

PATA[®]

Pacific Asia Travel Association

RECOVERY ADVISORY GROUP





INTRODUCTION

The PATA Recovery Advisory Group assists member destinations in identifying key challenges facing the sector and providing turnaround strategies during periods of sudden decline in tourism arrivals and earnings as a result of natural or man-made disasters.

The members of the PATA Recovery Advisory Group are formed on a skill-based volunteering basis, leveraging the specialized experience and expertise of individual PATA members to spearhead recovery efforts in the fields of marketing, branding and media, budgeting and financing, and safety & security.



ACTIVATING

the PATA Recovery Advisory Group

1. Member in need of assistance contacts PATA HQ
2. PATA HQ approves activation
3. PATA HQ contacts Team Leader(s)
4. Team Leader(s) identify needs, either on location or by electronic face to face communication
5. Team Leader(s) identifies and recruits appropriate Volunteers based on circumstantial needs
6. Team Leader(s) confirms Volunteers with PATA HQ
7. PATA HQ gets agreement from member in need
8. Team Leader(s) connect Volunteers with member in need

REPORTING

by the PATA Recovery Advisory Group

PHASE 1: Individual reports completed

PHASE 2: Team leader(s) consolidates and writes executive overview and concluding recommendation

PHASE 3: Draft goes to PATA HQ for comments ▼

PHASE 4: Team leader(s) considers comments together with Volunteers and adapts draft into final report

PHASE 5: Final report is discussed/approved by PATA CEO ▼

PHASE 6: Report is forwarded to member in need and explained either on location or by electronic face to face communication

BECOMING A VOLUNTEER

Becoming a Volunteer of the PATA Recovery Advisory Group is by invitation of the CEO, upon suggestions by other team members.



Conditions of the assignment include:

Duration: Depends on the circumstances, but not longer than a week.

Remuneration: No remuneration, unless otherwise agreed. Any travel expenses required are to be covered by member in need.

Counseling: It is understood that the volunteer's advice is no guarantee towards the results of the recommendations.

Liability: It is understood that implementation of the volunteer's advice will never result in legal liability for the volunteer(s).

Data protection: Any data provided by the volunteer shall be used exclusively for the purposes arising from this situation.

Confidentiality: All parties agree that they will not disclose trade secrets, programs, names of customers, financial information or any other confidential information secured in connection with the parties' involvement with each other.

ADDITIONAL POTENTIAL BENEFITS FOR PATA MEMBERS

Once the PATA Recovery Advisory Group is in effect, additional activities focused on advocacy, human capital development and sustainability will also be considered as supplemental benefits for PATA members.

PRO-ACTIVE EFFORTS

- Webinars on being prepared, highlighting the Bounce Back contents
- PR efforts in the form of speaking assignments
- Update of previous PATA Training Modules for resource and capacity management
- Delivery of PATA Training Modules
- Guest-lectures for university members
- "Back-door" Travel Advisory strategy

PRO-ACTIVE EFFORTS

- Enhance crisis communication skills
- Update activation systems and family assistance guidelines

PATA
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Bounce Back



**TOURISM RISK, CRISIS
AND
RECOVERY MANAGEMENT GUIDE**

Order online at PATA.org/store

For further details, please email communications@PATA.org

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PRINCIPAL RISK & CRISIS MANAGEMENT PARTNERS



PATA.HQ



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