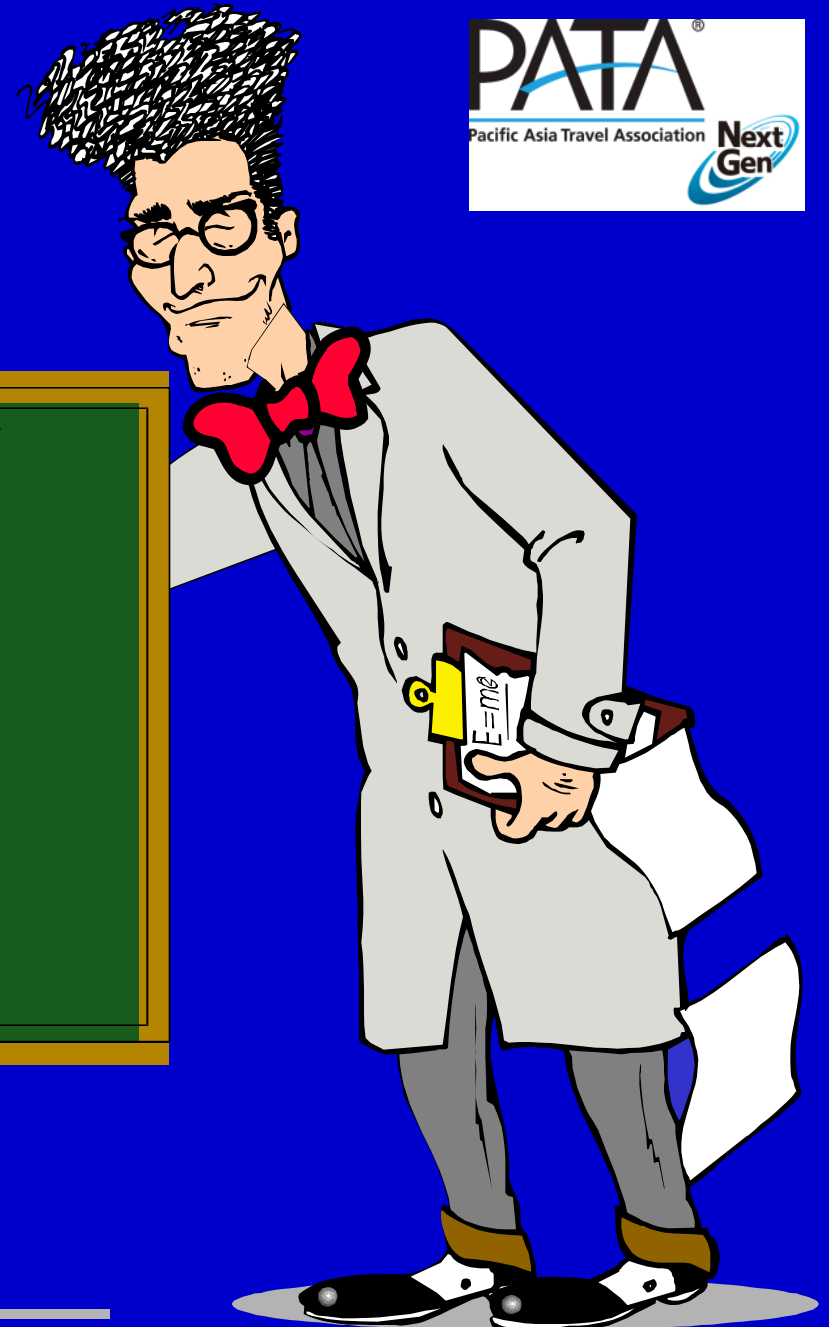
Are we



thinking or

sinking ?





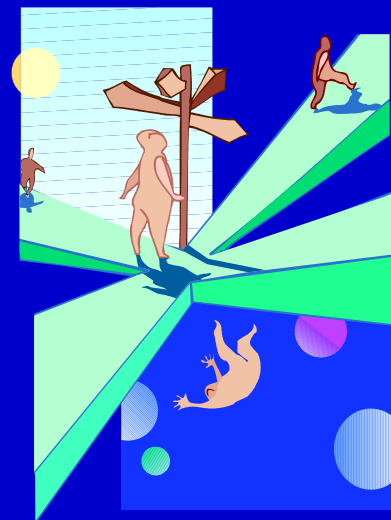
Example 1 : Proactive actions

Structuring the crisis center



Example 1 : Proactive actions

Structuring the crisis center



Example 1 : Proactive actions

Structuring the crisis center



Three things are needed for
any crisis communications center:

✓ the equipment to operate it

✓ the personnel to staff it



✓ the rules by which it will operate



**Being
prepared !**

旅遊危機處理辦公室


Gabinete de Gestão de Crises do Turismo (GGCT)

