



Communication Toolkit for Auckland Tourism Operators

aucklandnz.com

INTRODUCTION

We are committed to seeing Auckland and New Zealand recover in the current global COVID-19 environment. One of the ways we are helping is by addressing the issues faced by Auckland operators. In our most recent business survey (July 2020), we heard that you are looking for general marketing guidance and are working at a reduced capacity. We also understand that your target markets may have changed. This document addresses these insights and other challenges brought on by the pandemic.

As the COVID-19 situation continues to unfold, we encourage you to use this toolkit as a guide. Taking a unified approach to social media is our best chance of showing customers that Auckland is ready to welcome them when the time is right.

MANAGING SOCIAL MEDIA WITH LIMITED RESOURCES

We appreciate that your resources may be more limited than usual. The information included in this toolkit is designed to help you stay in touch with your customers and manage social media tasks effectively. The advice shared is best practice, and should be prioritised according to your needs.

WHAT TO EXPECT OVER THE COMING MONTHS

While we cannot predict the future, we can plan ahead based on a number of scenarios. No matter what stage of the pandemic, our priority is to share information that will inform and reassure. You can do the same by keeping your customers up-to-date with changes to your business and how it affects them.

STAY UP-TO-DATE

Read the latest COVID-19 developments on reputable sites

Stay across the latest COVID-19 news, especially in your area. Bookmark the following sites for up-to-date information that affects the Auckland region.

- [Tāmaki Makaurau Auckland – COVID-19 updates](#), ATEED website.
- [Unite against COVID-19](#), New Zealand Government website.
- [Ministry of Health website](#), New Zealand Government website.
- [Travel and border information](#). This section of the government website will help you inform your international customers.

New Zealand Government requirements and business support

- [Mandatory QR codes](#). All businesses are required to display QR codes, so customers can check-in using the contact tracing mobile application.
- [Posters for businesses](#). These include the contact tracing app and registration, physical distancing, maximum number of people and hygiene.
- [Doing business at Alert Level 3](#).
- [Doing business at Alert Level 2](#).

BE CLEAR AND INFORMATIVE

Use your channels to communicate updates with your customers

The situation with the pandemic and your business operations may be constantly evolving, so use your channels to communicate the latest advice and news. You can inform customers about the measures you're taking to make your premise or products safe, or share the best ways to contact you during this time.

Complete this checklist to keep your customers informed:

- Update your website.
 - Create a page on your website to help your customers understand the latest travel recommendations, which experiences are open, and information on what new or revised operating procedures are in place.
- Update your hours of operation on your Google business listing.
 - [Instructions on updating your Google business listing here.](#)
- Update your hours of operation on your Facebook page.
 - [Instructions on updating your Facebook page's hours of operation here.](#)
- Where relevant, point your customers to official sources of information.
 - Official sources are listed on [slide 5](#).

BE HELPFUL & SUPPORTIVE

ENSURE YOUR MESSAGES PROVIDE VALUE TO CUSTOMERS

While your operating hours may have changed, how you help customers online should not. A consistent online presence will keep your business top-of-mind and provide value to customers.

The posts you write, and how you respond to comments should be carefully considered. Empathise with the wide range of emotions that people are feeling right now. You can provide comfort, alleviate concern or even spark inspiration with community-minded stories and useful information.

Use our [Communication Matrix](#) as a guide for communicating with your audience at different times. The messaging sections include suggested topics that may resonate with your audience.

COMMUNICATION MATRIX THEMES

Theme 0: Lockdown, Alert Level 3. Non-essential businesses closed. Domestic travel heavily restricted.

Theme 1: Uncertainty of domestic outbreak. Alert Level 2: domestic travel with greater restrictions.

Theme 2a: Domestic recovery. Alert Level 1: domestic travel with few restrictions. Focus on Auckland market.

Theme 2b: Domestic recovery. Alert Level 1: domestic travel with few restrictions. Focus on New Zealand market.

Theme 3: Longer-term domestic recovery. Alert Level 1: domestic travel with few restrictions. Focus on New Zealand market.

Theme 4: Wider Recovery. Prior to borders opening and when they open. Trans-Tasman bubble.

Theme 5: Global Recovery. Prior to borders opening and when they open.

COMMUNICATE RESPONSIBLY

Use common sense when talking to your customers. For example, do not promote or encourage experiences that people cannot access right now (current Alert Levels). As the situation changes, we ask you to support the advice of the New Zealand government regarding closures, events and social distancing requirements.

APPLY SENSITIVITY FILTERS

Carefully review your planned social media content before posting. If there is a risk that a post may appear inappropriate, be misconstrued or receive negative criticism, consider holding it back or adjust it to suit the current mood. In times of crisis, we recommend scheduling posts no more than one day in advance.

What to avoid in social media posts:

- **Contradicting official information:** Promoting activities that do not adhere to current government guidelines.
- **Assumptions:** Unfounded indications of when things will re-open, how people will travel, what the government plans to do next, and inaccurate stories about local behaviour.
- **Inappropriate tone:** Posts that do not reflect the current climate and how people are feeling day-to-day. For example; jovial, humorous, dismissive or sarcastic messaging.
- **Trivialising the situation:** In addition to using the right tone, do not play down people's experiences. The economic, social, physical and emotional effects of COVID-19 are wide-ranging.
- **Images shared without context:** Images and videos posted without context can cause anger and confusion. For example, if sharing a photo of a crowded restaurant, make sure that people know it's a memory. Reconsider if now is the right time to show people hugging or holding hands too.
- **Cancelled events:** References to events that have been cancelled, or are likely to be cancelled.
- **Inappropriate phrases:** Terms that your audience may link with being unwell or poor hygiene. For example, "sick of being at home?" or "we're drooling just thinking about this burger".

SUPPORT CUSTOMERS WITH THOUGHTFUL, TIMELY RESPONSES

Reviewing and responding to customer comments is always important. In a time of uncertainty, it is crucial. Answering questions that relate to your business operations should be your top priority. While it is not your responsibility to communicate official information, you have a role in ensuring people explore responsibly and confidently. You can do this by providing helpful summaries and directing them to official channels for further information. For example, “Hi Rachel, we are currently at Alert Level 3, please visit the New Zealand government website to see how this affects your upcoming visit.”

