

Navigate through the COVID-19 storm...

The essential 10 P's!



Zooming in on Tourism

Sharing Client Success Stories – thinking "outside" of the "tourism box"



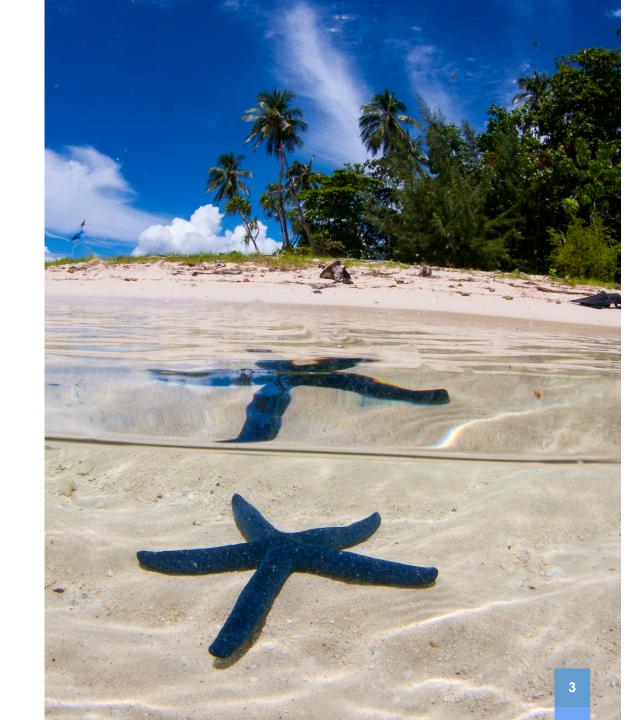
Intro

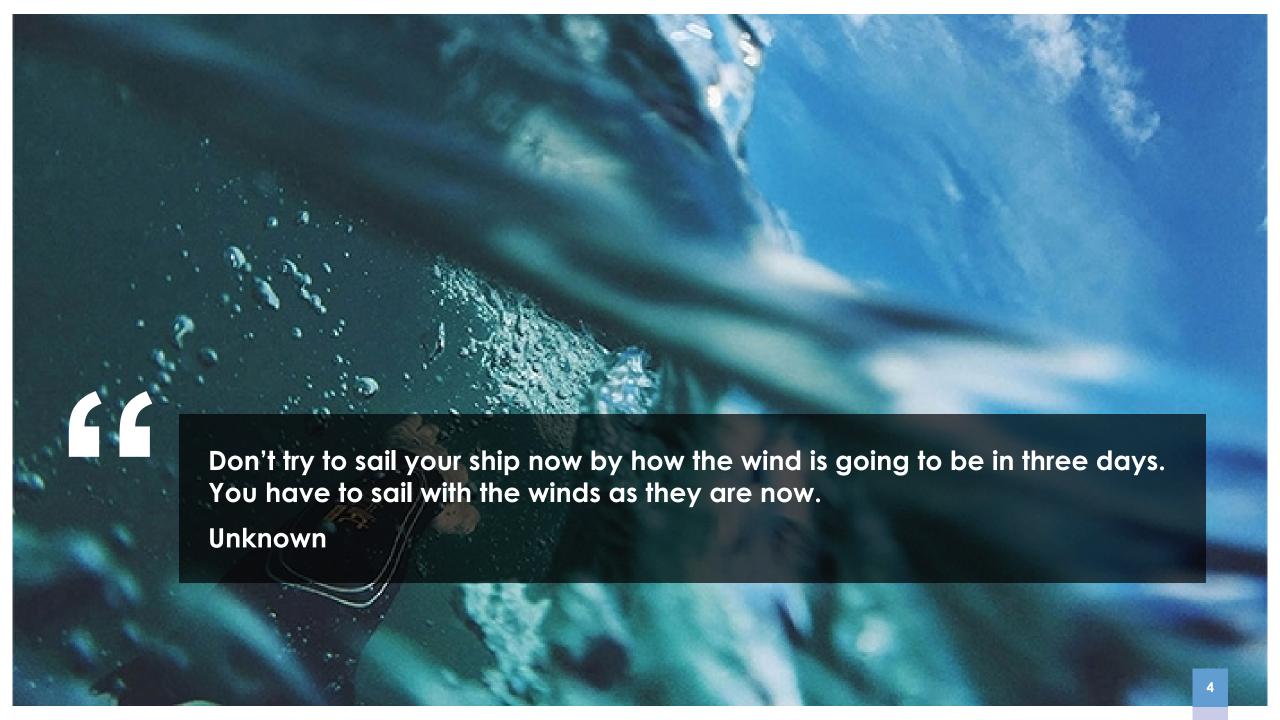
My story – see my bio link in resource slide

OUTLINE

- > The Outlook
- > The Numbers
- ➤ Check in Welcome Poll Results
- > What we need to remember
- > The essential 10 P's
 - 1. Positivity
 - 2. Perspective
 - 3. Plan
 - 4. Pragmatic Client success story
 - 5. Pro-active Client success story
 - 1. Check in SME ideas in ChatBox survey
 - 6. Prioritize
 - 7. People
 - 8. Persistence
 - 9. Possibility Client success story
 - 10. Partnerships
- ➤ Check in SME ideas Results
- ➤ Q&A & Thank you
- > Summary
- > Helpful links , additional resources & tips