Tourism Crisis Management Office

Organizational structure



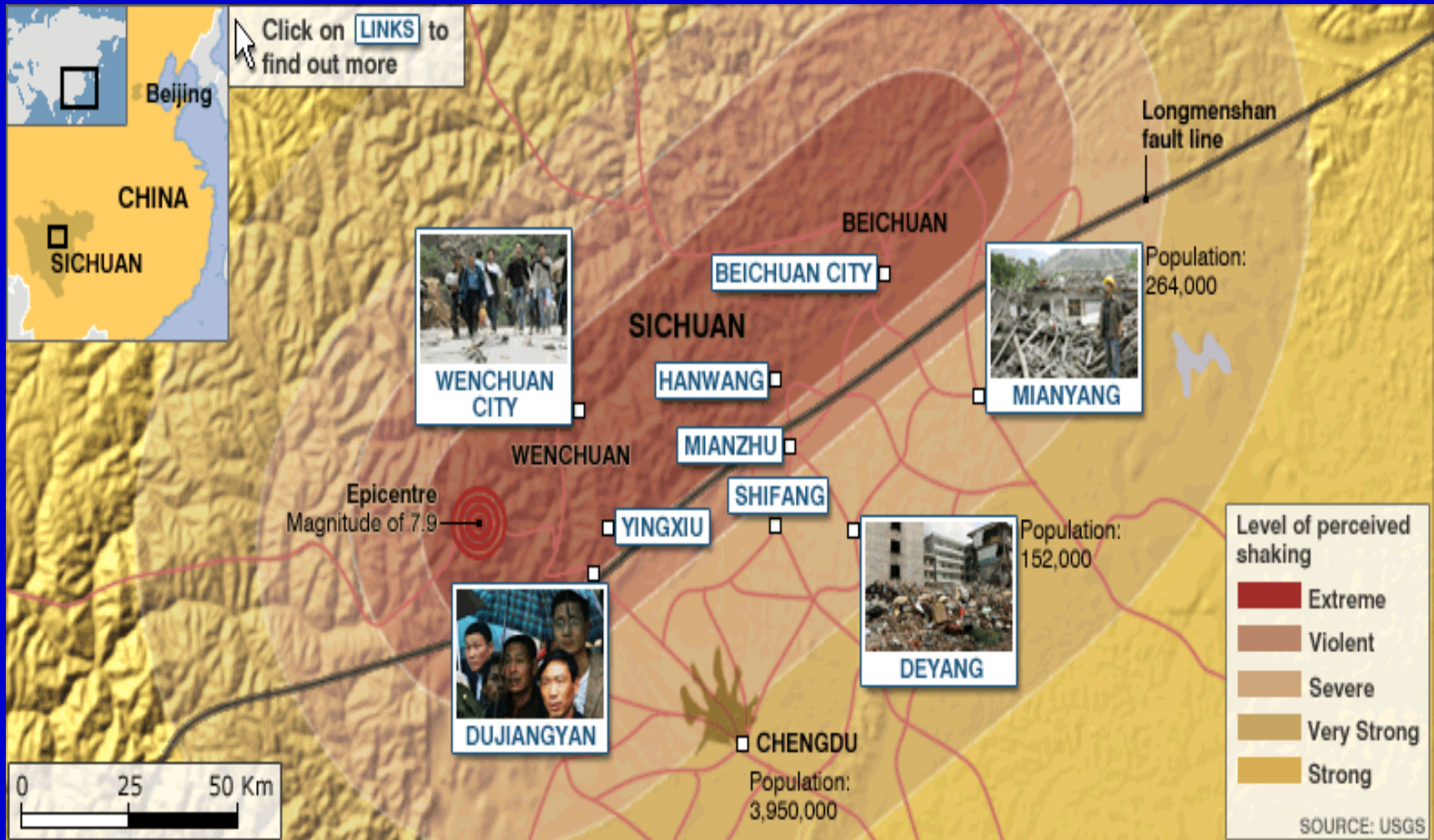
GGCT Website, new function



The screenshot shows the homepage of the GGCT website. At the top, there is a header with the Macau Government logo and navigation links for Chinese, Portuguese, and English. The main title is '旅遊危機處理辦公室' (Gabinete de Gestão de Crises do Turismo/GGCT) and 'Tourism Crisis Management Office'. A tourism hotline number (853) 2833 3000 is displayed. A green sidebar on the left contains a menu with items: Home, Introduction, Secretariat & Facilities, Press Corner, Travel Safety Tips, Useful Links, FAQs, and Contact Us. The main content area features a 'you are here: Home' breadcrumb, a large 'GGCT' logo, and a paragraph explaining the office's mission. Below this is a 'Latest News' section with three entries: a coach accident on 2009-11-18, an emergency exercise on 2009-11-03, and information on H1N1 on 2009-10-16. On the right, a 'Qualitative Measurement Scale of Consequences in Tourism Risk Management' is shown with five levels: Insignificant, Minor, Moderate, Major, and Catastrophic, each in a colored button.

www.ggct.gov.mo

Example 2 : Re-active actions



Source : www.bbc.uk.co

Chengdu, is that in China ?

Where is the opportunity ?



Chengdu, is Panda country !

Thailand's recovery efforts during the floods of 2011

Situation Update: Flooding in Thailand

Issued at Bangkok at 19:30 (GMT-7) on 28 October 2011

The flooding in Thailand is mainly at including Bangkok and Ayutthaya. Of Pattaya, Hua Hin, Krabi, Koh Samui and the south of Thailand also have not been affected.

Situation in Bangkok

Most areas of central Bangkok where the Chao Phraya River, which runs through Bangkok, are not normally visited by tourists. It is during high tide periods.

Within the Bangkok Metropolitan Area River are experiencing flooding. As it is not normally visited by tourists. It is during high tide periods.

The BTS Skytrain and MRT subway are limited basis. Many BMTA bus routes Express boat services on the Chao Phraya River.

According to government officials, Oct flooding due to a combination of high tides and heavy rain in the surrounding provinces through the San.

The government has announced holiday control measures. The Chao Phraya River.

Given the rapidly changing nature of the flooding, tourists should carefully consider visiting tourist areas affected by flooding, which could be dangerous.

Visitors should also check multiple sources of information to see whether they should visit Bangkok at all.

Transportation

Airports

Bangkok is served by two airports. Suvarnabhumi Airport, the main gateway to Thailand with 120 international and domestic airlines, remains open. It has considerable flood protection measures in place and is operating normally, handling around 800 flights per day. Suvarnabhumi Airport is also the main connector for international arrivals to domestic flights serving tourist destinations throughout Thailand such as Phuket, Chiang Mai and Sukhothai. Domestic flights are operating as per normal between Suvarnabhumi Airport and all other airports in Thailand.

Transportation from the airport into central Bangkok including taxis, buses and the Airport Rail Link have not been affected by the floods and are operating normally. Highways from the airport to tourist destinations southeast of Bangkok such as Pattaya, Rayong and Koh Chang are open. Travelers should allow additional time to travel to the airport due to traffic congestion.

Don Mueang Airport, the old international airport, has been closed until November 1st due to flooding. The two domestic airlines operating from Don Mueang have temporarily switched their operations to Suvarnabhumi Airport.

State Railway of Thailand and inter-provincial bus services:

State Railway of Thailand (SRT) and inter-provincial bus services are operating as per usual in areas that are not affected by the floods. In Bangkok and other areas affected by the floods, the SRT and inter-provincial bus service operators are adjusting their routes to best serve passengers given the disruptions caused by the flooding. Travelers are advised to check in advance with these operators and may want to consider flying to their destinations within Thailand.

