

# DESTINATION GREATER VICTORIA



## Communicating Greater Victoria's Welcoming Hospitality

Each year, we have the privilege of welcoming visitors from across the country and globe. Greater Victoria is known as one of the friendliest places in the world, and we are dedicated to ensuring that every visitor feels truly welcome and at home here. Through our interactions with visitors, we have a unique opportunity to showcase our inclusive spirit.

This toolkit is designed to provide businesses and front-line staff with messaging to lean into when handling potentially difficult conversations.

Person-to-person connections foster intercultural understanding, teach us how to get along, be good global citizens, and travel thoughtfully. By embracing respectful conversations and maintaining our community's warm atmosphere, we can continue to highlight Greater Victoria as a leading, welcoming, and inclusive destination for all.

# About Greater Victoria – A Welcoming Destination For All

These core messages aim to highlight our shared community values, ensuring visitors feel welcome and valued.

- Greater Victoria is a leading global destination, known as one of the friendliest places in the world.
- We are dedicated to ensuring every visitor feels truly welcome.
- Greater Victoria is a community deeply rooted in shared values of respect, kindness, and open-mindedness.
- No matter what is happening in the world, Greater Victoria will continue to be a place where everyone is welcome.
- Here, we celebrate our long-standing cultural, familial and business ties.
- Visitors to our region have long played a vital role in Greater Victoria's economy, and we continue to extend a warm invitation for them to experience all that our region has to offer.

## The Power Of Tourism

The value and power of tourism can not be overstated. In Greater Victoria alone, one in four families is directly or indirectly supported by the visitor economy. Welcoming visitors to our region contributes to our vibrant quality of life. Tourism provides an opportunity for everyone to learn and grow from others.

- Tourism has the power to connect people.
- It acts as a bridge that connects people from diverse backgrounds.
- Through tourism, we foster friendships and mutual understanding across borders.
- Tourism allows visitors to immerse themselves in different traditions and environments, enhancing appreciation for what makes our community unique.

We know that tourism is a force for good. It brings people together, supports communities, and enriches all our lives by contributing to our collective social, cultural, environmental, and economic well-being.

In addition to referencing this messaging, we encourage all employers to consider:

- Providing training to front line staff to set the tone of welcome.
- Reminding visitors to focus on enjoying themselves – wherever they may be from.
- Encouraging guests to help make other guests feel welcome.
- Acknowledging the value of people-to-people connections.



## Training Resources

go2HR is BC's official human resources and health & safety association for the tourism and hospitality industry. go2HR exists to drive strong workforces and safe workplaces that deliver world-class tourism and hospitality experiences in BC. Through go2HR, employers can learn more about SuperHost® Customer Service Training.

The [SuperHost®](#) suite of courses brings relevant, up-to-date customer service training to front-line staff in every industry. Since its launch in 1985, SuperHost® has become the gold standard for customer service excellence in BC. [www.go2hr.ca/training/customer-service](http://www.go2hr.ca/training/customer-service).

Additional training solutions are available through private training providers.

## Managing Media Requests

From time to time, media may reach out to local businesses and front-line staff for comment. The following Q&A offers guidance on how to manage media requests.

### **Q: What should I do if a member of the media approaches me while I'm on the job?**

**A:** Politely refer them to your manager who is media trained. Alternatively, you can refer them to Destination Greater Victoria.

### **Q: What if I'm unable to get a manager right away?**

**A:** If you cannot reach a manager immediately, thank the person for their interest and assure them that someone will get back to them as soon as possible.

### **Q: What If I'm asked a question that I feel confident answering?**

**A:** It's always best to defer questions to a manager or DGV for an official response.

If you must respond, stick to official company messages and guidelines to ensure consistency and accuracy in communications. We recommend being positive in tone and expressing gratitude for our visitors and guests.