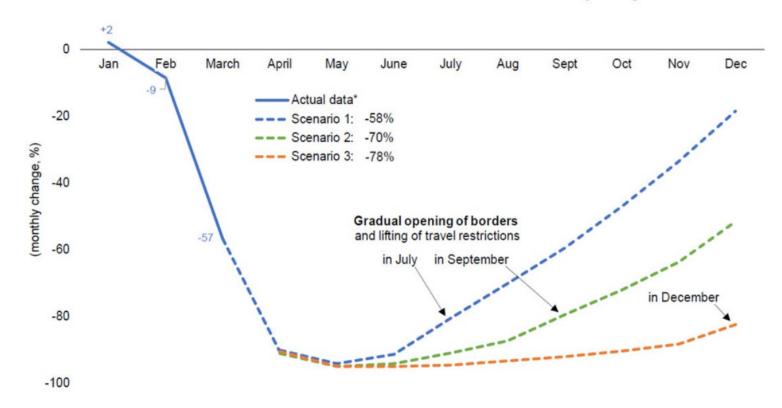
The Outlook

- COVID-19 IS HERE TO STAY! it is the way we live now and it is fluid much remains unknown!
- Balancing it all COVID-19 is a **Health** Crisis. It is an **Economic** Crisis. It is a **Social** (wellbeing) Crisis. It is a **Human** (Rights?!) Crisis.
- Doing business, strategizing, planning and operating in the old way, using only traditional methodologies and models (although proven successful in the PRE-COVID world) may now become obsolete in the POST-COVID world. We have to adapt and think outside of the "tourism box" as to reframe the future of travel now.
- Tourism is a guaranteed safe harbor no more We will have to change in order to cope!
- Travel will return when the time is right, but it will look very different...
- Tourists will however continue to buy an "experience".
- This is a "new normal, black swan event, this is unprecedented times" #weareallinthistogether #savetravels
- What does this mean for us as SME's in the Pacific? Where do we find hope and inspiration?



The Numbers

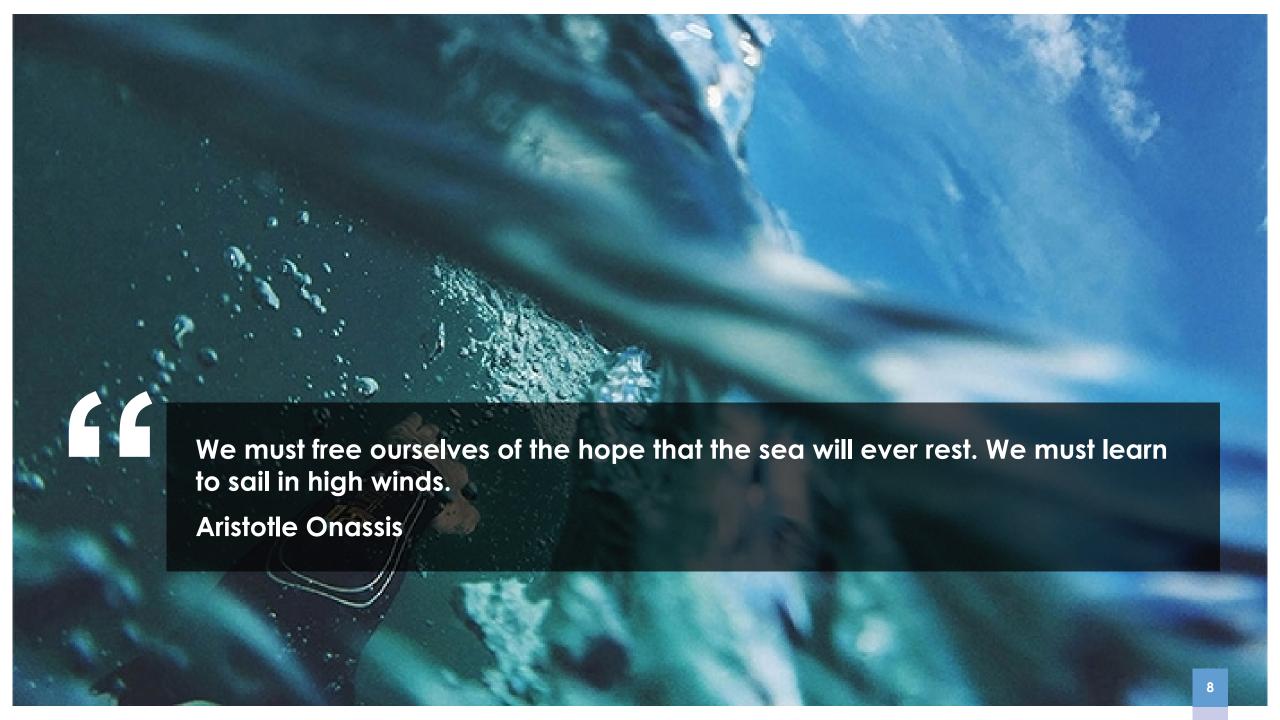
International tourist arrivals in 2020: three scenarios (YoY monthly change, %)



The timeline for lifting restrictions will make a big difference. What these figures make clear is that whenever restrictions are eased, large impacts are already now unavoidable.

Image: UNWTO





What we need to remember – global observations

• Economy:

1. The risk of the False Economy – shadow or "Zombie Jobs". What happens after Sept?

- 2. Aviation & Hospitality recovery timelines differ across countries.
- Travel Bubbles (a new world of "air bridges", "free travel zones" & "corona corridors")
 - 1. Reality Unprecedented global travel collapse.
 - 2. Trans Tasman or Pacific Bubble Not immediately likely most of us rely heavily on the Australian and NZ markets.
 - 3. BUT, you cannot not sail!

South Pacific Picture

- 1. We are different! (no/little domestic market, little government assistance) see BLP <u>'Coming out the other side' as a better Tourism</u>
 SME
- 2. The Pacific is resilient and blessed with an abundance of natural resources, traditional and custom culture that keeps our people together and motivated during crisis's.



