

Re-opening Venues & Attractions



Northern
Ireland

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TED

Tourism
Enterprise Development
Programme



tourism
northernireland

You will only get ONE chance to make a SECOND impression!

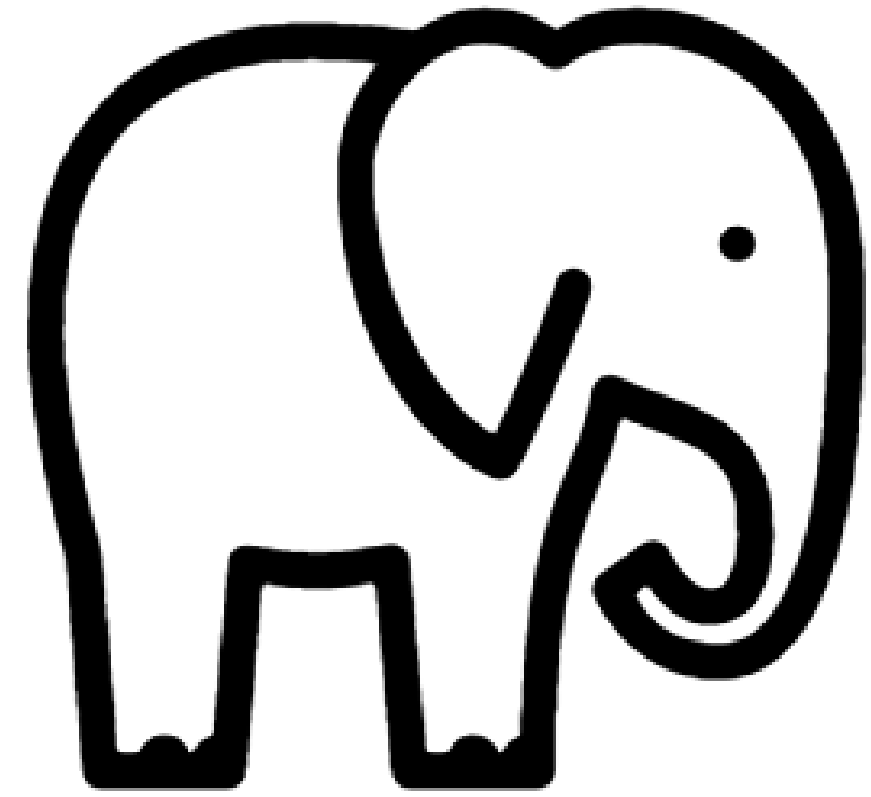
*“If guests don’t feel that their health, safety & social distance is your #1 priority, they won’t come back, and they won’t tell their friends to come back, either.” **

A shift to organisations not Gvt being custodians of people’s health

- 1 PLANNING**
How do you eat an elephant?
- 2 PEOPLE**
Humanising your approach
- 3 PERCEPTION**
‘Perception is reality’.
- 4 PRACTICALITIES**
WHO/WHAT/WHERE/WHEN & HOW

Key Concerns

- **Visitor Projections/Demand**
- **Loss of international visitor numbers until 2021/22**
- **Cash Flow/Long term Financial viability**
- **Cost of C-19 Safe operations – Reconfiguration/PPE/Visitor Flow Management**
- **Post C-19 Operational Effectiveness**
- **Assuring and maintaining Guest Confidence**
- **Delivering an excellent Visitor experience within guidelines**
- **Staff motivation and engagement**
- **Safe Food and Beverage & Retail operations**



HOW DO YOU EAT
an ELEPHANT?

...In

very small

Chunks

Approaching
the
challenge

Use the resources available & Share Best Practice

- **TNI - Continued support for Tourism Businesses**
Dedicated Tourism NI Covid-19 Support Helpline
Series of webinars
- **Risk assessment templates available online**
- **Other Industry bodies & organisations**



Guidance for businesses within the visitor economy

This guidance is designed to be relevant for people who work within the visitor economy to help prepare for return to work whenever it is safe to do so.



Guidance for hotels and accommodation

This document sets out guidance on how to work safely within the visitor economy, with a particular focus on hotels and tourist accommodation.



