

# Travelling to Pemberton During a Pandemic



## A Toolkit for Sea to Sky Corridor DMOs

Tourism Pemberton acknowledges that our organization and our Members operate within the Stl'at'imx Territory.

*We gratefully acknowledge Tourism Whistler and Tourism Ucluelet for sharing their reopening plans and assisting the Sea to Sky Corridor DMOs*



June 29, 2020

*RE: COVID-19 Recovery Information*

Dear Stakeholders,

Over the last 12 weeks, our Province and District have led us through an unprecedented time in our history and will continue to do over the coming months. As we begin preparing for travelers and move into Phase 3 of the Restart Plan, we need to continue working together.

As we all prepare our “welcome back” marketing, we feel there is an opportunity to shift the narrative to a more mindful traveler, moving towards a more sustainable marketing program. We felt it was important to start by developing a toolkit, “traveling during a pandemic”. This document provides businesses with the messaging and mindful expectations of the region to share with guests when they arrive in our community.

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 arriving. These touch points will be critical to creating a more mindful and respectful guest in our community.

This is our opportunity to set the tone and expectations of how visitors should behave when arriving in the coming weeks and months.

We have all been preparing with plexiglass screens, standing 6 feet apart, wearing face masks and using copious amounts of hand sanitizer. Soon the time will come to welcome visitors back to this area and 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 ([grimmsdeli@gmail.com](mailto:grimmsdeli@gmail.com) / 604-388-9558).

Sincerely,

A handwritten signature in black ink, appearing to read "Mark Mendonca".

Mark Mendonca  
Tourism Pemberton President

## Introduction

Many 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 and we can help them by providing guidance and resources.

Our destination offers 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 Pemberton, BC.

Each section in this toolkit are suggestions on messaging to our audience. It has been broken down into three sections:

1. Key Messaging
2. Messaging for Accommodators/Activity Providers
3. More extensive details for our consumer website

## Key Messaging

While we want to maintain inspirational and enticing messaging for visitors wanting to come to our communities in the Sea to Sky Corridor, this is our opportunity to set the tone and expectation that locals have on visitors when they arrive. Our social media and online messaging will have a direct and welcoming messaging with links to our COVID page for more information.

Key messaging – all links will lead back to “Travelling during COVID-19” page on <https://www.tourismpembertonbc.com/covid-19-coronavirus-update/>

### **Interact Considerately**

Pemberton, BC is committed to upholding the highest standards in health and safety. Let’s all interact considerately and follow the latest recommendations of health authorities to keep ourselves and each other safe. Together, we’ll cultivate an environment where health and well-being are second nature.

### **Play Simply**

During these times, let’s play simply, by emphasizing fun, wellness and a connection to nature while staying in our comfort zones to avoid burdening local health resources.

### **Explore Responsibly**

Let’s explore responsibly, by leaving no trace, keeping wildlife wild and respecting the amenities, people and nature around us. During peak times, this could mean seeking out sanctioned, quieter spaces to help maintain physical distancing.

### **Enjoy Patiently**

We’re working hard to re-open and revitalize Pemberton, BC responsibly and safely. Let’s enjoy patiently, by being courteous to each other, by understanding that some things may not be the same right away, and by sharing the Pemberton, BC we all know and love, as we navigate this new normal.

# Messaging for Accommodators/Activity Providers

*Please Note: The following messaging is designed for accommodators and activity providers to share with their guests at the time of booking. This is meant to go out with reservation confirmations. The goal is to set the tone and expectation of the region when guests arrive.*

## **Traveling to Pemberton, BC during COVID-19**

Adventure has never been more important – for our minds, our bodies and our communities. And while we recommend playing within your comfort zone, we invite you to keep your passion for the travel alive, responsibly, and discover a new pace in the places you've always loved.

We're working to develop tools and practices that allow us to keep our guests and community safe. We also have guidelines for the changes we're asking of everyone who spends time here.

