

Tourism Industry Messaging Guidance For Phase 1 and Phase 2 of the Path Forward Plan

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Photo credit: Ines Goovaerts

Overview

Tourism Yukon is committed to supporting the Yukon's tourism and hospitality industry, business owners, and the wider tourism community while we all navigate the COVID-19 pandemic together. As we work within our new normal, we want to help you develop informative and encouraging messaging for your customers. Throughout all phases of the re-opening, we will be providing updated recommendations for communicating with Yukon residents and out-of-territory audiences. This document focuses on messaging during [Phase 1](#) and [Phase 2](#) (tentatively scheduled to begin July 1, 2020) of the Government of Yukon's Path Forward to lift COVID-19 restrictions.

Tone of All Communications

In situations that can feel overwhelming, people naturally look for messaging that is:

- empathetic
- encouraging
- concise
- informative
- clear

Therefore, our tone should be factual, proactive, and supportive. But, of course, brands should always maintain their individual tone of voice and unique character when talking to their audiences.

Phase 1 Communications (Current Phase)



Photo credit: Paddy Pallin

Communications Focus for Phase 1

Our borders continue to remain closed for all non-essential travel. If anyone does enter the Yukon, they will be subject to a mandatory 14-day self-isolation period.

As of May 15, the Yukon's travel restrictions for Yukoners have eased based on public health data, surveillance, and discussions with communities. This means that the Yukon public can now travel safely, respectfully, and on a limited basis within the territory.

Messaging for Audiences within the Yukon

Since the Yukon's borders are closed, Yukoners are keen to explore our beautiful home, but we must do so in a safe and limited way. While travelling across different communities, we need to be respectful of all residents.

Suggested key messages:

- Encourage Yukoners to stay close to home and revisit their favourite spots while practicing the Safe 6.
- Always communicate the importance of doing any activities safely and respectfully and to travel as self contained as possible to avoid any unnecessary visits to businesses in the communities.
- Encourage people to adhere to the government's guidelines concerning physical distancing, family bubbles, group sizes, and other regulations.
- Offer additional information about staying safe and preventing the spread of COVID-19 by directing them to [yukon.ca](https://www.yukon.ca).
- Remind Yukoners to contact our [Visitor Information Centres](#) to find out latest information regarding travelling to different communities.

Messaging for Audiences Outside the Yukon

With the Yukon's borders currently closed for all non-essential travel, we need to remind people that they cannot visit right now. But we can definitely encourage them to explore the Yukon virtually and to consider visiting our territory in the future.

Suggested key messages:

- Remind people that non-essential travel to the Yukon is restricted and border control measures will be enforced.
- To provide the most accurate and up-to-date information regarding the pandemic, link to the [Yukon Government's](#) website.
- Use Yukon hashtags like #WaitForSomeday and #ExploreYukonLater to make finding your information online easier.
- If applicable, you can offer your services or products to customers online.

Phase 2 Communications (Due to start July 1)

For more information, contact:

Whitehorse Visitor Information Centre
Travel Counsellor
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Photo credit: Jason Wolsky

Communications Focus for Phase 2

Based on public health data, surveillance, and discussions with communities, it's expected that the Yukon's borders will open to BC residents as of July 1. While this date may change, the current goal is to enter [Phase 2](#) of the Yukon Path Forward Plan on this date.

As we begin to approach Phase 2, communications will reflect this new phase. In this phase, we should clearly communicate that after July 1 the borders will remain closed to everyone but BC residents.

Messaging for Audiences based in BC

As of July 1, the Yukon's borders are expected to open to BC residents, which means Yukon and BC residents will be able to travel back and forth across the borders without mandatory self-isolation. As visitors begin to explore the territory, we must remind them that they need to do so in a safe and limited way. And we should encourage out-of-territory residents to be respectful of all Yukon communities.

Suggested key messages:

- Remind people that while they are welcome to visit the Yukon, they need to do so in a safe and respectful way.
- Encourage people to adhere to the government's guidelines concerning physical distancing, family bubbles, group sizes, and other regulations.
- Offer additional information about staying safe and preventing the spread of Covid-19 by directing them to yukon.ca.
- Suggest BC visitors stop into our contact one of our [Visitor Information Centres](#) upon arrival for the latest information regarding travel to communities within Yukon.

Messaging for Audiences outside the Yukon and BC

With the exception of BC residents, the Yukon's borders will remain closed for all non-essential travel. We'll need to remind people that they cannot travel to the Yukon right now. But we can definitely get them excited about visiting our territory in the future by encouraging people to explore the Yukon virtually.

Suggested key messages:

- Remind people that even though our borders are open, they are not open to everyone.
- Residents outside the Yukon and BC cannot partake in non-essential travel to the Yukon and border control measures are being enforced.
- To provide the most accurate and up-to-date information regarding the pandemic, link to the [Yukon Government's](#) website.
- Support Yukon hashtags like #WaitForSomeday and #ExploreYukonLater to make finding your information online easier.
- If applicable, you can offer your services or products to customers online.