

Tourism Industry Advice Communications with your customers.



It's a difficult time for businesses across Wales. We've put together this advice to help you approach communications with your customers.

Guidance

What to share with your customers during lockdown

We are currently in lockdown in an aim to control the coronavirus outbreak in the UK. We recommend limiting communications with your customers. Try and keep messages factual and to the point. Non-essential travel is not permitted around the UK at the moment, with tourism accommodation and attractions in Wales closed (apart from some settings being used as accommodation for key workers and vulnerable people). Do not share anything that would encourage visitors at this time.

We recommend you limit your information sharing to official organisations, and factual information about your business (refunds, future bookings, and so on). Please be careful of sharing fake news, or anything that has not come from a reputable source.

Information you might wish to share

Remember to be factual, and use plain language. Some of your customers might be from overseas, so removing jargon is important for clear communication. Be honest about the situation with your business.

Everyone is affected at the moment, so your customers are likely to be sympathetic and understanding, as long as you are transparent with them.

Thank you for all the communications that you've undertaken to date to keep your customers informed. E.g. updating your social media channels and website with information about your business. Contacting customers that might have already made bookings, to let them know how you will be handling their bookings (rebooking, refunds).

Share what's happening in your local community – although customers might not be able to travel to you right now, sharing messages of support and even photos or videos and nice initiatives and activities taking place in the local community could stand in as a substitute for the time being.

Some other good examples we've seen recently include virtual visits, live webcam footage, video tours, and recipe ideas using local ingredients. Remember we cannot encourage travel right now, so make sure the wording of any posts reflects this.

If you have your business listed on any online booking sites, remember to amend any availability through those, as well as on your own website.

Official sources of information

Visit Wales



(or your local authority's tourism channels)

Welsh Government



Public Health Wales



Business Wales

Tel: 03000 6 03000



Be factual...



...be honest.

Tips for posting on social media

Writing your own content

- Before you do anything, check any posts that you might have scheduled for the future. Take down anything you've already written based around bookings, or school holidays, or immediate travel.
- At the moment, it is not appropriate to be taking bookings. Future bookings, beyond the current restriction period and up to 26 September 2020 (unless the regulations are revoked) are a matter for businesses' commercial and legal judgment. Please see the [current FAQ document](#) for details.
- A picture can say a thousand words. Be very careful with the photos you are sharing. At the moment, no travel is possible and mass gatherings are not allowed. We would advise against photos of mass gatherings, or anything that might encourage people to travel anywhere.

- Remember that many customers will use comments and messages on social media in place of email or phone calls. Make sure you are checking your social accounts for messages, and that you are available to reply to people.
- Don't feel like you need to post "just to keep your feeds busy". At the moment there is a huge amount of information on social media, most of which is focused on public health and safety. Ask yourself: do you really need to post this?
- We are maintaining a presence on all of Visit Wales' consumer facing social media channels with a clear and simple message of 'Visit Wales. Later.'. We are retweeting and sharing selected posts across platforms, from destinations, Public Health, police and others, to support the overall message.

Sharing content from other sources

- Remember to look for official sources of information before sharing. For example, Visit Wales, government, local authorities, reputable news sources.
- Be careful of sharing fake news or anything that might be malicious or libellous. Please also be mindful of any possible copyright issues when sharing.

The golden rule.

**Finally, the golden rule of social media:
if in doubt, DO NOT POST.**