

Tourism Sector Restart Step 3 Toolkit

Quick guide for tourism operators on
communications, health and safety,
workforce, and marketing

#exploreBCnow

Version 1 – July 1, 2021



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Introduction

Step 3 BC Restart Plan Toolkit

British Columbia is excited to welcome back travellers – business travellers, British Columbians exploring their own province, and our neighbors from Alberta and the rest of Canada – coming to #exploreBCnow.

This toolkit is designed as a guide for operators for Step 3, which starts July 1 and will run until at least Sept. 7. It summarizes current guidelines, provides links to more information on topics like the transition from COVID-19 Safety Plans to communicable disease prevention, and shares what the province and the hospitality and tourism sector are doing together to restart the visitor economy.

It also includes links to help with one of the major challenges that operators are facing across the province – recruiting and training the staff required.

This toolkit will be updated as we move through the remaining steps of the BC Restart Plan and will be updated if there are notable changes or new information. The situation is continuously changing, and we will continue moving forward together as we open up to exciting times.



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Joint Statement with Minister Step 3 – Expanded travel, reduced restrictions

- Travel is part of our DNA. It gives us something to look forward to. It brings us joy to experience new places, new tastes, and new ideas. It's the perfect antidote to recharge, connect with friends and families and create new memories. Tourism is fueled by people who are passionate about their work, their jobs are vital to our local economies all across British Columbia.
- We're encouraging British Columbians to safely travel across our province, to welcome our neighbours from coast to coast to coast, and for everyone to explore our cities, relaxing getaways and parts of the province less travelled as we look forward to welcoming people back safely.
- Tourism operators of every type – attractions, adventure experiences, festivals and events, accommodations, restaurants – have been gearing up to welcome travellers back and to ensure visitors and workers are healthy and safe.
- As the tourism sector opens its doors, there's a growing demand for workers and opportunities for British Columbians looking for jobs to be a part one of the province's most important sectors. There is an incredible variety of work with options to suit a wide range of skills.
- What makes a place great to visit is the same as what makes it a great place to live. A return of tourists will strengthen our communities, local jobs, and ensure what we love remains vibrant and welcoming.
- Summer 2021 is your chance to complete your B.C. bucket list. It's your chance to give back to the businesses who supported the health and safety of our communities and essential services to keep us all safe. Inspire your family, friends, and colleagues to #exploreBCnow so everyone can see everything B.C. has to offer!

Joint statement of Melanie Mark, Minister of Tourism, Arts, Culture and Sport; Brenda Baptiste, Chair, Indigenous Tourism BC; Walt Judas, CEO, Tourism Industry Association of BC; Ingrid Jarrett, President and CEO of the BC Hotel Association; Anthony Everett, Chair of the BC Regional Tourism Secretariat; and Richard Porges, Interim President and CEO of Destination BC.



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Contents

Step 3 BC Restart Plan Toolkit

This toolkit has a number of sections designed to help tourism operators navigate forward and help the public as we transition away from more of the precautions we have been used to. The toolkit includes:

- **Health and Safety Protocols** (pages 5-8) – Many of the public health orders are being replaced with guidance and targeted restrictions. This section outlines the guidelines in place for the current step, which restrictions can be removed if operators are comfortable, and links to key information.
- **Communications** (pages 9-10) – Some high-level language to help you describe to local residents, visitors, business travellers, and employees the current step of the Restart Plan we are in, the state of travel, and where we are heading together.
- **Workforce** (pages 11-12) – As some workers in the tourism sector found new work during the pandemic, hiring will be critical and challenging. This section has information on rehiring, recruiting, and training staff.
- **Marketing** (pages 13-16) – This provides ideas on what operators can market, and a snapshot of the major marketing efforts planned by Destination BC to help the sector be aligned.



Health & Safety - Key Tools I

Step 3 BC Restart Plan

- Step 3 begins July 1 and key provincial government changes include:
 - Return of Canada-wide recreational travel, while government is asking travellers who are sick or not fully vaccinated to remain home
 - Masks no longer mandated
 - Masks recommended for all people who are not fully vaccinated inside public spaces. Fully vaccinated means two weeks after second shot, and no proof is required.
 - Children under 12 do not require masks
 - COVID-19 Safety Plans are no longer required, transitioning to communicable disease prevention plans (see next page for details), daily staff health checks no longer required
 - Indoor gatherings, weddings, ceremonies, events – 50 people or up to 50% capacity, whichever is greater
 - Outdoor events – 5,000 people or up to 50% capacity, whichever is greater
 - Fairs, festivals, and trade shows – no limits on these flow-through events, with communicable disease plans in place
 - Return to normal hours for liquor service at restaurants, bars and pubs, with table limits to be determined by venue and no socializing between tables.
 - Reopening of nightclubs, with up to 10 people seated at tables, no socializing between tables and no dancing

- These guidelines, and detailed explanations, can be found at:
 - <https://www2.gov.bc.ca/gov/content/covid-19/info/restart>



