

How Will Your Destination Weather the Storm?

As the COVID-19 pandemic has grown, it has become evident that there won't likely be a single recovery for any destination—instead, destinations will probably see rolling waves of shutdowns alternating with periods that allow more activity for tourism-related businesses. For a destination to emerge on the other side with brand equity, highly-targeted markets, and the assets to engage those visitors, recovery planning is necessary.



Customized Solutions:

For larger destinations, we will work with you to develop a custom approach to develop a recovery strategy that's the right fit. For smaller destinations, such an effort may seem out of reach due to time and budget restrictions, but our recovery planning series (below) is designed for destinations with five or fewer full-time employees and a budget of \$2M or less.

Cohort-Based Recovery Planning for Small Destinations:

Participating destinations will work together with a cohort of other destinations to foster collaborative learning via a series of five online workshops, facilitated via video and interactive online tools by Coraggio consultants, over the course of two weeks. Each destination will also be assigned a consultant coach who will work with them between workshops to ensure they stay on track through the planning process. Participating destinations will be given the tools and guided decision-making necessary to align on a smart, flexible strategy to carry them through to the other side.

■ Orientation Meeting (1 hour)

- Cohort Introductions
- Planning Overview and Process Orientation

■ Workshop 1: Evaluate (2 hours)

- Organizational Capacity
- Scenarios & Windssocks
- Decision Criteria

■ Workshop 2: Prioritize (3 hours)

- Scenario Strategies
- Strategy Alignment and Phasing

■ Workshop 3: Activate (3 hours)

- Draft Recovery Roadmap
- Response Teams

■ Workshop 4: Lead (3 hours)

- Organizational Needs
- Monitor & Adjust
- Continuous Communications

■ 60-day Check-In (2 hours)

Cohort-Based Recovery Planning Investment:

Coraggio's consulting fee will be \$4,980 per participating destination (up to three attendees included per destination). For more information or if you would like to enroll your organization, please contact travel@coraggiogroup.com.