

PRACTICAL GUIDE FOR EFFECTIVELY INTEGRATING FRENCH IN BRITISH COLOMBIA'S TOURISM INDUSTRY

**French Language
Integration Toolkit**

2024-2025



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INTRODUCTION AND CONTEXT

The French Language Integration Toolkit: A Practical Tool to Guide You

This toolkit is designed to assist businesses and tourism operators like you in implementing French language practices, thereby promoting better integration of the French language into your service offerings. This initiative will enhance the experience of French-speaking and Francophile visitors, while also strengthening the competitiveness of businesses like yours in the tourism market.

1. **Why Integrate French in Your Business?** Attract more clients and offer a better experience! Integrating French to your business adds value for both you and your staff, as well as for your visitors.
2. **How to Integrate French to Your Services and Operations?** Integrate French into your business in just a few simple steps. We provide clear examples and practical tips to make this process easier to implement.
3. **How to Attract French-Speaking Talents?** Attract French-speaking staff with easy-to-follow strategies and ensure they find their place within your team.

BONUS: A final section provides key phrases and essential vocabulary to welcome visitors based on your industry. Share this tool with your customer-facing teams!

au comptoir
LE DÎNER

APPETIZERS / ENTRÉES

SOUPE DU JOUR

soup of the day

15

SALADE D'ENDIVES

white and red endive salad, roquefort, hazelnut, apple, chive

20

SALADE VERCINGÉTORIX

*baby gem lettuce, white anchovies, lemon, 62°C egg,
Gruyère, croutons, garlic & caper vinaigrette*

19

POIREAUX VINAIGRETTE

smoked leek, shoestring potatoes, citrus & oyster vinaigrette

23

TARTARE DE WAGYU

smoked wagyu beef tartare, celeriac, black truffle, sourdough

24

FOIE GRAS

duck foie gras & turkey terrine, quince, sourdough

26

ASSIETTE DE CHARCUTERIE

house and artisan cured meats

28

ASSIETTE DE FROMAGES

one cheese – three cheeses

9 – 25

MONDAY

oysters

WEDNESDAY

mussels & fries

THURSDAY

burger rossini

SUNDAY

cassoulet

**The consumption of raw oysters poses an increased risk of foodborne illness.
A cooking step is needed to eliminate potential bacterial or viral contamination.*

Added value of French language integration

Why you should adapt your business to French

Like everywhere in Canada, British Columbia has seen steady growth in the Francophone and Francophile tourism market in recent years. Integrating French into your offerings and operations can help you stand out and attract more visitors, partners, and qualified staff.

Francizing your business is much more than preserving a language and culture. It is a true asset to becoming more competitive, profitable, and sustainable in the long term. As the Economic and Employability Development Network (RDÉE) Canada states: "The Francophone tourism markets, both domestic and international, represent over 274 million potential tourists for Canada, its provinces, and territories." According to Statistics Canada, the number of Francophones in British Columbia is expected to increase by 17% by 2036, which will require more French-language services in sectors such as healthcare, education, and customer service.

Participate in the Local Economy

Francophone businesses in Canada play a key role in the national economy and have a significant impact on the country's GDP. In British Columbia, Francophone tourism businesses, 250 of which have already been identified, help boost tourism revenue by attracting new clientele and actively contribute to revitalizing both rural and remote communities as well as large cities. For reference, half of the Francophone businesses already identified are outside of Greater Vancouver.

Increasing Revenue and Minimizing Seasonality

In addition to attracting more visitors (and thus generating more revenue), offering services in French makes it easier to welcome customers who are increasingly traveling outside of the peak tourism season. Europeans, in particular, are seeking fall experiences, thus reducing the seasonality of your business. The 2026 FIFA tournament will attract millions of people, including many Francophone supporters

from countries like France, Belgium, and several African nations, typically strong competitors in the event, who will be attending. These fans, expected in large numbers, are also likely to extend their stay, highlighting the importance of bilingual services in the tourism sector.

Attract a Growing Market

In recent years, British Columbia has seen an increase in the number of Francophone and Francophile visitors. Mainly from Quebec, other parts of Canada, Europe, and Africa, these individuals are seeking services in French. Spoken in many countries worldwide, French is present on every continent. It is a growing global market, even in Canada, where Francophone and Francophile tourism is experiencing significant growth. In fact, in a post-COVID economy marked by inflation, French-speaking residents of Canada have shifted their travel focus from international destinations to domestic ones. In 2023, 722,716 tourists from France and Switzerland visited Canada, a number that reflects only part of the global influx, likely much higher. According to Destination BC, French is the first most spoken language by international tourists visiting Canada, after English. French moved from the sixth most spoken language by tourists in British Columbia to the fifth spot between 2023 and 2024. Overall, francizing your business can improve your reputation by positioning you as open and attentive to your customers' needs.