Here's what we are doing to protect you when you visit:

- Accommodation providers, restaurants, shops, and stores are implementing provincially approved guidelines for cleaning and physical distancing to keep staff and patrons safe.
- 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 are 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 one person from your group into the Visitor Centres throughout the Corridor.
- Send one person into shops to get groceries and other provisions.
- Book your activities in advance and review websites to familiarize yourself with safety protocols.
- Bring your own personal protective equipment if you can (i.e. hand sanitizer and mask).
- Order takeout from one of our restaurants or have it delivered. Some restaurants have limited outdoor seating that may be available for reservations as well.
- Please help keep our first responders safe by respecting posted signage on trails and being *AdventureSmart*.
  - <https://www.adventuresmart.ca/>
- Public spaces: follow the signage and respect the 2m physical distancing recommendations.
- Please follow posted signage regarding pets and on/off-leash areas.
- Be Bear Aware and reduce conflicts with all wildlife.
  - <http://www.bearsmart.com/>
  - <https://wildsafebc.com/>

- Please respect all fire/campfire restrictions

For the latest information on current wildfire activity, burning restrictions, and air quality advisories, go to [bcwildfire.ca](https://bcwildfire.ca). Typically, human-caused fires are more common in the spring due to field and debris burning. By considering an earlier provincewide burning prohibition, the BC Wildfire Service anticipates a reduction in human-caused wildfires. This will minimize the need to deploy staff, which helps to reduce their risk of exposure to COVID-19.

## Consumer Website Information

Adventure has never been more important – for our minds, our bodies and our communities. And while we recommend playing within your comfort zone, we invite you to keep your passion for the travel alive, responsibly, and discover a new pace in the places you've always loved.

We're working to develop tools and practices that allow us to keep our guests and community safe. We also have guidelines for the changes we're asking of everyone who spends time here.

### **Here's what we're doing to protect you when you visit:**

- All 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.**

- The Sea to Sky Corridor has limited hospital/medical services and resources. We have indigenous communities that are anxious to protect their elders. Any community transmission could seriously jeopardize their way of life, language, and generational connections.
- Now is not the time to travel if you have or recently had any flu-like symptoms.

**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.

**Send in only one person from your group to get groceries (and alcohol)**

- Send one person into the grocery store or other shops (the liquor store) for provisions.
- Please respect the need for restricting the number of people in shops, one-way aisles (where applicable), and social distancing measures.

**Book your activities in advance**

- Activity providers have adapted to maintain social/physical distancing, smaller groups will be required. Booking in advance will prevent a missed opportunity to enjoy your favourite activity.

### **Restaurants make a reservation, or order takeout/delivery**

- Restaurants will have limited seating. Ordering takeout / delivery means you won't miss out on amazing meals and this will provide you the flexibility of dining in town. Some restaurants may be available for reservations as well. They will each have their own rules to follow.

### **Parks and Trails**

- Respect all onsite direction, signage, and closures. Some of this information will be new and will help ensure physical distancing.
- Keep a healthy space of 2 meters between you (or your family group) and others, including on all trails, beaches, parking lots and washrooms. In areas of the whole trail that are not 6 feet apart, if someone is trying to pass you, please step aside in a side trail or turn your back to them and allow them to pass.
- 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.
- Remain within trail and park boundaries, and do not enter unsanctioned/closed areas. Many of our backcountry areas have important cultural sites and naturally sensitive areas that could be severely impacted simply by walking through them. By avoiding these areas, you are helping us keep our natural landscape healthy.
- 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.  
<https://www.adventuresmart.ca/>
- Please keep your dog on a leash. Limit conflicts with wildlife and be Bear Aware.  
<http://www.bearsmart.com/> <https://wildsafebc.com/>

For the most up-to-date information on BC Parks, please visit <http://bcparks.ca/>

For a list of trails in Pemberton please visit [www.tourismpembertonbc.com](http://www.tourismpembertonbc.com) or visit the Pemberton Visitor Centre

### **Visitor Centres**

- Only send in one person from your group
- There will be a limited number of guests allowed in the Visitor Centre at one time
- Please use the hand sanitizer provided