

Phase 3: Explore Squamish Responsibly Toolkit

SQUAMISH RESTART TOOLKIT

As British Columbia transitions to Phase 3, BC residents are now able to resume travel throughout the Province.

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.

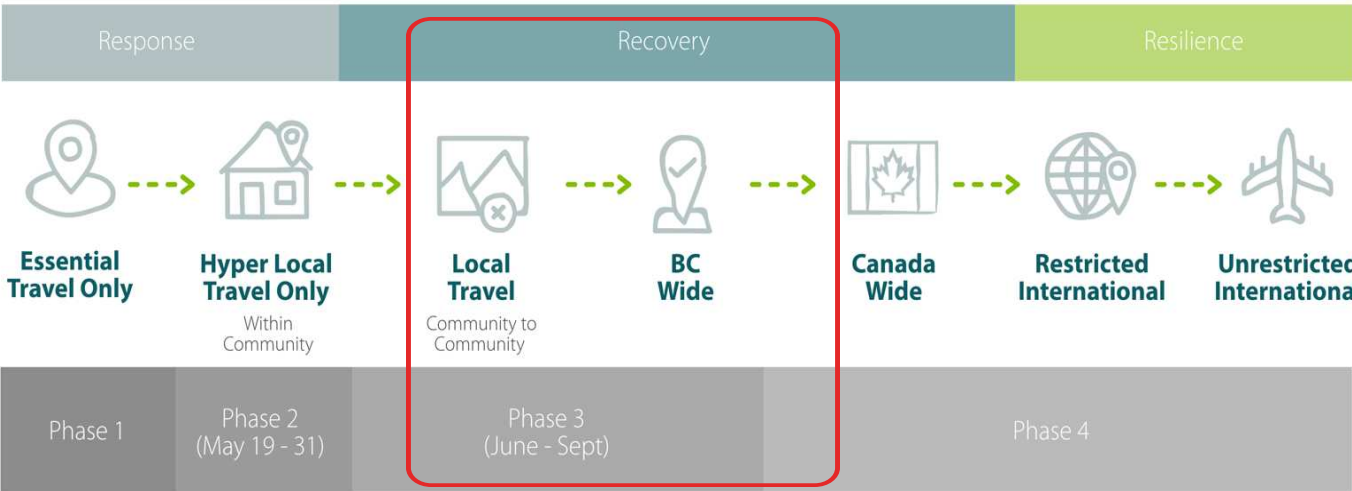


While we prepare to invite visitors back, we can set the tone and expectation for those coming to our community.

To support these efforts, this toolkit includes the following:

- 'Explore Squamish Responsibly' campaign information
- Social media messaging and resources
- COVID-19 'Know Before You Go' visitor guidance

Road to Recovery



Source: Destination BC

EXPLORE SQUAMISH RESPONSIBLY CAMPAIGN

The **Explore Squamish Responsibly** campaign encourages visitors to experience all that Squamish has to offer this summer in a responsible manner. The goal is two-pronged:

1. To educate visitors coming to Squamish about the actions they can take to keep themselves and Squamish safe;
2. To communicate the actions Squamish has taken as a community to keep visitors and residents safe.

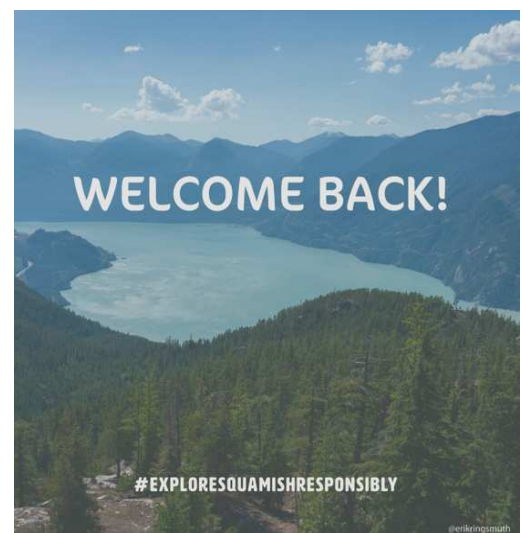


The campaign will focus on welcoming visitors to Squamish, establishing explore responsibly expectations, and COVID-19 Know Before You Go considerations.