Global observations (continued)



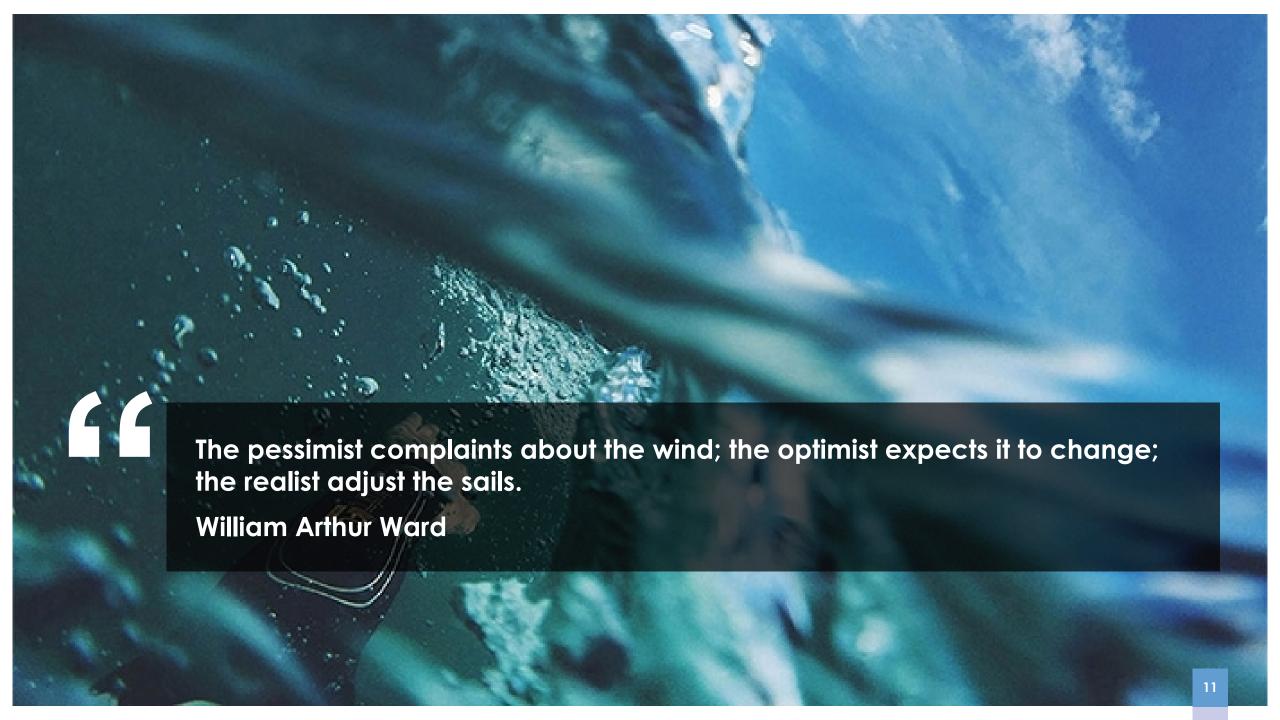
Global Traveller Trends

- Safety, health & hygiene first become a COVID-19 Responsible Operator work with me or another approved BLP advisor to help guide you through what can be done for your SME!
- 2. Flexibility (booking terms & conditions as well as cancellation policies) essential!
- 3. Value for money (travel will become more expensive, luxury options more affordable...).
- 4. Green transition. A clear traveler preference post COVID-19 will be sustainability!
- 5. Digital transformation adapt or die! See BLP <u>Tech Advice for remote working and business development in the Pacific Islands</u> & <u>Digital Transformation in the Pacific</u>
- 6. State (government regulatory responses), cultural & behavioural changes.
- 7. We may (at least initially!) lose the mature traveler, the business and group traveler, school trips, cruises, religious and wedding travel.

Barriers

- 1. Quarantine requirement & insurance protocol's Politics?!
- 2. 2nd & 3rd waves.... confidence in destinations to keep travelers safe. Are we really ready?





