



**BUSINESS
FINLAND**

VISIT FINLAND

**National contingency communication
plan
for travel
SUMMARY**

Plan created: 04/2018
Latest version: 03/2021

National contingency communication plan for travel

- **Background**

- International travellers can be found throughout Finland these days, and in the event of a crisis, travellers may also be involved or even become victims. Foreign media will pick this up in a heartbeat.
- We have also experienced a new type of safety risk for travel, one which has seriously disturbed the industry and posed a threat to travellers: The Covid-19 pandemic. Restrictions and practices have differed greatly from one country to another, so the need for exact information was dire among travel companies in Finland – as well as tour operators , travel agencies and consumers in the target markets. Health safety measures and communication about these actions have become important aspects of travel operations and are likely to remain part of our practices in some way. After all, travellers need to feel safe on their journeys.
- In such cases, an urgent communication is needed to control any negative effects on Finland's image.

- **The objective, purpose and delimitation of the plan**

- The plan will establish national frameworks, roles and guidelines for contingencies that account for cooperation and communication between travel regions and national authorities.
- The plan is mostly limited to communication and collaboration with foreign media and tour operators. Domestic communications are included when necessary. Other communications are handled by the investigating authorities and possibly the company in question along with its networks.

Framework, roles and procedures

- **Framework**

- With contingencies, Visit Finland handles coordination of matters related to travel and communications with our regions as well as communications to domestic and foreign media according to a joint strategy.
- The National Travel Safety Network has been set up to provide rapid reactions and communication for emergencies.
- The network will help quickly reach the necessary parties to create an overview of the situation and a common message for communications about the event.

- **Operators included in the plan**

- The affected region or company
- Visit Finland's Crisis Management Team
- National Contingency Planning Group
- National Travel Safety Network

Crisis management process and team

Visit Finland's Crisis Management Team:

- Responsible for travel-related crisis communication with the international media and travel sector and for any coordination related to this.
- The coordination chain shows the roles that are activated at Visit Finland with contingencies as well as the hierarchy of responsibility:
 - Kristiina Hietasaari, Senior Director, Travel -> Mervi Toivonen, Head of Global Sales Promotion -> N.N. Head of Business Development

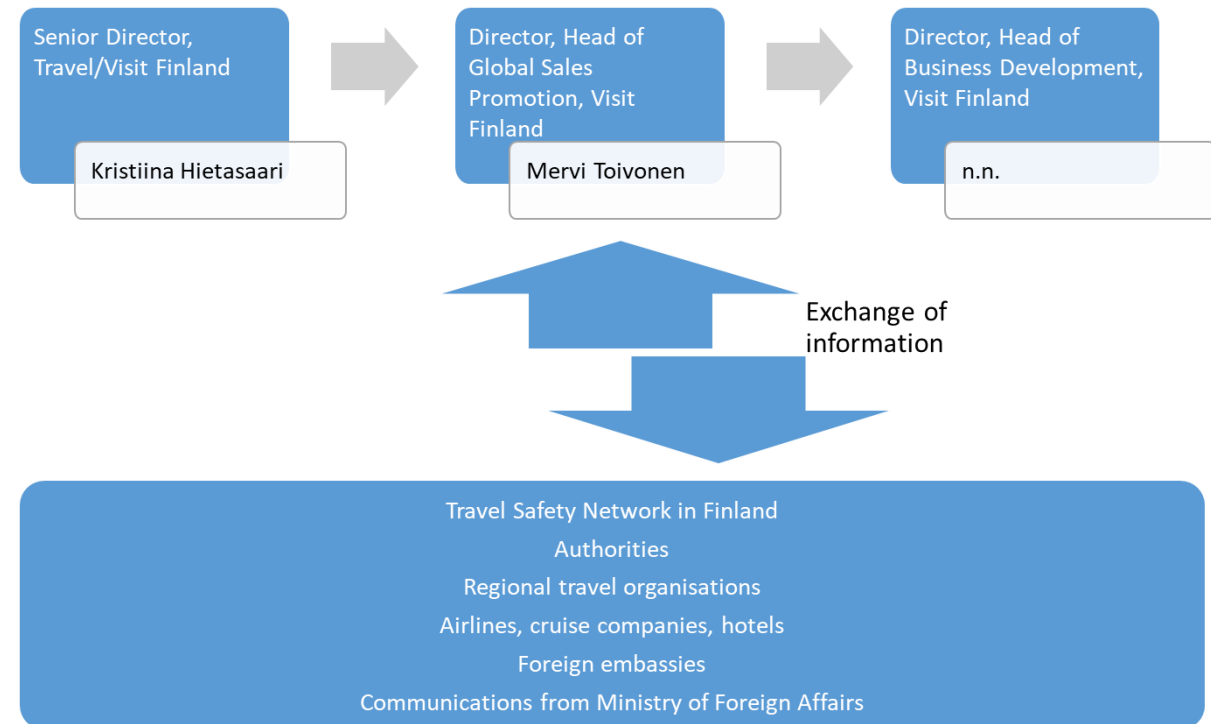
National Travel Safety Network for Crisis Communication:

- A network of operators that are activated according to the situation at hand. The network has been set up to provide rapid reactions and communication for emergencies.

National Contingency Planning Group:

- The task force examines the safety situation, identifies the need for measures and training and decides when changes to the contingency plan are necessary.

Visit Finland's Crisis Management Team and coordination chain



Crisis management process and team

- **National Travel Safety Network for Crisis Communication**
 - Operators:
 - Investigating authority, police, Central Criminal Police, Ministry of the Interior, Supo
 - Ministry of Economic Affairs and Employment
 - Ministry of Foreign Affairs and foreign embassies
 - Business Finland Oy Visit Finland
 - Visit Finland's international offices and PR agencies
 - The main Visit organisations in Finland (regional travel organisations)
 - Other major travel operators: Finnair, Finavia, cruise companies
 - The members' contact information has been shared within the network.

Contingency communication roles

- If a crisis affects a specific company, it will be responsible for its own communications. Large companies have their own established and practiced security practices and a specific communication policy for emergencies.
- If a company or travel region (e.g. regional organisation) needs or wants national support, the Travel Safety Network is at their disposal.
- As regards to communications on international travel, Visit Finland supports and assists the regional travel organisations or companies with communications and coordinates targeting through Visit Finland's international network. Should the Finnish travel industry require structured data, Visit Finland can collect and distribute it. Visit Finland will also seek to promote the industry's interests in domestic communications.
- Other communications are handled by the investigating authority and the affected company in accordance with their own instructions and resources.
- The Safety Network offers support, creates content and information and acts as an intermediary.
- Regional travel operators must first and foremost follow the instructions of the safety authorities in their region.

Communication procedures for contingencies

- Visit Finland responds to foreign media inquiries which arrive either via Visit Finland's international offices or PR offices, directly to Visit Finland or through regional travel organisations.
- Visit Finland will provide a template for press releases that regional organisations can use for their crisis communications.
- Visit Finland has a dedicated team and process for crisis communication and uses these exclusively.
- During a crisis, contact between the operators will be handled through the Safety Network.

Crisis communication

The investigating authority releases information

Communications are handled by the investigating authority and the rescue authorities, travel-related communication follows their lead

The target company releases information

The affected company will explain the consequences on their operations, how their customers are affected, how the customers are cared for and so on

Visit Finland's Crisis Communication Team coordinates communications with international media

If a region or company needs national support for communications, the coordination of travel safety communications to foreign media and international customers will be handled by Visit Finland's Crisis Communication team; see the chain of command and spokespersons (in charge of coordination)

- the team collects information from the police and media
- contacts the National Travel Safety Network
- contacts the designated person of the region in the Safety Network

Safety Network and region

The Crisis Communication Team will create content for communications based on information from the authorities and plan communication schedules and content with the Travel Safety Network and particularly the travel operator involved in the crisis.

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Inquiries regarding the plan:

Mervi Toivonen mervi.toivonen@businessfinland.fi

Terhi Hook terhi.hook@businessfinland.fi



Visit Finland