

## APPENDIX C

### FAMILY GUIDE

#### WHAT TO DO IN THE EVENT OF A TROPICAL STORM, HURRICANE OR TORNADO

##### **If there is a hurricane or tornado warning**

Listen for information and instructions on radio or television newscasts. Verify your location in relation to areas reported to be at risk. Learn when decisions will be made on the need for evacuations from your area.

Contact household members. Make sure everyone knows where to meet and whom to call in case you are separated. Consider the needs of relatives and others with special needs.

Gather several days supply of water and food for each family member. Clean and fill the bathtub to ensure a supply of clean water. Assemble or check an emergency supplies kit (using the checklist below).

Secure materials that could be thrown around by the wind. Place small objects inside buildings. Overturn tables and benches to reduce wind resistance and tie them together and to well-secured objects such as trees. Secure shutters on windows.

Prepare to evacuate. Fuel your car. Review evacuation routes and planned meeting places. If instructed, turn off utilities at the main valves.

Evacuate to a safe location IF:

Authorities announce an evacuation and you live in an evacuation zone;

You live in a mobile home/caravan or temporary structure;

You are threatened by a hurricane and live on the coast, on a floodplain near a river or inland waterway; or

You feel you are in danger.

When authorities order an evacuation:

Leave immediately to avoid being marooned by flooded roads or fallen trees.

Follow evacuation routes announced by local officials.

Stay away from coastal areas, river banks and streams until potential flooding is past. .

Tell others where you are going.

##### **During a hurricane**

Stay indoors and away from windows. Go to the basement, storm cellar or designated shelter area. If there is no basement, go to an interior room on the lower level (interior hallways). Do not be fooled if there is a lull in the storm, it could be the eye of a hurricane.

Leave a parked vehicle, trailer or caravan immediately and go to a more substantial structure.

If in a car as the force of the storm begins to build, drive to the nearest substantial structure and seek shelter.

Listen to the radio or television for information.

Avoid using the telephone except for serious emergencies. Local authorities need first priority.

#### **During a tornado**

When a tornado has been sighted, go to a shelter immediately. Stay away from windows, doors and outside walls.

In a house or small building, to the basement or storm cellar. If there is no basement, go to an interior room on the lower level (closets, interior hallways). Get under a sturdy table, hold on and protect your head. Stay there until the danger has passed.

In a school, nursing home, hospital, factory or shopping centre, go to pre-designated shelter areas. Interior hallways on the lowest floor are usually safest.

Stay away from windows and open spaces.

In a high-rise building, go to a small, interior room or hallway on the lowest floor possible.

Leave a vehicle, trailer or caravan immediately and go to a more substantial structure.

If there is no shelter nearby, lie flat in the nearest ditch, ravine or culvert with your hands shielding your head.

In a car, get out and take shelter in a nearby building. Do not attempt to out-drive a tornado. They are erratic.

#### **What to do immediately after a hurricane or tornado**

Stay where you are if you are in a safe location until local authorities say it is safe to leave. If you evacuated the community, do not return until authorities say it is safe to return.

Keep tuned to local radio or television stations for information about caring for your family, where to find medical help, and how to find temporary shelter or assistance.

Look out for broken glass and downed power lines.

Check for injuries. Do not attempt to move seriously injured persons unless they are in immediate danger of death or further injury.

Stay away from disaster areas unless local authorities request volunteers. If you are needed, bring your own drinking water, food and sleeping gear.

Drive only when necessary. The streets will be filled with debris. Roads may be blocked or have weakened.

Stay away from river banks and streams until potential flooding has passed. Stay away from downed power lines and report them to the power company. Report broken gas, sewer or water mains.

Use great caution when entering a damaged building. Be sure that walls, ceiling and roof are in place and that the structure rests firmly on the foundation. Wear sturdy work boots and gloves. Beware of snakes and vermin that may have been dislodged by the storm.

#### **Create an emergency plan**

Complete this checklist on an annual basis, perhaps on a special family day such as a birthday or anniversary. If there is early warning of a possible natural disaster, do as many of these as possible:

Meet household members to discuss the dangers of fire, severe weather, earthquakes and other emergencies. Look at the rest of this guide and explain how to respond.

Find the safe spots in your home for protection in case of a violent storm.

Discuss what to do about power outages and personal injuries.

Walk through your home. Identify the escape routes from each room and show family members how to turn off the water, gas and electricity at main switches when necessary.