3 tips for responding to customer comments and questions:

- Make your customers feel heard by taking the time to customise answers to their individual situation.
- If you are receiving similar questions on a regular basis, consider creating a frequently asked question post to pin to the top of your feed, feature it as an Instagram Story or add it to your website.
- Arrange to have Facebook Messenger pop up so your customers can interact with you directly.
 1. Click Settings at the top of your Facebook Page.
 2. Click Messaging in the left column.
 3. Next to Show a Messenger greeting, click to select On.
 4. Click Change, edit the greeting, then click Save.

BE CALM AND EMPATHETIC WHEN RESPONDING TO NEGATIVE COMMENTS

Times of crisis fuel anxiety. Charged emotions can lead to negative comments about the travel industry, your destination or your business – even if your delivery is flawless.

Tips for responding to negative comments:

- Remain calm. Take a few minutes before responding.
- Don't respond to trolls. Those who make abusive comments have no place in your online community, and should be blocked and reported.
- Empathise. Where appropriate, acknowledge the person's feelings.
- Correct factual errors.
- Reinforce messages of health, safety and togetherness.

INFORM, REASSURE AND BUILD CONFIDENCE IN TRAVEL

You can help increase confidence in travel and make sure people behave appropriately through thoughtful messaging and imagery. Content can be tailored to speak to different people within your community, from locals to domestic and international travellers.

The examples included in this toolkit illustrate how you can inform customers across different stages of the pandemic.

BEST PRACTICE CONTENT EXAMPLES (SEE APPENDIX)

SUGGESTED MESSAGING FOR DIFFERENT SCENARIOS

These messaging examples have been developed in response to challenges facing the business sector and concerns identified by residents and travellers.

Note: Messaging can be adjusted to speak to your different target markets.

Business closed to visitors

While we love nothing more than seeing you face-to-face, now is not the time to visit. Stay safe and follow the latest health recommendations. Get further information on [website].

“When will you open again?” - Auckland resident

We’re looking forward to opening our doors again and will let you know as soon as the date is confirmed. We will share updates on our social channels and website as soon as we know more. In the meantime, you can still order our [product] through our website [link].

“When can I book a tour with you?” - Australian traveller

We are keeping a close eye on travel arrangements between Australia and New Zealand. As soon as we have confirmation of a travel arrangement between our countries we can book you in! In the meantime, here’s some of our favourite photos of the tour to give you something to look forward to :)

“Will you be open for the summer season? I really want to visit Auckland.” - International traveller

We'd love to have you here when the time is right. For the latest news on travel and border re-openings, please visit the New Zealand Government website at [link].

Regarding our summer season, we will continue to follow official government guidelines and open only when it is safe to do so. We'll share updates on our social channels and website as they become available.

How are you protecting patrons from COVID-19?

Table spacing and seating has been adjusted to allow for proper physical distancing between guests and tables. For more information on what we're doing to make your experience both safe and comfortable, please visit [website].

How are you protecting guests from COVID-19?

[Business name] deeply values the health and wellbeing of our guests. As part of our ongoing commitment we have enhanced our existing high standards of service and care to promote a safe and comfortable stay.

If you have any questions, please get in touch: [contact number or email]

Business re-opening

We are now open to the public with new COVID-19 safety protocols and reduced capacity. Prior to visiting, guests must [list requirements here].

COVID-19 visitor information: [link]

Update on changes to business operations

Our cafe is a bit different now, but we're embracing the change to keep Auckland safe and healthy.

Here's what you need to know before your next visit:

- Book ahead by calling [number]
- Groups of up to 10 allowed, all guests must be seated
- Use our hand sanitiser upon entering the building (it smells nice, we promise!)
- Keep a safe distance between you and the next guest

Update on changes to business operations

We are undergoing some changes!

We will be running under shorter hours and smaller selection of food. From Monday - Thursday we will be open for coffee and pastries from 8am - 2pm. We will have our online store operating for coffee orders and deliveries.

Thanks again for all your support :)

**BE HOPEFUL & PLAN FOR
THE FUTURE**

HOW TO COMMUNICATE WHEN NORMALITY RETURNS

Even if things are a little different, a return to a more normal daily routine will signal a shift in how we communicate. Use this time to gather stories and content that you can share later.

Here are some predictions for the future and ways we can communicate:

1. **Personal hygiene will remain an important issue.** Continue to reassure customers that you follow strict hygiene practices. Prioritise their health and safety.
2. **Travel behaviour will change.** People's idea of a perfect holiday may be different. For some, plane travel may have lost its appeal. For others, a quieter, less-populated place may seem like a better option. There will also be those who can't wait to get back to a bustling city and soak up the atmosphere. Keeping an eye on behavioural trends will help you customise your messages and attract the right type of visitor.
3. **How we gather will be different.** Consider how events, sporting venues, clubs and other gathering spaces will be different in the future. Think about new ways to build community spirit and atmosphere if the design of public spaces is altered.
4. **Competition will increase.** As travel becomes easier, Auckland will need to compete with other regions and countries. Continue to focus on what makes your offering unique and consider advertising to expand the reach of your content.

SUGGESTED SOCIAL MEDIA TOPICS

Here are some topics to help guide your social media efforts. Keep the current phase of the crisis in mind when writing about a particular topic.

1. **Provide inspiration.** Inspire people to explore Auckland when it's safe to do so by showcasing open-spaces, beautiful nature scenes and vibrant urban experiences.
2. **Share memories.** Engage with your community by asking them to share positive past interactions with your business. For example, photos previously taken at your cafe or product shots.
3. **Operational updates.** Share operational news from your business that would be valuable to your customers. For example, tell people that your restaurant now offers packaged meals.
4. **Community stories.** Acts of kindness or thoughtful gestures from locals, and anything your business is doing to support your neighbourhood.
5. **Live streams.** Host a Live video segment on Facebook or Instagram that provides insight into the experience you offer. It could be a tour of your store/gallery/bakery or show how you make your products.
6. **Learning opportunities.** Use your channels to teach your audience things they may not know. For example, create posts that educate people about the origin of a local dish, or how to weave using a centuries-old technique.

