



TRAVELLING TO GOLDEN DURING COVID-19
SPRING, SUMMER & FALL 2021

The document was developed as a tool for local businesses to share with their customers.

Joanne Sweeting, Executive Director
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May 10, 2021

RE: Spring, Summer, Fall COVID-19 Recovery Information

Dear Stakeholders,

Since the middle of March 2020, our Province and region have led us expertly through an unprecedented time in our history. We have made efforts to help educate prospective visitors and locals on how to visit our community and anticipation is building for the 2021 spring, summer and fall seasons. We have updated our travelling to Golden during COVID-19 information sheet to represent a new season with updated recommendations so that we can continue working together to keep our visitors and community members safe.

Tourism Golden would like to take a moment to thank our business community for your leadership. You have had to continuously make very hard decisions and update operating procedures to align with the ever changing recommendations by the provincial PHO. We would like to recognize the importance of your hard work, because of it you all have helped to keep our region protected. This time has been severely challenging for the Tourism and Hospitality industry, but as you have shown, even during the hardest of times, you have found ways to adapt and succeed.

Tourism Golden is ready to roll out our summer marketing campaigns as soon as circumstances allow us to do so. These campaigns will include messaging that reinforces the narrative that Golden is a safe destination with all of the amenities, outdoor activities and precautions in place that today's mindful travellers are looking for. This is why we have updated our "travelling to Golden during COVID-19 toolkit." This document provides businesses with the messaging and expectations of our region to share with guests when they arrive on our doorstep. We would like to ask that all accommodators and businesses share these guidelines with their guests at the time of booking so guests know what to expect when they arrive. This is our opportunity to set the tone of how visitors should behave when travelling to Golden and through the Kootenay Rockies region this summer.

In the early days of the pandemic, Tourism Golden created a "[Golden COVID-19 Business Information](#)" page to provide business resources and information to locals and future visitors. While we want people to enjoy their time here, travel in 2021 continues to be much different than in past years.

We were extremely successful in welcoming back visitors from across Canada during the 2020 summer, and continued to keep our community safe throughout the entire winter. This is proof that Golden and the rest of the Columbia Valley have what it takes to create a safe and respectful destination for Canadians. Golden offers what today's travellers are looking for: a small town surrounded by wide-open spaces, pristine nature and outdoor activities. We will continue to support our stakeholders as information, best practices and travel trends change.

Although the provincial vaccination effort is well underway we continue to live in the "new normal" of plexiglass screens, standing 6 feet apart, wearing face masks and using copious amounts of hand sanitizer; we have no doubt that our community will continue to create unforgettable memories.

We wish you all the best as we enter into our summer season. If you have any questions, feedback, concerns or thoughts, please don't hesitate to contact me at Joanne@tourismgolden.com or 250-439-8435.

Sincerely,
Joanne Sweeting
Executive Director

TRAVELLING TO GOLDEN DURING A PANDEMIC – SUMMER TOOLKIT

There are now new expectations for visitors and locals alike when travelling. Visitors still want to do the right thing when they travel. Know where their safe havens are, places that bring them peace, refresh their souls, and reconnect them with family and friends.

Golden and the Kootenay Rockies region offer wide-open spaces, a deep connection to nature and a sense of calm during these times.

While we prepare for summer visitation, we can set the tone and expectation of coming to Golden and the Columbia Valley.

In each section in this toolkit are suggestions on messaging to our audience. It has been broken down into three sections: 1. Social media messaging; 2. Communications to guests; 3. Additional Resources.

SOCIAL MEDIA MESSAGING

While we want to maintain inspirational and enticing messaging for visitors wanting to come to Golden and the Kootenay Rockies, this is our opportunity to set the tone and expectation that locals have on visitors when they arrive. Our social media messaging will have direct and welcoming language with links to Tourism Golden “Golden BC COVID-19 business Information” page at www.tourismgolden.com/covid-19.

Below are some suggested messaging to share on your social media platforms:

- **We are ready to welcome you this summer, let’s continue to do it safely. How to travel to Golden during COVID- 19.**
- **Together we can all do our part to have a fun, relaxing and memorable summer. Know before you go!**
- Summer in the mountains is a magical experience... Plan and book ahead to experience everything you want to do in and around Golden. Know before you go!
- Nature awaits you, book ahead! Know before you go.
- We know you want to help keep Golden safe and we want you to know that we are doing everything possible to keep you safe as well. Know before you go.
- We want this summer to be enjoyable for everyone, please learn and respect our local business and provincial health guidelines. Know before you go.