Post emergency telephone numbers near telephones.

#### **Emergency preparations**

Teach children how and when to call for fire and police assistance.

Instruct household members to turn on the radio for emergency information.

Pick one distant and one local friend or relative for family members to call if separated during a disaster. (It is often easier to call long-distance than within the affected area.)

Pick two emergency meeting places: (1) a place near your home in case of a fire; and, (2) a place outside your neighbourhood in case you cannot return home after a disaster.

Keep family records in a waterproof and fireproof container. Include insurance policies, family identification and health care records.

Discuss what to do with family pets or livestock.

#### **If you need to evacuate**

Listen to a radio for the location of emergency shelters. Follow instructions of local officials.

Wear protective clothing and sturdy shoes.

Take your Disaster Supplies Kit.

Lock your house.

Use travel routes specified by local officials.

If you are sure you have time, shut off water, gas and electricity if instructed to do so.

Let others know when you left and where you are going.

Make arrangements for pets. Animals may not be allowed in public shelters.

**Prepare a disaster supplies kit**

Assemble supplies you might need in an evacuation. Store them in an easy-to-carry container such as a backpack or duffel bag. If a car will be used for the evacuation, ensure additional car-related supplies are stored in the vehicle.

Include: a supply of water (2 litres per person per day). Store water in sealed, unbreakable containers. Use only fresh, safe water.

A supply of non-perishable packaged or canned food and a manual can opener.

A change of clothing, rain gear and sturdy shoes for each person in the family. Even children can carry their own.

Blankets or sleeping bags.

A first aid kit and prescription medications (including extra glasses).

A battery-powered radio, flashlights and extra batteries.

Cash and credit cards.

An extra set of car keys.

A list of important family information, including a list of family physicians; out-of-town family contacts; special medical conditions; and the style and serial number of medical devices such as pacemakers.

Special items for infants, elderly or disabled family members.

For car evacuations include booster cables, fire extinguishers (all purpose), tire repair kit and pump, maps, a shovel and flares.

## WHAT TO DO IN THE EVENT OF A FLOOD

### What to do when there is an immediate flood threat

Determine if you are in a flood-prone area. Identify dams and levees in your area and whether you are at risk if they fall.

Listen for information and instructions on radio or television newscasts. Learn when decisions will be made on the need for evacuations from your area.

Contact household members. Make sure everyone knows where to meet and whom to call in case you are separated. Consider the needs of relatives and others with special needs.

Assemble or check an emergency supplies kit (using the checklist below). Clean and fill the bathtub to ensure a supply of clean water.

If you have time, move valuable furniture, electronics equipment, rugs and important papers to upper floors, or transport them to the homes of family members or friends whose property will not be flooded. Bring outdoor garden equipment and lawn furniture inside or tie it down.

Prepare to evacuate. Fuel your car. Review evacuation routes and planned meeting places. If instructed, turn off utilities at the main valves.

Evacuate to a safe location IF:

Authorities announce an evacuation and you live in an evacuation zone;

You live in a mobile home/caravan or temporary structure;

You live on a flood-plain near a river or inland waterway; or

You feel you are in danger.

When authorities order an evacuation:

Leave immediately to avoid being marooned by flooded roads or fallen trees.

Follow evacuation routes announced by local officials.

Stay away from coastal areas, river banks and streams until potential flooding is past.

Tell others where you are going.

### What to do during heavy rains

Be aware of flash floods. If there is any possibility of a flash flood occurring, move immediately to higher ground. Do not wait for instructions to move.

Listen to radio or television stations for local information.

Do not walk through moving water. Fifteen centimeters of moving water can knock you off your feet. If you must walk in a flooded area, walk where the water is not moving. Use a stick to check the firmness of the ground in front of you.

Do not drive into flooded areas. If flood waters rise around your car, abandon the car and move to higher ground, if you can do so safely. You and your vehicle can be quickly swept away as flood waters rise.

When deep flooding is likely, permit the flood waters to flow freely into the basement of your home, (or flood the basement yourself with clean water, if you are sure it will be flooded anyway). This will avoid structural damage to

the foundations and the house by equalising the water pressure on the outside of the basement walls and floors.

**What to do after a flood**

Stay away from flood waters. They may be contaminated by oil, gasoline or raw sewage. The water may also be electrically charged from underground or downed power lines.