Attract Top Talent

Structuring your operations to allow employees to work in French makes it easier to attract and retain a diverse and skilled workforce. The government's action plan aims to increase the percentage of Francophones outside Quebec by 5% by 2036 through promoting initiatives that encourage bilingualism in the workplace. Multilingual staff brings a deeper understanding of different cultures and greater flexibility, which can enhance the business's effectiveness and adaptability across various markets.

1st

The language spoken by tourists in Canada, after English: French.

Offer a Unique and Authentic Experience

Francophonie is one of Canada's unique features that many visitors seek to experience while traveling. By developing French-language products and experiences, you allow them to discover an essential and authentic aspect of the local culture. In British Columbia, particularly, where about 300 businesses offer services in French, representing a small minority in the provincial offering, francizing your organization becomes a great opportunity to stand out from the competition.

Enhance the Customer Experience

Serving customers in their preferred language significantly increases their satisfaction with your experience, but it also impacts their loyalty and the likelihood that they will recommend your business to others.

Promote Francophone Culture

By francizing your business, you demonstrate your commitment to preserving and promoting one of the two official languages. Offering Francophone and bilingual workspaces helps preserve the culture of the approximately 1.5% of British Columbians for whom French is the first language.

Develop New Partnerships

Increasing your linguistic capabilities can also open the door to new partnerships with international businesses or tourism organisations, allowing you to expand your markets (e.g., travel agencies, transport companies). This approach also enables you to integrate into Francophone support networks, such as SDÉCB.

LES MACARONS

LADURÉE

Paris



Passion Fruit
Fruit de la passion



Pistachio
Pistache



Coffee
Café



Lemon
Citron



Vanilla
Vanille



Marie Antoinette Tea
Thé Marie Antoinette



Rose
Rose



Chocolate
Chocolat



Salted Caramel
Caramel à la Fleur de Sel



Caramel Coconut
Caramel Coco



Orange Blossom
Fleur d'Oranger



Raspberry
Framboise

Macarons
\$3.90/ pce

Pour nos meilleurs dégoûteurs, les Macarons Ladurée se conservent au frais pendant 4 jours à compter de la préparation de votre boîtes.
For optimal taste, your Ladurée macarons must be kept in a cool place and best consumed within 4 days of packaging date.



Strawberry Vanilla
Fraise Vanille

Testimonials

Adoption of French: Benefits observed by these businesses

The Festival du Bois is a flagship event celebrating Francophone culture, attracting thousands of visitors each year with its diverse program that combines music, arts, crafts, and gastronomy.

The event energizes local commerce by drawing a Francophone and Francophile audience, boosting sales for artisans, restaurateurs, and retailers. Visitors discover unique handmade creations, thereby strengthening the local economy.

As an inclusive event, the Festival du Bois promotes intercultural exchanges and diversity, while creating job and volunteer opportunities for the community, especially for French speakers. The festival also enhances the brand image of participating businesses, who benefit from the visibility offered by this event focused on Francophone culture.

Finally, the presence of the French language helps create an immersive experience for visitors, strengthening their loyalty and connection to the event, while solidifying relationships with local businesses.

Pooja Parsan, Festival Du Bois, Coquitlam

At the Vancouver Francophone Cultural Centre, we are committed to promoting Francophone culture through activities and events that bring people together.

During the Vancouver Francophone Summer Festival, the entire community comes together around music to discover or rediscover local, national, and international artists. For this event, we always seek to collaborate with Francophone and Francophile partners (breweries, caterers, etc.), suppliers (technicians, providers), and volunteers to give them the opportunity to get involved with us in organizing events in French. The Francophonie is made up of many cultures and origins, and it's wonderful to bring them together through music.

At the end of the year, for our Francophone Christmas Market, we turn to Francophone and Francophile businesses to celebrate the holidays together and highlight the products of local artisans and artists. It's a chance to expand your network and promote your products in a warm and relaxed atmosphere.

