

REVELSTOKE. TOURISM TALKS

Revelstoke, we commend you. This community has shown itself to be resilient and adaptable. Our local businesses figured out a way to operate safely under new guidelines, our restaurants continued to produce tasty food for us all to eat at home, and there have been many unique business innovations since March. Despite staying home, it seems that our community spirit is stronger than ever.

As BC moves into Phase 3 of our Restart Plan, we are cognizant that safety for both our residents and visitors is essential to the recovery of our tourism industry. Revelstoke's tourism industry and local businesses are looking forward to seeing out of town traffic again. Tourism Revelstoke has launched a recovery marketing campaign to encourage visitation in order to bolster and support our local businesses; however, we want to ensure that we do so in a safe way that aligns with provincial guidelines.

As part of our safety efforts, we have collaborated to create The Revy Rules, which will be displayed in businesses throughout town on a poster and promoted online through a blog. A cornerstone of our marketing strategy this summer will be around visitor education on how to travel safely and responsibly in Revelstoke. We hope that by reinforcing safe social interactions and Dr. Bonnie Henry's travel manners, we can encourage individuals to hold themselves accountable for their own safety and remind them to do their part.

We have created a "What's Open" page to help visitors plan their visit ahead of time. By encouraging visitors to plan ahead, we hope that we can create some predictability and limit chance encounters in the visitor experience. To be listed on our "What's Open" page, businesses must have their COVID-19 safety measures clearly displayed on their website.

We are also encouraging visitors to be prepared. Where possible, visitors should have their own hand sanitizer, masks, water and other essential supplies to minimize social interactions and limit the spread of Covid-19.



Revelstoke is well positioned to attract regional visitation given our proximity to National Parks and abundance of open spaces. Tourism Revelstoke has recently launched a marketing campaign targeting domestic visitors. The campaign focuses on the tagline "What You've Been Missing," which aims to connect with both previous guests and new visitors this summer.

We welcome your feedback on our efforts, and encourage the residents of Revelstoke to engage with us. Look for us at your local farmers market this summer.

To read previous Tourism Talks columns, check out
<https://seerevelstoke.com/tourism-talks/>