

SUSTAINABILITY & RESPONSIBLE TRAVEL MESSAGING



STAKEHOLDER TOOLKIT

Sunshine Coast Tourism is working to include more sustainability and responsible travel information into our marketing messaging. This toolkit is meant to be a resource for local businesses to share information about sustainability and responsible travel on their own marketing channels, such as your website, social media, and guest emails.

BACKGROUND INFORMATION:

- We want to attract the right kind of travellers by promoting the ways that visitors can be safe, respectful, and responsible while they're here.
- We want to inform visitors about things they should be aware of before they even arrive on the Sunshine Coast.
- We want to get the word out about what Sunshine Coast businesses are doing to help push our destination forward in its sustainability journey.

RESOURCES

- A series of blog posts have been produced to help educate visitors on important things to consider when travelling to the Sunshine Coast. These include:
 - [Tips for Being a Mindful Visitor on the Sunshine Coast](#)
 - [Tips for Camping on the Sunshine Coast](#)
 - [Tips for Campfire Safety on the Sunshine Coast](#)
 - [Conserve Water When Travelling on the Sunshine Coast](#)
- Our website's [Sustainability page](#) highlights a variety of actions visitors can take while they're here, to help us in our journey.
- A business-focused [Take Action page](#) features downloadable resources such as signs and web badges, as well as a list of resources pertaining to local water and transportation.

SOCIAL MEDIA HANDLES & HASHTAGS:

Please tag us and use #sunshinecoastbc in your posts! Using our hashtag helps surface your content for our staff as we are looking for content to repost/reshare.

- Instagram: @sunshinecoastbc
- Facebook: @SunshineCoastTourismBC
- Twitter: @sunshinecoastca
- #sunshinecoastbc, #explorebc

SAMPLE EMAIL/RESERVATION CONFIRMATION INFORMATION:

Consider adding sustainability awareness message to your email reservation confirmations. Most accommodations and tour operators send a confirmation email to their guests upon booking, and this is a great place to reach visitors who are coming this summer and may not know the current situation in our region. Here are some examples you can add to your emails – please feel free to adapt the wording so it’s relevant to your business:

- We’re looking forward to welcoming you to the Sunshine Coast this summer. Check out this blog post for tips on how to be a mindful visitor: <https://bit.ly/3yW7PPi>
- We’re looking forward to welcoming you to the Sunshine Coast this summer. Did you know our local water resources are under significant pressure during the summer months? Please help us conserve water during your visit with these tips: <https://bit.ly/3PJhd1>
- We’re excited to host you this summer! While you’re here, help us take care of our little slice of paradise, especially when it comes to the 3 W’s: [wildlife](#), [water](#), and [wildfires](#).

SAMPLE SOCIAL MEDIA POSTS:

Below are a few examples of social media posts you can use to help spread awareness. Update the wording so that it works for your specific business—or create your own posts! Let visitors know what kinds of sustainable practices your business has implemented.

- We’re looking forward to welcoming visitors to the Sunshine Coast this summer! Check out this blog post for tips on how to be a mindful visitor: <https://bit.ly/3yW7PPi>
- Get the most out of your camping trip to the Sunshine Coast with these 10 tips: <https://bit.ly/3sWhpxP>
- Every drop counts on the Sunshine Coast! Here’s how you can help conserve water during your visit: <https://bit.ly/3PJhd1>
- Discover 7 visitor actions you can take to help the Sunshine Coast on its sustainability journey: <https://bit.ly/3thOvsr>

SAMPLE PHOTOS:

[Click here](#) to download graphics for use in your social media posts, website, or other promotional materials.

Questions or comments about this toolkit?

Email us at info@sunshinecoastcanada.com

