

<b>Do Say</b>	<b>Don't Say</b>
Unwelcome guest	Crisis
Impact varies from country to country	Natural (or any) Disaster
Impact mainly on east coast	We have a crisis
	A threat
Open for Business	Greatest Single threat
What is being done on the ground	International crisis
Percentage of unaffected	Number of beaches affected
Impacts beach experience	Will scare away tourists
Few cancellations in some countries	Cancellations due to Sargassum
Caribbean sources best practices from other areas that have been affected - Texas A&M University and University of Mississippi (USA)	It's a Caribbean problem