In addition to the COVID-19 Know Before You Go communication, messaging will also focus on welcoming visitors to Squamish and establishing explore responsibly expectations, via the WELCOME acrostic.

We will amplify the WELCOME message with social posts and related messaging.

- W** Wildlife should be expected and respected
- E** Etiquette on and off the trails is appreciated by everyone
- L** Leave only footprints; take only memories
- C** Cooperation; play nicely with locals and visitors
- O** Observe local by-laws and posted signage
- M** Mindfulness; be aware of those around you; be kind and respectful
- E** Embrace Squamish's heritage and indigenous culture



SOCIAL MEDIA CONTENT & MESSAGING

While we want to maintain inspirational and enticing messaging for visitors coming to Squamish, this is our opportunity to set the tone and expectation that residents have for visitors when they arrive in the community. Our social media messaging will be welcoming with links to our COVID-19 "Know Before You Go" page for more information.

Hashtags

#ExploreSquamish

#ExploreSquamishResponsibly

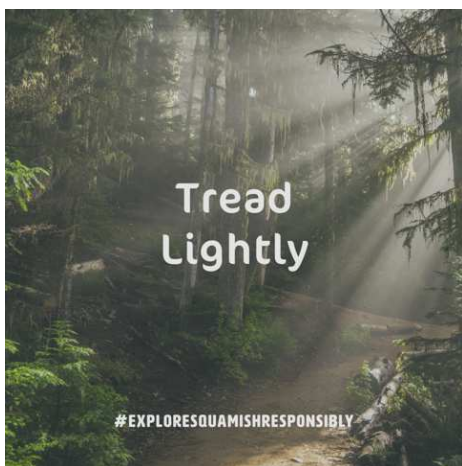
**Know Before You Go Suggested Social Media Posts for our partners
(be sure to add images, social tags, links to your website and our Know Before You Go page)**

- Squamish is ready to welcome you back! #ExploreSquamishResponsibly
- Nature awaits you, book ahead! #ExploreSquamishResponsibly
- Find out how to travel responsibly, during COVID at exploresquamish.com #ExploreSquamishResponsibly
- It's time to start exploring Squamish again. #ExploreSquamishResponsibly
- Now is the time to start exploring Squamish. #ExploreSquamishResponsibly
- Road trips are what summer memories are made of. Plan and book ahead to experience everything you want to see and do in Squamish. #ExploreSquamishResponsibly
- While big open spaces, fresh mountain air, and endless adventure beckon, please observe these simple guidelines to help preserve our #Squamish community and protect our residents, as we welcome you into our beautiful backyard. #ExploreSquamishResponsibly



Access Images

Access Know Before
You Go



SOCIAL MEDIA CONTENT & MESSAGING

Additional messaging to support exploring Squamish responsibly is positioned through a 'WELCOME' acrostic, which encourages visitors to consider their actions when enjoying Squamish beyond COVID-19.

You can help amplify the WELCOME message with these Suggested Social Media Posts:



