

# MESSAGING GUIDANCE FOR BC'S TOURISM INDUSTRY

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

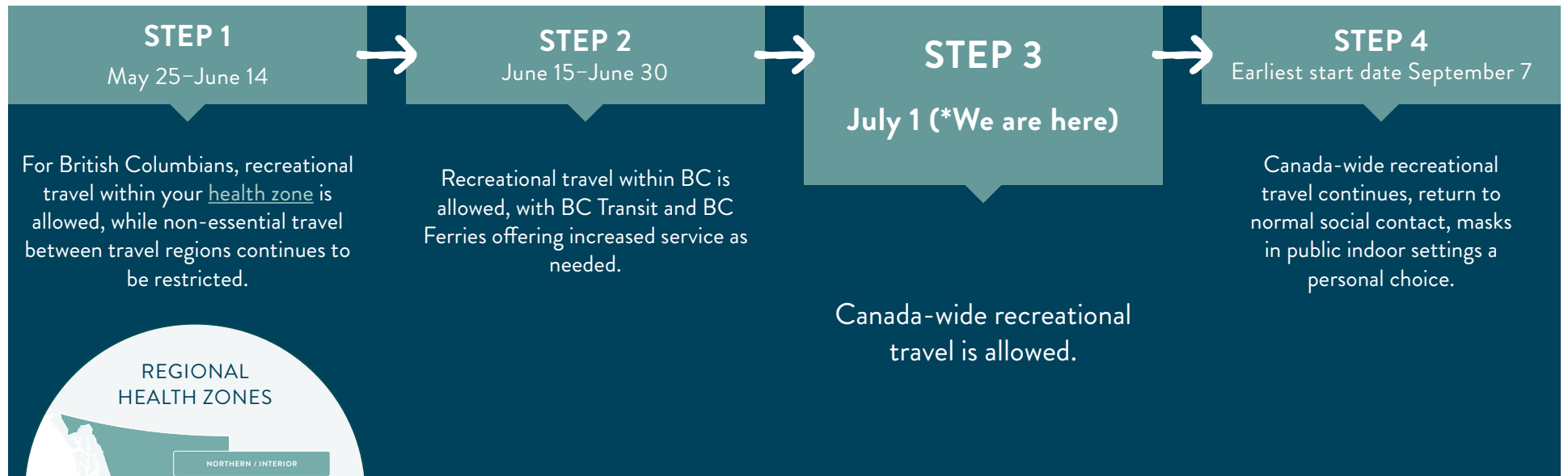
For July 1 until further notice (check back regularly for updates)



### STATUS UPDATE

On May 25, the Province announced BC's Restart: a careful, four-step plan focused on protecting people and safely getting life back to normal. The plan lays out key benchmarks and target timelines for moving through each step.

### KEY MILESTONES FOR TRAVEL



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This document includes suggested messaging for BC's tourism industry and FAQs for STEP 3 of BC's Restart Plan

### THIS IS FOR:

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

### RESTART STEP 3: COMMUNICATIONS FOCUS

Encourage Canadians to travel within and to BC now, and travel responsibly.

### CHANNELS:

Paid, owned, earned

### PRIMARY MARKETS:

- British Columbia
- Other Canadian Provinces

### SUGGESTED KEY MESSAGING:

- BC has now entered Step 3 of BC's Restart Plan; travel to and throughout the province by Canadians is now encouraged.
- It's time to #exploreBCnow.
- Book your summer getaway now (at [exploreBC.com](https://www.exploreBC.com)).
- Travel safely and responsibly this summer (see [page 5](#) for resources).