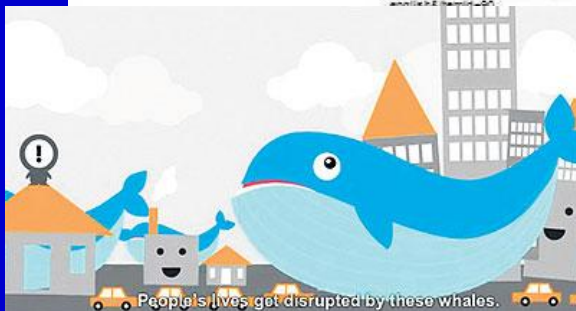
Information sources:

English-language sources:

The Government Public Relations Department: <http://thailand.prd.go.th/>
 BMA Announcement on Flooding Situation in Bangkok:
http://www.bangkok.go.th/food/index.php?option=com_content&view=article&id=240&announcement-of-flooding-situation-in-bangkok-28-oct-2011-1100am&catid=84&Itemid=240

DC: <http://www.floodthailand.net/>
 03-155 220 231: <http://www.floodthailand.net/>
<http://www.floodthailand.net/>
<http://www.floodthailand.net/>

For continuous updates on the flooding situation:
<http://www.floodthailand.net/>
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Flood Update: Waters Starting to Recede in Some Bangkok Areas and Ayutthaya

Issued: 28 October 2011 19:30 PM



of central Thailand and parts of Bangkok.

In many parts of Bangkok and Ayutthaya flood waters have started to recede. Central Bangkok has remained dry throughout.

See and hear from tourists on the ground in Bangkok what the situation is REALLY like for tourists.

Please check the Tourism Authority of Thailand (TAT) website regarding the ongoing flood crisis that has affected much

Bangkok Situation

As of Thursday November 24 (3 pm local time), central Bangkok remains dry, although some streets in suburban areas of city centre remain partially flooded. The flood situation in most parts of northern Bangkok seems to be easing. Central Bangkok remains dry. Suvarnabhumi Airport, sky train and underground and airport link trains are operating normally.

Tourist districts such as Silom, Sukhumvit Road and Siam all remain unaffected. All major downtown hotels are open, including the major ones along the Chao Phraya River.

This website has dozens of (almost) live webcams of traffic conditions and roads throughout Bangkok. It is an excellent resource and shows the true picture on the ground across Bangkok.

In most areas of Bangkok, convenience stores are starting to catch up again with supplies of water, noodles, soft drinks and similar products.

Upcountry areas

Upcountry, places NOT affected are Chiang Mai, Chiang Rai, Lampang, Sukhothai, Kanchanaburi, Ratchaburi, Pattaya, Ko Chang, Rayong, Phuket, Krabi, Trang, Ko Samui, and all other southern provinces.

These places all have normal transport and weather conditions.

However, there are still difficulties in numerous central provinces such as Ayutthaya. Similarly, Pathum Thani province to the immediate north of Bangkok has been impacted. However, these areas are improving.

Transport

Suvarnabhumi International Airport in Bangkok is operating normally as are all upcountry airports. Don Mueang Airport in north central Bangkok, which handles some domestic flights, has been closed due to localized flooding. You may find this Bangkok Post of interest - Suvarnabhumi Open, Images Misleading.

All BTS "skytrain", MRT "underground" and Airport Express trains are currently operating normally. Cross-river ferries on the Chao Phraya are operating, but not the Riverboat Express. Shopping malls, restaurants and offices are all open for business. There are plenty of taxis, but they may not go to outlying districts of the city.

Trains

The State Railway of Thailand (call 1690 within Thailand) says that travellers travelling to the South will be transferred by bus to Nakhon Pathom 60 km west of Bangkok where they can board trains to the South.

Train services to Chiang Mai (the North) and Northeast Thailand (Isan) have resumed since October 29.

General Advice

Tourists planning to travel to anywhere in Thailand are strongly advised to check transport conditions for their destination and confirm arrangements with their transportation providers.

Tourists are advised to check if their Governments have travel advisories in place regarding travel to Bangkok.

The flood situation in and around Bangkok is highly varied. Be aware that local conditions could change. Stay up to date on media and social media reports. Follow #ThaiFloodEng on Twitter.

PATA is monitoring the situation closely in association with TAT and will keep members informed.

PATA Opinion

Weekly Chapter Update: Chapter Awards, Cambodian Chapter Book and Hub City Forum in Bangkok

Awards Competition for Best Chapters I wish to remind you about 2011 PATA Chapter Awards Competition. To enter, please submit a report (less than three ...

Posted on Tue, 28 Oct 2011 12:19 PM

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Thailand's recovery efforts during the floods of 2011

Risk and Crisis Management

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Risk and Crisis Management Programme

The overall objective of the **Risk and Crisis Management Programme** is to assist members to assess and mitigate risks related to tourism. Furthermore, to develop, plan and implement crisis systems that will reduce the impact of and assist in the recovery from crises. The programme and projects are guided by the relevant provision in the Global Code of Ethics for Tourism. [MORE](#)

Social Media - A new era of crisis communications...

Events

Mon 10 Oct 2011	General Assembly - Nineteenth session - Gyeongju - Republic of Korea
Wed 05 Oct 2011	Special International Symposium on Revitalization of Japan's Tourism Sector and the Quake Affected Areas - Sendai - Japan
Wed 28 Sep 2011	4th AAPA Emergency Response Conference 2011 - Crisis Response: The Importance of Teamwork - Kuala Lumpur - Malaysia
Thu 22 Sep 2011	Review Meeting on the Integration of Tourism and Emergency Management - Mt. Macedon - Australia
Thu 15 Sep 2011	Towards a Safer World - Practical Approaches to Advance Disaster Preparedness through Capturing and Applying Lessons of Pandemic Preparedness - Rome - Italy

Latest news

09 Nov 11 News	Statement from Ministry of Tourism and Sports on the Current Situation of Floods in Thailand Statement from the Ministry of Tourism and Sports According to the current flooding situation in various provinces in Thailand, to ensure tourist safety and security, the Ministry of Tourism and...
11 Oct 11 Press Release	Tourism vital for achieving global development objectives - tourism ministers and UN "How can the phenomenal growth of tourism be harnessed in support of the MDGs?", asked UN Deputy Secretary-General, Asha-Rose Mijiro at the opening of the Ministerial Roundtable on Fostering Growth...
07 Oct 11 News	Integrating tourism and emergency management The UNWTO Review Meeting on the Integration of Tourism and Emergency Management (Mount Macedon, Australia, 22-23 September) gathered major tourism players to present examples of best practice and...


