

MESSAGING GUIDANCE FOR BC'S TOURISM INDUSTRY

COVID-19 RECOVERY PHASE

For December 8–January 8



DESTINATION
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This document includes suggested messaging for tourism industry and FAQs

THIS IS FOR:

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

COMMUNICATIONS FOCUS:

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

- Encouraging BC residents to stay local (within their communities) and support local tourism businesses.

CHANNELS:

Organic Social Media
Consumer Website

PRIMARY MARKETS:

British Columbia

SUGGESTED KEY MESSAGING:

Stay Local

Like you, we're passionate about exploring BC—but now is not the time to travel. Until January 8, all non-essential travel to and within BC should be avoided. Please stay local and support local this holiday season.

For more information about the latest Provincial Health Orders, visit <https://www2.gov.bc.ca/gov/content/safety/emergency-preparedness-response-recovery/covid-19-provincial-support/restrictions>

Support Local

Now, more than ever, local BC businesses need your support. Let's each do our part by staying local, and dining, shopping, and visiting attractions nearby this winter.
#staylocal #supportlocal #buyBC

RECOMMENDED ACTIONS:

All:

- Share this messaging with your teams, networks, and partners.
- Pause paid marketing promoting travel until January 8.
- Use the [Stay Local, 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: <https://www2.gov.bc.ca/gov/content/safety/emergency-preparedness-response-recovery/covid-19-provincial-support/restrictions>

Businesses:

- Ensure your COVID-19 safety plans required by WorkSafe BC are completed, posted publicly (at the business and on the website, if there is one), and shared proactively.
- Use the new feature in our listings program to add a direct link to your business' COVID-19 Safety Plan on your HelloBC.com listing, to help more visitors see it.
- Share your plan proactively across channels to help rebuild consumer confidence and demonstrate all of the incredible efforts you've made to keep your guests and staff safe.

FAQ: PROVINCIAL HEALTH ORDERS AND RECOMMENDATIONS

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Which communities are included in the latest travel recommendations, extended by BC's Provincial Health Officer (PHO) on December 7?

- The latest health recommendations regarding travel apply to the **entire province**. All British Columbians are being asked to avoid non-essential travel until midnight on January 8.
- With rising COVID-19 cases throughout BC and across Canada, the PHO is urging all British Columbians to continue to press pause on non-essential travel. This includes a temporary pause on inter-provincial and travel throughout BC.
- All British Columbians are being asked to “stay local”, to remain in their own community.
- Measures will continue to be assessed between now and January 8.

Can BC residents go to indoor and outdoor tourism businesses/attractions, within their local community, with their household or bubble?

- While there are to be no social gatherings, people are not restricted from going to local businesses, within their own local community, with their immediate household members or smaller bubble of 1–2 people.
- Businesses can welcome local customers (members of the same household or smaller bubbles of 1–2 people only), from their own community, as long as they have a current COVID-19 safety plan in place.
- All businesses are encouraged to constantly review their COVID-19 safety plans. 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>
- For businesses with a listing on HelloBC.com, please update your information to add your safety plan to your listing. You can log on to the portal, here: <https://destinationbc.force.com/s/>

What should tourism partners do to support community-based indoor/outdoor tourism attractions and outdoor activities?

- Tourism businesses can continue to welcome local customers (household members and bubbles of 1–2), from their own community, as long as their approved COVID-19 safety plan is in place and posted publicly.
- Tourism partners can use this messaging guidance to help businesses, available here: <https://www.destinationbc.ca/covid-19/destination-bc-response/messaging-toolkit/>

What should we tell visitors from across Canada?

- Travel to BC is limited to essential travel only for the time-being.
- People should only travel in and out of BC if absolutely necessary. Essential travel includes regular travel for work, or travel for things like medical appointments. Travel for social or recreational reasons should be curtailed until at least January 8.
- BC's Provincial Health Officer has requested that people delay or postpone their trips, such as visiting friends and family, until the risk of spreading COVID-19 is reduced in BC. Those who live outside of BC should not visit unless it is urgently required. If they must visit, they must abide with all current health orders and recommendations.

How should tourism industry partners alter their marketing efforts?

- Promoting travel around BC, at this time, would be in conflict with the PHO recommendations and is not advised.
- Tourism partners should focus on local residents only, encouraging British Columbians to support local businesses or explore their own community, safely.
- Messaging promoting travel **in the future, beyond January 8** should be worded carefully to ensure there is no confusion for the public.
- The PHO understands that many hotels, resorts and winter communities are counting on British Columbians travelling within their own province this winter. And they still hope this will be possible. But we all need to follow the direction of

the PHO, to allow our businesses, schools and the economy to remain open.

- The Province needs to get the transmission rate under control, immediately, and this will take a commitment from all of us, including limiting travel **right now**.

Should businesses refuse bookings/cancel bookings from residents outside of their local community until after January 8?

- Each individual business must work to ensure they are following the Provincial Health Orders/Recommendations and WorkSafeBC guidelines for safe operations.
- If a business has a concern that individuals are not adhering to the orders, they can contact Public Health Inspectors, Bylaw Officers and the Police.
- The PHO expects all businesses to do what they can to help stop the spread of COVID-19.
- Dr. Henry has asked people to reconsider their vacation plans at this time. Health orders and recommendations will be constantly reviewed between now and January 8.

What are the current restrictions on events?

- In-person events and community-based gatherings as defined in the PHO order—[Gatherings and Events \(PDF\)](#) are suspended. Certain exceptions apply, including Seasonal activities, including indoor and outdoor holiday events (with the exception of [drive-in and drop-off events](#)).

Are masks required in all indoor spaces?

- As outlined in the [mask mandate order](#), masks are required for everyone in many public indoor settings. A face shield is not a substitute for a mask as it has an opening below the mouth.

Additional information can be found here:

<https://www2.gov.bc.ca/gov/content/safety/emergency-preparedness-response-recovery/covid-19-provincial-support/restrictions>