

MESSAGING GUIDANCE FOR BC'S TOURISM INDUSTRY

HOW TO TRAVEL IN BC THIS WINTER

UPDATED: February 16, 2022 *This document will be updated as new information is available. Please check regularly for updates.*








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THIS IS FOR

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

The following document outlines key messaging and information,
resources and FAQs for BC's tourism industry as it relates to travel
to and within BC this Winter, including trip planning, transportation,
health protocols and proof of vaccination requirements for various
activities and businesses.

Starting on Feb. 16, 11:59 p.m.






Indoor personal gatherings – return to normal

Indoor and outdoor organized gatherings – full capacity, dancing allowed (with masks & BC Vaccine Card)

Indoor seated events – full capacity (with masks & BC Vaccine Card)

COVID-19 IN BC






Protective Measures in Place Right Now, to be Reviewed Again by March 15 and April 12



Masks in indoor public spaces

BC Vaccine Card

COVID-19 Safety Plans



Long-term care visitation restrictions

K-12 & child care guidelines

Faith community guidelines

Restrictions on child and youth overnight camps

Industrial camp order

COVID-19 IN BC



NEW: As of February 16, 2022, at 11:59pm PT, the Provincial Health officer has lifted restrictions on the following events:

- Personal gatherings
- Organized gatherings and events
- Nightclubs, bars and restaurants
- Exercise and fitness
- Adult sports tournaments

In addition:

- All capacity limits will return to normal.
- Masks and BC Vaccine Cards remain mandatory in all public indoor spaces.

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Winter Travel Messaging

Know Before You Go: Visitors will need to know what rules, recommendations and expectations are in place in BC to keep them, our residents, and our businesses safe, as they travel BC this winter. 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. We've created a new suite of winter travel infographics for you to share on your social channels, downloadable here: [Google Drive](#).

Highway Closures and Events:

- Please check [Drive BC](#) for an up-to-date list of the latest road closures and events
- Closures remain along Highway 8 between Merritt and Spences Bridge



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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.
- Due to earlier storm activity, some roads may be closed, or may take longer than usual to travel as a result of traffic pattern changes and reduced speed limits.
- If your route is not currently accessible, or you are not an experienced winter driver, we encourage you to consider flying to your destination. Many airlines have added extra or new routes, and are working hard to help you travel in BC this winter.
- As of January 19, the Coquihalla Highway (Highway 5) reopened to general travel between Hope and Merritt. This will not be the Coquihalla as we know it. Travel pattern changes and reduced speed limits mean the travel time will take about 45 minutes longer than normal, some rest areas remain closed, and electric vehicle charging stations in that corridor remain out of service due to damage from the storms.
- For everyone's safety, it is imperative that all motorists obey the posted speed limits and do not pass in the sections where indicated.
- The Coquihalla is a steep, mountainous route and we've seen how conditions can change quickly with severe winter weather. People should only be on the highway if their vehicle has good winter tires, a full tank of gas, and they have food, water and warm winter clothes with them.
- While Highway 3 between Hope and Princeton remains open to general travel, people are advised to use extreme caution on this highway. Highway 3 is a mountainous route with steep grades and winding curves, and weather and road conditions can change quickly.
- People who are not experienced with winter driving in the mountains are encouraged to use alternatives for travel between the Lower Mainland and Interior, such as regular bus service including along the Coquihalla.
- There are options for bus transportation from the Lower Mainland to Kelowna and Kamloops through companies like Ebus, Rider Express and Mountain Man Mike Bus Service.
- 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, orders and restrictions of the communities/businesses you visit.

