

Tourism Sector Step 3 Toolkit

Vaccination Proof Update

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

#exploreBCnow

Version 2 – September 13, 2021 – **Vaccination Proof Update**



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Introduction

Step 3 Toolkit Vaccination Proof Update

British Columbia continues to welcome back travellers – British Columbians exploring their own province, our neighbors from Alberta and the rest of Canada, and international visitors from the U.S. and across the globe – coming to #exploreBCnow.

There are new requirements for people to provide proof of vaccination in order to enter certain social and recreational events and settings. This will help encourage more people to get vaccinated, while protecting people in these settings, keeping businesses open, and allowing events to take place.

This toolkit summarizes current guidelines, provides links to more information on topics like dealing with customers without proof of vaccination, and recruiting and training staff.

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



Joint Statement from the Tourism Sector Continued travel with proof of vaccination

- 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 local economies across British Columbia.
- While vaccination records are required for specified events and licensed restaurants, and indoor mask requirements have returned, we are continuing to encourage British Columbians to safely travel across our province and to welcome our neighbours from coast to coast to coast, from the United States, and the rest of the world.
- As the tourism sector continues to open 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.
- As always, we are encouraging the travelling public to know the requirements that are in place before they go, and for tourism operators to let people know ahead of time what is expected in terms of current regulations.

Joint statement of 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, President and CEO of Destination BC.

Contents

Step 3 Toolkit Proof of Vaccination Update

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:

- **Proof of Vaccination** (pages 5-9) – British Columbia is phasing in the need to be fully vaccinated to access some events, services and businesses.
- **Health and Safety Protocols** (pages 10-13) – This section outlines the guidelines in place and links to key information.
- **Communications** (pages 14-15) – 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, and where we are heading together.
- **Workforce** (pages 16-17) – As some workers in the tourism sector found new work during the pandemic, hiring is challenging. This section has information on hiring, recruiting, and training staff.
- **Marketing** (pages 18-19) – 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.



Vaccination Proof - Key Tools I

Key Dates

- B.C. remains in Step 3 with new requirements for proof of vaccination and picture ID for those 12 and older to access some events, services and businesses.
 - By September 13, people must be partially vaccinated for access.
 - By October 24, people must be fully vaccinated for access.
 - The program is targeting an end date of January 31, 2022, though it could be extended.
- From Sept. 13 to 26 a transition period will allow alternate proof of vaccination (such as the card received when vaccinated) to be accepted for B.C. residents. After Sept 26, only the BC Vaccine Card will be accepted.
- People travelling from other provinces will have to show their provincial proof of vaccination, and those from other countries will have to show their passport and the proof of vaccination they used to enter Canada, the ArriveCAN app from the federal government.
- Full information on what is required for proof of vaccination, and how to get vaccinated is available online at <https://www2.gov.bc.ca/vaccinecard.html>
- Information on the ArriveCAN app is available at <https://www.canada.ca/en/public-health/services/diseases/coronavirus-disease-covid-19/arrivecan.html>



Vaccination Proof - Key Tools 2

Where Proof is Required

- Places where proof of vaccination is required to enter includes:
 - Indoor ticketed sporting events
 - Indoor concerts, theatre, dance and symphony events
 - Licensed restaurants and restaurants that offer table service (indoor and patio dining)
 - Pubs, bars and lounges (indoor and patio dining)
 - Nightclubs, casinos and movie theatres
 - Gyms, exercise facilities/studios and recreation facilities
 - Indoor organized events with 50 or more people. For example: wedding receptions, organized parties, conferences, workshops, concerts, festival, trade fair, home show, and workshop
- Any non-staffed facilities that are NOT open to the general public do not require proof of vaccination in a private business (such as a hotel) ie. breakfast rooms, pools, change rooms, saunas, and fitness centres.
- Food courts, fast-food restaurants, cafeterias, drive-throughs do not require proof of vaccination. People can sit down and eat in a non-liquor-licensed fast-food restaurant without proof of vaccination.
- Meetings and events under 50 people will not require guests to show proof of vaccination.
- Full details on where proof of vaccination is required is available in the Public Health Orders found here <https://www2.gov.bc.ca/gov/content/health/about-bc-s-health-care-system/office-of-the-provincial-health-officer/current-health-topics/covid-19-novel-coronavirus>



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Vaccination Proof - Key Tools 3

Checking Vaccination Proof

- While front-line staff are not responsible for enforcing public health orders related to vaccinations, they may face customers unwilling to comply. Guides to de-escalating conflict are at <https://www.go2hr.ca/training-education/bc-vaccine-passport-new-scripts-and-scenarios-on-how-to-deal-with-challenging-situations>
- Businesses can visually confirm proof of vaccination or download and use the BC Vaccine Card Verifier app available in the Google Play and Apple App stores.
- The BC Vaccine Card Verifier app does not store vaccination or personal information. You cannot save a guest's vaccination status unless you have their permission to do so, and you should record that you have asked and received permission.
- The rules do not prescribe who is responsible for ensuring attendees have proof of vaccination – ie the facility or the event organizer. Instead, it's expected that the parties involved will determine between them who is responsible for ensuring vaccination status as part of their contract.
- Employees are not required by the Provincial Health Order to provide proof of vaccination. Employers may or may not determine if the business is a fully vaccinated workplace and should seek legal advice if they want to require vaccination.
- The provincial government has set up a webpage with resources for businesses on the BC Vaccine Card at <https://www2.gov.bc.ca/gov/content/covid-19/vaccine/proof/businesses>



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Vaccination Proof - Key Tools 4

Informing Customers in Advance

- Suggested messaging to add to your website and email correspondence:
 - If vaccinations are required to attend/enter:

“The BC government requires proof of vaccination and picture ID in order to attend/enter this event/facility. Details on what is required are at <https://www2.gov.bc.ca/vaccinecard.html>. As well, masks are mandatory in most indoor spaces.”
 - If vaccinations are for some facilities, like a restaurant in a hotel:

“The BC government requires proof of vaccination and picture ID in order to enter certain places. Though not required to stay at the hotel, proof is required to visit the restaurant. Details are online at <https://www2.gov.bc.ca/vaccinecard.html>. As well, masks are mandatory in most indoor spaces.”
- There is no way to pre-check vaccination at the time of booking or purchase, so adding this message to the website is a key way to inform people of the need for proof of vaccination.
- These guidelines, and detailed explanations, can be found at:
<https://www2.gov.bc.ca/gov/content/covid-19/info/restart>



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Vaccination Proof - Key Tools 5

International Travellers

- There are a number of resources for fully vaccinated travellers entering Canada, including from the US and the rest of the world. Links to these resources can be shared with potential guests from outside of Canada, or place on your website if they are a large part of your clientele.
- A checklist on the requirements: is at <https://travel.gc.ca/travel-covid/travel-restrictions/covid-vaccinated-travellers-entering-canada#determine-fully>
- A one page document outlining requirements for all travellers entering Canada by land or air <https://www.canada.ca/content/dam/phac-aspc/documents/services/diseases/2019-novel-coronavirus-infection/awareness-resources/entering-canada-covid-19/entering-canada-during-covid-19-land-english.pdf>
- For American travellers, there is information on travelling to Canada available at <https://wwwnc.cdc.gov/travel/notices/covid-3/coronavirus-canada>



Health & Safety - Key Tools I

Mask Requirements

- Masks are required in all people 12 and older in indoor public spaces, which include:
 - Retail and service businesses
 - hotels
 - a conference centre, community hall or other place that hosts public events
 - a restaurant, pub, bar or other business that prepares and sells food or drink,
 - a fitness facility or a sport facility
 - a place that provides cultural, entertainment or recreational services or activities, including a theatre, cinema, concert hall, arcade, billiard hall, museum, gallery or library
 - common areas including lobbies, hallways, public bathrooms and elevators
 - a taxi, limousine, perimeter seating vehicle, perimeter seating bus, vehicle used for a commercial ride sharing service or other vehicle for hire
 - a public transportation vehicle
 - an airport, heliport or seaplane terminal
- Full details are available in the Public Health Order available online at <https://www2.gov.bc.ca/assets/gov/health/about-bc-s-health-care-system/office-of-the-provincial-health-officer/covid-19/covid-19-pho-order-face-coverings.pdf>
- While front-line staff are not responsible for enforcing mask requirements, they may face customers unwilling to comply. Guides to de-escalating conflict are at <https://www.go2hr.ca/training-education/scripts-responding-to-difficult-guest-situations-during-a-pandemic>



Health & Safety - Key Tools 2

Communicable Disease Plans

- All businesses are expected to maintain communicable disease plans 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.

Health & Safety - Key Tools 3

Staying Home When Sick

- 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

Getting Vaccinated

- 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>
- You can encourage staff to get vaccinated. 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 Toolkit Vaccination Proof Update

- Travel is part of our DNA and we're all excited to see it return and welcome our fully vaccinated neighbours and travellers from around the world.
- Vaccinations are a critical tool in preventing the continuing spread of COVID-19, and proof of vaccination is required for many of the events and places where we like to come together.
- 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>



Communications – Key Tools I

Help People Know Before They Go

- Key messages for your website and guest emails could be:
 - If vaccinations are required to attend/enter:

“The BC government requires proof of vaccination and picture ID in order to attend/enter this event/facility. Details on what is required are at <https://www2.gov.bc.ca/vaccinecard.html>. As well, masks are mandatory in most indoor spaces.”
 - If vaccinations are for some facilities, like a restaurant in a hotel:

“The BC government requires proof of vaccination and picture ID in order to enter certain places. Though not required to stay at the hotel, proof is required to visit the restaurant. Details are online at <https://www2.gov.bc.ca/vaccinecard.html>. As well, masks are mandatory in most indoor spaces.”
- 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.
- You can help inform the public about the guidelines in B.C. by linking to them at <https://www2.gov.bc.ca/vaccinecard.html> and <https://www2.gov.bc.ca/gov/content/covid-19/info/restrictions>.
- Destination BC has an updated version of its messaging guidance for business online at https://www.destinationbc.ca/content/uploads/2021/09/Industry-Messaging-Guidance_VaccineCard_Sept92021_FINAL.pdf



Workforce - Key Tools I

Tips on Tracking Down Talent

- 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's *Wise Ways: A Guide of Smart Practices to Attracting and Retaining Indigenous Talent* has 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

Training Available

- 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.indigenoustourismbc.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

Marketing - Key Tools I

Marketing Efforts You Can Do Now

- 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 current offers, calls to action, and listing opportunities on their websites.
- You can market to Alberta, the rest of Canada, and internationally as we welcome fully vaccinated visitors in 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, CDMOs, and sector associations to develop your international marketing for this coming winter, and spring and summer 2022.



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Marketing - Key Tools 2

DBC's Marketing Plans

- Destination BC'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>
- To learn more about, and align with, Destination BC's marketing campaigns, you can view their regular industry webinars at <https://www.destinationbc.ca/covid-19/destination-bc-response/covid-19-industry-calls/> and subscribe to Destination BC's Directions e-Newsletter at <https://www.destinationbc.ca/subscribe/>
- Destination BC 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>

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