AUCKLAND THEMES

Keep a copy of the Auckland Playbook handy to ensure your social media messages align with our brand story. Download your copy [here](#).



He wāhi whai mana
Place of mana

Māori values
Life essence



He tōpūtanga ao
Collective worlds

Bicultural
Multicultural
Unity in diversity



He wāhi whakakaupapa
Playground for ideas

Inspiration and innovation
Young and welcoming
Good growth



He whakamarutanga ā-tāone
Urban oasis

Balance
Quality of life
Restorative city

CHANNEL GUIDE

When planning social media content, think about the specific uses of each channel and the audiences who follow you on those platforms. This guide will help you use Facebook, Instagram and Twitter effectively during times of crisis.

Note: Focus your efforts on the channels you already use. Our checklist on [page 28](#) will help you prioritise your time.

FACEBOOK

- Mark posts as COVID-19 Updates which can help more people in your community see it.
- Pin important news to the top of your feed.
- Respond to comments and questions regularly.
- Keep your customers informed by sharing relevant posts from other reputable pages.
- Use your Facebook Page to create a sense of community. For example, ask your audience to share photos and memories of their time in your neighbourhood.
- Stay in touch with your local community by joining relevant Facebook Groups or starting your own. Look at Groups as a place to connect with your community rather than promote your offerings.

INSTAGRAM

- The Instagram Feed is a space meant for compelling visuals. Use your feed posts to share interesting, quality images taken by customers and tell stories about your community and product.
- Use official and trending hashtags to further your message. Choose hashtags that are most relevant to your business, your Instagram audience and your local community. For example a cafe may want to use the #shoplocal or #takeouttuesday hashtag to promote their offerings.
- Instagram Stories are a great way to interact directly with your audience. Use them to tell stories about your community and encourage conversation. You can pose questions and encourage participation by using native Instagram features like polling stickers and link swipe-ups.
- Your Instagram Story will disappear after 24 hours. If you'd like to keep a message from your story top of mind, you can add it as a highlight at the top of your feed.

TWITTER

- Use Twitter to share news and operational updates that affect your audience.
- Pin important operational updates to the top of your feed.
- Keep your tweets short and to the point.
- Retweeting content from neighbouring businesses and people within your community is a great way of showing your support. It is also a way to share important information that's relevant to your audience. Make sure that retweets are from a reputable source.
- Use official and trending hashtags to further your message. Choose hashtags that are most relevant to your business, your Twitter audience and your local community. For example a restaurant may want to use the #takeouttuesday hashtag to promote their offerings on that day.

TIME MANAGEMENT TOOLS

DAILY CHECKLIST

Use the following checklist to manage your social media efforts effectively.

Main tasks

1. Review the latest COVID-19 developments > **5 mins**
 - 1.1. Check official sources for developments that may affect how you engage on social media.
2. Reply to comments on your posts and check your messages > **10 mins**
 - 2.1. Prioritise *quality comments/questions (press *command* + F, and input ? to find questions).
 - 2.2. Action negative or abusive comments (do not respond, measured response, hide/ban user).
 - 2.3. Encourage ongoing conversation by asking follow-up questions.
 - 2.4. Save customer quotes or images that you can use as content later (ask permission).
3. Schedule your posts for the next day > **5 mins**
 - 3.1. Check that your posts are still appropriate before scheduling (see [Sensitivity Filters](#)).
4. Write content > **10 to 20 mins**
 - 4.1. Use a content planning template to write weekly posts for each channel.
 - 4.2. Follow our post frequency guideline for the number of posts per channel.

DAILY CHECKLIST

Use the following checklist to manage your social media efforts effectively.

If time permits, add these tasks

1. Check your mentions and relevant hashtags > **5 to 10 mins**
 - 1.1. Like and comment on photos/videos that people have tagged you in.
 - 1.2. Join quality conversations where you are mentioned.
2. Check out social media profiles that are relevant to you for inspiration and content. These accounts can include other local businesses and destination accounts > **5 to 10 mins**
 - 2.1. Curate content that you can share as posts (quotes, photos, videos).
 - 2.2. Share useful/valuable posts. Share directly to your Facebook page, reshare posts to Instagram Stories or retweet on Twitter.

***Quality comments** are genuine and thoughtful and can include photos or questions.

***Other social media profiles** include local businesses, regional, provincial and national tourism accounts, official government or health accounts, community accounts, influencer accounts.

POST FREQUENCY

Stick to a consistent posting schedule on the channels you like to use. Use the outline below as a benchmark for posting every week.



Facebook

3+ per week

Quality over quantity.



Twitter

2+ per week

Great outlet for updates and news. Use RTs too.



Instagram

3+ per week

Use IG Stories to support posts and add personality.

+ time to engage with your community



Ngā mihi Thank you

APPENDIX - BEST PRACTICE EXAMPLES

Lockdown

Non-essential
businesses closed.
Travel and tourism
essentially paused.

TIME: Lockdown

TOURISM SITUATION: Non-essential businesses closed. Travel and tourism paused.

tone: Calm, empathetic, positive

MESSAGE: Moment of pause

BUSINESS TYPE: Wildlife and nature tours

Gippsland High Country Tours (Victoria, Australia) offer respite during a difficult time by showing the audience what they see and hear out their window. Even though the business is closed due to lockdown, they are able to show customers the nature scenes and wildlife they might see on a future trip. Posts like this provide joy to the audience and help keep the business top-of-mind.

Target audience: Domestic and international.

aucklandnz.com



Gippsland High Country Tours

August 9 at 1:35 PM · 🌐



Even during lockdown, we can enjoy visiting birds. This morning we were treated to a gentle serenade by a slightly damp magpie carolling from the garden fence. Taken out the window, so the sounds needs to be turned up high to hear its voice. What birds are you seeing at home or on your daily exercise?