Guidance for restaurants, pubs and bars

This guidance applies to any food preparation or service setting where food and drink is sold for consumption at venues or for takeaway or delivery.



The Global Association for the Attractions Industry



Representing the Hospitality Industry (Since 1872)



Planning to reopen safely:

- Infection control & prevention of onward transmission
- Rebuilding Public confidence
- Holistic Risk Assessment split into manageable sections

Suggestion: Risk assess each element in turn using a sample risk assessment or your own template.

Use the sections & subsections as your agenda for discussion with your management team & determine Control Measures, and Additional Controls for each element of risk you determine.

Hints and tips:

- Cleaning regimes
- Social Distancing
- To PPE or Not to PPE?
- Managing Guests/Customers
- Workforce Management
- Service Procedures

3 Page Checklist to assist your Planning Process

Initial Interpretation – Practical Guidance on The Guidelines & Risk Assessment/Control Measures

Sample Risk Assessment: 5 Control Measures to manage Covid-19 risk (NB – list not exhaustive, guidance given on considerations)

Guideline Section	Appropriate Control	Appropriate Control	Appropriate Control	Appropriate Control	Appropriate Control	Challenges/Considerations	Best Practice
A Start Point Think about:	RA Control 1 Handwashing / Sanitising	RA Control 2 Frequent Cleaning	RA Control 3 Social Distancing	RA Control 4 PPE – masks/gloves	RA Control 5 Communication		
1. Thinking about risk: Initial Risk Assessments							
Every place of interaction	✓	✓	✓	✓	✓	Appropriate risk management for every human touchpoint – workers and guests	Consult team who can advise on 'coal face'
Every door	✓	✓	✓	✓	✓	Change of flows could be appropriate – may affect business?	'No Touch' solutions/Technology
Every walkway	✓	✓	✓	✓	✓	Barriers cost money/consider cost:benefit of every decision	Use of barriers/guides/floor signage
FOH/BOH flow	✓	✓	✓	✓	✓	Consider changing directions/one way traffic etc	Use of barriers/guides/floor signage etc
Security implications			✓	✓	✓	Unexpected consequences – e.g. compromising security checks	Issue specific – tech solutions to change of SOPs/Staffing levels etc
2. Who should go to work							
Vulnerable	✓	✓	✓	✓	✓	Person - specific	Great communication & planning
Disabled	✓	✓	✓	✓	✓	Person - specific	Great communication & planning
Essential	✓	✓	✓	✓	✓	Person - specific	Great communication & planning
Higher risk	✓	✓	✓	✓	✓	Person - specific	Great communication & planning
Equality Factors?	✓	✓	✓	✓	✓	Unintended consequences?	Consequence modelling
3. Social Distancing - team							
Entering/Exiting	✓	✓	✓	✓	✓	Ensure Signage & clear communications appropriate to audience and with practical direction.	Moving entrances/Exits/One way systems
Workstations	✓	✓	✓	✓	✓	Sharing workstations/hot desking may not be possible – change of SOP	Cleaning & availability of product
Plexiglass Screens		✓	✓	✓	✓	Expense vs benefit /supply chain & timelines	Avoiding barriers to guest experience
People movements	✓	✓	✓	✓	✓	Changing SOPs in order to accommodate	New best practice – directional/physical
Cash handling	✓	✓	✓	✓	✓	Cashless transactions/cost implications	Use of digital technology/communications
Accidents	✓	✓	✓	✓	✓	Reporting procedures to change	Consider how your processes need to alter
Incidents	✓	✓	✓	✓	✓	Reporting procedures to change	Consider how your processes need to alter
Security		✓	✓	✓	✓	Risk assessment for Security affected	Consider access control SOPs

Learning from our Local Community and around the World

- People and Teams – protecting our people
- Protecting our Guests
- Guest Engagement
- Commercial strategies
- Health and Safety – innovations
- Ticketing methods and solutions
- Food and Beverage innovations
- Visitor Flow Management
- Customer Facing Technology



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Planning:

Commercial implications & Business Sustainability

Every Control Measure, and Additional Control for each element of risk will have a Commercial implication. This will be explored as you work out the 'Art of the Possible' and the business strategy to ensure your Venue/Attraction is sustainable upon return and into the future.

