

SURVIVAL CAPSULE

Get your house
in order while
you have the
time and
attention to do it



Collaboration
between public
and private sectors
to support each
other

Diversify your
markets

Cross-sell
with each
other



Fix things - redo
website, renovate,
retrain, reskill

Figure out how
to run your
business with
50pc less
revenue

Move to variable
costs if possible

Build up your own
confidence first,
then staff, then
customers

Develop care
packs for
customers now

Instil confidence by
building trust with
your customers

Advertise to
local
markets

Brush up on
your digital
marketing

Be nimble
- test and
learn

Move on
domestic
tourism, don't
just rely on
foreign
travellers

Focus on
cash flow

Do all the things
you haven't had
time to focus on in
your business

Focus on
digital
strategies

Instill
positive
energy

Start
collecting
first party
data



RECOVERY CAPSULE

Collaborate
with different
partners -
people not like
you



Engage with
partners and have
open
conversations to
brainstorm new
ideas

Work with
OTAs to drive
new,
incremental
revenues

Prepare for the
rebound, because
people will want to
travel

Talk to customers
who are here now,
- influence word of
mouth



Reset - rethink
what you are and
build up according
to those principles

Make sure you
own your brand
in Google

Anybody can win in good times,
not everybody can navigate bad
times. Use the opportunity to try
new things, make your team more
resilient, and create new
advantages for yourself to fly
when the time is right... even the
cockroach has wings!

Be prepared for
rebound - it will
come



Create unique
experiences that
differentiate you
when demand
returns

Build confidence
in customers with
right information
at right time

Spark our
own recovery
- think of
ideas of how
travel
companies
can
collaborate to
get our own
staff
travelling
again