TIME: Lockdown

TOURISM SITUATION: Non-essential businesses closed. Travel and tourism paused.


TONE: Informative and reassuring


MESSAGE: Business operations closed

BUSINESS TYPE: Retail

Elle and Riley Cashmere (New Zealand) offer a thoughtful response regarding Level 3 closures in the Auckland region.



 elleandrileycashmere • Follow ...





 elleandrileycashmere Following last night's update to Level 3 for the Auckland Region, our Elle + Riley stores are closed effective immediately in line with local health guidelines.


Our online store remains open although we do anticipate some delays to service.

Our Queenstown store is open following strict health guidelines.

Thank you for your ongoing support of Elle + Riley. We look forward to seeing you soon. Stay safe and stay cosy

5d

 Liked by mihaelachristou.jewellery and 54 others

5 DAYS AGO

Comments on this post have been limited.

TIME: Lockdown

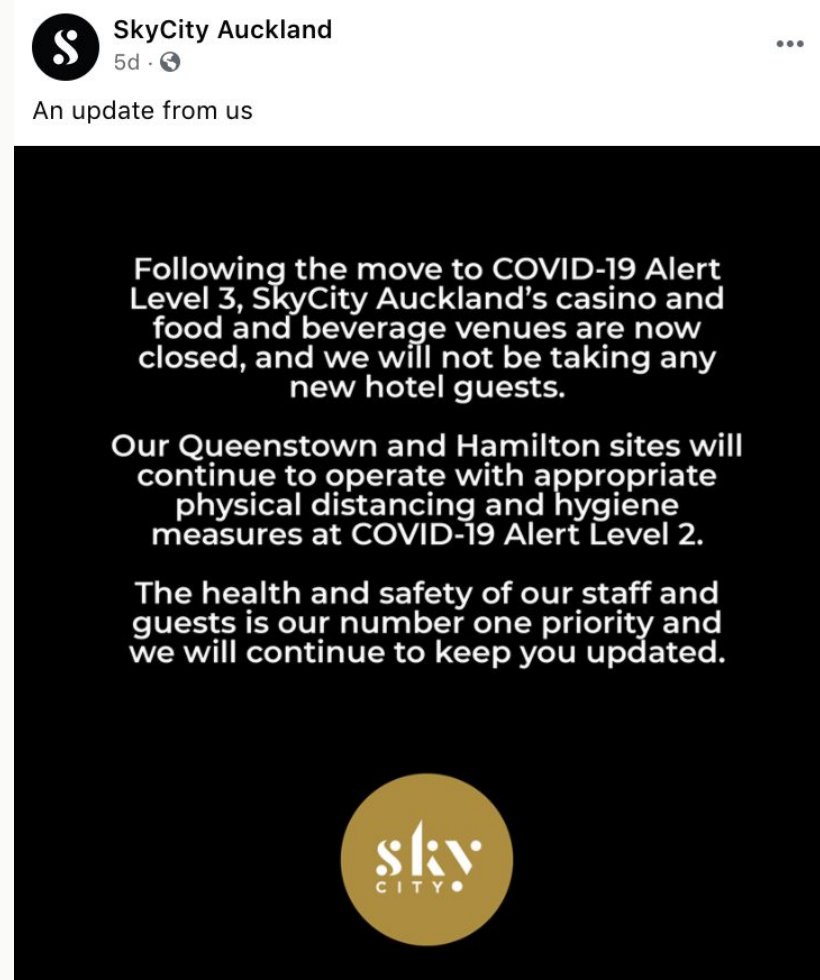
TOURISM SITUATION: Non-essential businesses closed. Travel and tourism paused.

STONE: Informative and reassuring

MESSAGE: Business operations closed

BUSINESS TYPE: Service

SkyCity Auckland offers a thoughtful response regarding Level 3 closures in the Auckland region. Their website also updates customers on closures and how it affects them.



TIME: Lockdown

TOURISM SITUATION: Non-essential businesses closed. Travel and tourism paused.

TONE: Helpful

MESSAGE: Business operations closed

BUSINESS TYPE: Outdoor adventure tour

Bush and Beach (Auckland, New Zealand)

explain what they are able to offer and assist with during Level 3 lockdown. This community-minded approach is appreciated during difficult times.

Target audience: local and domestic.



TIME: Lockdown

TOURISM SITUATION: Non-essential businesses closed. Travel and tourism paused.

TONE: Calm and empathetic

MESSAGE: Stay safe

BUSINESS TYPE: Nature & wildlife

Clayoquot Wilderness Resort (British Columbia, Canada) offers a respite from the headlines with a digital escape.



clayoquotresort • Follow
Clayoquot Wilderness Resort



clayoquotresort A tranquil scene from the estuary for your Friday. While travel is off the table right now, we still want to inspire you with magical scenes from our beautiful and healing pocket of British Columbia. We hope that these images help ease some of the stress we're all feeling, if only for a moment. Stay safe everyone, and have a restful weekend. #stayhome #staysafe #virtualtravel #explorebclater

20w



joshmcgarel Oh this is relaxing. Definitely what I needed today! SO excited to get the kavaks



Liked by alexisfawxlive and 326 others

MARCH 28

Add a comment...

Post

TIME: Lockdown

TOURISM SITUATION: Non-essential businesses closed. Travel and tourism paused.

tone: Hopeful

MESSAGE: Can't wait to welcome you back

BUSINESS TYPE: Outdoor adventure tour (hiking)


Hike & Seek (Victoria, Australia) share hopeful and inspiring messages, memories and encourage their customers to share photos from past trips.

Target audience: Domestic and international.


