

# 2021 Business Plan

## Supplier Council

In 2021, the Supplier Council will focus its efforts on supporting the rebuild of the tourism industry after the devastating effects of COVID-19. The Council hopes to achieve this objective by creating tools and opportunities to enhance communication among supplier and tour operator members, develop educational webinars and continue to build on membership recruitment and retention.

### 1. Communication

#### Supplier Member Reopening Status Portal

The Supplier Council will work closely with the Tour Operator Council to revamp the current *Covid-19 Destination Updates Portal* to include all supplier members and not just DMO members. This will allow for more businesses to input their reopening status and protocols into the portal for tour operators to search. The new Supplier Member Reopening Status Portal is expected to launch Spring 2021.

#### Destination Roundtables

As destinations begin to reopen throughout the year and hopefully the US/Canada border, communication between tour operators and suppliers will remain essential. The Supplier Council will launch the Destination Roundtable initiative starting in the Spring and continue throughout the Summer. This series of meetings will be hosted by the DMO, along with their tourism partners to update tour operators on their current reopening status, health and safety protocols in place and anything else an operator should be aware of.

## Social Events

To keep members engaged and communicating in a relaxed and fun environment, OMCA, along with the Supplier Council will begin hosting monthly social events. All members are welcome to join.

## Council Collaboration

OMCA Councils will engage in frequent meetings together throughout the year to ensure all membership types are working collaboratively in the efforts to rebuild the tourism industry. This will help ensure the needs of each segment of the association are being heard. Current initiatives include, but are not limited to, monthly townhall meetings, revamping the Supplier Member Reopening Status Portal and educational webinars.

## 2. Education

### Webinars and Workshops

The Supplier Council will continuously work with OMCA throughout the year to provide members with relevant and timely webinars and workshops. Examples of webinars may include:

- Social media
- Hiring – creating a diverse, fair, and equitable workforce
- Effective media & public relations in the world of Covid
- Offering virtual experiences/tours and Virtual FAMs
- Launch of the Supplier Member Reopening Status Portal
- US/Canada Border – what you need to know

### 3. Membership Recruitment and Retention

Covid-19 has affected all members financially. As the industry continues to rebuild and reinvent itself, membership value will remain a top priority for OMCA. The Supplier Council will assist staff in recruitment and retention efforts by brainstorming new and effective ways to increase membership value. Many of these initiatives are already outlined in this business plan.