

MESSAGING GUIDANCE FOR BC'S TOURISM INDUSTRY

COVID-19 RECOVERY PHASE

Week of November 10–23



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This document includes messaging for entities within and outside the Vancouver Coastal Health and Fraser Health Regions, and a FAQ

THIS IS FOR:

Tourism entities located **within** the Vancouver Coastal Health and Fraser Health Regions.

COMMUNICATIONS FOCUS:

Support BC's Provincial Health Orders and Recommendations, and BC's Tourism Industry by:

- Encouraging residents within the Vancouver Coastal Health & Fraser Health Regions to comply with the recommendation to avoid all non-essential travel.
- Encouraging local residents to get out and support local tourism businesses, in alignment with the latest health Orders and recommendations.

SUGGESTED KEY MESSAGING:

BC residents should avoid non-essential travel to, from, and within the Metro Vancouver, Fraser Valley, Sea-to-Sky, and Sunshine Coast areas until November 23. Let's do our part by following Provincial Health Orders and recommendations, and support local tourism businesses. We're all in this together.

For BC residents who live outside these regions, we look forward to welcoming you again soon!

For more information about the latest Provincial Health Orders, visit www.gov.bc.ca/regionalrestrictions

RECOMMENDED ACTIONS:

- Share this messaging with your teams, networks, and partners.
- Pause all paid marketing activities until November 23.
- Use the new [Travel Safe](#) and [Support Local](#) social media graphics.
- Update any "Know Before You Go" content on your website to reflect the latest restrictions.
- Connect your audience with official sources—the most accurate, up-to-date info on current Provincial Health Orders and recommendations can be found on the Government of BC's website: www.gov.bc.ca/regionalrestrictions

CHANNELS:

Organic Social Media
Consumer Website

PRIMARY MARKETS:

British Columbia

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COVID-19 RECOVERY PHASE

Week of November 10–23

THIS IS FOR:

Tourism entities located **outside** the Vancouver Coast Health and Fraser Health Regions, but marketing to these impacted areas.

COMMUNICATIONS FOCUS:

Support BC's Provincial Health Orders and Recommendations, and BC's Tourism Industry by:

- Encouraging residents within Vancouver Coastal Health & Fraser Health Regions to comply with the recommendation to avoid all non-essential travel outside these regions.
- Encouraging local residents to get out and support local tourism businesses, in alignment with the latest health Orders and recommendations.
- Continuing to encourage safe and responsible travel by residents outside of these regions.

SUGGESTED KEY MESSAGING:

Metro Vancouver, Fraser Valley, Sea-to-Sky, and Sunshine Coast residents should avoid all non-essential travel until November 23.

If you live outside of the Vancouver Coastal Health and Fraser Health regions, please continue to travel safely and responsibly while you #exploreBC / #explore<yourdestination>. Your support of local tourism businesses makes a difference; we're all in this together.

For more information about the latest provincial health Orders, visit www.gov.bc.ca/regionalrestrictions.

RECOMMENDED ACTIONS:

- Share this messaging with your teams, networks, and partners.
- Talk to your media agency or team about the geographic targeting on your paid advertising and adjust accordingly.
- Use the new [Travel Safe](#) and [Support Local](#) social media graphics.
- Update any “*Know Before You Go*” content on your website to reflect the latest restrictions.
- Connect your audience with official sources—the most accurate, up-to-date info on current Provincial Health Orders and recommendations can be found on the Government of BC's website: www.gov.bc.ca/regionalrestrictions.

CHANNELS:

Organic Social Media
Consumer Website
Paid Marketing (to non-impacted areas only)

PRIMARY MARKETS:

British Columbia

FAQ: PROVINCIAL HEALTH AND RECOMMENDATIONS



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1. What communities are included in the new Provincial Health Order?

The Order applies to the following communities and their surrounding areas, including regional districts and First Nations communities, within the Vancouver Coastal Health and Fraser Health regions: https://www2.gov.bc.ca/gov/content/safety/emergency-preparedness-response-recovery/covid-19-provincial-support/lower-mainland?bcgovtm=20200506_gcpe_am_covid_11_notification_bcgovnews_bcgov_en_bc_notification#communities

2. Can Vancouver Coastal Health and Fraser Health residents go to indoor and outdoor tourism/local attractions, within these regions, with their “household” or “bubble”?

- The Order is about taking a step back, reducing social connections, and spending time with only those considered to be immediate family or in your bubble. If successful, the restrictions are expected to last for just two weeks.
- The Order is for no social gatherings, and does not restrict people going to businesses.
- Business operations not subject to the Order can welcome customers as long as their approved COVID-19 safety plan is in place.
- All businesses are encouraged to review their COVID-19 safety plan. To learn more about WorkSafe BC’s COVID-19 safety plans, check here: <https://www.worksafebc.com/en/resources/health-safety/checklist/covid-19-safety-plan?lang=en>

3. Can partners use “exploreBC Local” messaging to promote regional indoor/outdoor tourism attractions and outdoor activities to local residents?

- Yes. Business operations not subject to the new Order can continue to welcome customers as long as their approved COVID-19 safety plan is in place.

4. Can tours within BC, where travelers live in non-impacted regions but have booked to travel in/through Vancouver Coastal Health and Fraser Health, continue at this time?

- Travel into and out of the Lower Mainland is limited to essential travel only for the two-week period. British Columbians should only travel in and out/through these regions if absolutely necessary.
- Tours traveling through these regions should do so without stopping, where possible. Tour companies may have to rearrange itineraries in consultation with their clients, for this two-week period.
- For those travelers that must stop in these areas, they should adhere to the same Orders that are in place for local citizens.

5. What should we tell visitors from across Canada?

- Travel into and out of the Lower Mainland is limited to essential travel only for the two-week period.
- People should only travel in and out of these regions if absolutely necessary. Essential travel includes regular travel for work within the region, or travel for things like medical appointments. Travel for social or recreational reasons should be curtailed.

- The Province has recommended people delay their trips, such as visiting friends and family, until the risk of spreading COVID-19 is reduced in the Lower Mainland. Those who live outside of the Lower Mainland should not visit unless it is urgently required, or must transit through without stopping (unless essential to do so).

6. Should tourism industry partners stop their marketing efforts, targeted at impacted areas, for the next two weeks?

- Promoting travel from or to the Lower Mainland or Fraser Valley at this time would be in conflict with the PHO recommendations and is not advised over the next two weeks.
- Many tourism partners have already voluntarily and temporarily suspended their marketing efforts during this two-week period.
- Messaging promoting travel **after** the two-week restriction should be worded carefully to ensure there is no confusion for the public.

7. Should businesses refuse bookings/cancel bookings from residents of Vancouver Coastal Health and Fraser Health for the next 2 weeks?

- Each individual business must work to ensure they are following the Provincial Health Orders and Work Safe guidelines for safe operations.
- If a business has a concern that individuals are not adhering to the PHO orders, they can contact Public Health Inspectors, Bylaw Officers and the Police.

Additional info about these Orders can be found here: www.gov.bc.ca/regionalrestrictions