The essential 10 P's



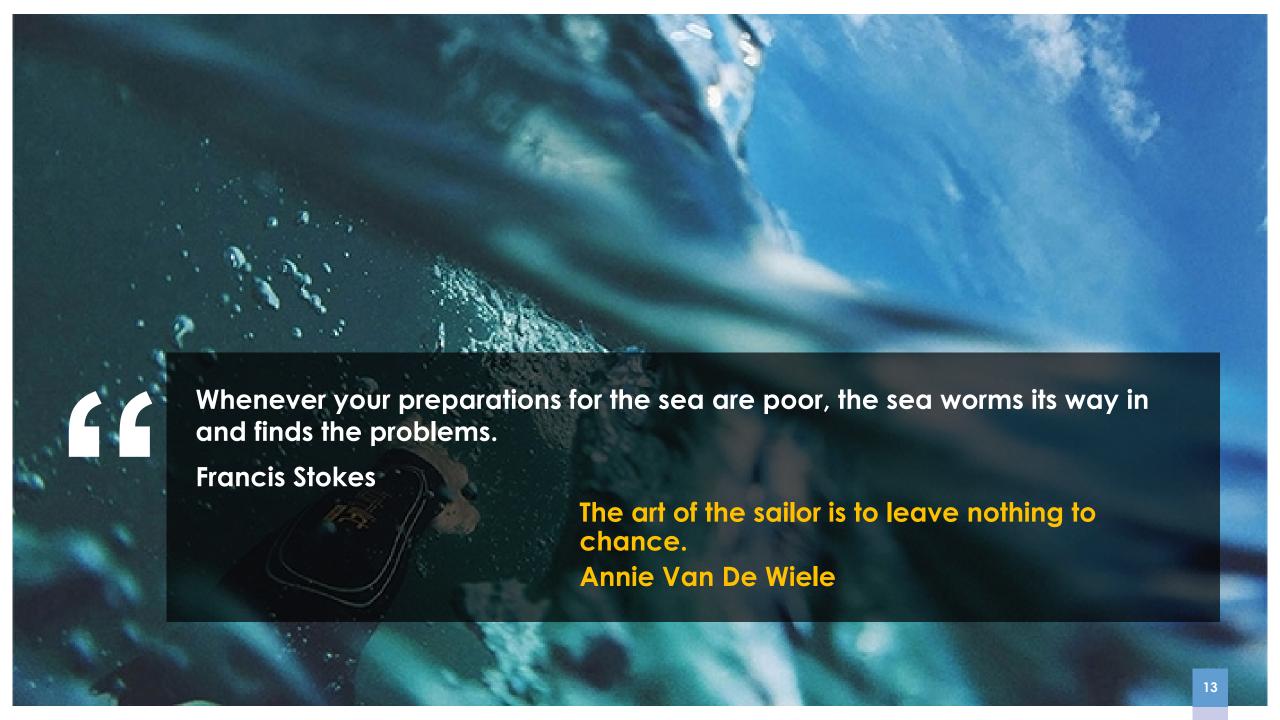
1 POSITIVITY

- 1. Realistic Knowledge is power....
- 2. What personal routines keep you going?
- 3. There is always hope & inspiration!
- 4. Your personal wellbeing and positive psychological responses to COVID-19 is critical!

2 PERSPECTIVE

- 1. Seeing the bigger picture, bird's eye view...
- 2. Intelligence staying informed and doing research!
- 3. Knowing your trends, global responses and recommendations gives your SME a competitive advantage make this your business even if it never was before! Share this with your customers!
- 4. Constantly consider what happens not just today, but tomorrow and beyond!

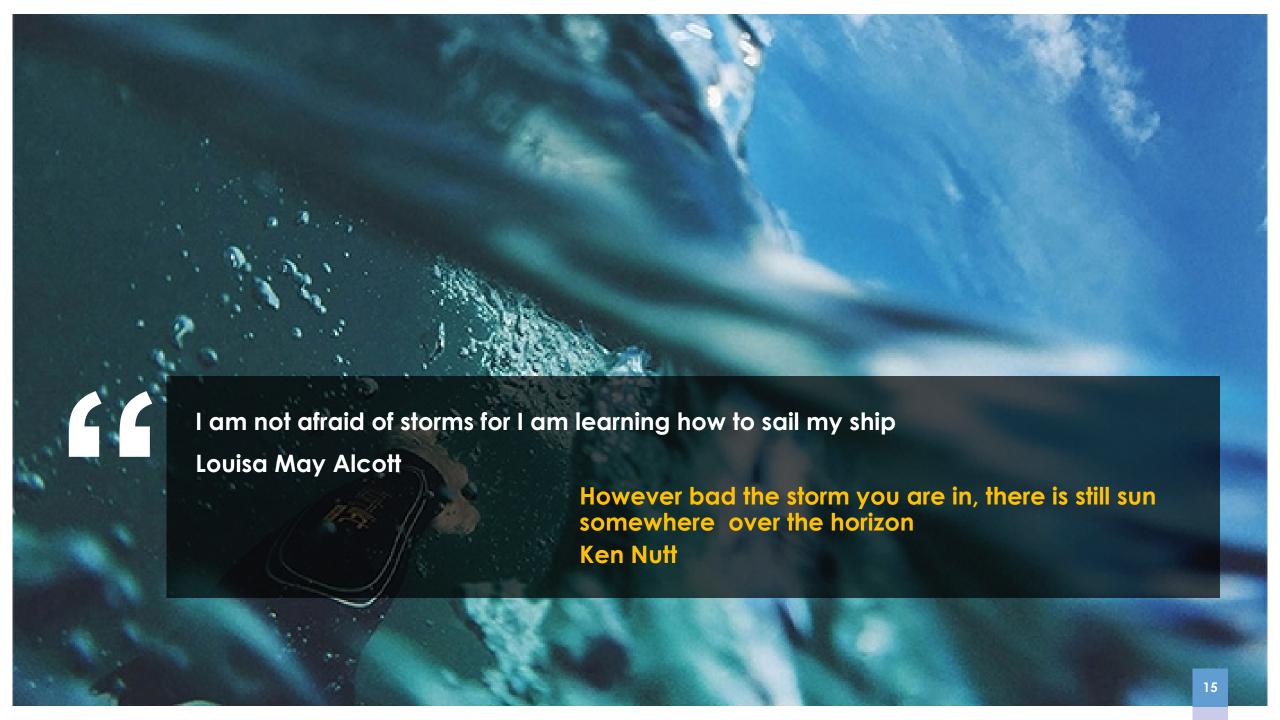




3. PLAN

There is nothing like a pandemic to bring the importance of adaptive and innovative business continuity planning into stark focus!