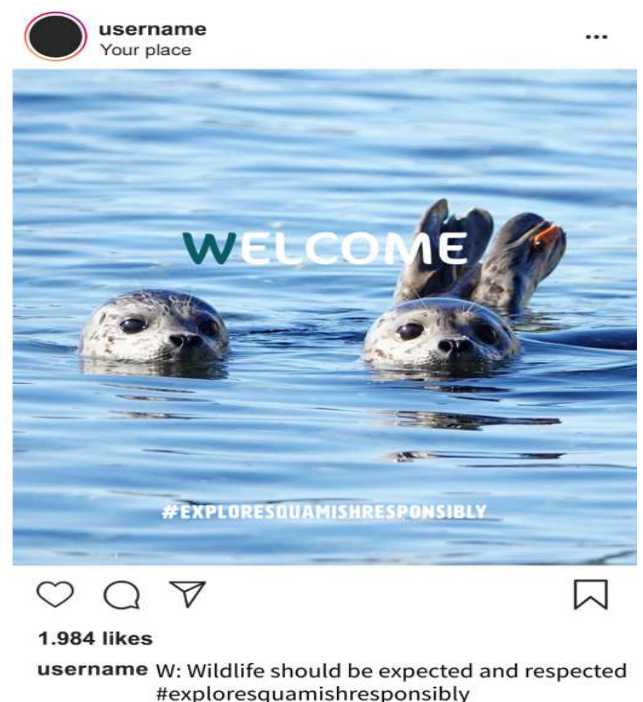
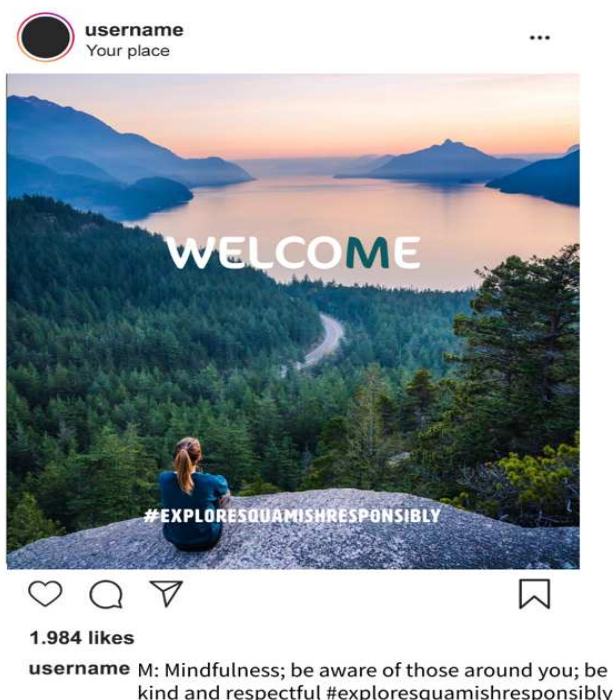
Select the image with the highlighted letter, add the corresponding text below and you're ready to post!

Or choose a **Welcome Back** image from our image library; or **use your own image** if you prefer.

- **W**ildlife should be expected and respected #exploresquamishresponsibly
- **E**tiquette on and off the trails is appreciated by everyone #exploresquamishresponsibly
- **L**ease only footprints; take only memories #exploresquamishresponsibly
- **C**ooperation; play nicely with locals and visitors #exploresquamishresponsibly
- **O**bserve local by-laws and posted signage #exploresquamishresponsibly
- **M**indfulness; be aware of those around you; be kind and respectful #exploresquamishresponsibly
- **E**mbrace Squamish's heritage and indigenous culture #exploresquamishresponsibly



[Access Images](#)



COVID-19 VISITOR GUIDANCE



To ensure visitors are prepared for their time in Squamish, pre-arrival messaging is critical. We encourage all partners who distribute pre-arrival information to their guests to include the following or use the pre-made PDF below:

COVID-19 Know Before You Go

Together we can all do our part to have fun, stay safe, and Explore Squamish responsibly.

Squamish is looking forward to welcoming you. There are a few considerations to keep you and our community safe. Please respect the health guidelines from the BC Provincial Health Officer as well as physical distancing. (If you or anyone in your travelling group has been sick in the previous week or have flu-like symptoms, **please reschedule your trip.**)

Here's what to expect when you visit Squamish:

- Squamish's businesses have implemented provincially approved guidelines for cleaning and physical distancing to keep staff and patrons safe.
- To ensure physical distancing, there will be limited space at attractions, parks, and trailheads, **please have a backup plan**. If possible, make reservations or book tickets before you arrive.
- Expect restaurants to be busy, make a reservation, or choose takeout instead.
- Avoid peak times by arriving early in the day or visiting later in the afternoon.
- Bring a clean trip kit (wipes, hand sanitizer, disposable bag, and mask) if visiting any of our parks and outdoor recreation sites.
- Help keep our first responders safe by recreating within your ability, taking a lesson or booking a guided tour if it is your first time or you're new to a sport.
- Public spaces: follow the posted signage and respect the 2m physical distancing recommendations.
- Keep your dog on a leash, in town, and on the trails
- Enjoy the outdoors, the freedom, and breath in the fresh air!

[Access Visitor Guidance PDF](#)