

Hurricane Planning for the Hospitality Industry Business Continuity Management

With locations often located in hurricane-prone areas, the hospitality industry is especially vulnerable to the wind and storm perils that can potentially cause significant disruption or damage to customer services, structures and revenue streams. With the population growth boom in coastal areas, as well as the increasing number of hotels and resorts in high-risk areas, economic damage is doubling every 10 to 15 years in the U.S. according to researchers.

Recent hurricanes studies show direct and indirect damage may be significantly reduced by implementing a strategic hurricane preparedness and response plan. Organizations that implement clear, actionable plans – *before* a hurricane event – can have a significant impact on protecting staff and guests, minimizing property damage, improve operational resiliency and help expedite recovery.

An effective hurricane preparedness and response plan should identify and include critical action steps addressing activities before, during, and after a storm. Potential planning issues and activities should be captured and displayed for each planning category. These actions can include:



Before the Storm

- Provisions for staff and guests who need to evacuate, relocate or shelter in place
- Loss of utilities for extended periods
- Emergency supplies such as sand bags, pumps, generators, storm barriers, etc.

During the Storm

- Loss of communications
- Adequate housekeeping supplies, medical supplies and staff preparations
- Security provisioning for property and securing guest's valuables
- Transportation vehicles and fuel
- Loss of IT and critical documents

After the Storm

- Restoration and recovery of facilities and resources
- Identification of losses
- Post incident review and plan revision

We're here to empower results:

Contact an Aon Business Continuity Management expert for more information on how we can help optimize your risk program and create a more resilient organization.

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Continuity Blueprint Services: An Innovative Foundation for BCM Planning

Aon Global Risk Consulting has developed an innovative process – the Continuity Blueprint – a foundation for Business Continuity Management (BCM) that helps organizations implement an effective, outcomes-based approach to continuity planning. Working with your leadership team to define cost benefits, we deliver value without intrusion or interruption to operations.

The goal of our Continuity Blueprint program is to create a catastrophe-resilient organization. To be effective, comply with regulatory and internal audit standards, and achieve industry best practices, this program must have strong core competencies in all five of the following areas:

- Program management
- Business impact analysis
- Risk evaluation, control & remediation
- Business continuity strategies
- Plan audit, awareness and training, maintenance and testing



Aon's service methodology is a unique and proprietary process that relies heavily on the use of flowcharts and other supportive graphics to replace the need for unwieldy, text-based documents. It is designed to significantly reduce the staff time necessary to develop and maintain response and recovery plans compared to traditional planning approaches. The Continuity Blueprint services reduce deployment and activation time when compared to other planning approaches. This allows users of the plan to implement response and recovery procedures, by department or business unit, following pre-determined timelines.

Our process will identify and incorporate the critical functions required for recovery and will provide response and recovery strategies to help reduce business interruption. The flexible approach incorporates any existing or previous efforts such as emergency management planning, business continuity data gathering, or information technology procedures.

Designed for businesses that function in a team environment, the Continuity Blueprint is time and cost-effective. Our methodology produces plans that are concise, substantive and have a long shelf life. The final work product becomes management's plan of key actions and responsibilities necessary to respond to incidents, restore critical business functions, and enable effective recovery communication.

About Aon Global Risk Consulting

In today's challenging global environment, business risks are no longer isolated by industry, geography or country. Economic slowdown, regulatory changes, cyber crime, terrorism, increased competition, damage to reputation, and other critical risks are complex, inter-related and global in consequence. Aon Global Risk Consulting (AGRC) is the world's leading risk consulting organization. With nearly 1,800 risk professionals in 50 countries worldwide, AGRC consultants have the expertise and experience to recognize and address the unique challenges and opportunities that face our clients.

In close partnership with Aon's broking team, AGRC provides comprehensive and tailored solutions through a consistent global approach backed by a panel of industry experts. Our risk control, claims and engineering team consists of 600 professionals who support clients globally in the property and casualty risk control arena. Our Risk Consulting business unit includes leading disciplines that include actuarial, business continuity management (BCM), enterprise risk management (ERM), risk management outsourcing and risk feasibility. Our Actuarial & Analytics (A&A) practice consists of more than 100 consultants including 47 actuaries having Property & Casualty (P&C) credentials. Aon's Captive & Insurance Management practice is widely recognized as the leading captive manager, with local capabilities in over 30 countries.