Health & Safety - Key Tools 2

Step 3 BC Restart Plan

- The new communicable disease plans are less prescriptive and contain ongoing measures operators are expected to maintain at all times as part of their Occupational Health and Safety Program. These include:
 - Policies supporting staff who may be sick with a communicable disease to stay home
 - Promoting hand hygiene by providing hand hygiene facilities with appropriate supplies.
 - Maintaining a clean environment through routine cleaning processes
- Employers must also be prepared to implement additional prevention measures as required by a medical health officer or the provincial health officer to deal with communicable diseases in their workplace or region, should those be necessary.
- Information on what's expected is available at <https://www.worksafebc.com/en/covid-19/bcs-four-step-restart> and there is also an online guide available at <https://www.worksafebc.com/en/resources/health-safety/books-guides/communicable-disease-prevention-guide-employers?lang=en>.
- Employers do not have to write or post plans for communicable disease prevention or have them approved by WorkSafeBC.
- go2HR is hosting a webinar July 5 from 2-3 p.m. on how to implement a robust communicable disease program. [You can register here.](#)



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Health & Safety - Key Tools 3

Step 3 BC Restart Plan

- People staying home when they are sick is critical. Make sure your staff know to stay home if they are feeling sick, and ensure they know what support is available to them. The province provides 3 paid days of sick leave for COVID-19. Employers have to register and information for employees and operators is at: <https://www2.gov.bc.ca/gov/content/covid-19/info/paid-sick-leave> or <https://www.worksafebc.com/en/covid-19/covid-19-paid-sick-leave-reimbursement-program>
- Remember that the provincial health and safety guidelines can be viewed as the minimum requirements to be met. You know your operation, customers, community, and your staff members better than anyone. If extra steps are required to help people feel safe, take them.
- Your teams are on the front lines of keeping the travelling public safe. Make sure everyone has the knowledge they need about COVID-19 to ensure safety for communities, guests, coworkers and themselves. The BSAFE program offers COVID-19 training online at <https://www.go2hr.ca/training-education/bsafe>.

Health & Safety - Key Tools 4

Step 3 BC Restart Plan

- You may still face difficult questions from customers around masks and safety protocols. This guide can help you address different situations and de-escalate away from confrontation: <https://www.go2hr.ca/training-education/scripts-responding-to-difficult-guest-situations-during-a-pandemic>
- Vaccinations are key to keeping people safe and to keeping COVID-19 at bay in British Columbia. Information on how to get vaccinated is at: <https://www2.gov.bc.ca/gov/content/covid-19/vaccine/register>
- While you cannot require staff members to get vaccinated, you can encourage them to get their shot. You can provide incentives like extra time off (beyond the 3 hours paid leave per dose workers are entitled to in order to get vaccinated), bonus pay, or gift cards. Detailed information on workplaces and vaccinations are available at <https://www.go2hr.ca/covid-19-updates/covid-19-vaccinations-in-the-workplace>
- Customers may ask if your staff is fully vaccinated. You may want to tell them this: *“We are following all the health and safety protocols designed to keep people safe and we are supporting and encouraging all of our employees to get vaccinated. Because of privacy concerns, I cannot share personal health information of our staff.”*



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Communications - Key Messages

Step 3 BC Restart Plan

- Travel is part of our DNA and we're all excited to see it return and welcome our neighbours from Alberta and the rest of Canada.
- Summer 2021 is a great time to #exploreBCnow and connect with family and friends and explore everything British Columbia has to offer – great cities, incredible nature, and parts less travelled ready to welcome people.
- Step 3 has a lot of changes, such as masks being optional for those who have had both vaccination shots, and showing proof of vaccination is not required. It's important to remember we are all learning as we go, and we need to have kindness and patience at the heart of everything we do.
- We're asking everyone to be patient as we work to get our services to the same high levels they were before the pandemic. We're improving quality all the time as we address staffing shortages, train new staff, and adapt to new guidelines.
- There are incredible career opportunities right now in the tourism sector, and a wide variety of work available. One place to start is <https://www.go2hr.ca/category/recruitment>
- The B.C. government information on travel and business rules are online at www.gov.bc.ca/covidtravel.



Communications – Key Tools I

Step 3 BC Restart Plan

- Ensure your operations are in synch with your community. If the community is concerned about the return of travel, be sure to reflect that in what you do.
- A key message for your website, guest email distributions, and on check-in displays could be:
“We are ready to welcome travellers from across Canada. We require masks in indoor spaces for those who haven’t been fully vaccinated and we are following or exceeding all provincial requirements. We’re slowly returning to pre-pandemic service levels and addressing capacity challenges as we move forward together.”
- Provide links on your website and in your communications to Know Before You Go <https://www.hellobc.com/know-before-you-go> so people can find out ahead of time what to expect. With wildfire season upon us, this is a critical tool to keeping the travelling public informed.
- You can help inform the public about the guidelines in B.C. by linking to them at <https://www2.gov.bc.ca/gov/content/covid-19/info/restrictions>.