### HASHTAGS:

- #exploreBCnow
- #exploreBC

### SUGGESTED CONTENT THEMES:

- **10 Ultimate BC Experiences:** Align your content with the [10 Experiences highlighted in the provincial campaign](#) (and share related content with [GlobalContent@DestinationBC.ca](mailto:GlobalContent@DestinationBC.ca))
- **Know Before You Go:** 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
- **Responsible Travel:** create or re-share content that educates travellers on responsible travel behaviour in your area; amplify content from Destination BC, [BC AdventureSmart](#), [Wildsafe BC](#), [Boating BC Association](#), etc. (see [page 5](#) for resources)
- **Local Advocacy:** as visitors from elsewhere in BC and Canada begin to return to your area, highlight their stories on social media; highlight stories from locals to connect visitors with friendly local faces

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DESTINATION  
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### RECOMMENDED ACTIONS:

#### All:

- Share this messaging with your teams, networks, and partners
- Share Destination BC's [Know Before You Go page](#)
- Update any “Know Before You Go” content on your website to reflect the latest restrictions
- Connect your audiences 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/covid-19/info/restrictions>

#### Businesses:

##### HelloBC.com Listings

- Update your business listing in [Destination BC's tourism business portal](#) to ensure your open/closed status is accurate

##### HelloBC.com Travel Deals

- Add up to three travel offers for British Columbians via [Destination BC's tourism business portal](#); offers surface across HelloBC.com and in paid advertising

##### Google My Business Listings

- Ensure your Google My Business Listing is up to date—find out more on [DestinationBC.ca](#)



# BE OPEN TO MORE

DESTINATION BC'S DOMESTIC MARKETING CAMPAIGN

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Open to More is DBC's domestic summer marketing campaign encouraging residents to experience new adventures and connect with their province in a different way this summer—whether travelling somewhere new or trying a new, bookable activity in their favourite destination.

By visiting ExploreBC.com, residents can find trip planning ideas and resources to help them experience their province in a new light this summer. To help inspire residents to expand their travels and minds, Destination BC identified the top 10 quintessential BC experiences and offers trip planning and vacation ideas under each experience.

### CAMPAIGN RESOURCES FOR INDUSTRY:

- See the latest campaign information in the June 17 COVID-19 industry call: <https://www.youtube.com/watch?v=M47n6A8gJOs>
- Learn more about the 10 Experiences: <https://www.hellobc.com/be-open-to-more/>



Wake Up  
in Nature



Gain a Fresh  
Perspective on Metro  
Vancouver & Victoria



Visit all 9 BC  
Wine Regions



Get to Know  
BC's Wildlife



Follow an  
Ale Trail



Take the Road  
Trip of a Lifetime



Stand in Awe of  
BC's Mountains



Connect with  
Indigenous Cultures



Cast a Line in  
BC's Rivers, Lakes,  
and Ocean



Golf with Ocean,  
Forest, Mountain or  
Desert Vistas

# SAFE, RESPECTFUL TRAVEL:

## REBUILDING CONSUMER & COMMUNITY CONFIDENCE

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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 what's open across BC, 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](#)

**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/>

**What do our cross-Canada friends and family members need to know about travel in BC and COVID-19?** Check out the Province's Travel and COVID-19 page, here: <https://www2.gov.bc.ca/gov/content/covid-19/travel/current>

**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/>

**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>

**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/>

### OPERATIONAL SAFETY FOR VISITORS AND EMPLOYEES

**\*NEW—Begin transitioning to communicable disease prevention.** In Step 3, employers will no longer be required to maintain or post a COVID-19 Safety Plan and will instead transition to communicable disease prevention plans. WorkSafe BC has developed a 4-step guide for employers, along with an information hub including FAQs and other resources, to support workplaces as they begin this transition. Learn more, here: <https://www.worksafebc.com/en/covid-19/bcs-four-step-restart>

**Share how your business is practicing the fundamental aspects of disease prevention and control in the workplace.** While the province is moving away from COVID-19 Safety Plans, businesses should still demonstrate that they are continuing to practice the fundamental aspects of disease prevention and control. Learn more, here: <https://www.worksafebc.com/en/resources/health-safety/books-guides/communicable-disease-prevention-guide-employers>

**BSAFE** is a new online health and safety training program designed to ensure foundational health and safety knowledge in BC's tourism and hospitality businesses to keep everyone safe as we move through the COVID-19 pandemic. Learn more, here: <https://www.go2hr.ca/training-education/bsafe>



# FAQ: BC RESTART PLAN

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### What are the current rules regarding travel?

