

WELCOMING INTERNATIONAL VISITORS

COVID-19 RECOVERY PHASE: BC RESTART PLAN, STEP 3

September 10, 2021



DESTINATION
BRITISH COLUMBIA®

THIS IS FOR:

Destination BC, Regional and Community/City Destination Marketing Organisations, Sector Associations, and Tourism Businesses.

The following document outlines key messaging, information, resources and FAQs for BC's tourism industry as it relates to fully vaccinated foreign nationals entering Canada/BC for recreational purposes.

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STATUS UPDATE: INTERNATIONAL VISITORS

Effective September 7, 2021, Canada will allow entry to fully vaccinated foreign nationals for leisure travel. If you meet the entry criteria, fully vaccinated travelers do not have to quarantine upon arrival to Canada.

PRIMARY MARKETS:

- International

SUGGESTED HASHTAGS:

- #exploreBC

SUGGESTED KEY MESSAGING:

- Welcome back!
- Effective September 7, 2021, fully vaccinated foreign nationals will be eligible to enter Canada for discretionary (non-essential) reasons, such as tourism, as long as they meet the entry requirements.
- We encourage all travelers to be fully informed of the pre-entry and on arrival public health and testing requirements. This includes the mandatory use of the [ArriveCAN app](#).
- For the latest information on travel to Canada, including the updated federal requirements and restrictions, please visit the [Government of Canada website](#).
- BC tour operators, accommodation providers and attraction hosts have implemented stringent protocols to keep visitors safe, and visitors are asked to return the favour by [travelling responsibly](#).
- Travelers are encouraged to reference Destination BC's "[Know Before You Go](#)" page for information on the latest travel restrictions, what's open and more.
- Proof of vaccination is now required at several BC businesses. Please be prepared to show your ArriveCAN record and ID upon arrival.
- As we adjust business operations, train staff, and implement this new requirement to keep us all safe, please be patient—we're in this together!

ENTRY INFORMATION:

Fully vaccinated foreign nationals are eligible to enter Canada for discretionary (non-essential) reasons, such as tourism. These individuals must:

- [be fully vaccinated](#): a traveler must have received, and show proof of, the full series of a vaccine — or combination of vaccines — [accepted by the Government of Canada](#) at least 14 days prior to entering Canada. Currently, those vaccines are manufactured by Pfizer-BioNTech, Moderna, AstraZeneca/COVISHIELD, and Janssen (Johnson & Johnson).
- have a valid [pre-arrival COVID-19 molecular test](#) result taken no more than 72 hours before their scheduled flight or their arrival at the land border crossing, or a previous positive test result taken between 14 and 180 days before departure to Canada. **Antigen tests, often called "rapid tests" are not accepted;**
- be asymptomatic;
- submit their mandatory information via [ArriveCAN](#) (App or website), including proof of vaccination in English or French and a quarantine plan;
- be admissible under the *Immigration and Refugee Protection Act*; and,
- take a test on arrival, if selected.

For detailed information, including the steps you should follow before your trip, please visit the [Government of Canada website](#).

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INDUSTRY RESOURCES:

The [Public Health Agency of Canada](#) has developed the following tools and links to better understand the full scope of these changes and what travelers will need to know before, during, and after their entry to Canada.

Infographic: A one page document outlining requirements for all travelers entering Canada by land or air.

Fact Sheet: A detailed document with the 5 steps fully vaccinated travelers entering into Canada must follow.

KEY LINKS:

- [Find out if you can enter Canada - Travel restrictions in Canada](#)
- [ArriveCAN](#)
- [COVID-19 vaccinated travelers entering Canada](#)
- [Entering Canada by land and air during COVID-19](#)
- [Entering Canada by water during COVID-19](#)
- [COVID-19: For unvaccinated children under 12 without symptoms and travelling with fully vaccinated parents or guardians](#)
- [COVID-19: For travelers over 12 without symptoms who are medically exempt from receiving a vaccination](#)
- [@GovCanHealth](#)

SUGGESTED CONTENT THEMES:

- **Know Before You Go:** COVID-19 protocols and restrictions look different for many around the world, and our international visitors will need to know what rules, recommendations and expectations are in place in BC to keep them, our residents, and our businesses safe, especially the new requirement (as of September 13), to show proof of vaccination at certain businesses and events. Refer people to Destination BC's [Know Before You Go page](#) for the latest information; update any info on your site to reflect the latest recommendations; share content from businesses that demonstrates steps being taken to ensure guests' safety. Suggested key messages:
 - British Columbia is a very large and diverse province. If one area is impacted by an emergency/closure/health event/, or is already fully booked, there will be many other areas that are not directly impacted, have space, and are open for business.
 - If you're travelling in BC, please check the latest, on-the-ground information before and during your trip to make informed travel decisions.
 - Familiarize yourself with the protocols and visitor expectations in the places and businesses you wish to visit. Currently, all indoor businesses require you to wear a mask. Please respect the wishes of the communities/businesses you visit.
- Know Before You Go, and consult official information resources such as [Drive BC](#), the [BC Wildfire Service](#), local [Visitor Centres](#) and more, all available on [ExploreBC.com/travelupdates](#).
- (During months prone to/experiencing wildfires only): Download the BC Wildfire App before your trip to have real-time information on alerts, orders and conditions near you, at your fingertips! The App is available for both [Android](#) and [Apple](#) devices.
- **Responsible Travel:** create or re-share content that educates travelers on responsible travel behaviour in your area; amplify content from Destination BC, [BC AdventureSmart](#), [Wildsafe BC](#), [Boating BC Association](#), etc. (see [page 4](#) for resources)
- **Visitor Advocacy:** as international visitors begin to return to your area, highlight their stories on social media; highlight stories from locals to connect visitors with friendly local faces
- Find out more about Destination BC's current overseas marketing activities by accessing campaign resources, here: <https://www.destinationbc.ca/news/destination-bc-launches-overseas-consumer-marketing-campaign-in-the-uk-and-germany/>

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ADDITIONAL RESOURCES FOR BC'S TOURISM INDUSTRY TO SHARE WITH VISITORS AND EMPLOYEES

Know Before You Go!



Plan Ahead!

For information on the latest travel updates, including visitor behaviour expectations, driving routes, BC Ferries, BC Parks and outdoor activities, visit: <https://www.hellobc.com/know-before-you-go>



We're in this together.

Let's make sure we travel responsibly and respectfully, and the experience is enjoyable for all. We've created infographics for you to share on your social channels, downloadable here: [Dropbox](#) (*new infographic for the vaccine card)



Where to go for local insight and expertise.

If guests are looking for new places to visit or new attractions, there are more than 100 community-owned Visitor Centres and booths across the province that make up BC's Visitor Services Network, visit: <https://www.hellobc.com/plan-your-trip/visitor-information-services/>



Catch up on the Camper's Code.

The British Columbia Lodging and Campgrounds Association has created a great resource for camping etiquette, here: <https://www.camperscode.com/>



Be a Good Boater.

Boating BC offers a variety of resources on boating etiquette, green boating, protecting our marine mammals, and safe boating. Check them out, here: <https://www.boatingbc.ca/cpages/responsible-boating>



Be safe in the backcountry.

Share the Backcountry Lodges of BC Association's [Self-Guided Recommendations](#) and their planning resource page, here: <https://backcountrylodgesofbc.com/backcountry-101-2/know-before-you-go/>

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FAQ: WELCOMING OUR INTERNATIONAL VISITORS AS OF SEPTEMBER 2021

What are the current rules regarding travel?

- Effective September 7, 2021, Canada will allow entry to fully vaccinated foreign nationals for leisure travel. If you meet the entry criteria, fully vaccinated travelers do not have to quarantine upon arrival to Canada.
- For information on travel into Canada, including an [interactive tool](#) to assess your eligibility to enter Canada, please visit <https://travel.gc.ca/travel-covid>.

Can international travelers now go to indoor and outdoor tourism businesses/attractions across the province?

- Yes! In line with the easing of federal border restrictions, foreign nationals are welcome to begin visiting BC tourism businesses.
- Some businesses, such as restaurants, will also be required to verify proof of vaccination prior to entry starting September 13. For international visitors, this can be shown via the ArriveCAN app. (*Note: you will also require a secondary piece of ID.)

What type of health & safety measures can visitors expect to see when travelling in BC?

- Masks are currently required in all public indoor settings for those 12 and older, regardless of vaccination status.
- Many businesses still have their own additional health & safety measures in place, such as sanitizing stations and physical distancing requirements.
- Some businesses, such as restaurants, will also be required to verify proof of vaccination prior to entry starting September 13. For international visitors, this can be shown via the ArriveCAN app. (*Note: you will also require a secondary piece of ID.)
- We ask all visitors to please respect the policies in place at the businesses/communities they wish to visit.

How should tourism industry partners alter their marketing efforts?

- Businesses/communities may wish to alter their marketing efforts to begin to target international audiences markets beyond the United States.
- Destination BC is investing in the UK and Germany as key international markets where travel to Canada is expected to start, with direct to consumer, travel trade, and travel media programs. We will monitor and invest in other markets as travel restrictions ease.
- You can learn more about the campaign and access related resources, here: <https://www.destinationbc.ca/news/destination-bc-launches-overseas-consumer-marketing-campaign-in-the-uk-and-germany/>

What if Indigenous, First Nations or other communities want to keep restrictions in place?

- It's important to respect the wishes of all communities and follow local guidelines when you travel.
- While some communities will be eager to welcome visitors to support their local economy, there are some rural and Indigenous communities that may be hesitant.
- We ask anyone who is looking to recreate, including hunting and fishing, to do their research before they leave home, respect the wishes of local communities and follow local travel advisories and guidance.
- Destination BC will continue to update [Know Before You Go information on HelloBC.com](#)