



TRAVELLING TO GOLDEN

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



June 17, 2020

RE: COVID-19 Recovery Information

Dear Stakeholders,

Since the middle of March, our Province and region have led us expertly through an unprecedented time in our history and will continue to do over the coming months. As we begin preparing for travellers and move into Phase 3 of the Restart Plan, we need to continue working together.

Tourism Golden would like to take a moment and thank our business community for your leadership. While not all businesses were required to close, you made the very hard decision to do so and pivot quickly recognizing the importance of working together to keep our coast 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.

As Tourism Golden prepares our “welcome back” marketing, we feel there is an opportunity to shift the narrative of Golden to a more mindful traveller, moving towards a more sustainable marketing program. We felt it was important to start by developing a toolkit, “travelling during a pandemic”. This document provides businesses with the messaging and mindful expectations of the region to share with guests when they arrive on our doorstep in the Columbia Valley. We would like to ask that all accommodators and businesses share these guidelines with their guests at the time of booking (like the highway notifications) so guests know what to expect when they arrive. These touchpoints will be critical to creating a more mindful and respectful guest in our town.

This is our opportunity to set the tone and expectations of how visitors should behave when travelling through Golden and through the rest of the Kootenay Rockies region in the coming weeks and months.

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 2020 and for the future will not be the same as it once was.

We were pleased to hear Premier Horgan announce earlier this week that all Canadians will be welcome to travel to the province once the next phase begins. Tourism Golden along with other Kootenay Rockies DMOs, our MLA and opposition critics Doug Clovechok have been lobbying for this change to the 'travel within BC' verbiage for some time. We know that Golden offers what travellers are looking for: a small town surrounded by wide-open spaces, pristine nature, trails, national parks. Tourism Golden will be here to support you through the coming months as we move into the beginnings of this recovery phase.

While we've all been preparing with plexiglass screens, stand 6 feet apart, wear face masks and use copious amounts of hand sanitizer; our community will continue to create unforgettable memories.

We wish you all the best during your re-opening. 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 – TOOLKIT

Visitors and locals alike are nervous about travelling. Businesses are preparing to welcome patrons back with a mix of excitement and anxiety aiming to ensure everyone is safe while trying to offer a remarkable experience. Visitors 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 provide every opportunity to offer wide-open spaces, a deep reconnection to nature and the ability to feel a sense of calm during this uncertain time.

While we prepare to invite visitors back slowly and steadily, we can set the tone and expectation of coming to the Columbia Valley.

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 from the accommodators to guests; 3. More extensive details for our website.

SOCIAL MEDIA CHANNELS

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 messaging with links to our COVID page for more information.

Suggested Social Media messaging – all links will lead back to our “Golden BC COVID-19 business Information” page on www.tourismgolden.com/covid-19

- **We are ready to welcome you back, but let's do it together. How to travel to the Golden during COVID.**
- **Together we can all do our part to have a fun, relaxing and memorable summer. Know before you go!**
- Road trips are what summer memories are made of... 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 the summer to be enjoyable for everyone, respecting the health guidelines by the province as well as physical distancing while in our shops, on our trails and in our national parks. Know before you go.

Know before you go!

- Book accommodation and activities in advance
- Bring your own groceries or designate 1 person from your party to do the shopping
- Help our first responders stay safe; avoid unnecessary risks when on the trails



TOURISM GOLDEN COVID-19 BUSINESS INFORMATION PAGE

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

Over the coming weeks and months, as restrictions of travel begin to ease during this active pandemic, Golden is preparing to find the balance of welcoming visitors back to the area while keeping our community safe.

We want the summer to be enjoyable for everyone, respecting the health guidelines by the province as well as physical distancing while in our shops, on our trails and national parks.

And when you arrive in Golden our staff at the Visitor Centre will be available to help with any of your questions. The Golden Visitor Centre is located at 1000 TransCanada Highway and opens daily during the summer months. Hours of operation may vary so please call ahead on 250-439-7290 to check or visit the webpage www.tourismgolden.com/visitors.

We know you want to help keep Golden safe and we want you to know that our businesses are doing everything possible to keep you safe as well.

Let's work together to protect each other!

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.
- All activity providers have created additional safety measures as well as implemented provincially approved guidelines for cleaning and physical distancing to keep staff and visitors safe.
- 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 and staff safe:

1. **If you or anyone in your travelling group has been sick in the previous week or have flu-like symptoms, PLEASE RESCHEDULE your trip.**
 - We have a very small hospital that services our community with very limited resources.
 - NOW IS NOT the time to travel if you have or recently had ANY FLU like symptoms.
2. **Designate ONE person from your group to get groceries and alcohol.**
 - The IGA and Save On Foods are both fully equipped grocery stores.
 - Eat Pure Market specializes in locally sourced and organic foods.
 - Send one person into the grocery store or other shops (the liquor store) for provisions
3. **Book your activities in advance.**