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Statement from Ministry of Tourism and Sports on the Current Situation of Floods in Thailand

November 2011



Statement from the Ministry of Tourism and Sports

According to the current flooding situation in various provinces in Thailand, to ensure tourist safety and security, the Ministry of Tourism and Sports in cooperation with the Tourist Police, Tourism Authority of Thailand and other related agencies, has initiated the flood affected tourists assistance plan for effective and systematic emergency preparedness as follows:

1. Trucks are provided for transferring tourists from their accommodations or other places to the Airport Rail Link at Makkasan station (City Air Terminal).
2. Officials are available at the Airport Rail Link at Makkasan station to facilitate and ensure tourist safety and security.
3. Officials are also available on board to facilitate and ensure tourist safety and security from Makkasan station traveling to Suvarnabhumi International Airport.
4. Officials are also available to facilitate and ensure tourist safety and security both at the Airport Rail Link at Suvarnabhumi International Airport station and inside the airport.

The stated services are in effective from 28 October 2011 until the situation is back to normal. Tourists can update on the current flooding situation at the following websites: thailandtourismupdate.com and tatnews.org.

The Ministry of Tourism and Sports affirms that Suvarnabhumi International Airport remain in operation without any disruption. Tourists still can travel to other major destinations, such as Chiang Mai, Phuket, and Samui, and enjoy their holidays in Thailand. Tourists can also fly directly from their origins by charter flights to Chiang Mai, Phuket, Samui, and Krabi.

9 November 2011
Ministry of Tourism and Sports

[Statement from Ministry of Tourism and Sports on the Current Situation of Floods in Thailand](#)

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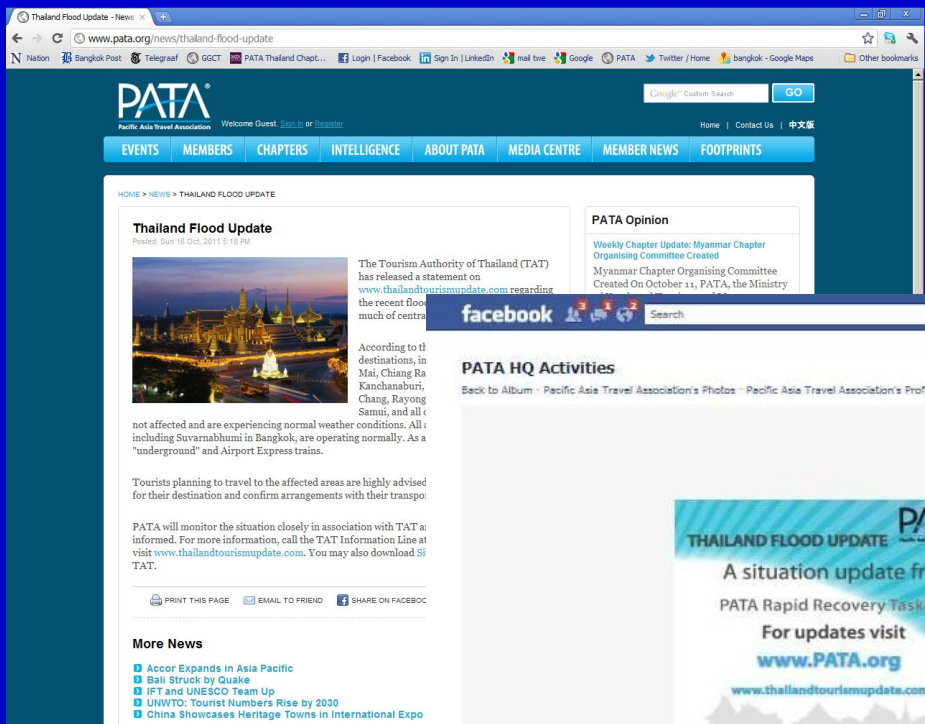
Media

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UNWTO video channel

19th Session of General Assembly

Thailand's recovery efforts during the floods of 2011



Thailand Flood Update - News

www.pata.org/news/thailand-flood-update

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Thailand Flood Update

Posted Sun 16 Oct, 2011 5:16 PM



The Tourism Authority of Thailand (TAT) has released a statement on www.thailandtourismupdate.com regarding the recent flood in Bangkok.

According to the statement, the city centre and other parts of Bangkok are not affected and are experiencing normal weather conditions. All major roads, including Suvarnabhumi in Bangkok, are operating normally. As well as the "underground" and Airport Express trains.

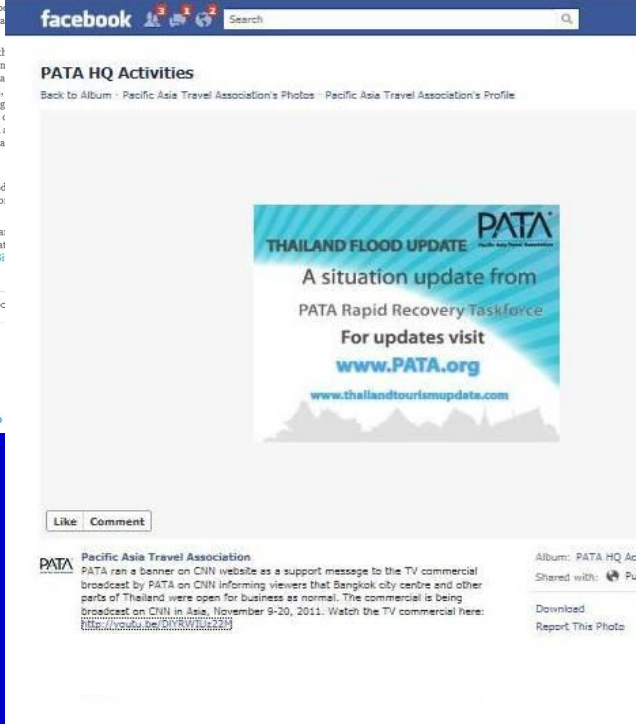
Tourists planning to travel to the affected areas are highly advised to check their destination and confirm arrangements with their transport providers.

PATA will monitor the situation closely in association with TAT and will provide updates as they become available. For more information, call the TAT Information Line at www.thailandtourismupdate.com. You may also download the TAT app.