- **Revenue implications – Planning to mitigate negative impact**
- **Reduced capacity**
- **Throughput**
- **Repeat business**
- **Ticketing**
- **Safety**

Planning:

Commercial implications & Business Sustainability

Cost implications – Planning to mitigate negative impact

- Payroll
- Training
- New equipment?
- Consumables?
- New policies & procedures/new SOPs

Planning:

Commercial implications & Business Sustainability

Opportunities? Mitigating the above negatives & building business for the future

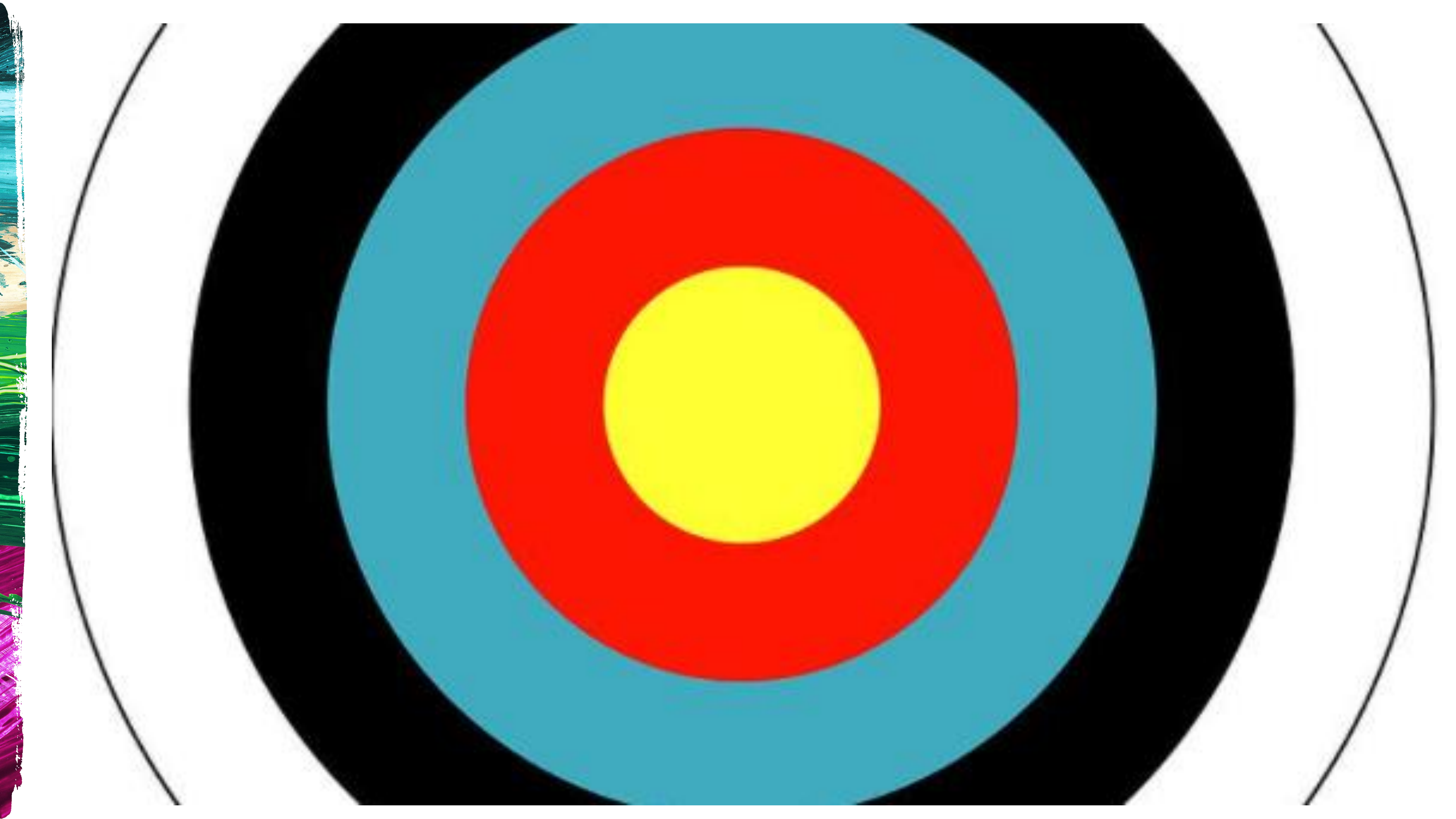
- **Short term/ Medium/ Long term business strategy**
- **Learning from others/working as a whole community**
- **Marketing & Promotions – do I discount?**
- **Communication Strategy – Digital & Conventional**



