



Crisis Evaluation Matrix

Instructions:

Rate each criteria on a 1-4 scale.

Add points together to arrive at a total Crisis Evaluation Score.

Re-evaluate the crisis on a daily basis.

CRISIS ASSESSMENT

	1	2	3	4
Emergency declaration	City	Multiple cities	State/Province	National
Longevity of crisis	One week	One month	Multiple months	One year or more
Population impacted	Rural	Residential area	Urban	Multi-city
Geographic scale	One town	One city	Multiple cities	Statewide
Breadth of media coverage	In-state	National	International	Multiple priority markets

Total crisis assessment points: _____



Crisis Evaluation Matrix

TOURISM IMPACT ASSESSMENT

	1	2	3	4
Region affected	Minimal tourism	Rural	Icon	Primary entry point for destination
Damage to tourism infrastructure	None	Isolated road closures	Transportation hubs or corridors	Hotels, attractions, destination drivers
Infrastructure recovery timeline	One week	One month	Multiple months	One year or more
Business impacts (cancellations)	One week	One month	Multiple months	One year or more
DMO programming impact	Monitoring	Reactive messaging	Proactive messaging, rerouting of media/trade trips	Marketing halted or repositioned

Total tourism impact points: _____



Crisis Evaluation Matrix

NEWS COVERAGE ASSESSMENT

	1	2	3	4
Sentiment	Neutral tone	Somewhat negative tone	Strongly negative tone	Widespread discouragement of travel
Accuracy	Accurate, factual information	Incomplete information	Minor factual errors	Inaccurate information
Visuals	None	Minimal images	Visually-led story: photos	Visually-led story: video/broadcast
Frequency of media coverage	Occasional coverage	Daily coverage	Front page for multiple days	24-hour coverage
Breadth of coverage	No coverage	Trade coverage	Niche consumer publications	National mainstream outlets

Total news coverage points: _____



Crisis Evaluation Matrix

SOCIAL MEDIA ASSESSMENT

	1	2	3	4
Breadth	In-state	National	International	Multiple priority markets
Net sentiment	0	-50%	-75%	-100%
Visuals	None	Minimal images	A few images	Multiple photos/videos
Passion Intensity	0	50	75	100
Conversation	No mention of tourism destinations	Minimal mention of tourism	Significant connection between crisis and tourism regions	Top terms and hashtags features key icons and destination drivers

Total social media assessment points: _____

Total crisis evaluation score: _____

Total possible score is 80.

As total score increases, a DMO crisis response becomes more likely.