

# SAFE IN NATURE



Strengthening Sustainable Tourism Sector Virtual Forum  
February 25, 2021  
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Discover Dominica Authority

# Safe in Nature - Context



- July/August 2020, 3-months into country lockdown but just about to reopen for travelers
- Lost 100% of visitor expenditure for Q2
- New era requiring tighter collaboration with the Ministry of Health on travel protocols
- Looking to reopen Tourism industry while limiting importation of the virus and containing potential spread
- Allow income generation activities for a sector hard hit by the Pandemic
- Develop protocols in ever changing environment, in particular introduction of a country risk classification

# Safe in Nature - Actors



- Public Sector
  - Ministry of Health
  - Ministry of Tourism
  - Related Agencies
- Private Sector
  - Tourism Stakeholders, (Association)
  - Travelers
  - Local population

# Safe in Nature Elements



- Program geared at attracting visitors from main source markets – high risk countries
- Program guarantees a managed experience throughout the first 5-7 days of visitor's mandatory quarantine upon arrival to Dominica
- Tourism Bubble – within which specific managed activities can take place
- All service providers used will receive applicable COVID-19 certification by Environmental Health Department

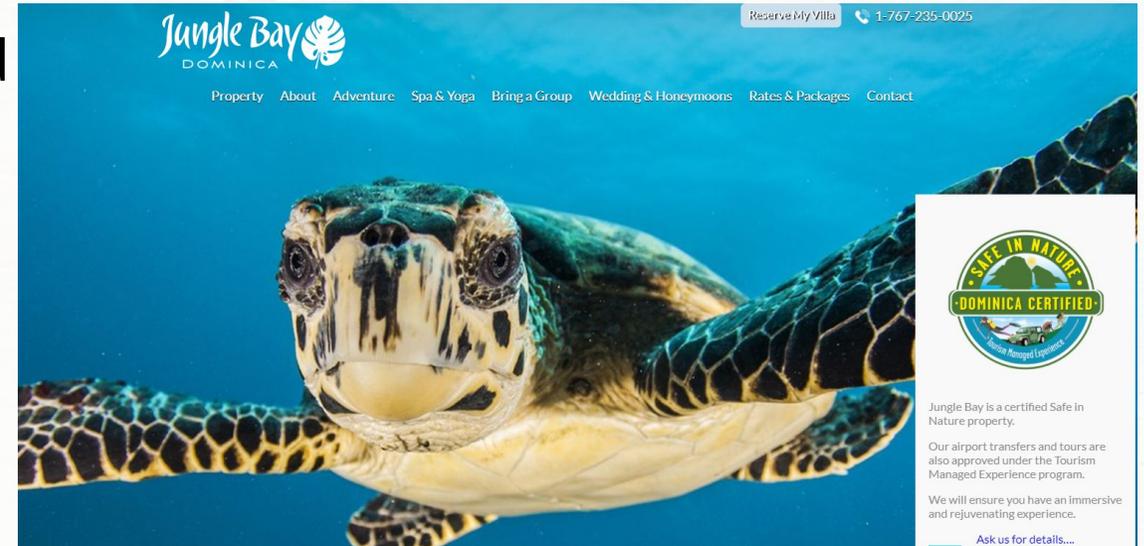
# Safe in Nature – Managed Experience



- Pre-approved land based and water based activities
- Extensive use of natural assets e.g. trails in and out of National Parks and Protected Areas, sites and marine environment for Scuba diving
- Training of service providers (taxi Operators, Tour guides, Property staff)

# Safe in Nature Program - Benefits

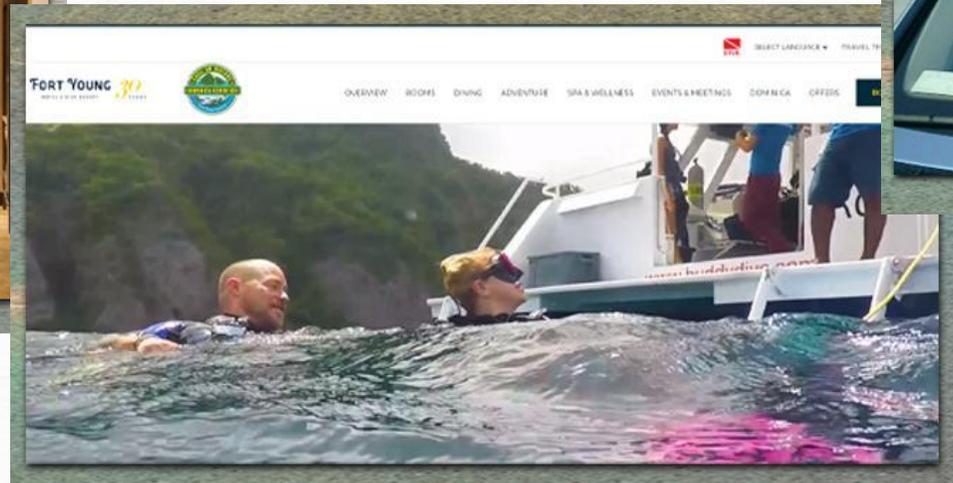
- Environment, Economic and Social considerations in its implementation
- Beneficiaries so include
  - 68 properties
  - 3 land base operators and
  - 5 watersports operators have been certified
- Certified properties receive Safe in Nature certificate, digital logo for promotion on website and print logo for display at property.
- Since Implementation on Oct 1, 2020 1,374 guests have been hosted at Safe in Nature Approved properties



# Safe in Nature



- Safe in Nature will be branded at the hotel, taxis, websites etc. once they have met the criteria.

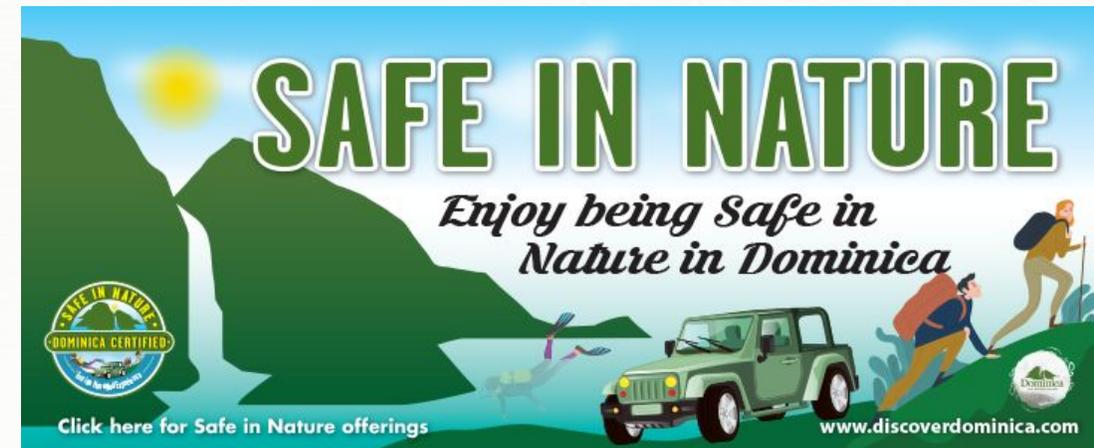


# Safe in Nature – PR and Marketing



Marketing/Promotion:

- ✓ Official Launch and PR on event
- ✓ Media release and interviews
- ✓ Travel Agent / Tour Op discussion/outreach
- ✓ Development of video advert for outreach
- ✓ Development of banner ad
- ✓ [www.discoverdominica.com](http://www.discoverdominica.com) - travel advisory page
- ✓ Social Media Posting



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