

**From:** Krista Lochhead <[krista@hatchhos.com](mailto:krista@hatchhos.com)>

**Sent:** Thursday, May 4, 2023 10:52 AM

**To:** Krista Lochhead <[krista@hatchhos.com](mailto:krista@hatchhos.com)>

**Subject:** Release: BCRTS Offers Proactive Crisis Communications Support to Communities with Visitors Around the Province

Hello,

The British Columbia Regional Tourism Secretariat (BCRTS) is pleased to announce a partnership with [Hatch Comms](#) that will provide increased proactive crisis communications support to related Community Destination Management Organizations throughout the province for visitors during an emergency event. Visitors can travel with greater confidence knowing their safety and wellbeing are a top priority to area tourism associations. The goal of this partnership is to improve crisis communications leadership, and for communities to use it as the primary resource, support, and contact for tourism, travel and media messaging during a crisis that is being handled on a local level.

**Read the full release here:** <https://www.hatchcomms.ca/post/bcrts-crisis-comms>

We would be delighted to assist with any further queries for information.

Best,  
Krista

**HATCH**  
**HOSPITALITY**

krista lochhead ACCOUNT MANAGER + DIGITAL SPECIALIST  
t 778 227 2396 // e [krista@hatchhos.com](mailto:krista@hatchhos.com) // [@hatchhospitality](#)  
[www.hatchhospitality.com](http://www.hatchhospitality.com)