Instruct all family members to be careful of health and safety practices. Everyone should wash their hands with soap and clean water whenever they have come into contact with flood waters. Drink only water known to be safe. Listen for reports from the authorities on the safety of tap water. Boil water for three minutes if the safety of it can not be determined.

Stay away from moving water deeper than 15 centimetres.

Stay away from downed power lines and report them to the power company.

Be aware of areas where flood waters may have receded. Roads and bridges may have weakened and could collapse under the weight of a car.

Stay away from disaster areas unless authorities ask for volunteers.

Keep tuned to local radio or television stations for information about caring for your family, where to find medical help and how to find temporary shelter or assistance.

If your house has sustained damage, contact your insurance agent. If your policy covers your situation, prepare for the agent's visit:

- (a) Take photos or videotape of your belongings and your home.
- (b) Separate damaged and undamaged belongings.
- (c) Locate your insurance and financial records.
- (d) Keep detailed records of clean-up costs.

**If you need to evacuate**

Listen to a radio for the location of emergency shelters. Follow instructions of local officials.

Wear protective clothing and sturdy shoes.

Take your Disaster Supplies Kit.

Lock your home.

Use travel routes specified by local officials.

Let others know when you left and where you are going.

If you are sure you have time, shut off water, gas and electricity if instructed to do so.

Make arrangements for pets. Animals may not be allowed in public shelters.

**A Disaster Supplies Kit**

Assemble supplies you might need in an evacuation. Store them in an easy-to-carry container such as a backpack or duffel bag. If a car will be used for an evacuation, ensure additional car-related supplies are stored in the vehicle.

Include: A supply of water (2 litres per person per day). Store water in sealed, unbreakable containers. Use only fresh, safe water.

A supply of non-perishable packaged or canned food and a manual can opener.

A change of clothing, rain gear and sturdy shoes for each person in the family. Even children can carry their own.

Blankets or sleeping bags.

A first aid kit and prescription medications (including extra glasses).

A battery-powered radio, flashlights and extra batteries.

Cash and credit cards.

An extra set of car keys.

A list of important family information, including: a list of family physicians; out-of-town family contacts; special medical conditions; and the style and serial number of medical devices such as pacemakers.

Special items for infants, elderly or disabled family members.

For car evacuations include booster cables; fire extinguishers (all purpose), tire repair kit and pump, maps, a shovel and flares.

## **WHAT TO DO IN THE EVENT OF AN EARTHQUAKE**

### **What to do during an earthquake**

If you are indoors, take cover under a sturdy desk, table or bench, or against an inside wall, and hold on. Stay away from glass, windows, outside doors or walls and anything that could fall, such as lighting fixtures or furniture.

If you are outdoors, stay there. Move away from buildings, street lights and utility wires.

In a crowded public place, do not rush for a doorway — other people will have the same idea. Take cover, and move away from display shelves containing objects that can fall.

In a high-rise building, get under a sturdy desk, away from windows and outside walls. Stay in the building on the same floor, an evacuation may not be necessary. Be aware that the electricity may go out or the sprinkler systems or fire alarms may go on. Do not use elevators.

In a moving vehicle, stop as quickly as safety permits and stay in the vehicle. Avoid stopping near or under buildings, on overpasses, or near trees or utility wires. Then proceed cautiously, watching for road and bridge damage.

### **After the earthquake**

Be prepared for aftershocks. These are usually less violent than the main quake but can be strong enough to do additional damage to weakened structures.

Check for injured people. Do not attempt to move seriously injured persons unless they are in immediate danger of death or further injury. If you must move an unconscious person, first stabilize the neck and back, then call for help immediately.

If the electricity goes out, use flashlights or battery powered lanterns. **DO NOT USE CANDLES, MATCHES OR OPEN FLAMES** indoors after the earthquake because of possible gas leaks.

Check your home for structural damage. If you have doubts about safety, have the home inspected by a professional before entering. Have your chimneys inspected for damage before lighting a fire.

Clean up spilled medicines, bleaches, gasoline and other flammable liquids inside buildings. Evacuate the building if gasoline or other chemical fumes are heavy and the building is not well ventilated.

Visually inspect utility lines and appliances for damage.

If you smell gas or hear a hissing or blowing sound, open a window and leave the building. Shut off the main gas valve outside, if you can. Report the leak to the gas company from a neighbour's house. Stay out of the building. If you shut off the gas supply at the main valve, you will need a professional to turn it back on.