Workforce - Key Tools I

Step 3 BC Restart Plan

- Operators will need to be flexible and creative when looking for new team members. We have included some resources to support your hiring needs and will continue to add resources and adapt as we move through restart. Be sure to let potential employees know the benefits you offer and the supports you have in place.
- The first place for help in hiring is the province's WorkBC program and centres. You can post jobs, get hiring advice, and find out more about provincial supports at <https://www.workbc.ca/>
- Indigenous people are twice as likely to seek a job in tourism and hospitality than the rest of British Columbians. Consider reaching out to the local Indigenous community or connecting with Indigenous Tourism BC for advice on where you can go <https://www.indigenoustbc.com/contact-us/>
- Indigenous Tourism BC has just released *Wise Ways: A Guide of Smart Practices to Attracting and Retaining Indigenous Talent*, with lots of valuable advice and information. It is available online at https://www.indigenoustbc.com/corporate/content/uploads/2021/06/REPORT-2020-21-ITBC-Labour-Smart-Practices-Guide_2021-06-08_fnl.pdf
- go2HR, the tourism sector's HR resource, has guides for recruiting and training staff, and a place to post job openings. You can tap into these tools at <https://www.go2hr.ca/category/recruitment>
- Don't forget to post your job openings on other job sites, including places like www.indeed.ca, www.hcareers.com, and online classified sites.



Workforce - Key Tools 2

Step 3 BC Restart Plan

- Your hiring and onboarding needs to include training for job-specific expertise, as well as your Occupational Health and Safety Program <https://www.worksafebc.com/en/health-safety/create-manage/health-safety-programs>
- The BSAFE program offers COVID-19 safety and protocols training online at <https://www.go2hr.ca/training-education/bsafe>.
- The Culture sector's specific BSAFE program is available at <https://www.actSAFE.ca/bsafe-bc-safety-assured-for-everyone/>
- go2HR also offers a range of free and paid training services. You can find them online at <https://train.go2hr.ca/>
- The FirstHost Workshop is a course in customer service especially for businesses in the Indigenous tourism sector. <https://www.indigenouSbc.com/corporate/learning-material/firsthost-destination-ambassador-workshop/>
- The B.C. Tourism Resiliency Network can help operators with one-on-one support. Links to contacts for each region are at www.tourismresiliency.ca/regions/
- You can reach out directly to go2HR with questions:
 - HR inquiries can be sent to hr@go2HR.ca
 - OHS inquiries can be sent to safety@go2HR.ca



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Marketing - Key Tools I

Step 3 BC Restart Plan

- Help spread the message and encourage travel on social media using #exploreBCnow.
- Make sure your listings and offerings are up-to-date with Destination BC, your local community destination marketing organization (CDMO) and your regional destination management organization (RDMO). They can all help promote travel deals, calls to action, and listing opportunities on their websites.
- You can market to Alberta and the rest of Canada. Lots of tips are at <https://www.destinationbc.ca/learning-centre/>.
- Recognizing the long lead time needed for groups, conferences, conventions, tours and long-haul travel, you can start getting advice now from your RDMOs, DMOs, and sector associations to develop your international marketing for this coming winter, and spring and summer 2022.
- Be ready to pivot your marketing if the need arises because of natural disasters such as wildfire or high water.



Marketing - Key Tools 2

Step 3 BC Restart Plan

- DBC's "Open to More" campaign is promoting travel deals and tourism businesses. Businesses are encouraged to update their listing and add a travel offer via <https://destinationbc.force.com>
- You can learn more about the entire "Open to More" campaign here at <https://www.destinationbc.ca/news/destination-bc-encourages-british-columbians-to-be-open-to-more-for-summer-travel/>
- DBC will be actively welcoming Albertans and Ontario residents this summer through earned media and collaborations with Destination Canada in a large Canada-wide campaign, as well as B.C.-led fall and winter/ski campaigns.
- DBC is also working to educate travellers with Know Before You Go <https://www.hellobc.com/know-before-you-go> and how to be a responsible traveller <https://www.hellobc.com/how-to-travel-safely-and-responsibly>
- To learn more about, and align with, Destination BC's marketing campaign, you can view their regular industry webinars at <https://www.destinationbc.ca/covid-19/destination-bc-response/covid-19-industry-calls/>



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Marketing - Key Tools 3

Step 3 BC Restart Plan

Destination BC's *Open to More* Campaign Elements – 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



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Marketing - Key Tools 4

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Co-ordinated marketing strategy



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**DMOs &
Sectors**



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|----------|--|--|--|--|
| BC-wide | | <p>Lead large BC campaign</p> | <p>Lead own campaigns, DBC co-op funds, Support DBC with content</p> | <p>Lead own campaigns, Support DBC with content</p> |
| Canada | <p>Lead large national campaign</p> | <p>Support DC with content</p> | <p>Lead campaign (select seasons, select provinces)</p> | <p>Support DBC with content</p> |
| USA | <p>Large PR activities for border opening and Lead Canada campaign in key US states (CA, NY, TX, FL)</p> | <p>Support DC with content</p> | <p>Lead campaign (WA, CA) with coordinated investment</p> | <p>Support DBC with content and large CDMOs co-invest in key US states</p> |
| Overseas | <p>Lead large national initiatives</p> | <p>Support DC with content & funding for BC core markets</p> | <p>Lead campaign for core markets, trade, media</p> | <p>Support DBC with content</p> |

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