



Six Post-Crisis Communications Tips

INTRODUCTION

A crisis doesn't end when the immediate issue is resolved. The post-crisis period is just as critical, especially for destinations, tourism operators, and travel-related businesses. How you communicate after a crisis can shape public perception, influence traveller opinions, and determine how quickly your reputation recovers.

Use these tips to rebuild trust, restore confidence, and move forward after a crisis.

POST-CRISIS COMMUNICATIONS TIPS

Here are practical tips to guide your post-crisis communications work:

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SHIFT FROM URGENCY TO REASSURANCE

Once the immediate crisis has passed, change the tone of your communications. Acknowledge what happened but avoid any alarming details. Clearly state what has changed and why the situation is now safe. Emphasize that systems, procedures, or infrastructure are in place to prevent any further issues.

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REASSURE VISITORS

Visitors want clear and practical answers and guidance. Focus messaging on the steps taken to ensure their safety. Communicate that the destination is open for business and what to expect. Be straightforward, not defensive.

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REMAIN CONSISTENT

Ensure your website, social media updates, media interviews, and partner communications are aligned with your key messages, tone, and facts. Consistency indicates competence, which is especially important to rebuild and maintain your organization's reputation after a crisis.

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USE PROACTIVE MEDIA TO RESET YOUR STORY

Take a proactive media approach to change the narrative. Pitch positive, forward-looking stories such as improvements and investments, visitor experiences, events, new attractions, and/or local businesses. Refer to the [Media Readiness Worksheet](#).

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REBUILD THROUGH ACTION

You can't simply message away a damaged reputation without real change. When rebuilding trust, make improvements and follow through on commitments. Share updates regularly. Highlight third-party validation through partners, testimonials, positive media coverage, and awards.

Small, credible updates over time will rebuild your organization's reputation more effectively than one "all-clear" message.

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MONITOR AND ADJUST

Post-crisis, monitor media coverage, social media engagement, and visitor feedback. Watch for misinformation and make corrections when needed. Adjust messaging to deal with emerging questions or issues.

Good post-crisis communications can restore confidence. When done well, it can not only repair reputational damage but also strengthen public trust and the overall reputation of your organization.