

MESSAGING GUIDANCE FOR BC'S TOURISM INDUSTRY

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

August 26, 2021*

*Note: this guide will be updated again once provincial vaccine passport details become available. Please check back for updates.



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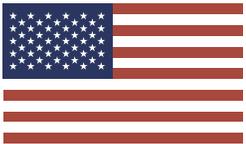
STATUS UPDATE

Effective August 9, 2021, Canada will allow entry to fully vaccinated American citizens and permanent residents (currently residing in the US) for leisure travel. If they meet the entry criteria, fully vaccinated travellers do not have to quarantine upon arrival to Canada.

THIS IS FOR:

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

PRIMARY MARKETS:



USA

SUGGESTED KEY MESSAGING:

- Welcome back, neighbours!
- Effective August 9, 2021, Canada will allow entry to fully vaccinated American citizens and permanent residents (currently residing in the US) for leisure travel. If you meet the entry criteria, fully vaccinated travellers do not have to quarantine upon arrival to Canada.
- We encourage all travellers to be fully informed of the pre-entry and on-arrival public health and testing requirements both federally and provincially. This includes the mandatory use of the ArriveCAN app. Travellers should plan for extra time in the lead up, and upon the arrival of their trip.
- 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](#) this summer and fall.
- Travellers are encouraged to reference Destination BC's "[Know Before You Go](#)" page for information on the latest travel restrictions, what's open and more.

HASHTAGS:

- #exploreBC

ENTRY INFORMATION:

To qualify for the fully vaccinated traveller exemption, you must:

- [Be eligible to enter Canada](#) on the specific date you enter
- Have no signs or symptoms of COVID-19
- Have received the full series of an accepted COVID-19 vaccine or a combination of accepted vaccines
- Have received your last dose at least 14 days prior to the day you enter Canada
 - Example: if your last dose was anytime on **Thursday July 1st**, then **Friday July 16th** would be the first day that you meet the 14 day condition
- Upload your proof of vaccination in [ArriveCAN](#)
- Provide a negative pre-entry test result from one of the accepted types of molecular tests (ex. PCR), not an antigen test
- [Meet all other entry requirements](#)

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 several products/tools to help the tourism industry better understand the full scope of the new border measures introduced August 9, and what travellers will need to know before, during, and after their entry to Canada.

- **Travel Toolkit:** A quick guide to help industry understand the latest changes to travel rules, and to help them quickly find online resources with more in-depth details. This toolkit is available [here](#).
- **Marketing Toolkit:** A resource for travel/tourism industry partners with pre-written social media, blogs, fact sheets, and newsletter content that can be used to inform their audiences. This toolkit is available on [Google Drive](#).

SUGGESTED CONTENT THEMES:

- **Know Before You Go:** COVID-19 protocols and restrictions looked different for many in the US, and our American neighbours will need to know what rules, recommendations and expectations are in place **in BC** to keep them, our residents, and our businesses safe. 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 (check [Government of Canada website](#) regularly for updates); share content from businesses that demonstrates steps being taken to ensure guests' safety. Suggested key messages:
 - o 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.

- o If you're travelling in BC, please check the latest, on-the-ground information before and during your trip to make informed travel decisions.
- o Familiarize yourself with the protocols and visitor expectations in the places and businesses you wish to visit. Many places may still require physical distancing measures, or ask that you wear a mask. Please respect the wishes of the communities/businesses you visit.
- o 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](#).
- o (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 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)
- **Key Motivators:** consider key experience motivators for the US traveller, which include trying local food and drink, hiking or walking in nature, natural attractions and parks, and city green spaces. Find more audience insights about the US market in Destination BC's [US Market Profile](#).
- **Visitor Advocacy:** as visitors from the US 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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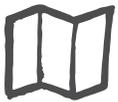


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Safe, Respectful Travel: Welcoming Back our US Neighbours Additional Resources for BC's Tourism Industry to Share with Visitors and Employees

KNOW BEFORE YOU GO!

What do our American friends and family members need to know about travel in BC and COVID-19? For information on travel into Canada from the US, including an [interactive tool](#) to assess your eligibility to enter Canada, please visit <https://travel.gc.ca/travel-covid>.



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](#)



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/>



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>

FAQS

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August 6, 2021



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What are the current rules regarding travel?

- Effective August 9, 2021, Canada will begin allowing entry to fully vaccinated American citizens and permanent residents (currently residing in the US) for leisure travel. If they meet the entry criteria, fully vaccinated travellers will not have to quarantine upon arrival to Canada.
- For information on travel into Canada from the US, including an [interactive tool](#) to assess your eligibility to enter Canada, please visit <https://travel.gc.ca/travel-covid>.

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

- Yes! In line with the updated federal border restrictions, fully vaccinated American citizens/permanent residents who are eligible for, and permitted entry to Canada are welcome to begin visiting BC tourism businesses.
- We look forward to welcoming back our American neighbours, and ask that visitors continue to respect the wishes and policies in place at the businesses/communities they visit throughout their travels.

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

- Masks are recommended for public indoor settings for all people 12 and older who are not yet fully vaccinated; those who are fully vaccinated may still choose to wear a mask.
- Many businesses still have their own additional health & safety measures in place, such as sanitizing stations, physical distancing requirements, and mask requirements.
- 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?

- Once border restrictions are eased for American citizens and permanent residents, businesses/communities may wish to alter their marketing efforts to begin to reach that audience.
- Destination BC will focus primarily on Know Before You Go and responsible travel messaging for the US audience, while beginning to seed travel inspiration stories, until the launch of the Washington campaign currently scheduled for the end of August*.
- Continue to align your content with the [10 Experiences](#) highlighted in the provincial campaign (and share related content with GlobalContent@DestinationBC.ca)

**Subject to change based on health circumstances and border restrictions at that time.*

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](#).

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

- Under the current border requirements for American citizens and permanent residents, only fully vaccinated Americans will be allowed entry into Canada for recreational purposes, without the need to quarantine (if they meet the entry requirements). The Canada Border Services Agency is responsible for verifying this information upon entry to Canada.
- 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](#).

Additional info can be found here:

<https://travel.gc.ca/travel-covid>

<https://travel.gc.ca/travel-covid/travel-restrictions/wizard-start>

<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>