It's all
about



**HUMANISE
YOUR
APPROACH
&
ENGAGE**



PEOPLE:

Humanise every decision

- Contextualise – WHO IS IMPACTED?
- Approach in a logical way – use the Risk Assessment
- Guest experience – Journey/Touchpoints
- Delivering the experience practically
- Training & new SOPs

(Very Small Chunks!)

How will the Guest FEEL?

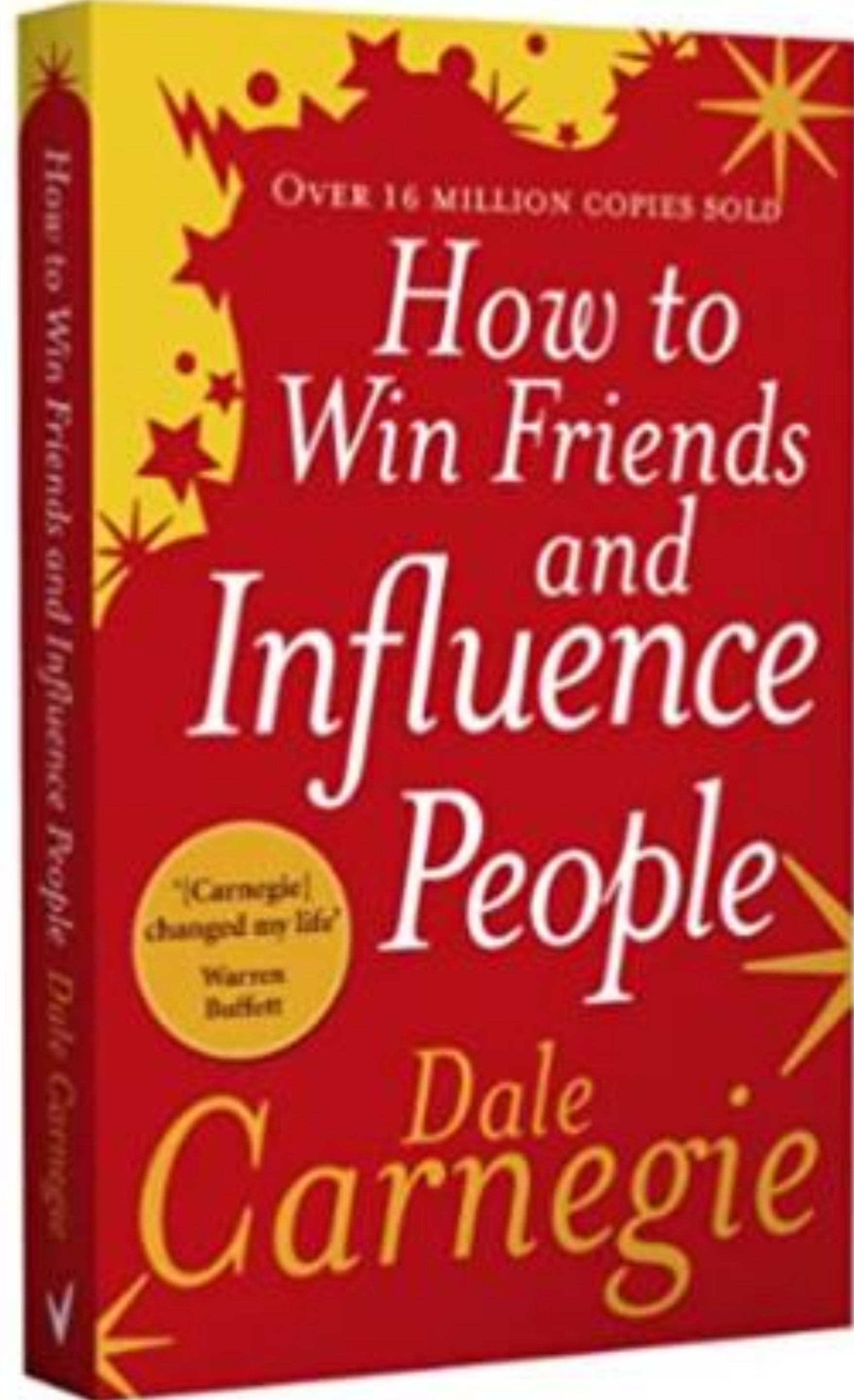
How will the Guest FEEL?

