



Expert Tips to grow your group sales

By Group Tour Media, publisher of *Group Tour* and *Student Group Tour* magazines

Hurricanes. Floods. Blizzards. Wildfires.

Natural disasters cannot be predicted but you can be prepared.

Take this EMERGENCY-PLANNING QUIZ.

Give yourself one point for every box checked.



PROTECT STAFF & GUESTS

Your staffers are prepared to:

- Provide first aid
- Summon medical care
- Point out the location of exits
- Direct guest to shelters
- Explain the evacuation procedure
- Assist guests in contacting their families

Your facility has:

- Emergency lighting in case of power failure
- Conducted a fire drill this year

Management has a disaster plan that includes input/advice from:

- The local government
- The local tourism entity
- Law enforcement
- Fire/emergency protection

COVER YOUR ASSETS

Management has:

- Considered places to temporarily relocate operations
- Compiled an up-to-date inventory of business equipment
- Photographed or videotaped the above business assets
- A system to regularly back up critical software and data
- Stored the above inventories in a safe, off-site location

SPEED THE RECOVERY

Management has:

- A list of trusted contractors/repair firms
- A financial plan to cover continuing payroll expenses and debt obligations
- Business insurance

CRISIS COMMUNICATION

Management has:

- Designated a press liaison
- A plan for communicating information about an emergency
- A list of contact information for key suppliers, creditors, customers and staff
- Guidelines for releasing private information, like guest names or guest medical information
- A direct way for clients to get information, reschedule or cancel bookings

BONUS POINTS!

Can your staff handle these small-scale disasters?

- Advise guest on where to replace lost medications or glasses
- Assist recovery of lost children, elders, pets, etc.

SCORING

Less than 10 boxes checked: Yikes! It's time to protect your future. The Insurance Institute for Business and Home Safety reports that 25 percent of businesses do not reopen following a major disaster.

More than 10 boxes checked: You've made a good start but there is room for improvement. Build on the good foundation you have in place.

All 27 boxes checked: A perfect score! Your preparations are impressive!

For more emergency preparedness resources for businesses visit the Federal Emergency Management Agency (FEMA) website:
www.fema.gov/media-library/collections/357