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THAILAND FLOOD UPDATE PATA Pacific Asia Travel Association

A situation update from PATA Rapid Recovery Taskforce

For updates visit www.PATA.org

www.thailandtourismupdate.com

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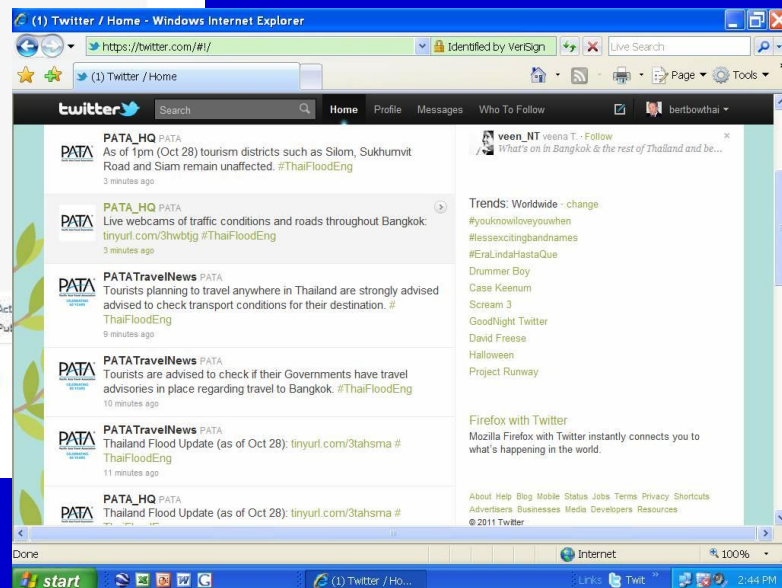
PATA Pacific Asia Travel Association

PATA ran a banner on CNN website as a support message to the TV commercial broadcast by PATA on CNN informing viewers that Bangkok city centre and other parts of Thailand were open for business as normal. The commercial is being broadcast on CNN in Asia, November 9-20, 2011. Watch the TV commercial here: <http://www.cnn.com/2011/10/16/asia.thailand.flood.update/>

Album: PATA HQ Activities

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PATA HQ PATA As of 1pm (Oct 28) tourism districts such as Silom, Sukhumvit Road and Siam remain unaffected. #ThaiFloodEng 3 minutes ago

PATA HQ PATA Live webcams of traffic conditions and roads throughout Bangkok: tinyurl.com/3hwbtg #ThaiFloodEng 3 minutes ago

PATATravelNews PATA Tourists planning to travel anywhere in Thailand are strongly advised to check transport conditions for their destination. #ThaiFloodEng 9 minutes ago

PATATravelNews PATA Tourists are advised to check if their Governments have travel advisories in place regarding travel to Bangkok. #ThaiFloodEng 10 minutes ago

PATATravelNews PATA Thailand Flood Update (as of Oct 28): tinyurl.com/3tahsma #ThaiFloodEng 11 minutes ago

PATA HQ PATA Thailand Flood Update (as of Oct 28): tinyurl.com/3tahsma #ThaiFloodEng 11 minutes ago

Trends: Worldwide change

- #youtubeliveyouwish
- #sexactingbandnames
- #EralLindaHastaQue
- Drummer Boy
- Case Keenum
- Scream 3
- GoodNight Twitter
- David Freese
- Halloween
- Project Runway

Firefox with Twitter

Mozilla Firefox with Twitter instantly connects you to what's happening in the world.

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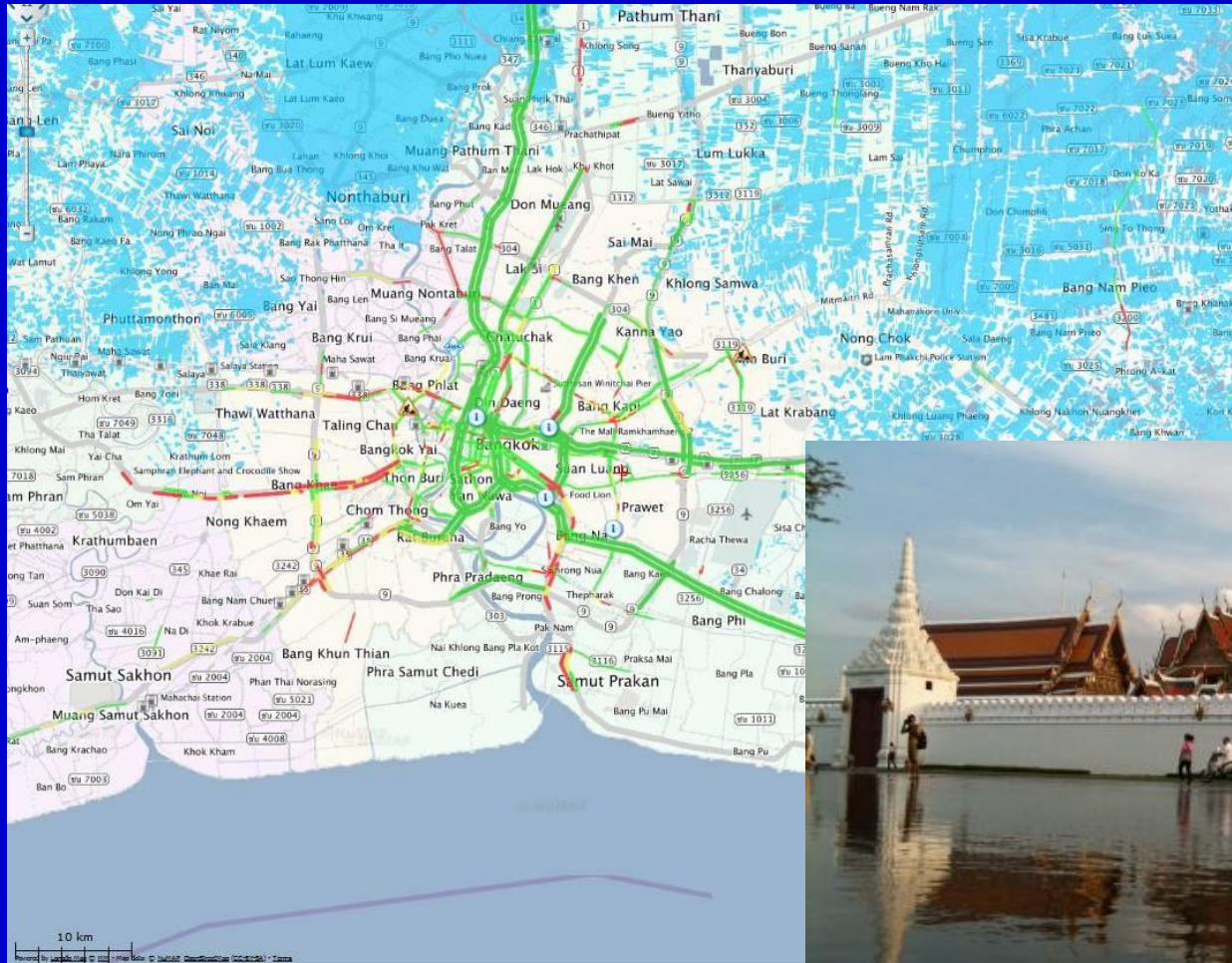
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Thailand's recovery efforts during the floods of 2011