How will the Team FEEL?

PEOPLE:

Humanise to deliver the best possible Guest Experience

- Make your team your first priority – Training & Support
- How does our organisational leadership need to change in this 'New Normal'?
- The Leadership skills of your team are CRITICAL
- Engaging your team in the challenge



PEOPLE:

Humanise your approach – reacting and planning

Collaboration

- Use the experts in your team
- Sharing the load
- Working group

- Delegate!
- Who/What/Where/Why & When
- ACCountabilities for each element of the business

PEOPLE:

HUMANISE YOUR APPROACH

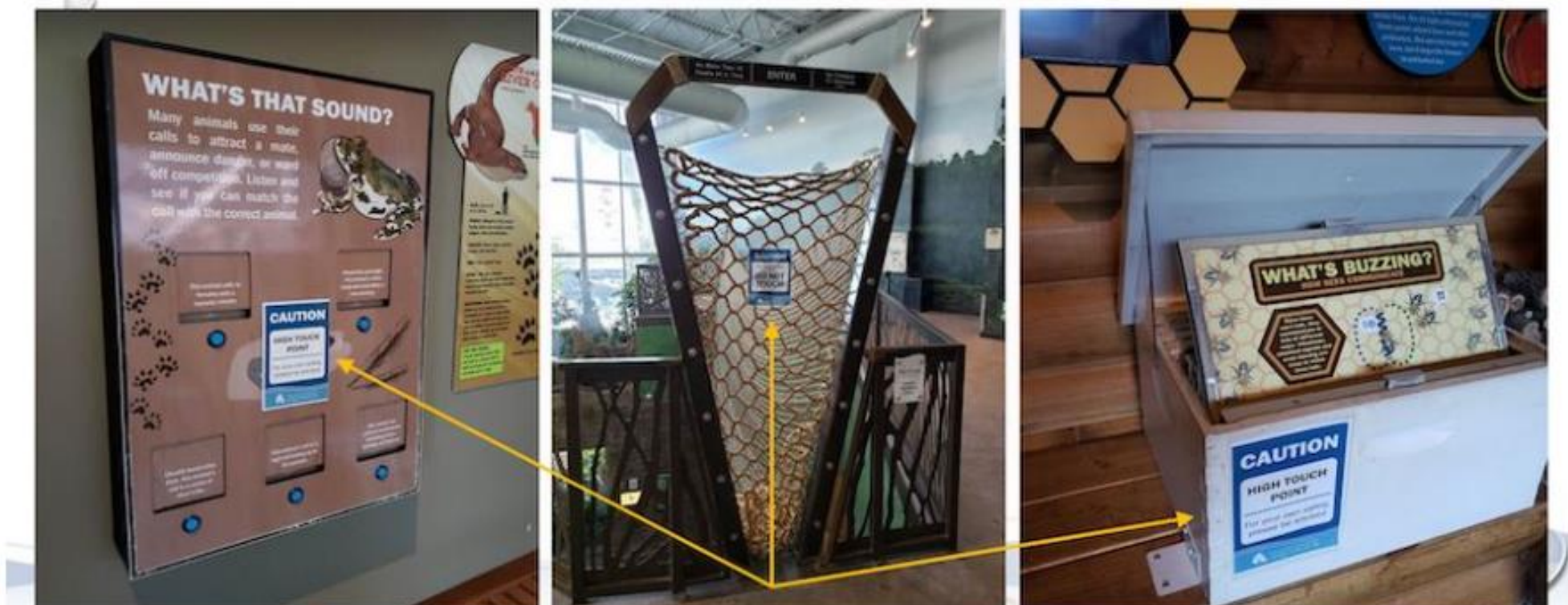
➤ Share Best Practice

Attractions are opening in the UK, ROI and around the world.. Let's learn from them!