- 1. Rethink Strategic Planning: COVID-19 focus see BLP Essential strategic planning tools for your business
- 2. Rethink your Business Plan: COVID-19 focus see BLP https://about.businesslinkpacific.com/wp-content/uploads/2020/05/BLP-Business-Plan-Checklist-1.pdf
- 3. Formulate a COVID-19 Recovery Plan We are still in "response phase" but we must start recovery planning now! Join me for a future Webinar on this or let me help you formulate your plan
- 4. Focus on Finance Planning see BLP Managing cash-flow in a crisis
 - Cash-flow management CASH IS KING
 - ➤ Bare Bones Expenses see BLP <u>SME Finance in times of crisis</u>
 - > Short term survival is now turning to medium term survival as borders remain closed
- 5. Compile a Mental Health Strategy both a major challenge and opportunity Join me for a future Webinar on this or let me help you formulate your strategy
- 6. Emergency Communications Plan Do you have one?
- 7. Re-negotiate EVERYTHING especially now that the virus is evolving and staying longer....
- 8. Creative COVID-19 Business Continuity Planning RESPOND, RECOVER, THRIVE see <u>BLP's new</u> Essential Business Tool



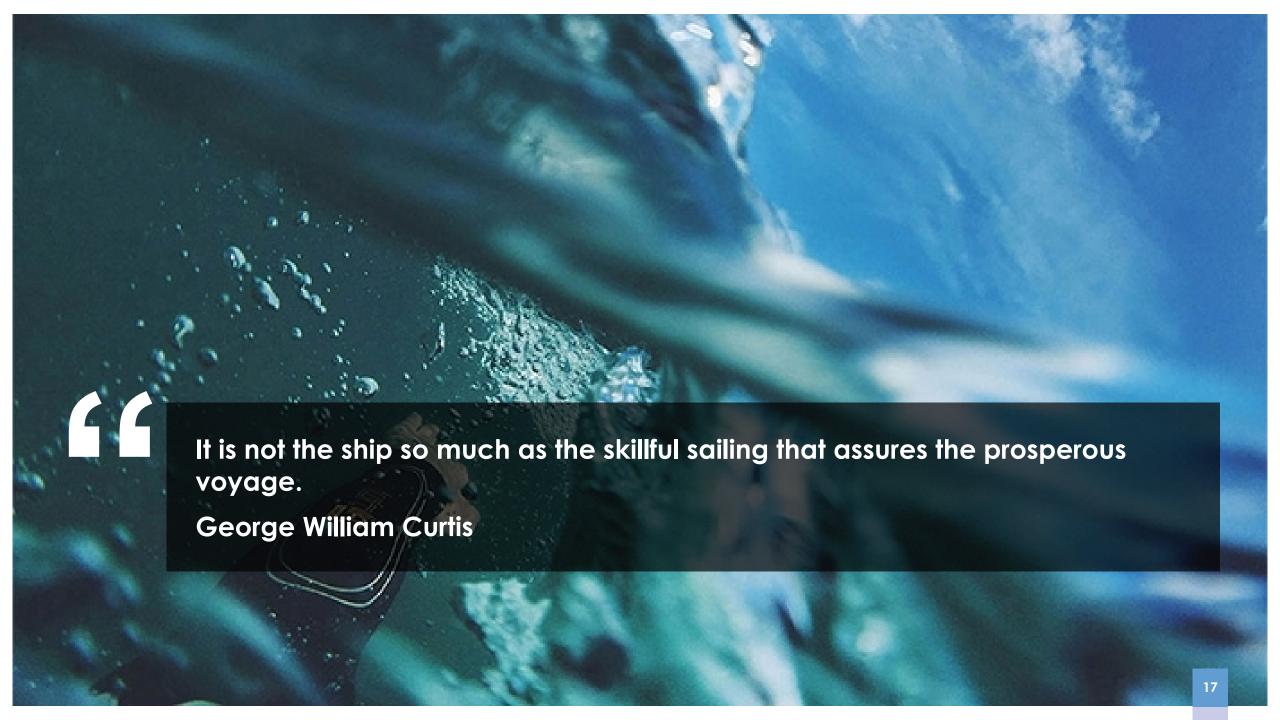
4. PRAGMATIC



We hear about a client success story – Sharon joins us from Friendly Islands Kayak Company

- 1. Problem solving essential to successfully weather the COVID-19 storm.
- 2. You have no choice but to think outside of the COVID-19 box!
- 3. Be creative and challenge everything!





