

# Preparing for Recovery

Operating a small business during uncertain times is challenging. Tourism Saskatchewan is committed to working with industry and helping tourism operators and businesses manage the disruptions caused by COVID-19.

Tourism is an industry that can help drive economic recovery post pandemic. Once travel can safely resume, Saskatchewan operators will play a key role in helping people rediscover the province's tourism offerings and experiences. Governments will look to tourism for leadership in encouraging people to travel and spend money. Rebuilding the visitor economy will require vision, collaboration and thoughtful planning.

Tourism Saskatchewan has adapted the following list of tips\* for operators to consider while tourism activities are "on hold."

## 1. STAY INFORMED

Connect with Tourism Saskatchewan. Read our *Industry Updates* when they arrive in your inbox. If you are not receiving them, subscribe by emailing: [information.updates@tourismsask.com](mailto:information.updates@tourismsask.com). Talk to us regularly by phone or through email. Access our staff directory [here](#) to determine the appropriate contacts.

A new section on [Industry.TourismSaskatchewan.com](http://Industry.TourismSaskatchewan.com) has been created to share relevant links, details and resources to assist industry. The page features a comprehensive list of official sources and responses relating to COVID-19. A Q&A section addresses a number of inquiries from industry. Tourism Saskatchewan welcomes your questions and input. Email us at [questions@tourismsask.com](mailto:questions@tourismsask.com).

## 2. RECONNECT

Check in with your customers. Send out an e-blast and post regularly on social media channels to stay engaged with your followers. Let them know how you and your business are doing and encourage feedback. Consider other ways to engage, such as virtual tours, interesting facts and trivia, etc. Show your human side.

## 3. BE FLEXIBLE

Cancellations and rescheduling are inevitable. Patience and understanding will pay dividends when things recover.

## 4. REVIEW

Take this time to make updates and do some digital housekeeping:

- Rebuild or refine your website; add an e-commerce option, if appropriate
- Develop a social media content plan and calendar schedule
- Refine your email subscriber lists
- Prepare new content for your blogs and social media posts

## 5. GET CREATIVE

Consider value-added opportunities for your products and experiences. Virtually communicate with other tourism operators to socialize and brainstorm about opportunities for collaboration, now and in the future.

## 6. BE READY

- Update both your business and marketing plans.
- Develop a flexible digital-first campaign for when things return to normal. Think about what customers might be looking for and be ready when the time comes. Consider your unique selling position – develop travel offers and messaging to align with what travellers are seeking.
- Create or update a risk management plan for your business. The current environment proves that this is a valuable resource to have available.

## 7. TAKE ONLINE COURSES

Update your education – take customer service training, learn bookkeeping or accounting software, or participate in webinars. Tourism Saskatchewan's education division, the Saskatchewan Tourism Education Council (STEC) offers a variety of online courses. [Click here](#) for information about the training offered.

## 8. MAKE ENHANCEMENTS

Think about upgrades or enhancements to your operation. Use this time to refresh your property affordably.

## 9. PRACTICE SELF-CARE AND MINDFULNESS

This is a stressful time and your well-being is most important. Here are a few ways way to help your mind and body relax and take a break from the rest of the world:

- limit your exposure to news broadcasts and social media
- go for a walk outside and reconnect with nature
- listen to music you enjoy or to meditation recordings
- exercise or practice yoga in your home

\*Source: BC Hughes, *Ten things your tourism business can do during a global crisis*.