- As all companies have adapted to maintain social/physical distancing, smaller groups will be required. Booking in advance will prevent a missed opportunity to experience some of the most memorable activities in Golden.
- 4. Bring your own personal protective equipment (ie hand sanitizer and mask).**
- As noted by both federal and BC provincial health officers, both have begun encouraging everyone to start wearing masks when physical distancing may become a challenge.
 - Most stores and activity providers will have sanitizer at the entrance of their respective businesses, but just in case, have a small travel pack on you. There are many locations in Golden that sell hand sanitizer, including grocery stores, drug stores and some convenience stores.
- 5. Restaurants make a reservation or order takeout/delivery**
- Restaurants will have limited seating. By making a reservation or ordering takeout/delivery you won't miss out on amazing meals and this will provide you with the flexibility of dining in town. They will each have their own rules to follow.
<https://www.tourismgolden.com/covid-19>
- 6. Public spaces in Golden**
- The Town of Golden has maintained its rigorous cleaning measures throughout all public spaces during the pandemic. To learn more about their efforts and for the latest updates visit
<http://golden.ca/Current-Issues-Public-Processes/Current-Issues-and-Publications/COVID-19.aspx>
- 7. Visiting our National Parks**
- Keep a healthy space of 2 meters between you (or your family group) and others, including on all trails, recreation sites, parking lots and washrooms.
 - Respect all onsite direction, signage, and closures. Some of this information will be new and will help ensure physical distancing.
 - Only select washrooms will be open to the public. For your own safety, please follow safe hygiene practices. Be self-sufficient by bringing your own clean travel kit, including hand sanitizer, disinfectant wipes, garbage bags, masks when recommended by health authorities, as well as tablecloths if you plan to use a picnic table.
 - You are responsible for your own safety. Be cautious when engaging in activities to avoid injury and/or getting lost to help minimize the demands placed on emergency response, search and rescue teams, and on the health care system.
 - For the most up-to-date information on our surrounding national parks visit
<https://www.pc.gc.ca/en/voyage-travel/securite-safety/covid-19-info>
- 8. Golden Visitor Centre**
- Only send in ONE PERSON from your group to speak with a counsellor, if you are travelling in a group we ask that the remaining members wait in the car or at an empty picnic table. Just let them know how they can best help.
 - We will have a limited number of counsellors on duty at a given time, please wait your turn at a safe distance
 - Please use the hand sanitizer provided



ADDITIONAL RESOURCES

To discover how our businesses and community are working to ensure you have a stress-free holiday.

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:

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](#).

Camping

Golden has several provincial parks close by. Go to BC Parks for best practices while camping
<http://bcparks.ca/covid-19/docs/Camping-During-COVID-19.pdf?v=1590714711986>

Golden is fortunate to have many private campgrounds in the area. When looking to book a site, please speak with your camping provider regarding their COVID-19 plan. The BC Lodges and Camping association also has answered questions found under their FAQ's on how to prepare to camp during COVID-19.

<https://www.travel-british-columbia.com/travel-resources/covid-19-news-and-faqs/>

Restaurants, cafés, and pubs: Protocols for returning to operation

These protocols are for employers in restaurants, cafés, and bars, as well as any other employer who sells food and drink on their premises. 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

These protocols are for employers providing retail services in a variety of environments, including shops, malls, and department stores, as well as employers who have a retail component to their business, such as gas stations. Retail employers may also benefit from reviewing other protocols if their workplace includes other work environments such as [office](#)



[space](#) 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.

Some retail operators have continued to operate through the COVID-19 pandemic. These protocols may be used by these retailers as resources to further strengthen the protocols they already have in place. For retailers that are re-opening following a COVID-19 related closure, these protocols are provided to support the development of their [COVID-19 Safety Plan](#).

Retailers who have been in continuous operation, as well as those returning to operation, may also 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.

BC Provincial Parks: Protocols for returning to operation

These protocols are for those responsible for health and safety in B.C. parks. Those employers with concession stands should also refer to guidance provided for [food and drink services](#), and may also benefit from reviewing other protocols if 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

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](#)



Visitor distribution page (pdf provided separately)

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

Over the coming weeks and months, as restrictions of travel begin to ease during this active pandemic, the British Columbia and the Kootenay Rockies region are preparing to find the balance of welcoming visitors back to the area while keeping our communities safe.

We want the summer to be enjoyable for everyone, it is important to respect and follow the health guidelines that have been recommended by the province as well as to continue to practice physical distancing while in our community and participating in activities.

When you arrive in Golden, our staff at the Visitor Centre, located at 1000 TransCanada Highway, will be available to help answer any of your questions.

We know you want to help keep our community safe while visiting 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.
- All activity providers have created additional safety measures as well as implemented provincially approved guidelines for cleaning and physical distancing to keep staff and visitors safe.
- 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 and staff safe:

- If you or anyone in your travelling group has been sick in the previous week or **have flu-like symptoms, PLEASE RESCHEDULE your trip.**
- Only have **ONE person from your group speak to a counsellor at our Visitor Centre.**
- Only send **ONE person from your group to go shopping in town**, this includes grocery stores, liquor stores and cannabis shops.
- **Book your activities in advance**
- Bring your own personal protective equipment if you can (ie hand sanitizer and mask)
- **Make a reservation** at one of our restaurants, or order takeout and have it delivered
- Respect the 2m physical distancing recommendations whenever possible in public spaces including parks, patios, and recreation areas.
- **Keep your dog on a leash** when downtown, or on the trails in our surrounding national parks

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

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