Noemie Delaire, Centre Culturel Francophone, Vancouver

Through my company, Tradition Praline, I continue the tradition of a signature specialty from my home region in France: Pralines. Although I am French by birth, this treat is above all an authentically French product, deeply rooted in our gastronomic heritage.

Beyond the intrinsic quality of this product, the fact that my company is francophone is a real asset. French gastronomy enjoys a global reputation, and being a francophone business strengthens the brand image of Tradition Praline, while supporting its growth.

Thus, the choice of language and cultural identity plays a key role in enhancing my company and expanding its reach.

Nardo Marchetti, Tradition Praline, Okanagan

BC Artisans at Work displays bilingual signage in their businesses across the province. This is part of an effort to include French-speaking Canadians in a predominantly English-speaking province. The inclusive bilingual signs in my business have fostered both tourism and relationships with my French-speaking customers and guests. Our network is committed to further promoting bilingual signage on our websites, in our business locations, and in our human interactions whenever the opportunity arises. The SDÉCB played a key role in achieving this goal for our network.

Diane Walters, President, BC Artisans at Work

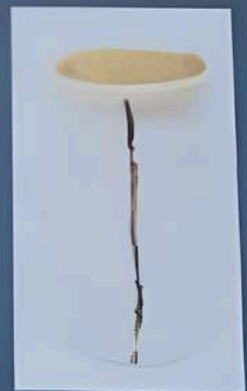
Working on our French brand image has been very beneficial for our business, as it has allowed us to recruit more easily French-speaking talent and develop collaboration opportunities with local and international partners.

Frank Point, Faubourg Bakery, Vancouver

GLAZE OR COLOUR CHEMISTRY

אתר הציור הדיגיטלי & כימיה של הצבעים

הצבעים והגלאזורים הם שני מרכיבים חשובים במחזוריות של יצירת יצירות אמנות. הם משתלבים זה בזה כדי ליצור את המראה הסופי של היצירה. הצבעים הם המרכיב העיקרי שיוצר את הצבע, והגלאזורים הם המרכיב העיקרי שיוצר את הברק וההגנה.



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Evaluation of the current level of French integration

To identify which actions to implement based on your current level of French integration, you are invited to answer this short questionnaire. Respond with "Yes" or "No" to each question. If in doubt, answer "No." At the end of the assessment, count the number of "Yes" responses and follow the instructions to determine your business profile. The actions to take in order to add French language to your offer will be presented according to your current level.

Service in French

Is there always someone on our team to serve visitors in French?	Yes	No
Can we offer service in French if the customer requests it in advance?	Yes	No
At the time of booking, can we serve the customer in French?	Yes	No
At the time of check-in, can we serve the customer in French?	Yes	No
During the experience, can we serve the customer in French?	Yes	No

Documentation in French

All of our documents for visitors and staff are available in French.	Yes	No
Some of our documents for visitors and staff are available in French.	Yes	No
Some of our documents for visitors and staff are available in French upon request.	Yes	No

Promotion and marketing in French

Do we systematically promote in both French and English?

Yes

No

Do we have a marketing strategy in place to target the francophone and francophile clientele?

Yes

No

Bilingual recruitment

Do we sometimes search for bilingual or francophone candidates during recruitment?

Yes

No

Is our recruitment process conducted in both languages?

Yes

No

Do we pay particular attention to bilingual applications?

Yes

No

Do we offer training or support for francisation to our current staff?

Yes

No

Interest in developing an offer in French

Have our visitors expressed a desire to access our offerings in French?

Yes

No

Do we show an interest in developing our offerings in French?

Yes

No



Croissant plat au
chocolat et à la noisette
Flat hazelnut chocolate
croissant

Pure butter puff pastry,
caramelized sugar, milk
chocolate, hazelnuts

7^{\$},50

Gluten, milk, eggs, tree nuts

Results



Services en français en tout temps

1 French service always available

If you answered "Yes" to a majority of questions (9-12 "Yes" answers), your business offers French service at all times. You are a leader in integrating French, with good practices across different area of your business.



Services en français sur demande

2 French service upon request

If you answered "Yes" to a moderate number of questions (5-8 "Yes" answers), your business offers French service upon request. You have a solid foundation, but there are some improvements possible, especially in terms of bilingual documentation and promotion.



Articles promotionnels et/
ou documentation en français

3 Promotional items and/or documentation in French

If you answered "Yes" to only a few questions (0-4 "Yes" answers), your business currently offers very few services in French. You provide limited French-language elements, but there is significant potential for development.