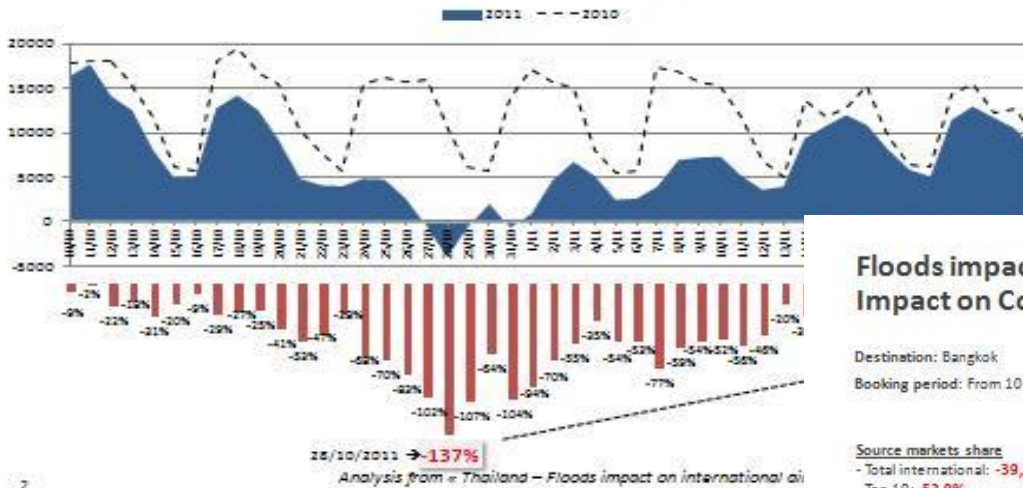
Thailand's recovery efforts during the floods of 2011

Floods impact on international air reservations: Bookings during crisis period (vs 2010)



Destination: Bangkok

Booking period: from 10-october 2011 to 25-november 2011 (vs equivalent period in 2010)



Floods impact on international air reservations: Impact on Core Source Markets



Destination: Bangkok

Booking period: From 10-october to 25-november 2011 (vs equivalent period in 2010)

Source markets share

- Total international: -39,2%

- Top 10: -52,0%



Analysis from « Thailand – Floods impact on international air reservations » of 02/12/2011

PATA Rapid Recovery Taskforce

PATA
Pacific Asia Travel Association

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Flood Update: Waters Starting to Recede in Some Bangkok Areas and Ayutthaya

Posted: THU 24 NOV, 2011 3:57 PM



In many parts of Bangkok and Ayutthaya flood waters have started to recede. Central Bangkok has remained dry throughout.

See and hear from tourists on the ground in Bangkok what the situation is **REALLY** like for tourists.

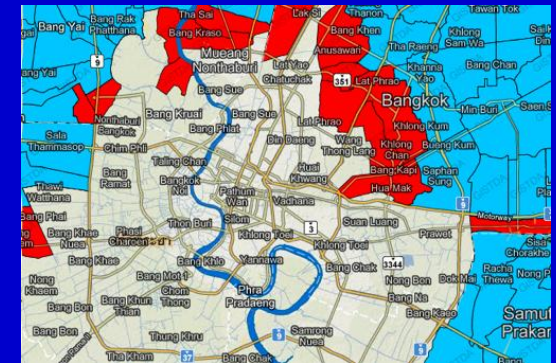
Please check the Tourism Authority of Thailand (TAT) [website](#) regarding the ongoing flood crisis that has affected much of central Thailand and parts of Bangkok.