 **Hike & Seek** is at Loch Ard Gorge.
May 24 · 🌐

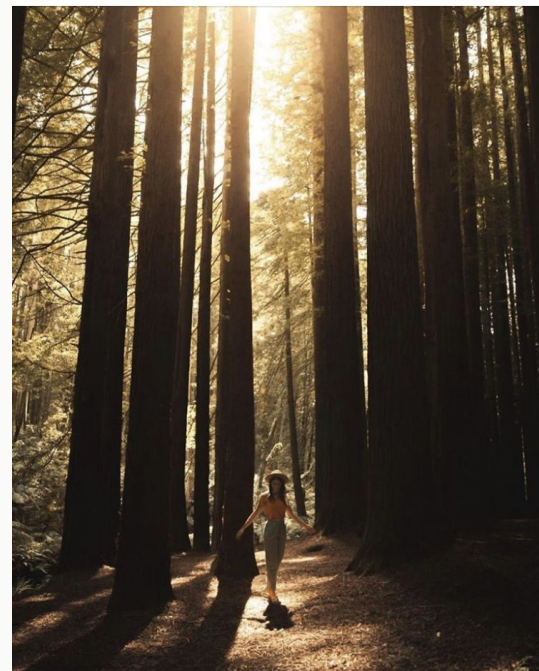
We are almost there guys!! Hope you're all safe and well. Looking forward to getting back to our beautiful national parks. We can't wait to welcome you all back 💙



 **Hike & Seek** is at Otway Redwood Forest.
June 29 · 🌐

Ah the memories! From our GOR tour (a while ago) with @cottonon @mishandkirk and others 🥰

 @kirkryanwelsh



TIME: Lockdown

TOURISM SITUATION: Non-essential businesses closed. Travel and tourism paused.

TONE: Hopeful and inspiring

MESSAGE: See you soon

BUSINESS TYPE: Food and wine tour

MFE (Melbourne, Australia) acknowledge the difficult situation but remain hopeful by showing guests what they have to look forward to when normalcy returns.

Target audience: local and domestic.



MFE by Allan Campion
August 12 at 10:26 AM · 🌐

It's hard to imagine being able to explore Melbourne and all of the wonderful things it has to offer. But we will be able to.....soon I know it.

And when that happens we are ready to look after you with a wonderful food lovers holiday experience.

Here's a video reminder of what we can experience together on an Ultimate Melbourne Weekend Tour. Stay safe Melbourne and see you soon.

[https://melbournefoodexperiences.com.au/melbourne-tours/melbourne-weekend-tours/...](https://melbournefoodexperiences.com.au/melbourne-tours/melbourne-weekend-tours/) **See More**



Re-opening

Non-essential
businesses re-open
with new protocols.

Domestic travel
restarts with
restrictions.


TIME: Re-opening
TOURISM SITUATION: Non-essential businesses re-open with new protocols.
TARGET AUDIENCE: Domestic
tone: Informative and friendly
MESSAGE: New business operations and opening hours
BUSINESS TYPE: Food and beverage service (cafe)

Babajan Eatery (Victoria, Australia) share business operating updates and encourage customers to try out their new ordering systems.




TIME: Re-opening
TOURISM SITUATION: Non-essential businesses re-open with new protocols.
TONE: Informative and reassuring
MESSAGE: Open for business with new safety protocols
BUSINESS TYPE: Food and beverage service (brewery)

9 Mile Legacy (Canada) provide information on how they are keeping their premises safe. This can help assure and comfort customers who feel nervous about re-opening after a lockdown period.



9milelegacy • Follow ...



9milelegacy We are open for business but how are we keeping our taproom safe and responsive, you asked?

- Sanitizer

We use a peroxis/organic acid sanitizer for all things sanitization - whether in the brewery or in the taproom! Using it for the brewery equipment, bottling, tank & keg cleaning, when you bring your growler for a fill and to clean door knobs, light switches, tables & counter surfaces before and after you enjoy one of our beers. 'WE USE THAT THING ON EVERYTHING!' Because it is effective against many microorganisms, even against Avian

♡ 💬 ↵ 📌

👤 Liked by oledenim and 171 others

MARCH 14

Add a comment... [Post](#)

TIME: Re-opening
TOURISM SITUATION: Non-essential businesses re-open with new protocols.
TOPE: Informative
MESSAGE: Open for business with new safety protocols
BUSINESS TYPE: Transport

Sea To Sky Gondola (British Columbia, Canada)
share operating updates and what guests need to know before they visit.



Sea To Sky Gondola

May 29 · 🌐



Sea to Sky Gondola is now open to the public with new COVID-19 safety protocols and reduced capacity. Prior to visiting and entering the parking lot, guests must purchase a ticket online.

SEA TO SKY GONDOLA OPENS:

<https://bit.ly/2M64h3m>

PURCHASE TICKETS OR PASSES ONLINE HERE:

<https://www.seatoskygondola.com/hours-and-prices/>

COVID VISIT INFORMATION:

<https://www.seatoskygondola.com/covid-visit-info/>



Domestic recovery

Businesses

operating with new
protocols in place.

Domestic travel with
few restrictions.