- The BC Government announced its [4-Step Restart Plan](#) on May 25. We are now in Step 3, until midnight September 7\* at the earliest.
- Canada-wide travel is now encouraged!
- Highway signage will be updated to reflect that recreational travel across Canada and into BC is now allowed.
- Accommodations and attractions can receive guests from across Canada.
- All guests must abide by BC's COVID-19 health and safety orders and recommendations.
  - Masks are recommended in public indoor settings for all people 12 and older who are not yet fully vaccinated
  - Residents and visitors can engage in careful social contact
  - If an employee feels sick, they must stay home and get tested immediately
  - If a guest feels sick, they must call \*811 immediately for guidance from BC's Public Health services, and isolate in place until they receive further information.

\* The criteria for moving to Step 4 is at least 70% of the 18+ population vaccinated with dose 1, along with low case counts and declining COVID-19 hospitalizations.

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

- Yes! Canadians/Canadian Residents are welcome to visit BC and are encouraged to explore our province!
- While the province is transitioning from existing COVID-19 safety plans to communicable disease

prevention, businesses should still demonstrate that they are continuing to practice the fundamental aspects of disease prevention and control. <https://www.worksafefbc.com/en/covid-19/bcs-four-step-restart>

### How should tourism industry partners alter their marketing efforts?

- Promoting leisure travel to visitors from across Canada is encouraged!
- Tourism partners should focus on the **#ExploreBCNow** message and encourage Canadians/Canadian Residents to explore BC this summer and beyond.
- Messaging promoting travel **after September 7 and beyond, to international visitors**, should be worded carefully to ensure there is no confusion for the public, and should be based on criteria in the Restart Plan.
- Partners can use this messaging guidance to help businesses, available here. <https://www.destinationbc.ca/covid-19/destination-bc-response/messaging-toolkit/>

### 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](https://www.hellobc.com)

### What should we tell international visitors from outside Canada, and how should businesses handle bookings/cancellations until the border reopens?

- Travel to BC/Canada, by international visitors, is still restricted to essential travel only until the Federal Government opens the borders.
- Essential travel **does not** include visiting a private vacation property owned in BC. Cross-border travel for social or recreational reasons, to see family or friends for non-essential reasons or to visit a vacation property, is not currently allowed.
- If Foreign Nationals must visit, for essential reasons, [they must first qualify under the Federal Government's requirements](#), and then abide with all of BC's current public health orders and recommendations.
- Rebooking and refund policies are up to the individual business.

### Can tourism operators accept bookings for after July 1 and beyond?

- Yes! People can accept travel bookings for Step 3 and beyond. However, we recommend implementing flexible booking policies, where possible, due to the unpredictable nature of the pandemic.

### What are the Step 3 rules for gatherings and events?

- Indoor and Outdoor **organised** gatherings:
  - Increased capacity at both indoor and outdoor organized gatherings.
  - Indoor gatherings: 50 people or up to 50% capacity, whichever is greater.
  - Outdoor gatherings: 5,000 people or up to 50% capacity, whichever is greater.

# FAQ: BC RESTART PLAN

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- Fairs and festivals can operate as normal, with a communicable disease prevention plan.
- No group limit for indoor and outdoor dining. Liquor service restrictions lifted.
- Casinos and nightclubs can operate with a limited capacity and additional guidelines.
- Indoor and outdoor **personal** gatherings: can resume to pre-pandemic levels.

### Can people visit their vacation home or cottage?

- Yes, Canadians/Canadian Residents can travel across the country to visit a vacation home.
- Travel for leisure or recreational purposes by Foreign Nationals is prohibited until the Federal Government reopens the borders.

### What are the rules for dining?

- Increased capacity at both indoor and outdoor organized gatherings.
- No group limit for indoor and outdoor dining. Liquor service restrictions lifted.

### Are there any changes to the safety protocols in Step 3?

- Yes. In Step 3, employers may begin to transition away from maintaining a COVID-19 Safety Plan at their workplace towards communicable disease prevention.
- Employers do not have to have plans approved by WorkSafeBC; however, managing communicable disease at your business is part of an effective Occupational Health and Safety Program. <https://www.worksafebc.com/en/resources/health-safety/books-guides/communicable-disease-prevention-guide-employers>

### For Step 3, what are the capacity limits for things like fairs and festivals and organized gatherings? When will they be available so organizers can plan?