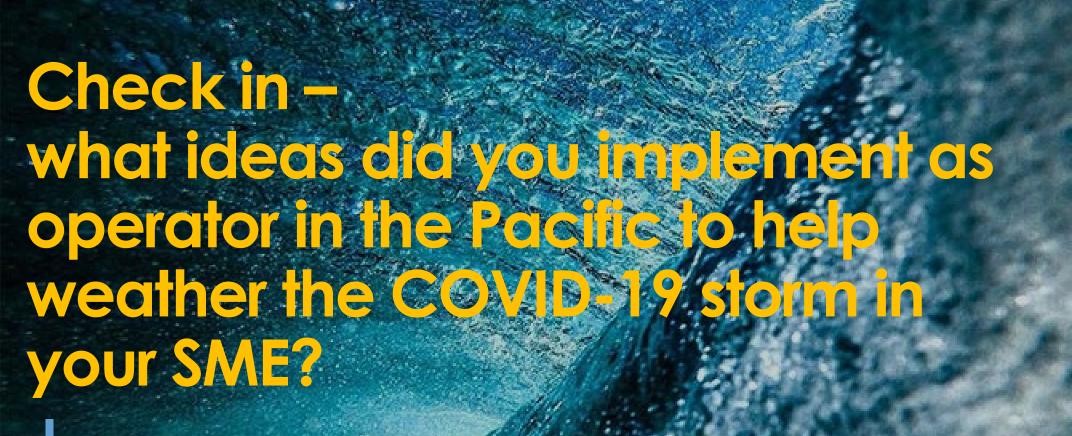
5. PRO-ACTIVE



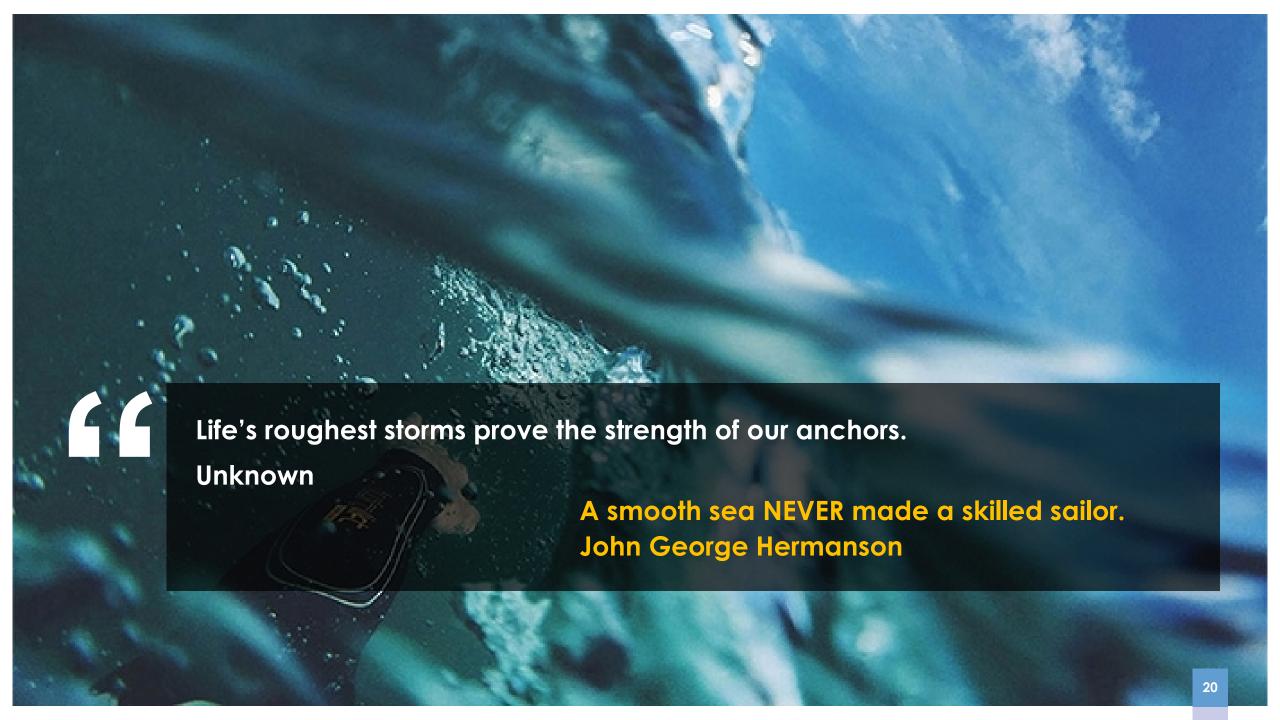
We hear about a client success story – Axel joins us from Whale Waters Tonga

- 1. Flexibility and adaptability crucial! Be pro-active in finding creative solutions 1
- 2. A "can-do" attitude coupled with being a driver of change is needed.
- 3. Recognize the "Circle of No Control" acknowledging that you cannot control everything (for sure not this pandemic!) we can only control how we respond...





Pop your answer in ChatBox for us to review



The essential 10 P's (continued)



6. PRIORITIZE

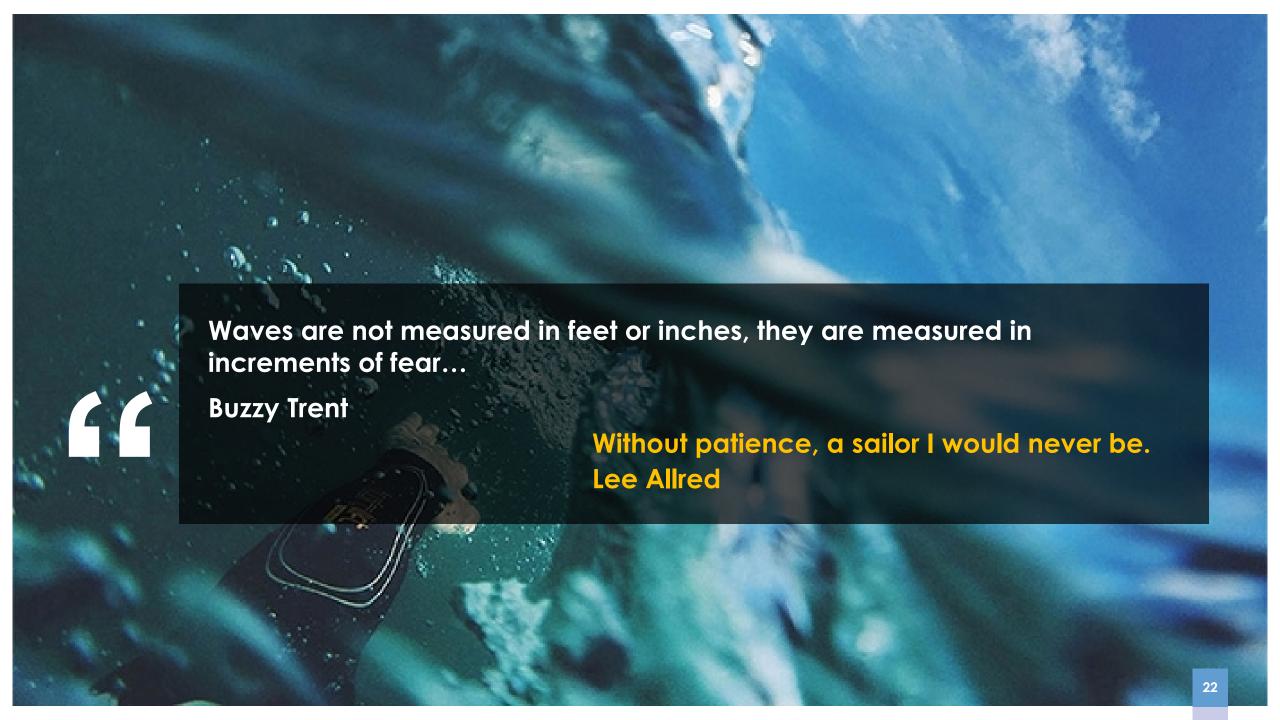
- 1. First things first Be brutal in priorities!
- 2. Month to month marketing plan see BLPhttps://about.businesslinkpacific.com/wp-content/uploads/2020/05/BLP-Marketing-Plan-Checklist-1.pdf
- 3. Product (11th "P"?) review & development
- Critical question tips STOP, START, CONTINUE see resources slide at end of presentation