TIME: Domestic recovery

TOURISM SITUATION: Domestic travel with few restrictions

TONE: Informative and friendly

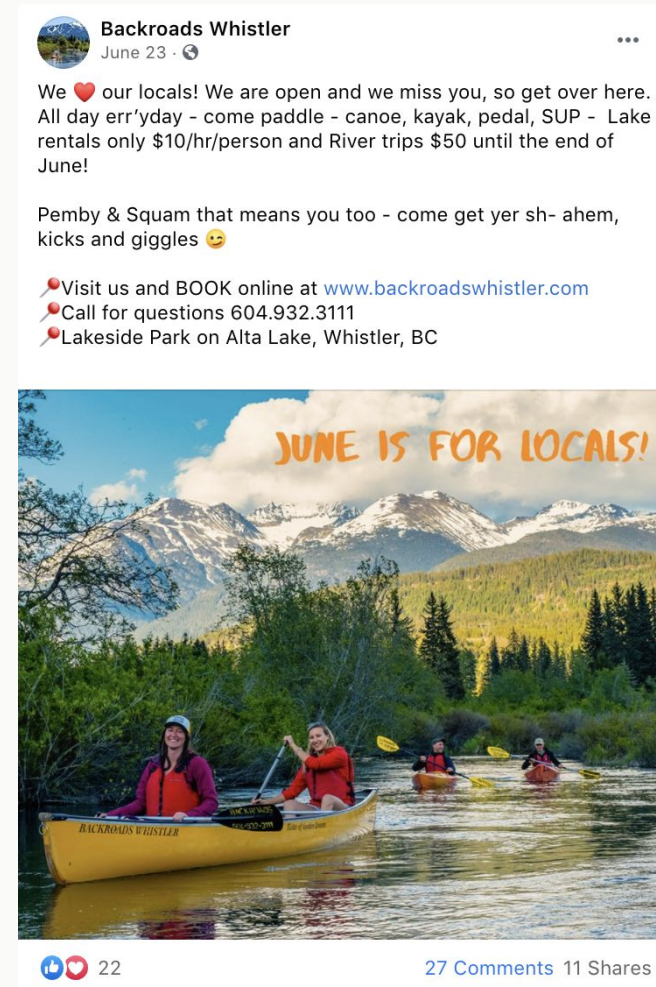
MESSAGE: Inviting locals to join a tour

BUSINESS TYPE: Outdoor adventure

Backroads Whistler (British Columbia, Canada)

let their audience know they are open and ready to take locals out on an adventure.

Target audience: locals.



TIME: Domestic recovery

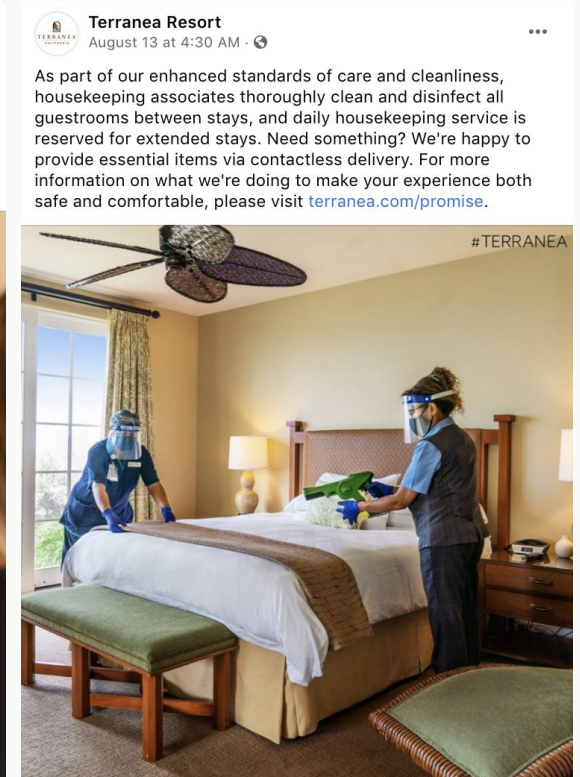
TOURISM SITUATION: Domestic travel with few restrictions

TONE: Reassuring and Informative

MESSAGE: New health & safety measures

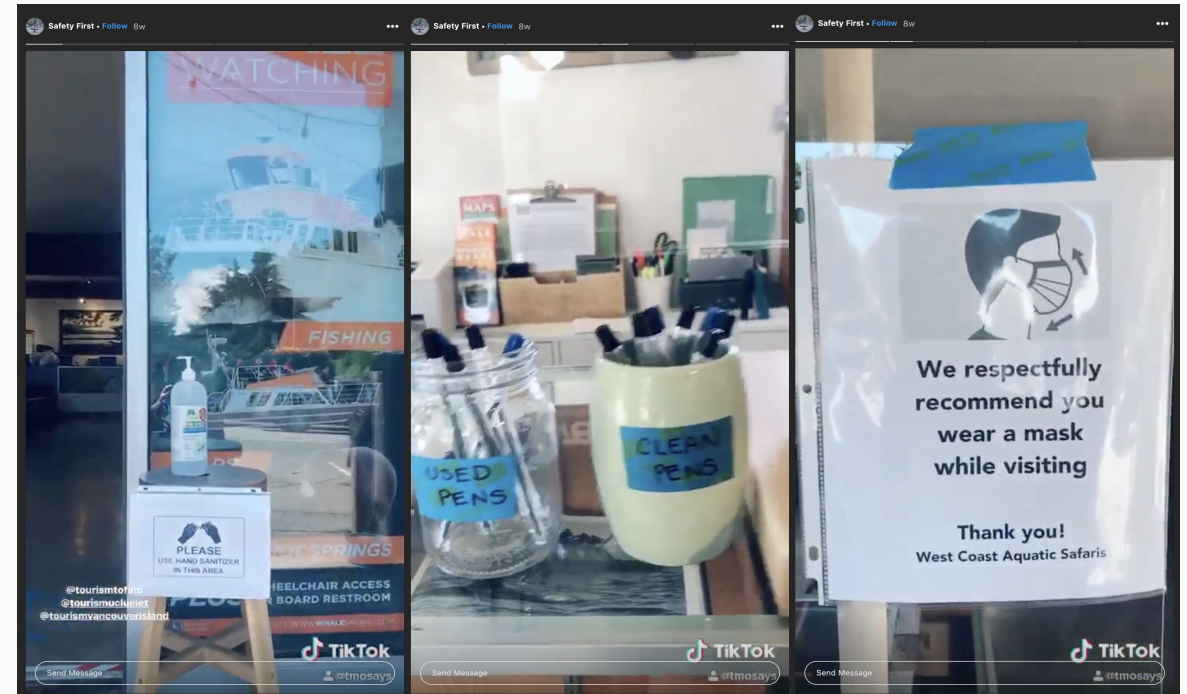
BUSINESS TYPE: Service (hotel, resort, spa, restaurant)

Terranea Resort (California, USA) explain new health and safety protocols across their resort. These messages are reassuring in a time when hygiene is a major concern.



TIME: Domestic recovery
TOURISM SITUATION: Domestic travel with few restrictions
STONE: Informative and helpful
MESSAGE: New health & safety measures
BUSINESS TYPE: Wildlife and nature tour

West Coast Aquatic Safaris (Canada) created a Safety First video to explain new protocols. Shared on Instagram Stories, it gives guests get a preview of their safety measures.