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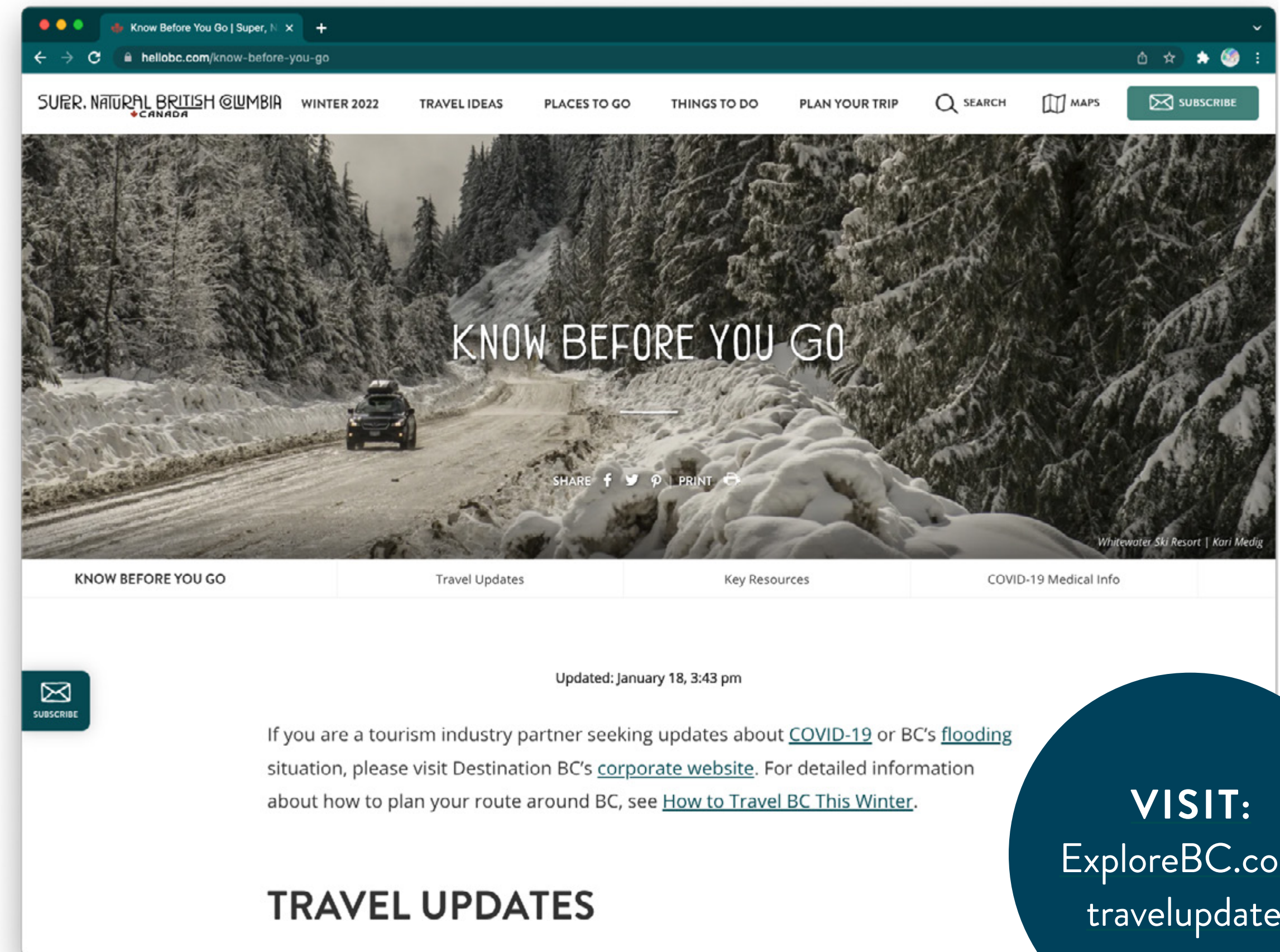
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- Know Before You Go, and consult official information resources such as [Drive BC](#), local [Visitor Centres](#) and more, all available on [ExploreBC.com/travelupdates](#).
- Remember to be prepared before you travel. Ensure you have winter tires or chains, put an emergency kit in your vehicle, bring water and food in case of a delay, and let your contacts know your plans before you leave and when you arrive. It's the right thing to do every winter, not just this year.
- If you're enjoying outdoor recreation this winter, be sure to do so responsibly. [AdventureSmart.ca](#) will be your best friend when it comes to outdoor safety in BC.
- To help you navigate the temporary closures of certain highways, Destination BC has created a list of routes to help you move safely around the province [this winter](#).
- The tourism sector and communities across the province are eager to welcome you this winter, and we thank you for taking extra time to plan and prepare before you travel.



VISIT:
[ExploreBC.com/
travelupdates](#)

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How to Travel in BC this Winter

Destination BC has launched a new marketing campaign to help residents and visitors navigate highway travel restrictions, updated proof of vaccination requirements, winter driving and more, so they can travel safely and responsibly around BC this winter. Tourism partners can use the following messaging to align their efforts with the campaign.

KNOW BEFORE YOU GO!

