Are there Opportunities to be **grabbed** in a crisis or disaster ??
Is this the Haiti the media have shown you ?

“Recovering from Crisis – from adversity to sustainability – the tsunami experience”
11th Annual Conference on Sustainable Tourism Development – Caribbean Tourism Organisation
A can do attitude is important!

Do you think a disaster be a good thing for tourism?

Do you think that a train can pick up passengers without stopping – saving fuel and time?
SRILANKA
Key Facts
65,000 sq. Kms,
4 religions,
19m population

4th largest For.Exch earner 6%GDP)
3rd = Tea
2nd = Garments
1st = Inward Remittances

HAITI
Key Facts
27,750 sq. Kms,
96% Christian/ 50% practice voodoo
9m population

Potential
Inward Remittances from Disapora
Tourism
Garments & Technology Assembly
Minerals
In 247 BC Sri Lanka may have had the world's first wildlife haven, and the then King decreed:

“all human beings should follow the hallowed Buddhist teaching of not harming any form of life”.

Thanks to this philosophy, Sri Lanka has one of the world's richest bio-diversity.
Sri Lanka Tourist Arrivals

2004 best ever year

Tsunami

Sri Lanka Tourist Arrivals

Total
UK
India
Hotels are 20-50 metres from the beach which is illegal
Quiet before the storm
Beruwela harbour
Scale:
3 - 4 lane road
Initial Response – day 1

1000 Emergency meeting – uncalled
- immediate closure for arrivals
- set up command centre
- sent buses
- created emergency shelters

1600 Second meeting
- call for charters
- launched website, call centre
- empty buses returned
- 1 week window to get tourists home safely
Temporary Shelters

- Colombo hotels full,
- Convention Centre,
- Mattresses,
- Passports - Embassies
- Clothes,
- Counselling / Priests,
- Toys,

We had to kick people out as many wanted to stay & help. This process made ambassadors out of affected tourists.
Challenges

- Foreign guests vs Sri Lankans
- Hotels vs Areas around hotels
- Infrastructure – rail, electricity & telecom
- Media getting carried away
- Over zealous fund raising = exaggeration
- Diaspora complaining and not being up beat
Marketing Initiatives

• Assessment – initially close
• Rally the local community - We Are Sri Lankan
• Communicate the truth – Bounce Back
• Emotion
  – Fall in Love with Sri Lanka again
  – Post cards – focus on repeaters
  – Request media to help
• Celebrity endorsement
  – Shane Warne & Arjuna Ranatunga
Media

- Assist & be open
- £30,000 = £4.9m
- GMTV, BBC Holiday, Travel Channel, Irish TV,
- Work with Tour Operators
Our Response

Weaknesses
- Unplanned – tsunami who?
- Allowed all media in – ?
- Disapora not engaged

Strengths
- Use to negative events
- Natural care of Sri Lankan people
- Open and honest nature of people
- Extended family
- “Milked” good will
Our offering is not only the physical

Culture
Nature
Weddings & Honeymoon
Ceylon Tea, Gems, Former British Colony
Cricket
Our People
We are Sri Lankans

We can live together
We can play together
We can win together
Our People
SPECTACULAR VIEWS.
WIDER SMILES.
YOU KNOW YOU'RE IN SRI LANKA.


In Sri Lanka, even the most stunningly panoramic scenes can't compete with the width of our smiles. Which is why we guarantee that while you'll be doing a lot of sightseeing here, you'll also be doing a lot of smiling. Think of it as a natural after-effect of a perfect Sri Lankan holiday.
Sustainable Tourism

- Desire for direct business vs through tour operators
- Encourage domestic tourism = appreciation & regional competition (launched a division with in SLT)
- Build Back Better – energy saving, less dependent on A/C,
- Encourage staff to interact with guest,
  - open staff houses on over booked days
- Sri Lanka Earth Lung – carbon sink
  - Reduce energy use
  - Encourage switching to other fuels
  - Reduce deforestation
  - Increase reforestation
“Towards a Carbon Clean Sri Lanka; A Tourism Earth Lung”
The Dwindling forest cover in Sri Lanka
✓ An Earth Centre; educational facility at a hotel in the hills and Earth Pilots at 11 others
✓ 100 Acre plot to plant trees by visitors, school children (each tree marked on a digital map for enabling tracking progress on the Internet
✓ A holistic culture of caring for Mother Earth within the Jetwing Group
**Trees for Life**

How we are making a difference...

Trees for Life’spprojects, each unique in their approach, make a positive impact on the species and communities that rely on them. With your help, we can continue this valuable work.

Trees can play a vital role in creating a sustainable future for our planet. They provide food and shelter for wildlife, help to regulate the climate, and prevent soil erosion. By planting trees, we can create habitats for endangered species and improve the quality of life for local communities.

How you can play your part...

You can get involved in our tree planting projects by volunteering or donating. Your contributions will help us to plant more trees and protect the habitats they provide.

