

Safeguarding Hospitality: Comprehensive Solutions for Hotels

The potential impact of unexpected events – from natural disasters to cybersecurity breaches – on the hospitality industry is significant. The transient nature of guests, continuous operation schedule, and diverse services provided render hotels and resorts particularly vulnerable to a wide array of risks. Tidal Basin can help with preparedness and strategic planning – crucial to ensuring properties quickly recover from disruptions, safeguarding guest experience and business continuity.

Addressing Unique Challenges in the Hospitality Industry

Hotel owners and operators face unique challenges in risk preparedness and disaster management. It's essential to have solid plans in place to ensure the safety of guests, staff and the protection of property.

Preparing for Natural Disasters

In the face of natural disasters such as hurricanes, earthquakes, and floods, hotels must have robust evacuation plans and emergency procedures tailored to the unique layout and demographics of each property. This encompasses not only the immediate safety of human life but also the preservation of vital infrastructure and assets.

Preparing for Human-Caused and Technological Disasters

Human-caused disasters such as power outages, and security threats, also require detailed planning. This could include fire drills, lockdown procedures, to communicate with local authorities. Regular staff training and drilled scenarios ensure readiness, while the integration of advanced technologies can provide real-time monitoring and response capabilities.

Comprehensive Support

By engaging in comprehensive risk assessments and continuity planning, Tidal Basin can help hotel operators significantly mitigate the adverse effects of natural, technological, and human-caused disasters. Implementing a proactive approach, supported by a detailed Emergency Management Plan (EMP) and Continuity of Operations (COOP) Plan, the overall resilience of the hotel is strengthened, ensuring the safety and security of all occupants and preserving the integrity of the property.



Preparedness



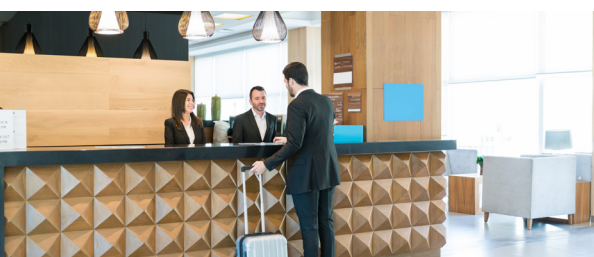
Response



Recovery



Mitigation



The Tidal Basin Difference

Tidal Basin specializes in emergency planning and disaster recovery, assisting the hospitality industry to minimize business disruption during unforeseen events. We provide solutions to enhance your preparedness, resilience, and response capabilities for incidents of any scope. Our comprehensive strategy safeguards your guests, staff, and financial interests, aiming to prevent costly damage, repairs, and legal liabilities.

Services include:

- After-Action Reports/Improvement Plans (AAR/IP)
- Business Continuity Plans (BCP) and Continuity of Operations Plans (COOP)
- Crisis Communication Planning and Implementation
- Emergency Management and Response Plans
- Risk Assessments – Identifying and addressing potential workplace hazards
- Training and Exercise – Testing of plans, procedures, and processes such as evacuations or shelter-in-place

Select Project Experience

Emergency Operations Plan Revision, Annex Development, and Tabletop Exercise – Solano County Operational Area, Fairfield, CA

Tidal Basin developed Solano County's Operational Area's Emergency Management Plan (EOP), including functional annexes and hazard appendices, using elements required by FEMA and the California Governor's Office of Emergency Services (Cal OES) as defined by legislation and/or published guidance.

Deliverables to Solano County included:

- Gap analysis, crosswalk, and assessment report
- EOP revision
- 10 functional annexes and nine hazard appendices
- Position checklists and other support tools
- Tabletop exercise, planning meetings, materials, and conduct

Ramsey County Emergency Management and Homeland Security, Ramsey County, MN

Tidal Basin assisted with the development of a revision to Ramsey County's County-Wide EOP and annexes to assess their response to the COVID-19 pandemic and update their emergency plans. These updates reflect lessons learned during the pandemic and recommendations from the County's COVID-19 After-Action Report and Improvement Plan (AAR/IP), also developed by Tidal Basin.

Deliverables to Ramsey County included:

- Crosswalk and gap analysis assessing the existing plan, other emergency management plans, policies and procedures, doctrine, and AARs to industry standards
- EOP Base Plan and functional annexes
- Incident Management Team (IMT) job aids
- A living document Resource Manual

Florida Department of Emergency Management (FDEM) Hurricane Ian Starlink Deployment – State of Florida

The Tidal Basin team deployed and supported satellite communications, ensuring continuity of operations and response support to government and first-responders. In addition, communications units provided the ability for essential businesses to reopen to the public.

Office of Emergency Management, Dallas-Fort Worth International Airport, Dallas, TX

Tidal Basin developed a Continuity of Operations Plan (COOP) that assessed and addressed shortfalls and gaps in the existing plan, process, and current documents. Meetings and interviews with more than 30 groups helped us gather information to complete a Business Process Analysis (BPA) and Business Impact Analysis (BIA) for each group and the airport as a whole. These essential functions fed into airport-wide mission essential functions. Tidal Basin also developed a Stakeholder Communications Matrix to quickly identify which internal departments have relationships with external stakeholders.

For more information on our program support, contact Tidal Basin today.



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