TOURISM GOLDEN COVID-19 BUSINESS INFORMATION PAGE

Together we can all do our part to have fun and stay safe!

Building from what we learned this winter, Golden businesses are working hard to provide a balance of welcoming visitors while keeping our community safe during the 2021 spring, summer & fall seasons.



We want every stay to be enjoyable while respecting the provincial health guidelines and each local businesses rules, surrounding physical distancing, maximum occupancy, mask-wearing and hand sanitization. All COVID-19 regulations are required to be posted clearly on your consumer facing website and at the entrance of your business.

All businesses should stay Informed with the status of COVID-19 infections as well as current health and safety regulations for small businesses. **It is very important** to update Google Business, Tripadvisor and any other listings with your enhanced safety protocols or new experiences. Create COVID conscious content and emphasize safety to your guests by focusing on experiences that today's travelers are actively looking for. Make sure to use images that meet the current guidelines for group travel and other health and safety recommendations. [CLICK HERE](#) to view these and additional Destination Canada recommendations for rebuilding traveller confidence.

COMMUNICATIONS TO GUESTS

On Tourism Golden's webpage, we have created Covid- 19 Travel to Golden consumer messaging, available to travellers as an education tool. The following is the newsletter provided to consumers and you can also download this document from our [consumer COVID-19 Information Page](#).

Consumer Messaging (pdf provided separately)

Together we can all do our part to have fun and stay safe!

As we approach the summer months, the Town of Golden and the entire Kootenay Rockies region are working with all levels of government and local businesses to ensure that our community remains safe for visitors and residents. Even though British Columbia's vaccination efforts are well underway please continue to follow all COVID-19 safety recommendations, as information changes we will continue to work towards making this summer enjoyable for everyone. To do this we are asking everyone to respect and follow the health guidelines that have been recommended by the province, abide by individual businesses COVID-19 protocols, and to continue to practice physical distancing while in our community whenever possible. We know you want to help keep our community safe and we want you to know that Golden and our businesses are doing everything possible to keep you safe as well.

Here's what we're doing to **protect you** when you come to Golden:

- Accommodators, restaurants, shops, and stores are implementing provincially approved guidelines for cleaning and physical distancing to keep staff and patrons safe.
- Businesses are making their COVID-19 protocols visible prior to entering.
- All activity providers have additional safety measures in place
- Due to limited space and modified group sizes, please call ahead to activity providers to see if there are additional items you are required to bring in advance of your trip.

Here's what we're asking you to do to help keep our locals & their staff safe:

- **PLAN AHEAD** Book your accommodation, activities, and any dining in advance!
- **If you or anyone in your travelling group has been sick, experienced flu-like symptoms have travelled outside of Canada or have been exposed to anyone who has tested positive for COVID-19 in the past 14 days PLEASE RESCHEDULE your trip.**
- Review [British Columbia's Public Health Officers restrictions](#) to reduce COVID-19 transmission related to social interactions and travel. These restrictions can include such measures as mandatory masks in public spaces, travel advisories, and restrictions on restaurants, events and group gatherings.
- **Bring your own personal protective equipment (i.e. hand sanitizer and mask).** Most stores and activity providers will have sanitizer at the entrance of their respective businesses, and some will have disposable masks, but just in case, have a small travel pack and a personal mask on you at all times. There are many locations in Golden that sell hand sanitizer and masks, including grocery stores, drug stores, some convenience and clothing stores.
- Only send **ONE person from your group to go shopping in town for essential needs**, this includes grocery stores, liquor stores and cannabis shops.
- Interior Health recommends anyone with COVID-19-like symptoms, however mild, get tested. Even out of province visitors can access testing through the [COVID-19 online booking form](#) or by calling 1-877-740-7747 between 8:00 am - 7:00 pm PST. for more information visit <https://news.interiorhealth.ca/news/testing-information/>
 - Following the test you must isolate immediately until you have your results. If you test positive continue your quarantine and contact your accommodator to let them know of your results.
- **Make a reservation** at one of our restaurants, order takeout or have it delivered, contact the restaurant directly to learn which options are available.
- Respect the 2m physical distancing recommendations whenever possible in public spaces including parks, walking trails and recreation areas.

For full details about Golden businesses visit www.tourismgolden.com/covid-19-info

We thank you for respecting these travelling tips and look forward to welcoming you to Golden!