The toolkit is designed for businesses currently positioned at different levels of French-language integration, as per the [Salut Canada](#) classification, a national initiative by RDÉE Canada. It is a promotional signage offered by Salut Canada for you to showcase your level of French service to visitors. It is not an obligation in any way. For more information, you can contact [Salut Canada](#).



Services en français en tout temps



Services en français sur demande



Articles promotionnels et/
ou documentation en français

Entrées Froides

- Salade Panachée de Tomates, Avocat et Crevettes du Pacifique**
Composed Tomato and Avocado Salad with hand peeled Shrimps and Cocktail Sauce \$28.00
- Salade de Betteraves et Frommage "Buffala" Vinaigrette à la Moutarde et Miel**
Beer Salad and Fresh Buffalo Cheese served with Honey & Mustard Dressing \$24.00
- Fromage de Chèvre Poêlé servi sur un lit de Salade Frisée**
Pan-Fried Goat Cheese served over Curly Endive Salad \$22.00
- Salade Niçoise à "Ma Façon"**
Classic Niçoise salad with Albacore Tuna \$28.00
- Asperges Vertes Grillées, Arugula, Vinaigrette aux Truffes et Parmesan**
Grilled Asparagus served with Arugula Salad, Truffle Oil Dressing and Parmesan Shavings \$22.00
- Filet de Boeuf Tartare Préparé à la Minute**
Beef Tenderloin Steak Tartar, made to order, served with Classic Garnishes \$24.00
- Terrine de Foie-Gras et Crème Brûlée au Foie-Gras, Gelée au Sauternes, Toasts**
Duo of Foie-Gras Tasting, Foie-Gras Terrine, Foie-Gras Crème Brûlée, Sauternes Gelée, Toast \$36.00
- Salade Verte Mimosa, Vinaigrette Maison**
Butter Gem Mimosa salad with House Vinaigrette \$18.00
- Caviar de la Colombie Britannique**
Northern Divine Caviar served with Toasted Blinis and Caviar Accoutrements
30g - 50 g MP

Entrées Chaudes

- Galette de Crabe du Pacifique**
Dungeness Crab Cake served with Red Bell Pepper Mousseline \$28.00
- Soupe de Champignons Sauvages, Parfumée à l'huile de Truffe, Torsade de Parmesan**
Wild Mushroom Soup Scented with Truffle Oil and Parmesan Crostini \$15.00
- Homard "Tempura" et Coquilles St-Jacques grillées, servis sur Salade Frisée et Sauce Vierge**
Lobster "Tempura" and Grilled Scallops served on Curly Endive Salad, Olive Oil, Lemon Juice, Tomatoes and Chives \$32.00
- Os à Moelle au Four servi avec Salade de Saison, Fondant de Tomates, petites Tranches de Pain grillées et Fleur de Sel**
Oven-Roasted Beef Bone Marrow, Served with Seasonal Salad, Fresh Tomato "Fondant", Toasts and Fresh Sea Salt \$26.00
- Poêlée de Cuisses de Grenouilles à l'Ail, Beurre Ciboulette**
Garlic-Sautéed Frog's Legs, Chive Butter Sauce and Tomato "Fondant" \$28.00
- Soupe de Tomates au Gin et Crème Fraîche**
"Le Crocodile Classic" Tomato and Gin Soup, served with Fresh Whipped Cream \$16.00
- Tarte à l'Oignon à l'Alsacienne, Salade Frisée, Vinaigrette à la Moutarde**
Classic Alsatian Style Onion Tart served with Curly Endive Salad, Mustard Dressing \$22.00
- Escargots Maison**
Snails baked in Pastry "Shells" with Garlic Butter \$24.00
- Bisque de Homard parfumée au Cognac**
Lobster Bisque served with Fresh Cream and Cognac \$20.00
- Chou fleur Poêlé, Vinaigrette aux Herbes Fraîches**
Pan Roasted Cauliflower Steak with Salsa Verde, Green Beans

Take action!

Steps to adapt your business to French

Here are practical solutions you can implement to add French language to your offerings. The actions are divided into subsections to facilitate reading and organisation of the implementation process.

Internal actions to integrate French to your offer

Integrating French language to your operations and internal practices allows you to offer an inclusive professional environment for French-speaking and Francophile talents in British Columbia, positioning your business as an asset in the labour market. It also helps create a unique corporate culture that will impact the quality of the experience offered to tourists.

