

## Time to Move Forward!

Our Destination Recovery Plan for \_\_\_\_\_  
(community name)

*Interim: Next 2 Months*

*Recovery: 6 – 7 Months*

### I Focusing on Our Tourism Opportunities

#### Why We Need this Plan?

**1** Emergency Background

**2** Goals & Outcomes

**3** Available Funds

#### What's Critical to Do Given Agreed-to Timed Phases?

Interim Activities



Recovery Priorities



Emergency Learnings

### II Knowing Our Priority Tourism Strategies and Activities

#### What's the Core Programs and How We Implement Them?

Destination Marketing and Sales

- Promotion Goal & Objectives
- Selected Target Markets
- Core Strategies & Priority Activities



Destination Development

- Visitor Experience Goal & Objectives
- Selected Target Projects
- Core Strategies & Priority Activities



Destination/DO Industry and Community Relations

- Stakeholder Relations and Advocacy Goal & Objectives
- Selected Target Audiences
- Core Strategies & Priority Activities



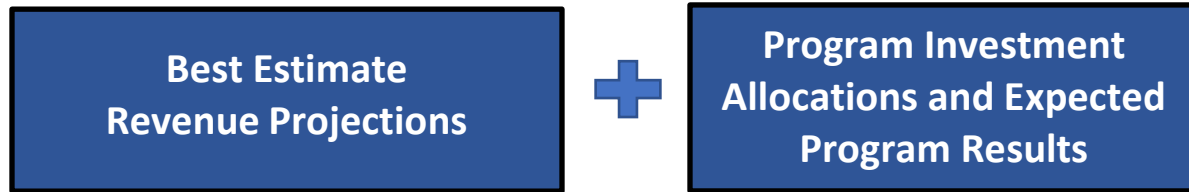
Destination/DO Resources

- Financial and Administrative Goal & Objectives
- Selected Target Resources
- Core Strategies & Priority Activities

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### III Investing Our Tourism Resources Wisely

#### What Monies We Have and Anticipated Returns?



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