

# RESPONDING TO COVID-19

How to Adapt Your Business & Talk to Your Customers

CARIBOO  
CHILCOTIN  
COAST



We recognize that the amount of information about Covid-19 can cause confusion and make it difficult to identify what is relevant to your business. As British Columbia begins a staged re-opening of sectors and industries, this short guide will provide a checklist to ensure your business is ready to welcome the public.

Sydney Redpath-Power, Marketing Director | [sydney@landwithoutlimits.com](mailto:sydney@landwithoutlimits.com)

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## DON'T GO DARK!

Your customers have questions about how you are responding to Covid-19, and the most convenient way for them to get answers is to look at your social media channels and website. If they can't find the information they need, they'll assume you don't have it!

Have you updated your Google My Business, TripAdvisor etc. listings?  
Have you posted on social about how/if you are resuming operations?  
Are your Covid-19 relevant policies publicly available on your website?  
Do your staff know how to respond to questions from customers?

See The  
#RoamBCFromHome  
Toolkit For Messaging  
Guidance

# 2

## ENSURE COMPLIANCE

Ensure that all your policies are consistent with the most recent provincial and sector guidelines. Make updates to your policies available as needed.

[BC Government for Provincial Travel Recommendations](#)

[BC Centre for Disease Control for Health Guidelines](#)

[WorkSafe BC for Employees](#)

[Your Relevant Sector Guidelines](#)



# 3

## UPDATE & PUBLISH YOUR NEW POLICY

The Province of British Columbia and WorkSafe BC are requiring all businesses to develop and make publicly available their new workplace policies, relevant to their sector. In this policy you should address:

- Cleaning & Sanitization
- Employee Work Policy
- Guest Procedures
- Social Distancing Accommodations

# 4

## CHECK YOUR PRESENCE

Do you have advertisements that are now outdated or inappropriate? Are you running Special Offers that you're no longer able to honour? Make sure to contact advertisers and publications to see if you can update your information or remove anything that's no longer relevant.

Please contact [sydney@landwithoutlimits.com](mailto:sydney@landwithoutlimits.com) if you would like to modify your Special Offer on [LandWithoutLimits.com/Special-Offers](https://LandWithoutLimits.com/Special-Offers)

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## REACH OUT!

You may have guests that cancelled or delayed their trips. Now is the time to reach out and let them know your plans for the upcoming season, their options to re-book and how you plan to safely welcome them.

For incentive, consider a value-add offer to spur bookings and enthusiasm.

*"Free Departure-Day Breakfast With 2+ Night Stay!"*



## Questions about this document?

Sydney Redpath-Power, Marketing Director | [sydney@landwithoutlimits.com](mailto:sydney@landwithoutlimits.com)

## Need support navigating Covid-19 programs?

Sign up for the Tourism Resiliency Program for one-on-one support from Cariboo Chilcotin Coast Tourism staff. You can register by:

1. Registering Online at [tourismresiliency.ca/ccctrp](https://tourismresiliency.ca/ccctrp)
2. Registering via Phone at 1-800-663-5885
3. Sending an email to [recovery@landwithoutlimits.com](mailto:recovery@landwithoutlimits.com)