If there is electrical damage, switch off all electrical power at the main fuse box or circuit breaker.



If water pipes are damaged, shut off the water supply at the main valve.

Do not flush toilets until you know that sewage lines are intact.

If water is cut off, use water from the water heater or other known clean sources. If the quality of drinking water is uncertain, boil it for three minutes before drinking.

Open cabinets cautiously. Beware of objects that can fall off shelves.

Use the phone only to report a life-threatening emergency.

Stay off the streets. If you must go out, watch for hazards created by the earthquake, such as fallen objects, downed electrical wires, weakened walls, bridges, roads and sidewalks.

Stay away from damaged areas unless your assistance has been specifically requested by police, fire or relief organisations.

If you live near coastal waters, be aware of possible tsunamis, also known as tidal waves. When local authorities issue a tsunami warning, assume that a series of dangerous waves is on the way. Stay away from the beach and evacuate beachfront property until local authorities say it is safe to return.

**If you need to evacuate**

Listen to a radio for the location of emergency shelters. Follow instructions of local officials.

Wear protective clothing and sturdy shoes and take your Disaster Supplies Kit.

Lock your home.

Use travel routes specified by local officials.

If you are sure you have time, shut off water, gas and electricity, if instructed to do so.

Let others know when you left and where you are going.

Make arrangements for pets. Animals may not be allowed in public shelters.

**A Disaster Supplies Kit**

Assemble supplies you might need in an evacuation. Store them in an easy-to-carry container such as a backpack or duffel bag. If a car will be used for an evacuation, ensure additional car-related supplies are stored in the vehicle.

Include:

A supply of water (2 litres per person per day). Store water in sealed, unbreakable containers. Use only fresh, safe water.

A supply of non-perishable packaged or canned food and a manual can opener.

A change of clothing, rain gear and sturdy shoes for each person in the family. Even children can carry their own.

Blankets or sleeping bags.

A first aid kit and prescription medication (including extra glasses).

A battery-powered radio, flashlights and extra batteries.

Cash and credit cards.

An extra set of car keys.

A list of important family information, including a list of family physicians; out-of-town family contacts; special medical conditions; and the style and serial number of medical devices such as pacemakers.

Special items for infants, elderly or disabled family members.

For car evacuations include booster cables; fire extinguishers (all purpose), tire repair kit and pump, maps, a shovel and flares.

## APPENDIX D

## GUIDANCE ON MARKETING AND PRESS RELATIONS ASSOCIATED WITH RELAUNCHING TOURISM AFTER A DISASTER

### 1. Sample Questions and Answers

A review of questions asked of resort managers and public officials during and after disasters serves up the following questions and potential answers.

Q. This (storm, flood, earthquake) has been predicted for many days/months/years. Why wasn't something done to prepare for it?

A. Prediction of these types of events is always difficult, and (name the officials or their organisations) did provide us with early warning (if they did). As a result, we made a variety of preparations such as (describe some specifics that resulted in lives saved and property protected).

Q. How can the families of tourists find out if their relatives are safe?

A. Resorts are developing rosters of their guests and will be coordinating with local authorities. Local officials have established contacts with embassies and missions, and are providing them names of people known to be safe. We are also making every effort to provide telephone lines for our guests to call their homes and reassure their families. (Make sure this is true before you say it.)

Q. Do you know how many people died at your resort?

A. Local officials are keeping track of injuries and deaths. We know of only (number) injuries or deaths at (your resort) and will release the names of the people only after we have informed their families. (Press representatives from their home nations/cities may be able to help make notifications, but must be cautioned to hold such information until it is clear families have been properly notified.)

Q. How long will the resort be closed?

A. (This should have been addressed in the opening statement.) We are assessing the damage right now. We don't have a prediction yet, but will provide one shortly after we complete our damage assessment. We hope to have one within (xxx hours), and will provide it to you at the next press briefing.

(If this question has been addressed at an earlier session...) We have previously suggested it will take xxx days/months before the resort can be reopened. That estimate remains our best estimate. (Or) We have revised our estimate and now expect the resort to reopen on (name the time and day).

Q. How much damage was done?

A. We cannot estimate the damage until all our evaluations are completed. We hope to do that by (name the time and day).

Q. When will it be safe for tourists to come to the area?

A. (Specific venues) are open now. (Specific venues) are expected to be back in operation on (give a date certain). Travellers seeking information on specific locations I haven't mentioned should feel free to contact (the free call-in line, the chamber of commerce, an industry contact person) at the following telephone number (give them only one number).