TIME: Domestic recovery
TOURISM SITUATION: Domestic travel with few restrictions
tone: Informative and welcoming
MESSAGE: Planning information for visitors
BUSINESS TYPE: Winery and cellar door

Alpha Box & Dice (South Australia) warmly invite guests to visit their winery and cellar door. They also share clear information regarding what guests must do in line with new protocols and procedures.

Target audience: domestic.



alphaboardice • Following
Alpha Box & Dice

alphaboardice Looking forward to seeing everyone again this weekend. We look forward to them even more than usual these days!

- Make you sure book ahead at alphaboardice.com/bookings so we're ready for you.
- Walk-ins welcome if we have capacity. Drinks outside available if the weather holds up, and there's tables free.
- If you can't come visit us, that's okay, we can deliver to you safely at alphaboardice.com with no minimum purchases and free delivery.

5d

♥ 🔔 📌

Liked by [mclaren_vale](#) and 275 others

5 DAYS AGO


Add a comment... Post


TIME: Domestic recovery
TOURISM SITUATION: Domestic travel with few restrictions
TONE: Hopeful and inspiring
MESSAGE: domestic travel invite
BUSINESS TYPE: Wildlife tours and accommodation

Great Bear Lodge (British Columbia, Canada) speak to their domestic audience and offer incentive to travel again. They also acknowledge their international audience who cannot travel yet.





Target audience: domestic.




 **greatbearlodge** • Follow ...

 **greatbearlodge** We look forward to being able to share the peacefulness and regenerative silence of Great Bear Lodge with you again soon. This tranquility is needed now more than ever. We are very sad that our friends from abroad and the States won't be able to travel here yet. Clearly now is the time for short haul travel, so we are pleased to offer our neighbours from BC a 15% discount off our normal retail rates, available now through August 8, 2020. You can book directly on our website www.greatbearlodge.com and use the code BCOLUMBIAN. We look forward to seeing you soon.