- Fairs and festivals can operate as normal, with a communicable disease prevention plan.

### Will there be occupancy limits on vacation rentals in Step 3 (i.e., for July, August and beyond)?

- No, personal indoor gatherings such as those at a vacation rental can resume to pre-pandemic levels.

### How is the Province dealing with AirBnB, VRBO and other private vacation rentals?

- Government continues to work with rental companies, local governments and other stakeholders to ensure the Restart Plan applies evenly to all businesses.

### What are BC Ferries and BC Parks doing to support the Restart Steps?

#### BC Ferries

- BC Ferries will offer increased service once Step 3 begins. Questions for BC Ferries can be sent to: [customer.relations@bcferries.com](mailto:customer.relations@bcferries.com)
- BC Ferries is under the jurisdiction of Transport Canada with respect to safety protocols.

#### BC Parks

- Recreational travel, including camping is encouraged in Step 3.
- Gatherings in campgrounds will be expected to follow the same rules for outdoor and indoor gatherings (see above)
- Questions about BC Parks can be directed to: 1-800-689-9025

### Are masks still required in all indoor spaces?

- Masks are recommended for public indoor settings for all people 12 and older who are not yet fully vaccinated.

### Will masks be required on modes of transportation for those who aren't vaccinated/once capacity restrictions are lifted?

- The Province has developed updated health and safety protocols, which include a move from COVID-19 Safety Plans to communicable disease prevention.
- Masks are recommended for public indoor settings for all people 12 and older who are not yet fully vaccinated, which includes modes of transportation.

### Will businesses be allowed to ask their customers for proof of vaccination?

- No one will be required to provide proof of vaccination to access services provided by the government of BC. These are medical documents that contain personal health information.
- There is no recommendation that businesses ask for proof of vaccination.
- While government can't dictate exactly how businesses choose to operate, there are legal implications that businesses should consider. [Please visit go2HR for more details and their Employer Tool Kit.](#)



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### Will rapid tests become more widely available in Step 3 of the Restart plan?

- The Province will continue to use PCR tests as we move through the Restart plan.
- Public health has significant testing capacity, and will continue to urge people who may be experiencing symptoms to call 811 or use the COVID-19 Self-Assessment App to find out if they need a test.
- The use of rapid tests has increased, and Government will do more in the future to support the PCR testing program.
- BC's Rapid Point-of-Care Screening Program is now available for organizations throughout the province. Industries and organizations whose settings or activities are associated with a higher risk of transmission can email [RapidPOCTeam@phsa.ca](mailto:RapidPOCTeam@phsa.ca) for an intake assessment.

### Will businesses be able to access information on what is allowed in different languages?

- PHO orders and WorkSafeBC guidance is available in a wide range of languages through the WorkSafeBC and BCCDC websites.
- As updated guidance for the Steps is released, Government will ensure businesses have access to the information in a range of languages.

### When will the US Border reopen, when will international travel resume?

- US and international travel are the responsibility of the Federal government—they're responsible for all international borders.

### Will international travelers have to provide proof they've been vaccinated?

- The Province is working with provincial counterparts and the Federal government on what a pan-Canadian approach might look like, to issue COVID-19 health status credentials in the event they are required.
- BC is exploring how the [BC Services Card](#) and mobile card can be integrated into any proposed solution, similar to how the mobile card is integrated with other Federal services such as Canada Revenue Agency's My Account.
- The BC Services Card and mobile card are already trusted tools that allow British Columbians timely, secure access to government services.
- Any approach will be built in a way that protects the privacy of all British Columbians.

### When will businesses be notified that we're going to the next step in the Restart Plan?

- If we all continue to do our part and follow the rules and guidelines that are in place, we should be able to move through the Steps and corresponding timelines, as laid out.
- In addition, Government will continue to engage with the tourism sector, Indigenous people, local governments, and other organizations on the Restart Plan as we progress through the summer.
- Health and Safety guidelines will be reviewed, updated and communicated accordingly.
- The PHO will continue to be in regular communication with the public, and Destination BC will update messaging accordingly.

### Additional info can be found here:

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