

Points for consideration, these are points to review during the ‘middle’ part of a potential crisis management plan that has been put into place:

Prevention:

- What measures are in place to prevent the spread / infection of other individuals>
- What isolation rooms are set aside for both guests and team-members.
- Do the isolation rooms have the necessary air purification systems in place
- Can rooms be deep cleaned effectively / efficiently each time

Mitigation:

- What protocols are in place to ensure arriving guests to resorts feel safe, and that necessary precautions have been put into place and are activated in a timely manner?
- How is the potential spread, being mitigated, by the restriction of movement by individuals, again when is this implemented. If too late, then it is almost ineffective measure, and seen as being reactive vs proactive
- Gaining trust of guests to return, what measures are in place at a resort:
 - o Declaration of health questionnaire
 - o Private VIP arrival through immigration, avoid waiting in lines
 - o Measures that Aircraft Agents, Immigration, Custom, Baggage Handles, Airport Reps, Boat Crews and other staff are taking.

Preparedness:

- Have you had regular drills, preparedness exercises in what to do
- Do you teams know the protocol of whom to contact and when to advise
- Have you got press statements ready to be issued pre the media making any public announcements!

Response:

- Do you have a HIT Squad / Response team at the resort / airport, that can be activated to deal with any situations, that can be see visibly cleaning guest areas at all times (Sanitizing of handles / handrails / menus / tables / chairs)
- What measures do the airlines /seaplane terminal / domestic airports / international airport have in place? This information needs to be shared with your guests, a sense of security and safety,
- Does MACL do a deep clean of the airport immigration / customs / arrival / departure halls after the last flight arrival / departure in the evening over night before the airport opens! If this is NOT happening, it should be in place since day one to help mitigate. In essence it should be part of MACL protocol
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- Sending team on unpaid leave (costs should be covered by company, as this is the company request not the employee), rotating outlet days of operation, reduce working week, clear annual leave. Redundancies should be the last thing to happen. If you must lay staff off, you start at the top and cut excess senior roles, with high paying salaries. Thus, ensuring you maintain your line staff, as you will need them, once operations pick-up.
- You must be transparent through this process to both guests and staff, even if the news is not positive, it is best to come from the company direct then via an outside source.

Recovery:

- This is something that should be part of the main CMP, on how to regain the trust of your guests, and to show that you are open for business as usual.
- Through out the process, if you are transparent, and show what you are doing to ensure a fun, safe and enjoyable vacation then guests shall return.
- If you treat your teams with respect, trust and loyalty vs making redundancies, this shows that you truly do have the wellbeing and welfare of you teams.



For more information and support please contact:
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