

# Storm-Proof Your Bookings

## Disaster Preparation Checklist



Plan now, not when the disaster hits.  
Focus on 4 key areas:

### 1 People & Safety

- Establish evacuation and shelter protocols.
- Keep emergency contacts updated.
- Provide protective gear (gloves, rain gear, boots, bug spray, etc).

### 2 Communication

- Internal plan: staff check-ins, roles, responsibilities.
- External plan: guests, owners, partners.
- Marketing “playbook”: website banners, landing pages, social media, email, texts.
- Pre-build templates for quick updates.

### 3 Facilities & Infrastructure

- Secure office (windows, doors, signage, technology, hazards).
- Prepare units via checklist.
- Stage equipment: satellite phones, generators, tarps, dehumidifiers, 4x4s.
- Conduct post-storm assessments quickly.

### 4 Operations & Continuity

- Assign staff responsibilities and backups.
- Ensure website and booking system remain online.
- Position remote team(s) outside the disaster zone for communications.

# Communication & Marketing Plan

## Internal

- Set up a team comms group
- Create check-in protocols and track staff locations (evacuating, sheltering, etc.).

## External

- Provide daily updates to guests and owners (align with NWS) at a predictable cadence.
- Use multiple channels: landing page, socials, texts, emails.
- Share reliable links (county EM, NWS, NOAA).
- Stage remote team for messaging if local systems fail.

## Marketing

- Disaster playbook ready (templates for landing pages, emails, socials).
- Annotate GA for reporting.
- Highlight opportunities to reinforce your brand: trip insurance, webcams, social media updates, brand trust.
- Use disaster updates as a chance to grow newsletter signups.

## FACILITIES & INFRASTRUCTURE PREP

### Unites

Organize prep and inspection (Streamline or PMS tools).

### Offices

Protect computers/tech (plastic covers, backups).

Secure doors, windows, and signage.

Move vehicles to safe locations.

Secure outdoor furniture and loose items.

# Communication & Marketing Plan

## OPERATIONS & BUSINESS CONTINUITY

### Staff

- Assign clear roles and contingency responsibilities.
- Confirm remote team availability.

### Bookings

- Continue accepting future bookings if possible.
- Continue to market mindfully — avoid short-term panic decisions.

### Vendors & Partners

- Build a vendor list for post-storm repairs.
- Coordinate with nearby PMs for guest relocations.
- Collaborate with homeowners to host aid workers.

### Insurance

- Always promote trip insurance at checkout, via email, and on website.
- Educate homeowners about insurance coverage.
- Know your own policy and share assistance resources.
- Document potential impacts thoroughly.