Q. How will the disaster affect the tourism industry in this area?

A. In the short term, we have to recover and rebuild. Our local offerings will be limited for a short while (name a date if possible). The area is not uniformly affected, however, and some resorts are already open for business. In time, the effect of this disaster will produce a safer and better travel destination, and by (name a time) we believe tourists will find this area better than it ever was before.

## **2. The Press Pack**

Press packs are folders containing information useful to the news media and in line with the industry message. These are to be distributed immediately before press conferences. Typical enclosures are copies of the prepared statement of the spokesperson, fact sheets, position statements (if different from prepared statements) and news releases.

The press pack should include an index of contents if there is any significant amount of material. The right hand side of the packet folder should contain news releases, fact sheets, quote sheets from spokespersons, and any position statements that are being made.

The left side of the folder should contain background information such as the history of the area and its tourism attractions, its growth and future plans. Photographs of the disaster and especially of reopened resorts and special attractions should also be included, with complete information on their location and the source of the photographs. The name, address and telephone/fax numbers of the spokesperson should be prominently displayed in the press pack.

News releases can also be distributed in the absence of a full press pack. They should be mailed or hand delivered to all members of the news corps.

The final pages of this appendix contain sample position statements, news releases and fact sheets.

The following principles are useful to those preparing news releases:

Have a brief and accurate headline which presents the most important facts of the story and attracts the reader's attention. The headline should use verbs but should not start with one. The message should have an active voice.

Use short sentences. The first and last paragraphs should be short.

Be positive and include the industry message of hope and relaunching.

Structure the story, placing the most important facts first.

Cover all the facts. Stay away from opinions. Restrict quotations to positive statements from resort management.

Have several people review the statement for accuracy and unintended implications before putting it into final form and distribution.

Provide answers in all written documentation and attachments on the who, what, where, when, why and how of the disaster and specific events arising out of the natural causes.

When possible, and in good taste, provide estimates on the extent of damage, injuries, immediate responses of victims, witnesses and resort managers. Include the human interest elements of the story, giving specifics.

Constantly gather and incorporate new material into news releases. Stay ahead of the news media. Monitor the news and challenge wrong reporting with specific facts.

Release information important to relaunching tourism first, saving more mundane or unimportant information until later or for others.

Include contact persons and telephone numbers in all releases.

Provide news releases to the media throughout the world, targeting those places where your travel clientele most frequently originate.

Develop a directory of press and broadcast contacts, if this was not done during any warning period before a disaster. To do this, consult media directories.

Minimize the bad and maximize the good news.

Type news releases on resort letterhead, or the letterhead of a tourism council, on standard size paper using only one side of the paper and normal business margins.

If information is being given to only one particular outlet, for example a travel reporter in your key clients' home territory, type EXCLUSIVE on it and do not distribute it to any other news outlets.

Indicate on the news release the urgency of the information and any restrictions on its release. Mark, for example, FOR IMMEDIATE RELEASE, RELEASE AT YOUR CONVENIENCE, or FOR RELEASE ON (date)

Identify the specific individual in each news publication who should receive the release and send it only to that person at that publication. If you don't have a specific name, send the release to the editor-in-chief and NOT to the advertising department.

**SAMPLE NEWS RELEASE**  
(Location Specific) Tourism Council  
(or) XYZ Resort  
Address  
Telephone Number  
Fax Number

(Contact: Spokesperson) FOR IMMEDIATE RELEASE

Telephone Number

Alternative Contact

Telephone Number

(DISASTER) PROMPTS EMERGENCY ACTION FROM THE (AREA) TOURISM COUNCIL (OR FROM THE XYZ RESORT)

(CITY/STATE) (Month, Day) The XYZ Resort (or Area Tourism Council) has begun crisis management activities as a result of the recent (DISASTER) in (NAME OF DESTINATION), according to (Name), spokesman for the XYZ Resort (or Area Tourism Council).

The (DISASTER), which has affected large areas of the state (area and attractions) coastal area, golf courses and tourism operations, has damaged (number of hectares) of state and private property, (number of) trees and (number of) homes and private buildings. (DESCRIBE IMPACTS OF DISASTER ON AREA, POPULATION AND TRAVEL AND TOURISM INDUSTRY, FOCUSING ON CLOSINGS AND REOPENINGS.) The XYZ Resort (Area Tourism Council) is taking all possible steps to assist the (AREA's) local travel and tourism industry to recover from this setback and prepare for the coming tourism season.