Social distancing at Europa-Park

DISCOURAGE TOUCH

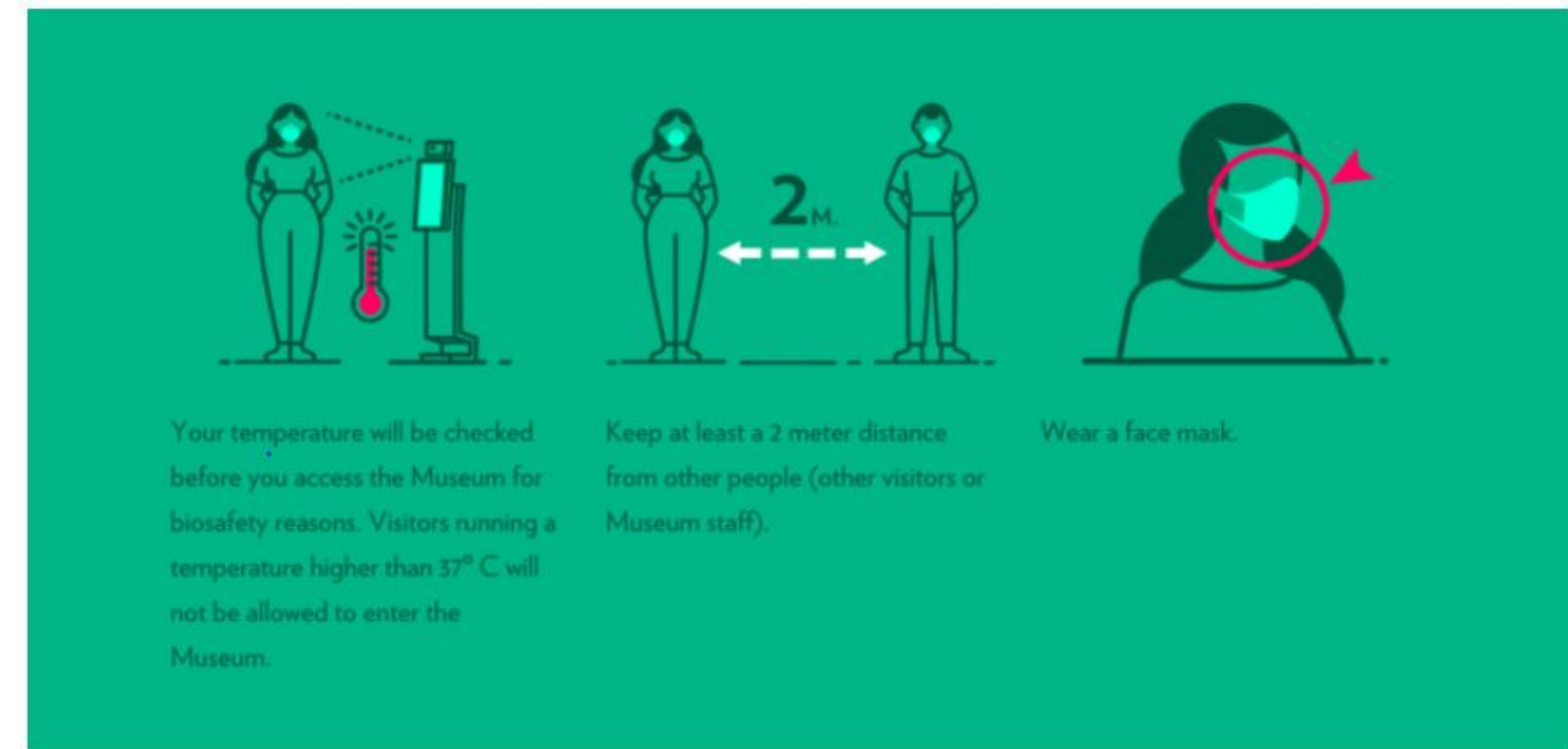
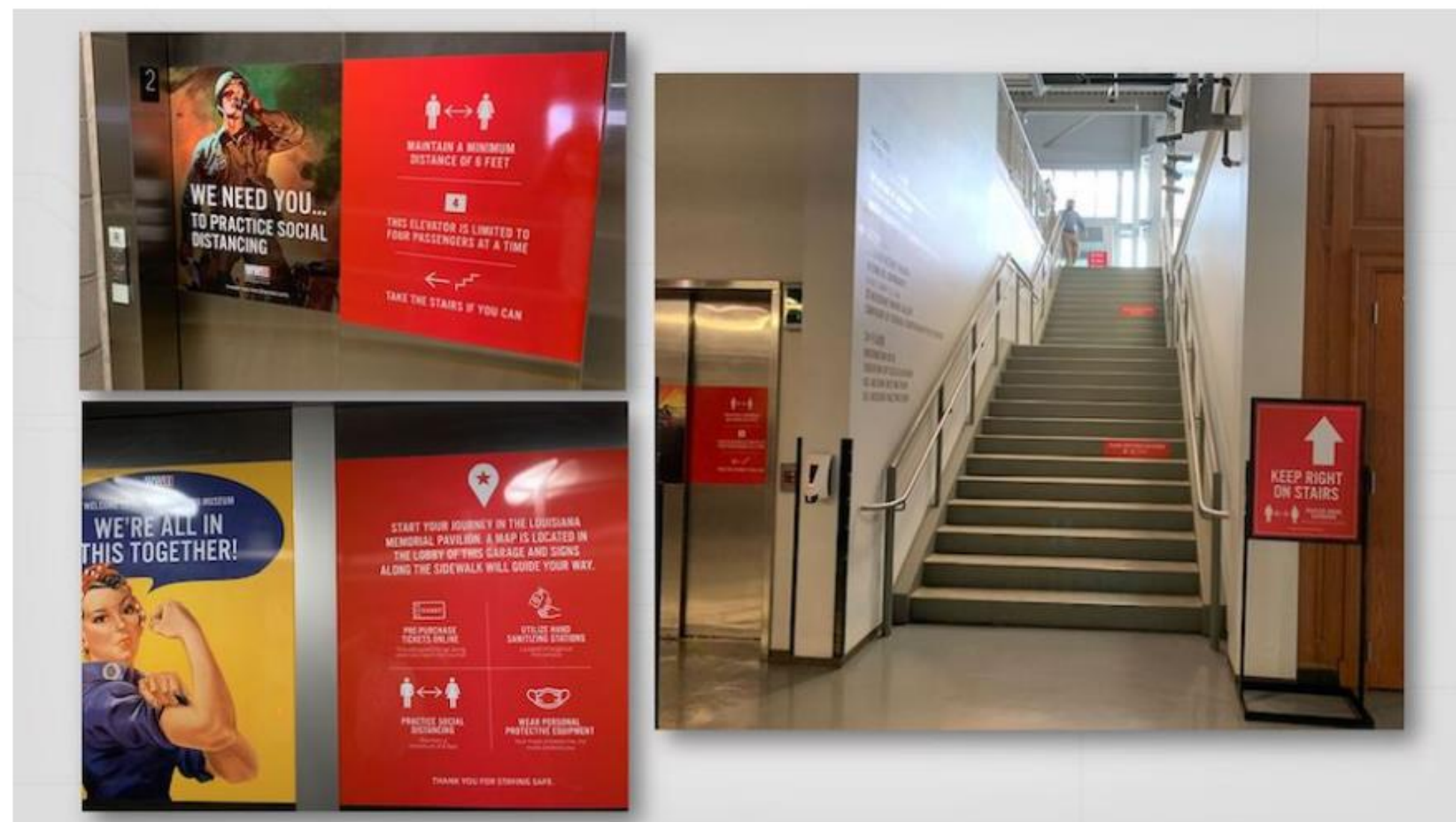


LOVELAND LIVING PLANET
AQUARIUM

PEOPLE:

Humanise your approach - reacting and planning

➤ Communications



Guggenheim Museum Bilbao



Perception

.. Is
reality

Humanise
your
approach

PERCEPTION:

.. Is reality! NO second chances.