Plant a 'Tree for Life'

**Responsible Tourism Partnership Sri Lanka**

**the travel foundation**

caring for places we love to visit
Rotary ‘Green Cover’ 10 million Trees Programme
Best Wishes for 2008

With sincere commitment to arresting global warming, Sri Lanka Tourism has taken on a greening Sri Lanka carbon off-setting initiative under its

“Towards a Carbon Clean Sri Lanka: Tourism Earth Lung Programme”

We believe in Solutions to greening that are attainable, simple and down to earth ...

- Plant a tree.
- Switch off that extra light.
- Resolve to conserve our resources.

Sri Lanka Tourism
Earth Lung Song
by Sri Lanka Tourism Ambassador
performed at
Ministers Summit WTM 2008
Opportunities

External
• High awareness
• International attention
• Sympathy and good will
• Aid workers / media have been and will go for next 15 years
• Media have been, and are going back - 1 year
• High profile visitors and thousands of aid workers.
• Aid workers need to take breaks every 4-5 weeks

Internal
• 1,500 kms of coast line = beaches
• Mountains
• 200 years of Independence
• Voodoo
• Art
• Music
• People – large population is a strength
• Diaspora overseas
Key Issues

• Communicate where money has gone?
• Portrayal of Haiti – not what media show
• Temptation to open mega resorts vs Sustainable / Pro-Poor Tourism
• Funds?
• Timing – is it too early?
• Media?.. 1 year on
Travel Dilemmas

TRAVEL DILEMMAS: Haiti: Ripe for tourism?
05/04/10

Should the Haitian earthquake be used as an opportunity to develop tourism in Haiti?

The tourism industry in Haiti never had much coverage until the earthquake struck. Its reputation as a country with a high crime rate has kept people away. Cruise ship tourism, even though very small, is a main source of foreign tourists.

Almost immediately after the earthquake, the UN World Tourism Organisation and developers saw the crisis as an opportunity to rework Haiti into a new mass tourism destination like its neighbour, the Dominican Republic.

Haiti, hit by a phenomenal earthquake on 12 January, lies in ruins. Just days after the quake, Royal Caribbean Cruise Lines called by on its normal visit to its private northern resort of Labadee, a wooded peninsula with five pristine beaches which it leases from the government. Its passengers set out to enjoy their picnic lunch and leisure activities, secured guard by armed Haitian security forces posted along the resort’s 12 foot high fences. Royal Caribbean pays $6 per passenger to the Government. It mirrors the practices of any all-inclusive operator in a poor country.

Clearly it was business as usual. Having pledged some $1 million in aid and 100 per cent of the net profit from its visits to Haiti, Royal Caribbean could consider the matter a good piece of public relations. Their last reported full year profits were $543.7 million.

At Tourism Concern we have been witness to the astonishing lack of government and tourism industry concern for those who were affected by the 2004 Asian tsunami. Locals along the coasts of India, Sri Lanka and Thailand have been prevented from benefiting fairly from new tourism development.

Instead, they are pressured to leave their homes and livelihoods so that their land can be turned over to a fresh generation of grass roots tourism production. Should the Haitian earthquake be used to develop tourism? The question is a genuine one and we at Tourism Concern believe the answer should be no.
Haiti is not alone

- Caribbean Tourism Organisation,
- Jamaica Tourism, Dominican Republic,
- Just a Drop, DEC (13 largest NGO’s)
- Other organisations based in Haiti
- Media – BBC Fast Track, Wanderlust, Times & Lonely Planet
Ideas for Haiti

• Piggy Back / Support fund raising efforts – share the message
  “thank you for your generosity, Now help us get our dignity” (through employment)

• Harness relationships and create data bases – encourage staff to do the same

• Post cards

• Social networking

• Encourage intra Caribbean tourism

• Target a future generation – student

• Brand destinations with in Haiti
Opportunity to Reality

• Day visits from Dominican Republic
• Disapora
• Voluntourism
• Visit to see your beneficiaries
• Volunteers / Aid workers - expats
• Tangiblise Haiti – eg. Haiti week in the UK
Thanks to CTO and others, Haiti back at Destinations London for 1st time EVER
Thanks to CTO and others, Haiti back at Destinations London for 1st time EVER
Thanks to CTO and others, Haiti back at Destinations London for 1st time EVER
Thanks to CTO and others, Haiti back at ITB
Conclusion

- Have a plan - Practice
- One leader - Try new things
- Communicate quickly and decisively
- Learn from others but do it your way
- Pre build the website “black page”
- Seek help – brand loyals / repeaters (data base)
- Seek “un-official” & un-related spokesman
- “Use the media” – they want to help
- It is not if, it is when – prepare now!
Can a train pick up passengers without stopping?
Train Without Stops at Stations

Designer: chen jianjun (China)

不停站可上下乘客的火车

设计人：陈建军

人马动画制作
“Konbit nou kapab”
Together we can

A konbit is any group effort to realize a task one person would struggle to accomplish alone.

Mesi an pil !

Jean-Marc Flambert
www.YourTourismPartner.com