Current activities include (GIVE LOCATION AND RESORT SPECIFIC INFORMATION).

Travellers seeking specific information on resorts and other venues may contact. (GIVE EITHER A FREE CALL-IN HOTLINE NUMBER OR DIRECT THEM TO THE RESORTS AND VENUES.)

(NAME), spokesperson for the (Name the resort or organisation), expresses confidence that some resorts and tourist attractions will be reopened by (GIVE DATE) and encourages people interested in (AREA NAME) to contact their travel agents and the (Free Call-in Hotline or Chamber of Commerce) for updates on the status of the area. In remarks made immediately after the (DISASTER) Mr. Mrs. Ms. (Name) said:

"(USE SOME POSITIVE AND HOPEFUL QUOTE.)"

**SAMPLE FACT SHEET FOR TOURIST DESTINATION**  
**(Location Specific) Tourism Council (or) XYZ Resort**  
**Address**  
**Telephone Number**  
**Fax Number**

Contact:	(Spokesperson) Telephone Number
Area:	The hub of Southern Xlan's coastal shoreline — a 150-mile stretch of coral reefs and tropical forest preserves — this area accounts for one-fifth of the region's annual tourism revenues.
Population:	About 25 000 permanent residents from North Beach to Southern Point. During the high season, the non-tourist resident populations grow to about 37 000.
Annual Visitors:	Daily pass-through visitors number 50 000, with overnight visitors consisting of an additional 40 000 people. Some 75 per cent of visitors come from the north-west of the nation with the remainder being international travellers.
Economic Impact:	In 1993 tourism accounted for over \$1.5 billion, about 55 per cent of Xlan's total revenue from travel and tourism. Development of this area for tourism has grown at a steady rate of around 8 per cent each year since 1985, when the first commercial hotel and beach resort opened its doors.
Accomm.:	More than 400 businesses rent accommodation, providing 42 000 rooms, including hotels, motels, condominiums and cottages.
Restaurants:	More than 650 food service establishments are available, serving all types of cuisine, including seafood and tropical Xlan fare.
Camping:	Three county campgrounds and one national park campground provide facilities for 350 individual sites. About 15 per cent of these will accommodate hookups for caravans.
Recreation:	There are more than 120 charter fishing boats servicing this area. Twenty licensed dive instructors provide tours of the reef, a protected national maritime sanctuary. There are 30 commercial and three state tours of the tropical rain forest, also a protected area. More than 237 protected or endangered species live in these waters and forests.
Golf:	There are 41 golf courses, of which 37 are open to the public. Fees range from \$35 to \$185.
Last hurricane:	Hurricane Yosemite hit the Xlan coast with top winds of 130 miles per hour on 31 August, 1977. While the northern coastal region received mild rain and flooding damage, the majority of this coastal area has not been struck by a major storm in recorded history.

**SAMPLE FACT SHEET FOR TOURIST INDUSTRY COUNCIL****(Location Specific) Tourism Council****Address****Telephone Number****Fax Number****CONTACT:** Name

Telephone

(Alternative Contact)

Telephone

**PURPOSE OF COUNCIL:** The Tourism Council is a non-profit organisation committed to assisting the (AREA's NAME) tourism industry recover as quickly and smoothly as possible from disasters which may occur.

**ESTABLISHED:** (Provide date)

**COUNCIL OFFICES:** (Provide address)

**HOTLINE NUMBER:** A Free Call-In telephone number is supported by the Council (give number).

**IMMEDIATE RECOVERY EFFORTS:** (List major efforts under way.)

**FUTURE PLANS:** (List future development, advertising and public relations efforts planned.)

**INDUSTRY REPRESENTATION:** Accommodation, attractions, food and beverage establishments, and support services.

**MEMBERS:** (Identify officers, contact persons and major venues and establishments that are key members, e.g. board members and major funding sources.)



**SAMPLE POSITION OR PUBLIC STATEMENT OF  
THE (TOURISM COUNCIL/RESORT) ON THE (NATURAL DISASTER)**

**Tourism Council or XYZ Resort**

**Address**

**Telephone Number**

**Fax Number**

Contact: Name

Telephone

The XYZ Resort (or Tourism Council) is deeply saddened by the loss of life, health and property resulting from the (DISASTER). We extend our condolences to the victims of the tragedy and stand ready to help our guests, employees, their families, the community and our business community in any and every way possible.