1. Bilingual business culture:

- Promote bilingualism and the use of French in meetings, internal communications, and company events.
- Ensure the presence of French speakers, Francophiles, or bilingual individuals in the decision-making bodies of the organisation.
- Encourage the use of French in daily interactions among colleagues.

2. Internal documentation:

- Establish a clear written policy on French-language services and integrate it into staff training.
- Ensure all internal documentation (e.g., manuals, policies, procedures, safety instructions, reports) is available in French.
- Regularly update the documentation to reflect language changes.

3. Language training:

- Implement continuous French language training for staff.
- Organize advanced workshops for staff to improve their language skills.
- Organize cultural inclusion training for integrating employees from different cultural and linguistic backgrounds.
- Identify available grants and assistance to convert foreign staff qualifications to Canadian standards and resources for organizing language courses.

Take action!

External actions to integrate French to your offer

External communication is a key asset for your business. By integrating French to your messages, you create a genuine connection with your French-speaking clients and enhance the image of an inclusive company that is open to all. In general, adapting your offerings in French will allow you to offer an exceptional product to your clients and open doors to valuable partnerships.

1. Bilingual marketing strategy :

- Adapt marketing efforts to target the French-speaking audience.
- Define different customer profiles based on language.
- Identify behavioral differences between French-speaking and English-speaking targets.
- Use customer data to identify language preferences.
- Establish partnerships with French-language media (newspapers, blogs, radio shows) to promote tourism services in French.

2. Website :

- Ensure your website has bilingual functionality.
- Make sure all online forms (e.g., for reservations or registrations) are available in French.
- Regularly update the French version of your website to reflect new offers and company news.
- Allow website visitors to switch currencies.
- Ensure the accuracy of translations.

3. Social media :

- Publish content in both French and English on social media.
- Use French-language hashtags or keywords to reach a broader French-speaking audience.
- Interact in French with comments, direct messages, automated replies, and feedback.

4. Emails :

- Adopt a bilingual email signature, including greetings and titles in French, to reinforce the image of a company sensitive to bilingualism.

5. Welcoming in French:

- Recruit bilingual talents to greet visitors in both official languages.
- Provide welcome documents (maps, guides, brochures) in French for visitors.
- Ensure clear signage in both languages at the entrance of establishments.
- Adopt universal pictograms wherever possible.
- Provide staff with name badges indicating the languages they speak.

6. Customer service:

- Offer bilingual customer service, whether by phone, email, or in person.
- Implement automated customer support (virtual assistant, FAQ) in French to easily answer common questions.
- Display menus and price lists in French and/or bilingually.

7. Evaluation of francophone visitor satisfaction:

- Set up tools to collect feedback on the quality of services in French.
- Regularly analyze this feedback to improve services.

8. Events:

- Organize bilingual events with hosts, guides, and presenters who can communicate in both official languages.
- Provide brochures, posters, and programs in French during events.
- Ensure logistical support (registrations, bookings) is available in French at events.
- Set up signage and event communication in French for participants.

9. Business development opportunities:

- Offer the use of French in presentation materials, business cards, and interactions at trade shows, conferences, or networking events.
- Offer bilingual or entirely French presentations, depending on the context and audience, to maximize impact.

10. Collaboration with suppliers:

- Ensure that all communications with suppliers (tenders, contracts, correspondence) can be in French or bilingual.
- Consider suppliers who can offer bilingual services or products, particularly in signage, packaging, and labeling.

11. Connected in the community:

- Collaborate as frequently as possible with francophone organisations in your region or in British Columbia to strengthen ties with the community and promote services in French (e.g., SDÉCB, Francophone Chamber of Commerce).
- Participate to francophone events (e.g., Francophone Chamber of Commerce Vancouver Business Networking Breakfast, SDÉCB Entrepreneur Meetings, Centre Culturel Francophone de Kelowna, Société Francophone de Victoria) to stay up to date on best practices.



Faubourg
PARIS

Boulangerie Pâtisserie cafe

Faubourg
PARIS

Faubourg
PARIS

203

The Recruitment phase

Tips for hiring and welcoming francophone staff

To support effective French language integration within the company, it is essential to adapt the recruitment and onboarding process in three key stages: Preparation in advance, the arrival of new talent, and continuous improvement. These actions can be tailored according to the company's current level of French language integration.