ADDITIONAL OUTDOOR ACTIVITY RECOMMENDATIONS

1. Hiking

- Golden is close to six of the most stunning national parks in Canada (Banff, Glacier, Jasper, Kootenay, Mount Revelstoke and Yoho). Hiking opportunities are endless whether you want to follow a river, or summit a mountain, stand under a waterfall or hide in a cave, there are many options.

2. Biking

- With some of the best biking terrain in North America including 185 km with cross country and downhill trail options.
- There are many detailed trail maps available on Trailforks.com

3. Disc Golf

- Golden has an 18 hole disc golf course that is open to the public year round. It is located adjacent to the Keith King Call diamonds.

- Please bring your own discs as there are none available at the entrance to the course
- 4. Walking the Rotary Trails**
 - The rotary Trails offer an easy walk around Golden
 - The [Tourism Golden Hiking](#) map shows the entire rotary trail network.
 - 5. Wildlife Viewing**
 - Our incredible mountain town and the surrounding Kicking Horse Country is home to black and grizzly bears, elk, deer, moose, big horned mountain sheep, mountain lions, wolves, coyotes, mountain goats and more.
 - The rivers and lakes have a diversity of waterfowl and birds that include osprey, bald eagles, herons and you might even see a beaver or two.
 - 6. Check out our [Things to Do](#) tab on our website for more ideas!**

ADDITIONAL RESOURCES

Discover how our government, businesses and community are working together to keep each other safe:

Town of Golden

For the current COVID-19 plan for the Town of Golden, please go to <http://golden.ca/Current-Issues-Public-Processes/Current-Issues-and-Publications/COVID-19.aspx>

Tourism Golden

For the current COVID-19 visitor information please go to <https://www.tourismgolden.com/covid-19>

The following guidelines are from WorkSafeBC and other government agencies:

Staff for all Businesses

Should any of your staff be infected with COVID-19 and due to living arrangements not be able to quarantine, Interior Health will provide them with secure accommodation within a community cohort at no additional cost. Immediately contact or have your employee [contact Interior Health](#) for assistance.

Website: <https://www.interiorhealth.ca/AboutUs/ContactUs/Pages/default.aspx>

Phone: 250-469-7070

Accommodation

Hotels and resorts are included in Phase 3 of BC's Restart Plan and interim guidance is available for the accommodation sector. Operators of hotels, motels, hostels, inns, bed and breakfasts, and other forms of travel accommodation are encouraged to refer to the [interim guidance](#) document from the Province of BC and BC Centre for Disease Control and the BC Hotel Association Tourism & Hospitality COVID-19 Health & Safety [Best Practice document](#).



If one of your guests tests positive for COVID-19 while at your accommodation and does not have the ability to extend their stay for the full quarantine period but still needs a safe location to quarantine please direct them to [contact Interior Health](#) for assistance.

Website: <https://www.interiorhealth.ca/AboutUs/ContactUs/Pages/default.aspx>

Phone: 250-469-7070

Protocols for Restaurants, cafés, and pubs

COVID-19 Protocols have been set for all restaurants, cafés, and bars across the province. These employers may also benefit from reviewing other protocols if their workplace includes other work environments such as [office space](#), or [retail services](#). Employers must also ensure they are abiding by any [orders, notices, or guidance issued by the provincial health officer](#), and the appropriate health authority, which is relevant to their workplace. [Click here](#) for more information.

Retail: Protocols for returning to operation

All retail operators must have a [COVID-19 Safety Plan](#) which is posted on their website and is visible at the entrance of their business. Please refer to WorkSafeBC's [Retail and COVID-19 safety](#) page for additional information and resources. [Click here](#) for more information

Arts and cultural facilities: Protocols for returning to operation

These protocols provide guidance to museums, art galleries, and libraries. These employers may also benefit from reviewing other protocols if their workplace includes other work environments such as [office space](#), [retail services](#), or food and drink services. Employers must also ensure they are abiding by any [orders, notices, or guidance issued by the provincial health officer](#), and the appropriate health authority, which is relevant to their workplace.

Helpful public health links

[BC Centre for Disease Control – COVID-19](#)

[BC Provincial Support and Information – COVID-19](#)

[Public Health Agency of Canada - COVID-19 Outbreak updates](#)

[Public Health Agency of Canada - COVID-19 Awareness resources](#)

[Interior Health Authority - COVID-19](#)