Each of the tourism industry members in the area was making efforts to prepare for this type of disaster long before it actually happened. (MAKE SURE THIS IS TRUE BEFORE YOU SAY IT.) Staff members took part in seminars and training on how to deal with emergencies in the event of a (TYPE OF DISASTER).

As we re-establish communications with resort managers and other tourism organizations in the area, we will share what we learn about the extent of damages and the availability of resources with the public as soon as possible. We know there are concerned citizens and relatives who are anxious about the extent of the damage and we are committed to doing everything we can to disseminate the information we receive.

We also recognize that relatives of our guests may be worried about the health and welfare of their family members in our area. We will take every step possible to assemble information on the status of guests at our resort and coordinate directly with local authorities to provide lists of the visitors we are now serving.

In addition, we are mobilising a relief effort to assist the local tourism industry. Those who wish to participate in that effort, or who want information on the status of the resort and other attractions in the area may contact us at a free call-in number (PROVIDE TELEPHONE AND FAX NUMBERS).

We have begun assessment of the damage and will provide information on facilities that are open and reopening as soon as it becomes available to us. We realize that we have a responsibility to the people of (NAME OF AREA) and the travelling public who vacation here. We have a special environment that we want to preserve for everyone, even when circumstances beyond our control make that responsibility difficult to fulfil. We are committed to having (NAME OF AREA) functioning and available to visitors again as soon as possible. We have every hope that we will be in your plans again very soon.

**CALL-IN HOTLINE QUESTIONNAIRE**  
(To be filled out by Hotline Operators)

Thank you for calling. We appreciate your interest. How can we help you?

1. Identify caller's concerns

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2. If they want general information, inform them.

The status of our situation is:

The (DISASTER) occurred at: \_\_\_\_\_

(Time, place, area affected) \_\_\_\_\_

Damage includes:

Injured \_\_\_\_\_

Dead \_\_\_\_\_

Cost of damages \_\_\_\_\_

Facilities that are open include: (Provide list of resorts and attractions that are open.)

Facilities that are not yet open, but expect to reopen within a week are:  
(Give list.)

Facilities that will be closed for an extended period are: (Give list.)

Would you mind if we ask you a few questions so that we may send you more information about our area upon further recovery? Thank you.

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone (if appropriate) \_\_\_\_\_

Where did you see or hear about our Call-in Hotline?

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Do you have a confirmed reservation in the area and will you still be coming?

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Thank you for your call.

## APPENDIX E

**SAMPLE DAMAGE ASSESSMENT REPORT**

*(To be filled out by resort managers and provided to the Call-in Hotline.)*

## GENERAL INFORMATION

1. Name of resort \_\_\_\_\_
2. Address of resort \_\_\_\_\_
3. Telephone and Fax of resort \_\_\_\_\_
4. Contact person and title at resort \_\_\_\_\_
5. Type of service provided by the resort \_\_\_\_\_  
\_\_\_\_\_

## DAMAGE INFORMATION

6. General description and extent of damage:  
\_\_\_\_\_
7. Resort is: \_\_\_\_\_ damaged but still operable \_\_\_\_\_ damaged, requires minor repairs \_\_\_\_\_ inoperable but could reopen with major repairs \_\_\_\_\_ destroyed.
8. Resort is accessible by \_\_\_\_\_
9. Resort is dependent on (gas) (water) (sewerage) (electric) (telephone) utilities and can not reopen until (utility repairs) (emergency utilities) (alternative services) are provided (delete as appropriate).
10. Estimated number of days resort may be out of operation  
\_\_\_\_\_
11. Estimate of uninsured loss to the facility (damage and lost revenues)  
\_\_\_\_\_

## EMPLOYMENT INFORMATION

12. Total employment provided by the resort \_\_\_\_\_
13. Estimate of number of days employees may be out of work \_\_\_\_\_
14. Number of employees who will be entitled to receive unemployment insurance \_\_\_\_\_

## VISITOR PERCEPTIONS/RUMOURS/MEDIA COVERAGE

15. What feelings about the crisis situation and recovery efforts have visitors expressed?

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16. What damaging rumours have you or your staff heard? From what source?

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17. What negative media coverage have you seen or heard? From what source?

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## ADDITIONAL COMMENTS

Return this form to:

(Tourism Council Contact Address and Fax)

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