

**READY TOGETHER TOOLKIT** 

Alaska's Tourism Resource for COVID-19 Preparedness

# HOW TO USE

The Ready Together Marketing Toolkit is designed to help members promote COVID-safe business practices and communicate those practices with employees and visitors. These materials can be used to refresh your current COVID-19 signage, promote your enhanced safety efforts on your website and social media channels, and even help you prepare your visitors before they arrive. Refer to the "What's Included" section of this document for step-by-step instructions on downloading and customizing the marketing materials to suit your needs.

## WHAT'S INGLUDED

#### POSTERS/SIGNAGE

- Available in sizes: 8.5"x11", 11"x17", 18"x24"
- Full color and B+W (depending on printer capabilities)
- Can be used throughout your business, either as visitor-facing or for employees

















#### VISITOR EMAIL

- Available as an image file that can be embedded into the body of an email
- Can be sent to visitors before they arrive to help set expectations and help them prepare for their visit
- Feel free to add specifics about your local guidelines and business protocols, along with helpful resources such as:
  - · State of Alaska COVID-19 Information
  - Alaska Safe Travels App
  - Alaska Travel Industry Association Traveler Information



We can't wait to welcome you on your upcoming trip to Alaska! Alaskans might be known for their rugged individualism, but when times are tough we know how to come together. And we encourage travelers to do the same. Here are some COVID-safe travel tips to help you embrace the Alaskan spirit while traveling through this great state!

#### **BE PREPARED**

- Get tested before you arrive! This is an easy way to travel safely.
- Learn more about the communities you're visiting. Some may have different COVID regulations.
- If you feel sick during your trip, find a testing site near you and self-isolate until you get your results.





#### AND DON'T FORGET TO...

- Always bring layers, including for your nose and mouth.
- Check the weather and your personal space. When in doubt, spread out.
- Follow a map and local COVID rules.
- Pack bear spray in one pocket and hand sanitizer in the other.



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#### SOCIAL MEDIA

- Ready Together graphics and sample captions (list below) that can be used on your Instagram or Facebook accounts
- Ready Together Facebook header graphics
- Suggested hashtags:
  - #ReadyTogetherAlaska
  - #TravelAlaska

#### **Sample Social Media Captions**

- We want to make sure your time in Alaska is everything you've dreamed of! That's why we're taking cautionary steps to be COVID-safe. Please join us as we mask up and social distance so Alaska can remain enjoyable for all.
- Keeping your distance from humans helps Alaska stay safe, and keeping your distance from bears helps YOU stay safe! Please practice social distancing from both.
- Preparing for an upcoming trip to Alaska? A negative COVID test means a positive visit, so we encourage you to get tested before you arrive.
- Alaskans might be a bunch of rugged individualists, but if there's one thing we're good
  at it's sticking together when times get tough! Together we're taking steps to be COVIDsafe and to ensure that Alaska and its visitors remain happy and healthy.
- As Alaska travel business owners, it's vital to our quality of life that Alaska is healthy
  and welcoming for visitors. That's why we're taking precautions to keep you and our
  state as COVID free as possible! Please help us by wearing a mask and social distancing.
- Out of everything Alaskans are good at, sticking together when times are tough might be what we're most proud of. Together, we're asking that you wear a mask and social distance from others so that Alaska can continue to welcome visitors in a safe and healthy manner.
- Working together, Alaska travel businesses strive to create a safe and healthy experience for visitors. We're proud to be taking necessary precautions against COVID-19, and ask that you do your part to help.

### READY TOGETHER

ALASKA TRAVEL INDUSTRY ASSOCIATION



### **Travel Alaska**

474K followers · 856 following

**Posts** 

About

Mentions

**Followers** 

**Photos** 

Videos



600 FEET FOR SEARS









Keeping your distance from humans helps Alaska stay safe, and keeping your distance from bears helps you stay safe! Please practice social distancing from both.

























