



**Cariboo Chilcotin Coast Tourism approved to use the World Travel and Tourism Council
'Safe Travels' International Designation.**

Secwépemc Territory (Williams Lake, BC)

As you know travel this year and for the foreseeable future, will be different. Some people may already be starting to venture further from their home and making regional travel plans as we move into Phase 3 of BC's Restart Plan, while others are actively planning and preparing to continue to explore farther when it is possible. We know that health and safety for ourselves, our families and our communities remain a top priority, but we also know that people are ready to explore and connect with the places and people of the Cariboo Chilcotin Coast.

"This is an important step on our journey to recovery and reflects the hard work that has been done by businesses, communities, and our Regional Tourism Management Organization," shares Andre Kuerbis, Chair of Cariboo Chilcotin Coast Tourism.

The World Travel and Tourism Council (WTTC) alongside members, governments, health experts and other industry associations are working together to achieve effective recovery protocols by developing meaningful action plans that optimize sector-wide recovery efforts understanding the desire for safe and respectful travel during this global pandemic.

The 'Safe Travels Stamp' is an international designation that will allow travelers and other travel and tourism stakeholders to recognize destinations and tourism businesses around the world that have implemented health and hygiene protocols that are aligned with [WTTC's Safe Travels Protocols](#) – so consumers can experience 'Safe Travels'. Eligible destinations and companies can use the stamp once the health and hygiene protocols, outlined by WTTC, have been implemented.

Through the Safe Travels stamp we ultimately envision a future of travel to the Cariboo Chilcotin Coast which is safe, secure and respectful, providing a meaningful and memorable experience to travelers throughout their journey despite the COVID-19 pandemic.

The Safe Travels branding is available for all communities in the Cariboo Chilcotin Coast as part of our approval by the WTTC. There is no cost to participate in this initiative and you can apply your own branding to the logo. Please contact Sydney at sydney@landwithoutlimits.com if you are interested in learning more about the Safe Travels' designation or if you would like to use this branding for your community or business.

About Cariboo Chilcotin Coast Tourism Association: CCCTA is a non-profit, stakeholder-based Regional Destination Management Organization that leads tourism development and marketing in conjunction with the Ministry of Tourism, Arts & Culture, Destination British Columbia, Destination Canada and industry partners in the Cariboo Chilcotin Coast Region to help foster the growth of tourism and the visitor economy.

<https://landwithoutlimits.com/>

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