Additional Resources for BC's Tourism Industry to Share with Visitors and Employees

- **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 a new suite of winter travel 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 planning resource page, here: <https://backcountrylodgesofbc.com/backcountry-101-2/know-before-you-go/>
- **Be AdventureSmart.** Remember the three Ts—Trip planning, Training, and Taking the essentials—and apply them to all your outdoor adventures. [AdventureSmart.ca](#) will be your best friend when it comes to outdoor safety for all seasons in BC. While you're out on the mountain or exploring the outdoors, remember to wear or carry suitable clothing, know your limits, and always carry the required safety equipment.
- **Shift into Winter.** Visit [ShiftintoWinter.ca](#) to access resources and tips on how to stay safe on the road this winter.

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CONNECT WITH A
VISITOR CENTRE

Local destination experts around the province are ready to help you travel safely by providing trip planning assistance, visitor information, and local expertise.

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Marketing Messaging:

- Winter travel can be a great way to connect with family and friends, experience British Columbia, and help support small, family-owned businesses.
- Each of British Columbia’s tourism regions—Northern BC, Cariboo Chilcotin Coast, Kootenay Rockies, Thompson Okanagan, Vancouver Island, and Vancouver, Coast & Mountains—are ready to welcome visitors and those connecting with family and friends.
- Wherever you’re headed this winter in BC, plan ahead so you can travel safely and responsibly and experience the best of what the season has to offer.

Suggested Hashtag:

#EXPLOREBC

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New Testing Requirements for All Travellers Flying into Canada

NEW: Effective February 28, 2022, there will be series of adjustments to current federal border measures for Canada, representing the beginning of a phased easing of travel restrictions:

- Easing on-arrival testing for fully vaccinated travellers.
 - All fully vaccinated travellers arriving to Canada may be randomly selected for arrival testing (at no cost to the traveller). Travellers will not be required to quarantine while awaiting their test result.
- Children under 12 years old, travelling with fully vaccinated adults, will be exempt from quarantine without any prescribed conditions limiting their activities.
- Travellers will now have the option to use a COVID-19 **rapid antigen test result OR a molecular test result** to satisfy pre-entry requirements.
- The Government of Canada will adjust its Travel Health Notice from a Level 3 to a Level 2. This means that the Government will no longer recommend that Canadians avoid travel for non-essential purposes.
- International flights carrying passengers will be permitted to land at all Canadian airports that are designated by the Canada Border Services Agency to receive international passenger flights.

***Note:** the federal government continues to review & revise entry requirements, and may prohibit entry from certain countries in response to COVID-19.

For the latest information on travel to Canada, including the updated federal requirements and restrictions, please visit the [Government of Canada website](#).

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ENTRY INFORMATION:

Fully vaccinated foreign nationals who are eligible to enter Canada for discretionary (non-essential) reasons, such as tourism, 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, Janssen (Johnson & Johnson), Sinopharm, Sinovac, and COVAXIN
- Be asymptomatic;
- Submit their mandatory information via [ArriveCAN](#) (App or website), including proof of vaccination in English or French and a quarantine plan (if required); and
- Be admissible under the *Immigration and Refugee Protection Act*.

Additional requirements until February 28, 2022:

- Travellers arriving from outside of Canada must have a valid pre-arrival COVID-19 molecular (PCR) test result taken no more than 72 hours before their scheduled flight or their arrival at the land border crossing, or proof of a previous positive test result taken between 10 and 180 days before departure to Canada.
- Those arriving by air must also take a PCR test at the airport when they land in Canada, and isolate until they get a negative result. Airports are working with testing providers (ex. LifeLabs at YVR), who will administer the test.



If you have additional questions which are not answered on the website, please reach out to the Public Health Agency of Canada team at:

cheryl.smith@hc-sc.gc.ca

Additional requirements starting February 28, 2022:

- Travellers will now have the option to use either a COVID-19 rapid antigen test result (taken within 24 hours of their scheduled flight to Canada) OR a molecular test result (taken within 72 hours before their scheduled flight) to satisfy pre-entry requirements.
- All fully vaccinated travellers arriving to Canada may be randomly selected for arrival testing (at no cost to the traveller). Travellers will not be required to quarantine while awaiting their test result.
- Children under 12 years old, travelling with fully vaccinated adults, will be exempt from quarantine without any prescribed conditions limiting their activities.

