




Issue Brief for Industry


Date Issued: July 31, 2025

Subject: Wildfire Situation in BC, BC Wineries are Open for Visitors

The purpose of this brief is to equip BC wineries with relevant information and key messaging. We encourage all wineries and partners to align their communications for consistency and clarity. Please direct all media inquiries to Wine Growers British Columbia so that one of our trained industry spokespersons may respond. We are here to support you.

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Overview

British Columbia is a vast and geographically diverse province, home to nine unique wine regions stretching from the coastal islands to the mountainous interior. While wildfire activity may be happening in remote or, in rarer cases, more populated areas, this does not mean the province as a whole is impacted.

Current Status: There are no province-wide travel restrictions or advisories in place. BC wineries are open and welcoming guests. Visitors are encouraged to plan ahead and check reliable sources for the latest travel updates to ensure a safe and enjoyable experience.

Our Position

Wine Growers British Columbia (WGBC) encourages visitors to explore BC wine country with confidence. While wildfires can occur during the summer, most regions remain safe, accessible and ready to welcome you. WGBC is committed to sharing timely travel updates to keep the public informed and inspired, so visitors can enjoy all that BC wineries have to offer.

What WGBC Is Doing

We're actively monitoring BC Wildfire Service updates and regional advisories. WGBC will keep wineries informed through our Weekly Update e-newsletter, LinkedIn posts, and ad-hoc email alerts as needed. On consumer channels (@WinesofBC), we'll continue promoting safe, well-informed travel while highlighting open wineries and great wine experiences across the province.



Key Messages

- BC wineries are open and welcoming. Visitors can enjoy vineyard views, wine experiences, and open-sky tastings without restrictions.
 - Plan ahead. Check local wildfire conditions, road access, and smoke advisories via BC Wildfire Service, DriveBC, and HelloBC for the latest updates to ensure you have an enjoyable trip to wine country.
 - Support local. By visiting wineries, you help support growers, tourism, and communities.
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Social Media Messaging

Below are sample captions to assist BC wineries in communicating clearly and confidently, while staying aligned with industry facts and values. We encourage you to speak authentically, please use your own voice and tone.

For Wineries in Unaffected Areas

We're open and welcoming guests this summer! 🌞 Enjoy fresh air, blue skies, and incredible wines. As always, it's a good idea to check DriveBC for real-time updates before you travel #BCWine #ExploreBC

[Insert your region or winery name] is open with great tasting experiences and summer vineyard views. Before heading out, check wildfire info and road conditions to travel safely and confidently. #BCWine #ExploreBC

For Wineries Near Active Wildfires or Smoke Impact

We are currently monitoring wildfire activity near [insert your area/winery]. The safety of our staff, visitors, and community comes first. At this time we are [Insert open/closed status] and it is important to note [Insert relevant guidance or travel note].

Thank you for your support and understanding. #BCWine #KnowBeforeYouGo

Key Links

- [Hello BC – Know Before You Go](#) for important updates
- [DriveBC](#) for current road conditions
- [BC Wildfire Service](#) for fire and air quality alerts