Bangkok Situation

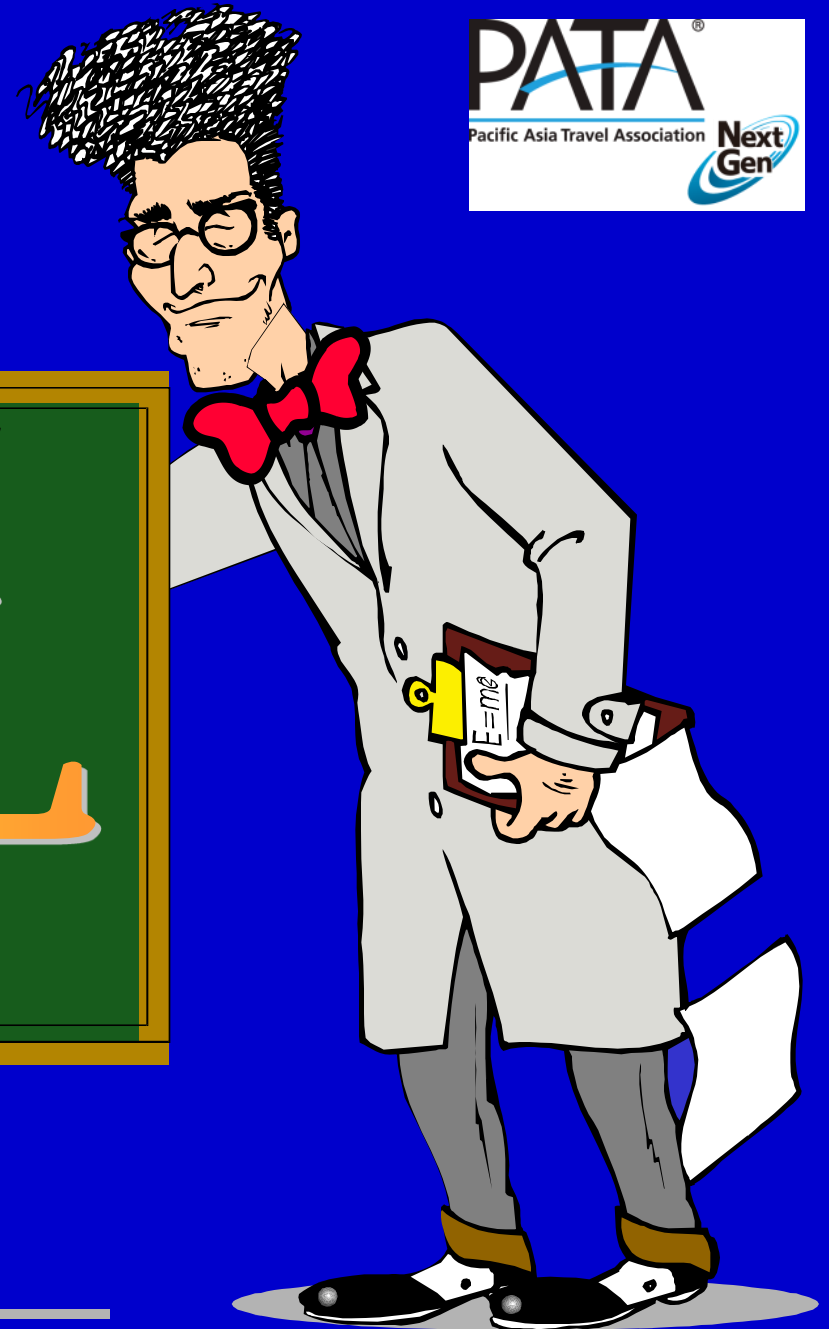
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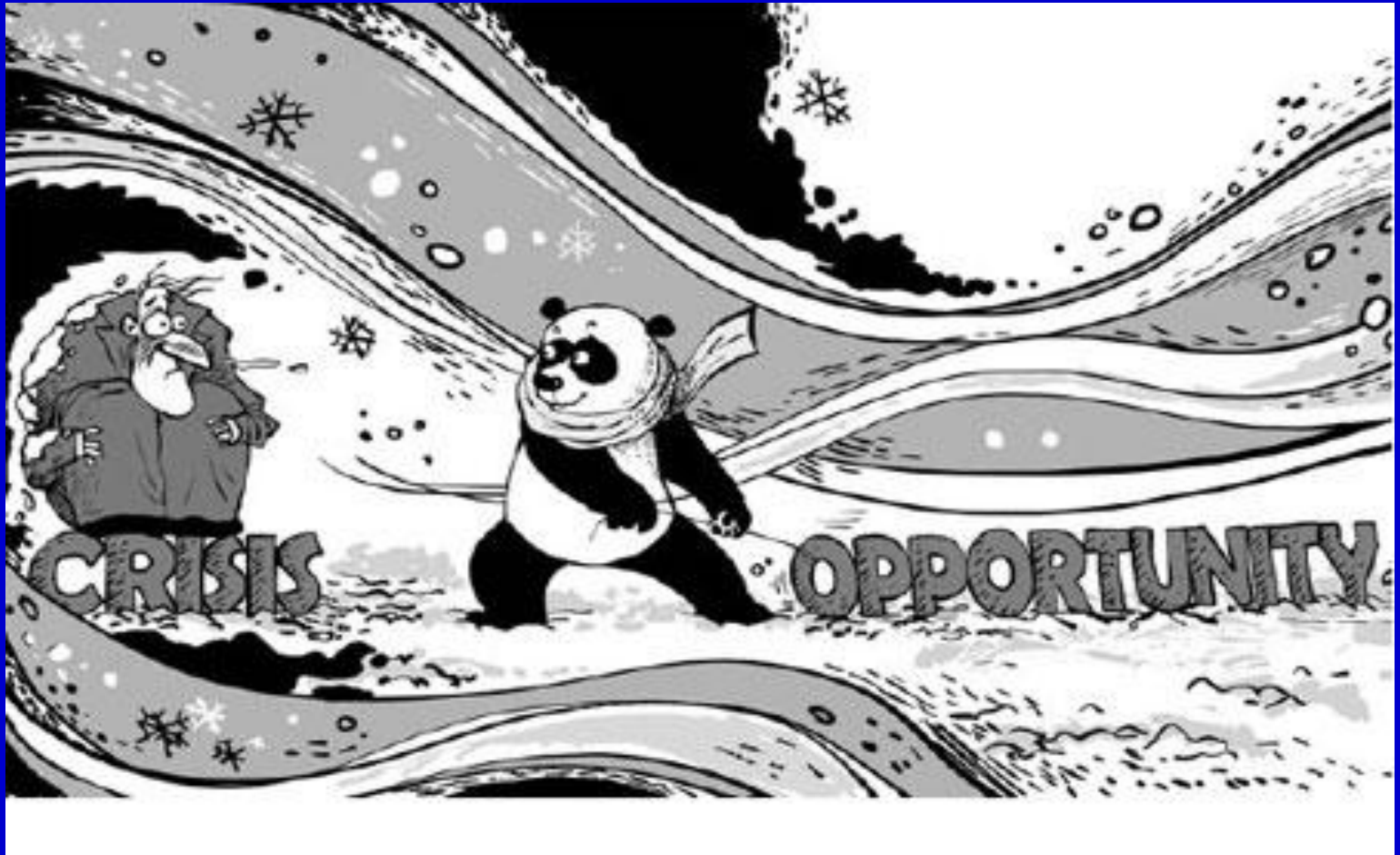


Recovery improvement debate November 2011



The bottom line

Turning crises in opportunities !