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

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Proof of Vaccination for Air and Rail Travel within Canada

All travellers over the age of 12 boarding a plane or passenger train within Canada must be fully vaccinated and able to show approved proof of vaccination.

PRIMARY MARKETS:

- International
- Canada

SUGGESTED KEY MESSAGING:

- All travellers over the age of 12 boarding a plane or passenger train within Canada must be fully vaccinated and able to show approved proof of vaccination.
- We encourage all travellers 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 those arriving from another country](#).
- For the latest information on travel to Canada, including the updated federal requirements and restrictions, please visit the [Government of Canada website](#).
- Travellers are encouraged to reference BC's "[Know Before You Go](#)" page for information on the latest travel restrictions, what's open and more.
- Proof of vaccination is required at many BC businesses. Please be prepared to show your ArriveCAN record and ID upon arrival.

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Proof of Vaccination Requirements in BC

Places proof of vaccination is required for entry:

- Indoor organized events (ex. Weddings, organized parties, conferences, trade fairs and workshops)
- Indoor concerts, theatre, dance and symphony events
- Licensed restaurants and cafes and restaurants and cafes that offer table service (indoor and patio dining)
 - Includes liquor tasting rooms in wineries, breweries or distilleries
 - Table service means providing any service to a customer at their seat, or from anywhere but behind a counter
- Pubs, bars and lounges (indoor and patio dining)
- Nightclubs, casinos and movie theatres
- Swimming pools and activities at pools. Pools at hotels and apartments are exempt
- Indoor ticketed sporting events
- Indoor skating rinks
- Businesses offering indoor exercise/fitness
- Gyms, exercise and dance facilities or studios (includes these activities happening in recreation facilities)

Places that don't require proof of vaccination:

- Grocery stores, liquor stores and pharmacies
- Unlicensed restaurants that don't offer table service
 - For example, fast food, coffee shops, food courts, food trucks and takeout
 - Table service means providing any service to a customer at their seat, or from anywhere but behind a counter
- Tasting rooms without seating attached to wineries, breweries or distilleries
- Local public transportation (BC Transit, TransLink, BC Ferries)
- Salons, hairdressers and barbers
- Hotels, resorts, cabins and campsites
 - Does not include settings or events covered by the PHO order, for example, a licensed hotel restaurant, wedding reception or conference
 - Does not include exercise/fitness facilities for guests
- Retail and clothing stores
- Public libraries, museums and art galleries (does not include events hosted in these venues)
- Escape rooms, laser tag, indoor paint ball and arcades (only if they are unlicensed or don't offer food-related table service)
- Airport food courts and restaurants

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HOW IT WORKS

For BC residents:

- Visit gov.bc.ca/vaccinecard to download or print a copy of your BC Vaccine Card which contains a digital QR code.
- If you aren't able to access the digital BC Vaccine card:
- Ask a trusted friend, family member or support person to print your card for you.
- Visit a Service BC centre.
- Call 1-833-838-2323 to get a copy of your Card mailed to you.
- Have your card ready when entering a business. They will either scan your QR code or visually verify your BC Vaccine Card, and also check your ID.

For out-of-province visitors:

- People who aren't from BC must follow the same requirements and provide proof of vaccination and ID.
- Official Federal/Provincial/Territorial vaccine record
- Valid government photo ID

For international visitors:

International visitors must show:

- Proof of vaccination they used to enter Canada (all international visitors entering Canada will have used ArriveCAN)
- Passport

PROOF OF VACCINATION INFORMATION FOR BUSINESSES:

You must use the BC Vaccine Card Verifier app to scan a customer's QR code to verify their proof of vaccination. The QR code will be on their phone or a piece of paper. You can scan:

- **BC Vaccine Cards**
- **Federal proofs of vaccination**
- **QR codes from other provinces and territories**

The most secure option is using the BC Vaccine Card Verifier app. You don't need to check ID for youth aged 12 to 18.

To learn more about how to verify proof of vaccination, how to use the app, and sample of vaccine records from other provinces, please visit: <https://www2.gov.bc.ca/gov/content/covid-19/vaccine/proof/businesses>

Provincial Government Industry Resources:

- [Resident and consumer information](#)
- [Information for businesses](#) including how to verify proof of vaccination for BC and out-of-province residents, links to download the BC Vaccine Card Verifier app, print-ready posters and more.
- [BC Vaccine Card – A Guide for Businesses](#)

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Industry Resources

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](#)