3w

 Liked by **wilderness_seaplanes** and **3,554 others**

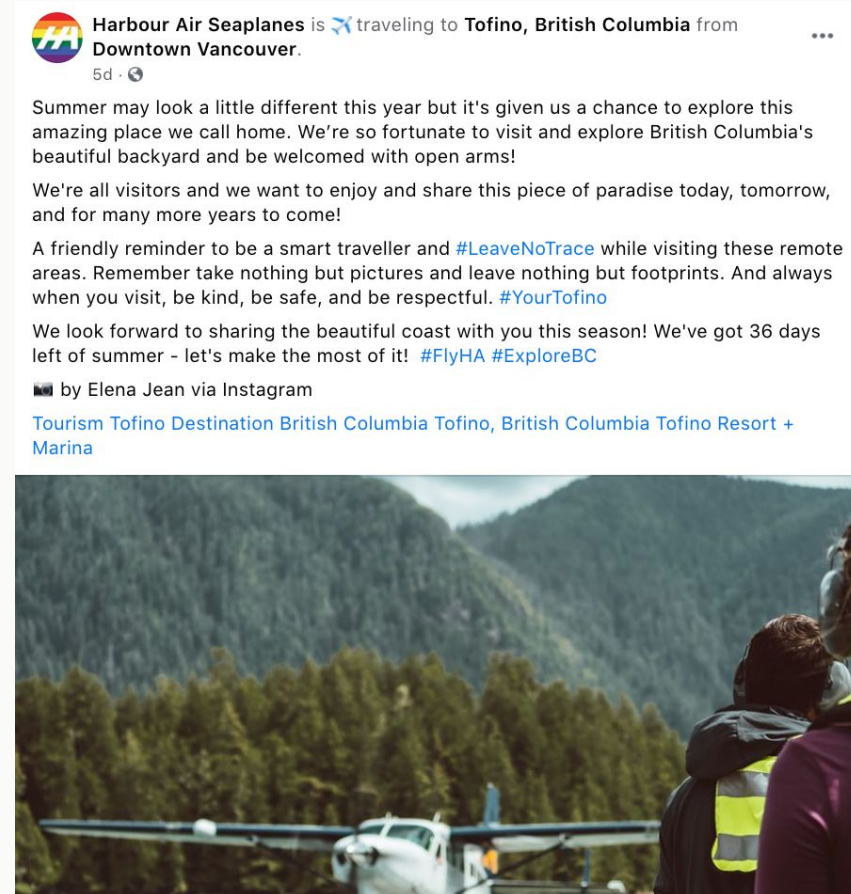
JULY 23

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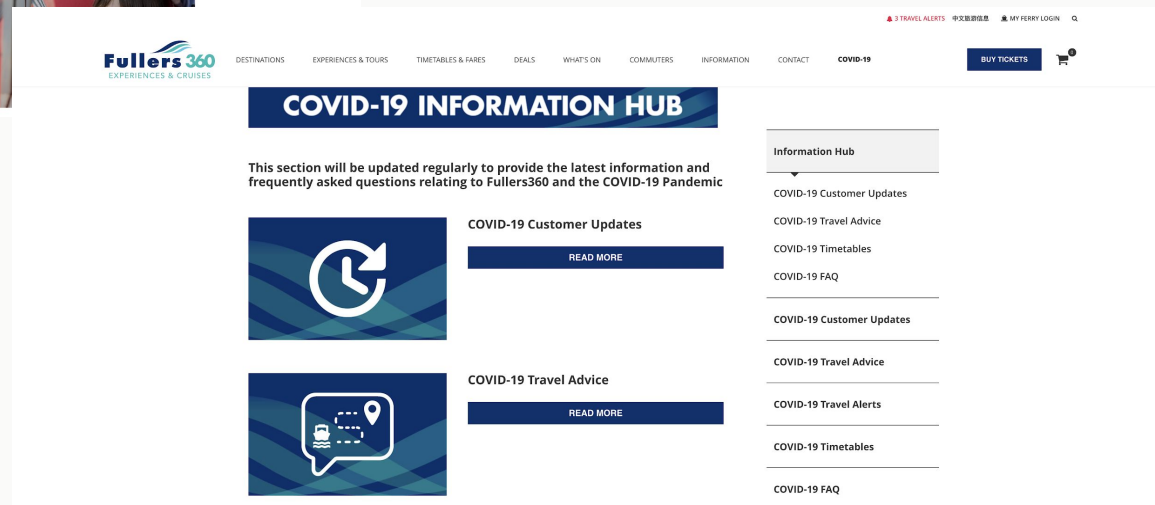
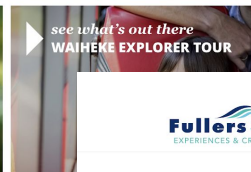
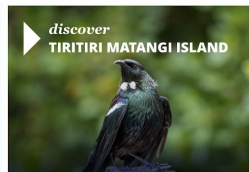
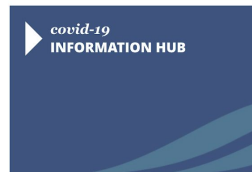
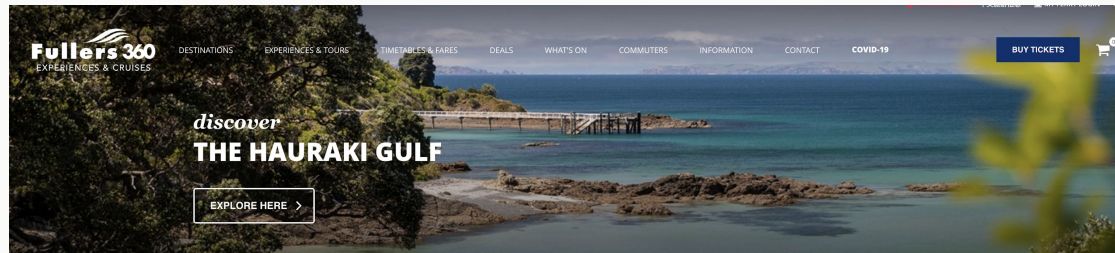
TIME: Domestic recovery
TOURISM SITUATION: Domestic travel with few restrictions
TONE: Hopeful and inspiring
MESSAGE: domestic travel invitation
BUSINESS TYPE: Transport

Harbour Air Seaplanes (British Columbia, Canada) invite their domestic audience to “explore their own backyard”. The message taps into people’s hometown pride.


Target audience: domestic.



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COVID-19 TRAVEL ADVICE

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TRAVEL ADVICE at Alert Level Three

For those who require our services for essential travel, this is our advice:

- Wear a face covering - the Government has recommended the use of face coverings on public transport
- Follow physical distancing guidelines, keeping 2 metres apart from fellow passengers. To ensure there is enough space, our passenger capacity will be reduced through this period. We will be operating with 50% passenger capacity on Waiheke Island and Devonport routes, and 20% passenger capacity on all other services.
- Utilise the hand sanitiser available on wharves before boarding
- Keep track of your movements with the COVID Tracer App or our onboard passenger register
- Stay home if you're sick and avoid public transport
- Avoid touching surfaces where possible
- Avoid peak commuter periods
- Be kind to one another, including our crew who are committed to keeping you safe

Please continue to follow the Ministry of Health guidelines and only travel on our services for essential purposes. As always, our crew are here to help and ensure your journey is a safe one.

For more information of where and when you are permitted to travel, please visit www.covid19.govt.nz.

Information Hub

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BACKROADS COVID-19 STATEMENT

We are now open for the summer operating 9am to 5pm every day at Lakeside Park and are accepting bookings moving forward!

We have done a thorough analysis of our business and implemented specific COVID-19 protection protocols to help our staff and customers.

We have a new cancellation promise, because we could all use a little more peace of mind right now. We won't charge you until you arrive for your trip.

Help us serve you better by booking in advance. Pre-booked guests receive priority departure, and this allows you to spend less time waiting and more time in the water!

Finally, due to the current circumstances we have had to reduce our capacity of river trips meaning they will sell out quickly. If you want to ensure you and your group are able to go on a tour, pre-book your tour on our website or by calling us at 604-932-3111.

If you would like to read more about our current COVID-19 strategy, [click here](#)

WEBSITE UPDATES



skyCITY

PREMIER
REWARDS



Taking care of you

Updated at 14 August 2020. Updates will be made as we receive advice from the New Zealand Government and Ministry of Health.

Following the move to COVID-19 Alert Level 3, SkyCity Auckland's casino, food and beverage venues and the Sky Tower are now closed and we will not be taking any new hotel guests.

See hotel specific details [here](#).

Update for our Premier Rewards members:

Hotel or Food and Beverage vouchers

If you hold any SkyCity hotel vouchers or food and beverage vouchers which have or will expire during this closure please hold on to them as we will extend their validity to enable you to use them when we reopen.

COVID-19 FAQs

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CAN YOU SOCIALLY DISTANCE ON A WHALE TOUR?

Yes, as our vessels have more seats than people, social distancing is possible.

SHOULD WE WEAR MASKS ON OUR WHALE TOUR?

Non-medical mask wearing recommended for all guests and masks available for those who did not bring one.

HOW ARE THE BOAT AND OTHER SURFACES CLEANED BETWEEN BOAT TOURS?

West Coast Aquatic Safaris have new health and safety protocols in place for our staff and guests, some of these include:

- We have increased the frequency of cleaning and disinfecting washrooms both in the office and on vessels. Also ensuring that soap dispensers are filled up.
- Hand sanitizer station at designated at separate one-way entry and exit doors.
- Hand sanitizer on vessels and inside onboard restrooms.
- Encouragement of physical distancing while onboard – we are fortunate that our vessels have ample outdoor viewing decks and space to allow for physical distancing between parties.

WILL YOU BE TESTING GUESTS FOR COVID-19?

Yes. Prior to boarding all guests must verbally confirm no symptoms related to COVID-19 and receive a non-touch forehead temperature check.

DO YOU TEST YOUR STAFF FOR COVID19?

Yes. Upon commencing a shift, each staff member must verbally confirm no symptoms related to COVID-19 and receive a non-touch forehead temperature check. West Coast Aquatic Safaris continue to monitor staff for signs of COVID-19.

If this page did not answer your question please contact Keith kphillips@whalesafaris.com