National Plan for Risk & Crisis Management in Tourism



Vision

**To make Sichuan's
tourism destinations
as safe as humanly
possible !**



National Plan for Risk & Crisis Management in Tourism

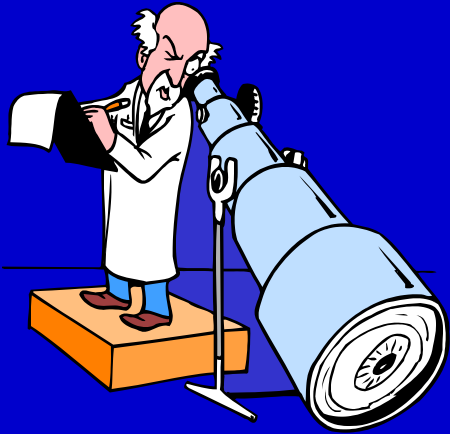


Mission

To create safety and security for all **business and leisure travelers** through risk & crisis management by means of never-ending stakeholders **education and teamwork.**



National Plan for Risk & Crisis Management in Tourism



Values

Foresight in risk management,
distinction in **pro-active** crisis
management

and competence in **re-active** crisis
management

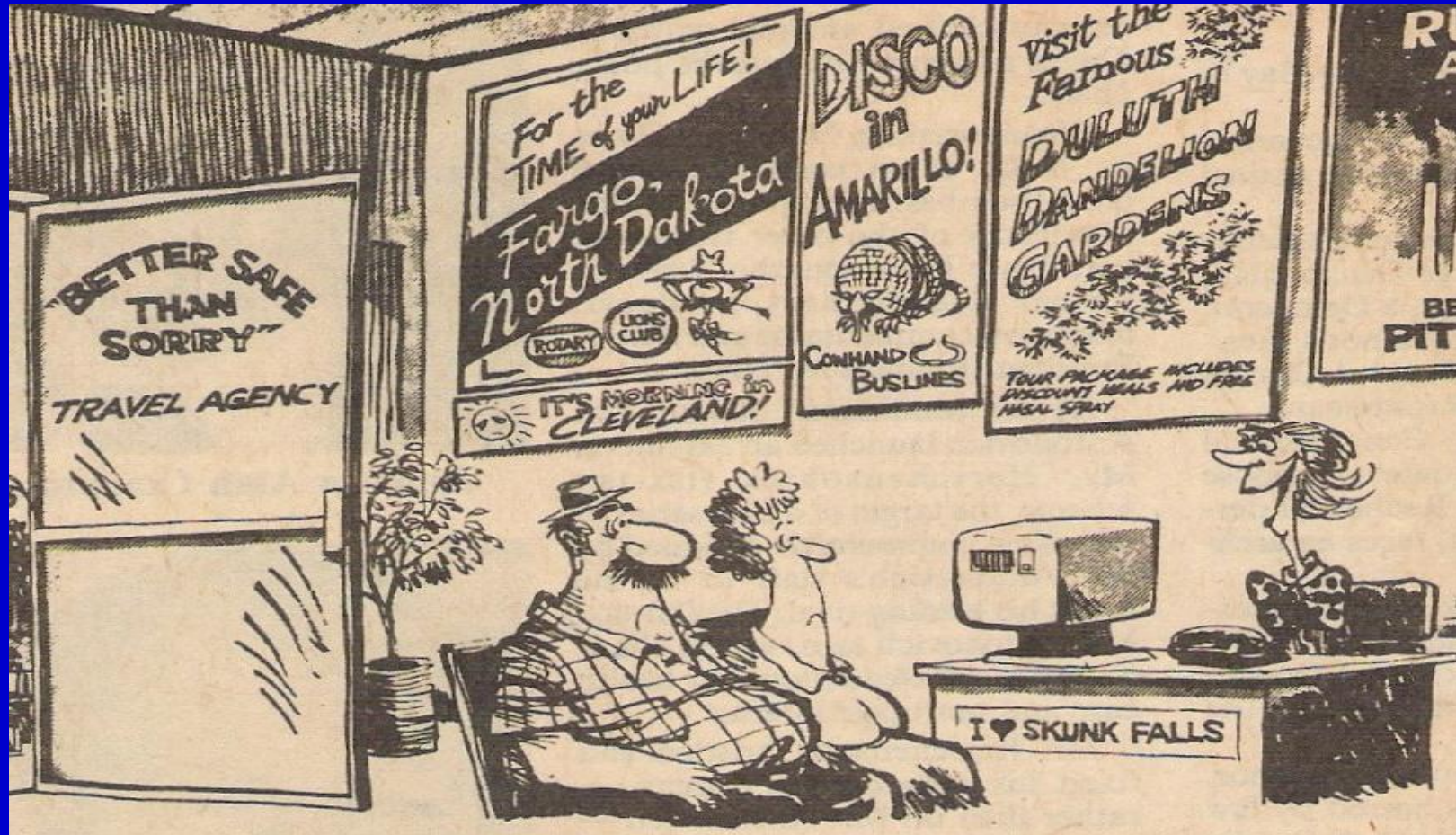
through

comprehensive stakeholder- and
media-communication

and relentless **control and review.**



Is it safe to travel to ?



What is the destination's reputation ?

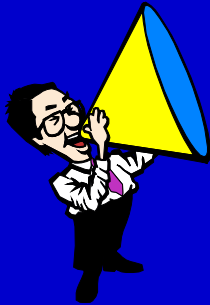
Reputation Management

Newest Marketing Tool

Crisis Management



Crisis Prevention



Reputation Management



Take away suggestions



It won't happen to us

The first 10 steps towards a Crisis Management Plan :

- 1. Formation of a Risk Prevention
& Crisis Management Team**
- 2. Contact all Emergency and Civil organizations**
- 3. Coordinate the key players so it is clear who acts when**
- 4. Start, or ensure, that your RP&CMT is empowered**
- 5. Determine what risks are important to deal with**

Take away suggestions



It won't happen to us

The first 10 steps towards a Crisis Management Plan :

6. Develop the “ **what-if** ” plans to serve as templates
7. Ensure that instructions are **clear, current and rehearsed**
8. Encourage incorporation of crisis management into all **stakeholders plans**
9. Train members of the RP&CMT in some form of **media crisis communication**
10. Identify **individuals with expertise**; have them **on call** in the event of a crisis



The bottom line !



Destination Marketing Environment Safety Comes First !





The bottom line !



Interest in disaster preparedness is proportional to the recency of the last disaster



Effective Crisis Management offers business opportunities and no one has any more excuse for not preparing and planning for the worst !



The bottom line !





The bottom line !



**Life is not about waiting
for the storms to pass,
It's about learning how
to dance in the rain !**

**Expect the unexpected
but never forget you live
in a WONDERFUL WORLD**



**I wish you further success
in this wonderful world**



GETTY IMAGES

Thank you for your attention!



**Destination Marketing
Environment
Safety Comes
First !**





新年好

**Our goal is simple ...
to help you reach yours !**

The Winning Edge :

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Bangkok, 10250



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E-mail : bert@twe-winningedge.com

Web site : www.twe-winningedge.com