➤ **COLLABORATION & COMMUNICATION**
BUILDING ENGAGEMENT & CONFIDENCE THROUGH CREDIBILITY AND HUMANITY

Your Team

- Constant, consistent, honest and clear communications to maintain staff engagement
- Accessibility to updated training on polices etc., HR support for personal wellbeing and mental health
- Through great direct leadership, engaging representatives/unions as appropriate.
- Make sure you tell and show your team what you are doing to keep them safe – often communication of this nature is solely aimed at guests

Your Guests

- Clear, timely communications to promote engagement, trust, confidence and brand loyalty
- Clear media and marketing & promotion strategy to build on message of safety as the #1 Priority
- WHAT you are doing
- HOW you are doing it

Perception:

RZSS EDINBURGH ZOO

EDINBURGH ZOO | HIGHLAND WILDLIFE PARK | CONSERVATION | LATEST NEWS | SHOP | MEMBERS PORTAL

Plan your visit | Animals & Attractions | Events & Experiences | Education | Support Us

Live Webcams

READ CURRENT REOPENING PLANS
REOPENING ON JUNE 29TH! TICKETS ON SALE NOW
 View

- Book tickets
- Become a member
- Online shop
- Support our work

Alton Towers RESORT

Tickets & Passes | Short Breaks | Explore | Plan your visit | Book now

We are delighted to confirm that we will reopen on 4th July 2020. We can't wait to see you!

Opening 4th July

We're getting ready to welcome you back

Pre-book now

CONFIDENCE CHARTER

OUR COMMITMENT TO YOU

TITANIC BELFAST

In line with the World Health Organisation and government advice, Titanic Belfast has put controls in place to ensure the health and safety of our visitors and crew, as well as ensuring an enjoyable and relaxing experience for all. Our fully trained crew will be the daily guardians of this charter and look forward to welcoming our guests once again!

PLANNING YOUR VISIT

- Detailed visitor information available at titanicbelfast.com
- Timed ticketing, with specific slots for vulnerable visitors.
- Reduced capacities to allow for social distancing.
- Online bookings in advance to manage capacities and flow.
- Non-contact print at home or mobile tickets for seamless entry.

ON ARRIVAL

- Reassuring and trained staff.
- Guests should feel free to wear masks if desired, but not essential.
- Single use headsets for our Multimedia Guide.
- Restricted numbers with controlled queuing.
- Hand sanitisation stations.

WORLD CLASS FACILITIES THROUGHOUT THE BUILDING WE PROVIDE:

- Advanced and consistent cleaning regimes.
- Handwashing facilities.
- Non-contact interactions with staff.
- Fresh-air conditioning system.
- Pre-planned customer flows.

OUR CREW

- Fully trained and confident staff.
- Social distancing guardians.
- PPE for all staff.
- Daily health checks.

5-STAR CUSTOMER EXPERIENCE

- A safe, welcoming and memorable experience.
- Social distancing guidance and execution.
- New one-way themed Titanic Experience route.
- Single use headsets for the outdoor-only Discovery Tour.
- Distanced seating and outdoor benches.
- Packaged food, disposable cups and cutlery.
- Contactless till points and payments.

FOR MORE INFORMATION ON YOUR VISIT PLEASE SEE TITANICBELFAST.COM/CHARTER OR SCAN HERE

Some Final

Thoughts..

Northern
Ireland
Embrace
a Giant
Spirit



QUESTIONS

TED

Tourism
Enterprise Development
Programme



tourism
northernireland

Continued Support for Tourism Businesses

Dedicated Tourism NI Covid-19 Business Support Helpline

Call 028 9592 5313 - Lines open Monday to Friday 10am-5pm

Dedicated Tourism NI Covid-19 Support Web Hub

<https://covid19.tourismni.com/>

Additional Sector Specific Support Webinars including Best Practice, Hints and Tips, Q&A Sessions

Access to specialised legal/insurance/Health and Safety etc.