

collemcvoy

Jackson Hole Travel & Tourism Board

May 1st, 2020

MESSAGING FRAMEWORK

Platform	RESPONSIBLY WILD		
Safety Pillars	Clean	Careful	Connected
Description	<p><i>How are you stepping up your sanitization and hygiene to protect staff and customers?</i></p>	<p><i>How are you enabling social distancing and otherwise being mindful as a business?</i></p>	<p><i>How are you helping people stay informed before, during and after their visit?</i></p>
Potential Policies	<ul style="list-style-type: none"> • Additional sanitization or cleaning regimens • Contactless payments • Sanitizer in shops/rooms • Handshake and cough etiquette 	<ul style="list-style-type: none"> • Capacity limits • Social distancing policies • Mask and glove policies • Temperature checks for staff or patrons 	<ul style="list-style-type: none"> • Links to government resources for COVID-19 (state/county testing and tracing protocols, color code system) • Ongoing communication with guests/customers in case of emergency and to keep them informed of new developments