7. PEOPLE

- People first! Most important asset and resource.
- Constantly communicate & engage.
- Crisis leadership tips see resources slide at end of presentation

8. PERSISTANCE

- Resilience survival of the fittest! Work towards a new equilibrium!
- RE-ASSESS, RE-IMAGINE & RE-INVENT
- Change & transformational management
- Inspiring continuous communications plan – adapted as COVID-19 changes!
- Patience (12th "P"?) Two steps forward, one step back!



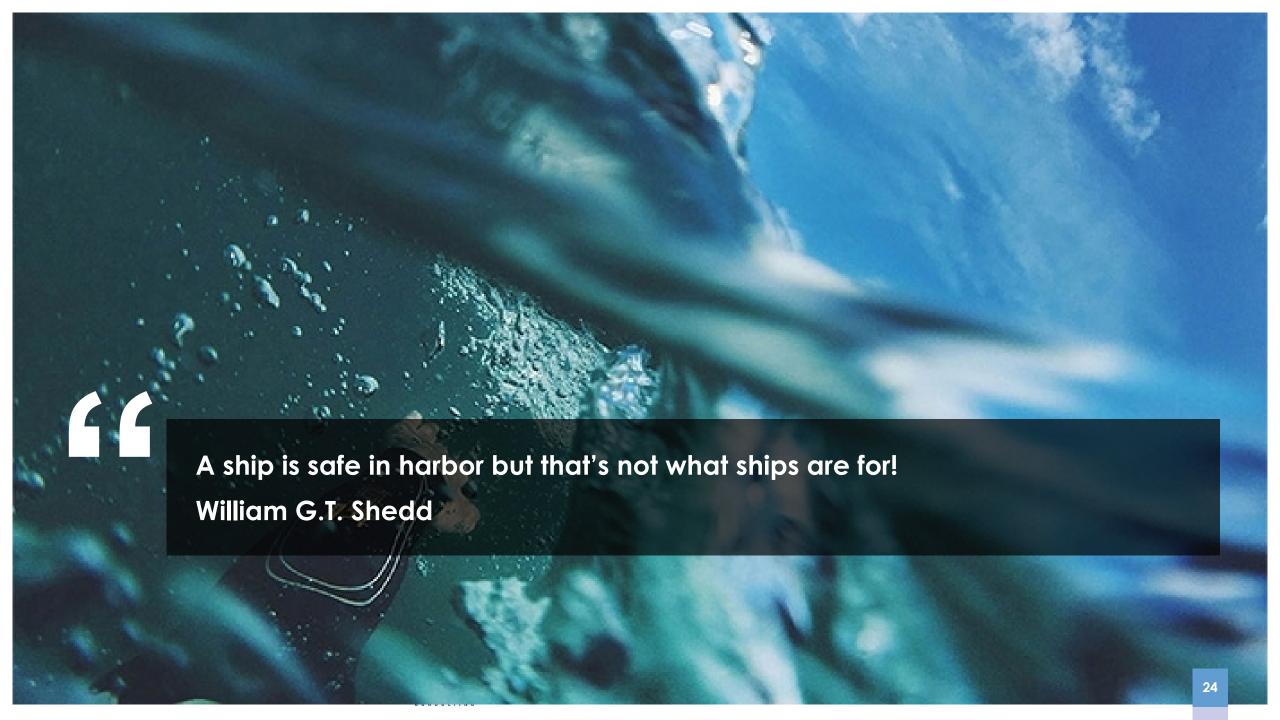
9. POSSIBILITY



We hear about a client success story – Jenny joins us from PNG Highlands Adventures

- 1. Ferociously face your fears! Be a trooper, be a warrior, be a sailor!
- 2. Innovate & create this is a new world, teeming with possibilities and opportunities. Go find it!
- 3. Be inspired and take chances! If not now, then when?





10. PARTNERSHIPS



COLLABORATION

- "Globalism" "all together now" #weareallinthistogether
- Example incredible global collaboration to find a COVID-19 vaccine.

CONNECTION

- Coordinate connections within region, country & South Pacific.
- Unconditionally support destination recovery, if the destination succeeds, you succeed. (Global!)
 Competition will be fierce on the other side!

COMMUNICATION

- Share regional and local stories via all communication channels. Your actions now will have a strong impact later.
- A word of caution... be careful to not promote/sell too heavily now, it may be misunderstood and seen as insensitive.







Summary

There is a new normal out there!

