**Tourism Matters - Business Guidance: Observing the Period of National Mourning**

Dear Tourism Industry Colleagues

Following the announcement of the death of Her Majesty Queen Elizabeth II on Thursday 8 September we wanted to provide you with information received from VisitBritain.

The government has released [National Mourning Guidance](https://www.gov.uk/government/publications/the-demise-of-her-majesty-queen-elizabeth-ii-national-mourning-guidance), which we wanted to draw to your attention. The guidance sets out information on aspects of the National Mourning period such as floral tributes and social media advice. It outlines that it is at the discretion of businesses whether to consider closing or postponing events - especially on the day of the State Funeral - depending on their nature and tone.

In keeping with this, government business and the delivery of public services will continue, albeit without public announcements, visits, speaking engagements or media appearances at this time.

The Department for Business, Energy and Industrial Strategy have passed on some considerations you may wish to make with regard to your own business including:

* providing an opportunity for your staff to offer their condolences, either by providing your own book of condolence or by directing them to the online book of condolence on the [Royal website](https://www.royal.uk/)
* identifying arrangements made by Local Authorities to lay floral or memorial tributes;
* signposting staff on how to donate to one of The Queen’s patronages, with information available on the [Royal website](https://www.royal.uk/)
* identifying whether your business location is likely to be impacted by arrangements made by Local Authorities, or events planned in central London, and planning your response;
* considering any changes you might wish to make to your website and social media activities
* where you have flags, lowering them to half mast.

The best source of information is [www.gov.uk](http://www.gov.uk)

Thanet District Council has a [dedicated website section](https://www.thanet.gov.uk/info-pages/national-mourning/) providing information on local arrangements, including any events they may organise which might impact on the locality of your business or local travel.

The Royal Household have set out arrangements on Lying-in-State and the State Funeral on Monday 19 September. Businesses are encouraged to follow updates on [www.gov.uk](http://www.gov.uk) and the [Royal Website](https://www.royal.uk/)

**Visit Thanet Social Media**

We are following protocol advised by Kent County Council during this time, as follows.

* **From midday today (Monday 12 September) until midnight Sunday 18 Septembe**r we can resume social media and promotion activity, with consideration to the current situation
* **Monday 19 September** a halt on **all** unrelated social media and media activity for 24 hours on the day of the funeral
* **From midnight Tuesday 20 September** service with return to business as usual