- Yes it is challenging, and yes we do not know how it will look on the other side, but we know if will be different
- We have to adapt, be creative and think outside of the tourism box!
- We know once this is under control, people will travel again.
- We know there is always hope and opportunity!
- By focusing on the **essential 10 P's right now**, it will help us as SME's in the Pacific to align, cooperate and focus to reframe the future of travel.

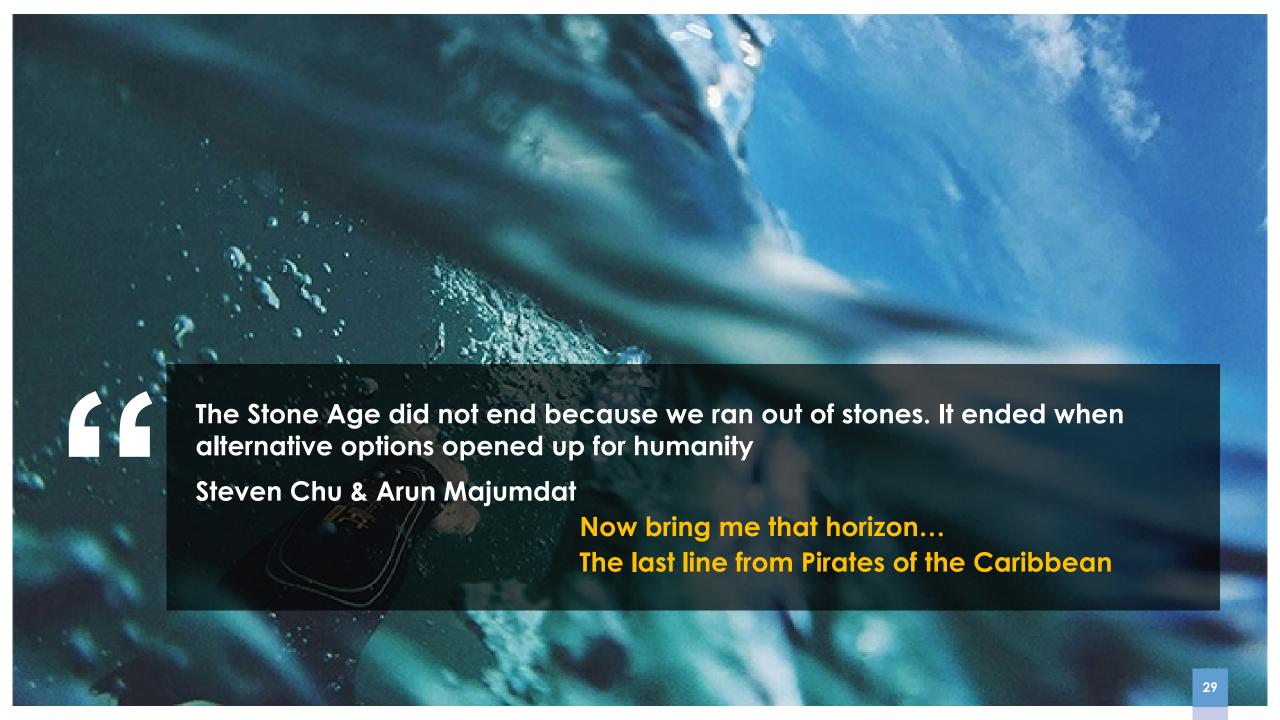
This is the time for the human race to step up and be better.

#weareallinthistogether #savetravels #buildingbackbetter

Still need help? Contact an approved BLP Business Advisor in your area to help you navigate through the COVID-19 storm







Helpful Links

- Dive Munda Consulting
 - http://www.divemunda.com/divemundaconsulting https://businesslinkpacific.com/organizations/345-dive-munda-covid-19-human-capitalconsulting-services-solomon-islands
- BLP Webinars https://about.businesslinkpacific.com/news_and_updates/webinars/
- Client stories
 - 1. Friendly Island Kayak Company https://www.fikco.com/
 - 2. Whale Waters Tonga https://axfactordive.com/dive-courses/
 - 3. PNG Highlands Adventures https://www.pnghighlandsadventuretours.com/



Additional resources & tips

Critical Questions

STOP

What do I need to stop with immediately? What no longer makes sense in the Coronavirus world?

START

What do I need to start? What opportunities can I capitalize on now for my SME that is created by the COVID-19 crisis?

CONTINUE

What do I continue with? What can still work well during these pandemic times?

McKinsey & Company (<u>www.mckinsey.com</u>) did some groundbreaking work on how to get ahead of the next stage of the Coronavirus crisis with a planahead team, using the 5 frames below:

- Get a realistic view of your starting point;
- Develop scenario's for multiple versions of your future;
- Establish your position and broad direction of travel;
- Determine actions & strategic moves that are robust across all scenarios;
- Set trigger points that will drive your SME to act at the right time.



Crisis Leadership Tips

- Re-affirm your SME's TRUE NORTH What is most important and why is that valuable to protect now?
- Be true to your value proposition Stand by your SME's core values, culture and strategy. Know your worth and lead (communicate!) by example.
- Your leadership style is your superpower! **Think:** Resolve, Resilience, Return, Re-imagine and Reform!
- Communicate, Communicate, Communicate! this builds trust trough the transformation process.
- Motivate staff to continue to just "rock-up" fully the show must go on, even if it looks completely different. A leader needs to be transparent and build momentum, not fear.
- Strive to stay as close to the (new?!) "normal" as possible – Balance Panic and Paralysis – keep your workplace mental health strategy close by!
- Be bold and embrace risks playing it safe does not always work in a crisis – leadership here requires innovation, "thinking outside of the historic tourism box" make quick and efficient decisions and take calculated risks.