1. Preparation in advance:

- Write and publish job postings in both French and English.
- Include bilingualism criteria in job descriptions, especially for positions that involve direct customer contact.
- Use a language proficiency test to assess candidates' French language skills.
- Collaborate with francophone recruitment centres to facilitate the hiring of bilingual staff (such as the SDÉCB).
- Participate in francophone job fairs to promote the company to francophone talents.
- Train recruitment teams to conduct interviews in French.
- Share job postings on francophone networks and platforms.
- Learn about Francophone Mobility.



Francophone mobility: An asset for your business

The [Francophone Mobility Program](#), an initiative of the Government of Canada, facilitates the issuance of work permits for foreign francophone nationals. Its goal is to encourage the growth of vibrant and francophone communities across Canada.

Francophone Mobility allows companies to hire French-speaking candidates, regardless of their nationality, for positions that require French or not. This initiative provides an exemption from the Labour Market Impact Assessment (LMIA), meaning that employers are not required to obtain a positive LMIA, which is typically needed to hire temporary foreign workers.

Benefits of francophone mobility

1. **Simplified recruitment:** By expanding your search to include francophone mobility, you increase your chances of attracting qualified candidates.
2. **Quick integration:** If the candidate's nationality does not require a visa, they can join your team in as little as two weeks with a closed work permit.
3. **Diverse workforce:** Benefit from a varied talent pool, enriching your company's culture.
4. **Meeting specific needs:** If you're struggling to recruit for specific positions, indicating your openness to francophone mobility may increase interest from potential candidates. Additionally, there's no need to offer a Francophone work environment.

For any questions or to get more information about Francophone Mobility, feel free to [contact the SDECB's Employability Team](#). They are available to assist you with this process and maximize the benefits of this program.

2. Welcoming new employees :

- Provide bilingual contracts and administrative documents.
- Offer a bilingual welcome guide.
- Organize an integration session in French.
- Provide an introduction to Francophone terminology specific to the sector and the company for all new hires.

3. Continuous improvement and employee retention:

- Implement regular surveys to gather feedback from employees.
- Organize French-language focus groups to identify areas for improvement in the francization process.
- Recognize and reward employees who have developed French language skills internally.
- Establish a rewards system for employees who refer bilingual talents to the company.
- Encourage participation in external Francophone events or conferences to develop their linguistic and cultural skills.

72%

des consommateurs préfèrent naviguer sur des sites dans leur langue – un site bilingue peut donc faire toute la différence ! (Source CSA Research)



**CANADIAN
ROCKIES
HOT SPRINGS**

[Banff Upper Hot Springs](#)

[Radium Hot Springs](#)

[Miette Hot Springs](#)

[FAQ](#)

[Français](#)

SOAK IT IN

Thermal waters.
Iconic mountain vistas.
Shareable moments.



**SOURCES
THERMALES
DES ROCHEUSES
CANADIENNES**

[Sources thermales Upper Hot Springs de Banff](#)

[Sources thermales Radium](#)

[Sources thermales Miette](#)

[FAQ](#)

[English](#)

Une expérience immersive

Des eaux thermales.
Des paysages de montagnes emblématiques.
Des moments à partager.



Crédit photo : Sources Thermales Des Rocheuses - Radium

In action

Implementation template

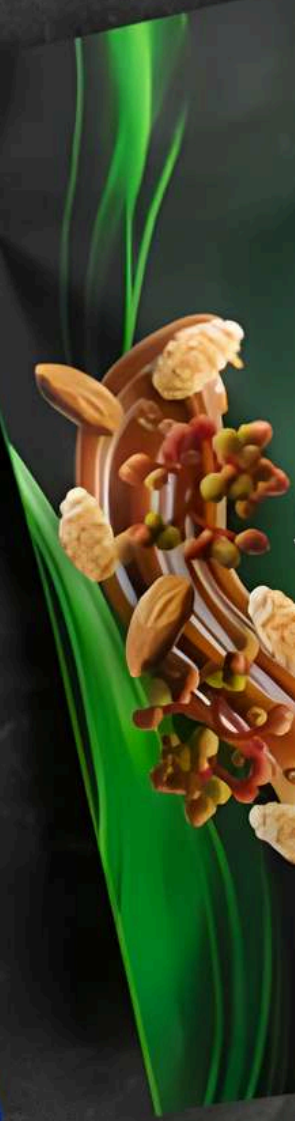
After identifying certain actions you wish to implement for your French language integration strategy, you can use this template for the implementation and monitoring of these actions. It is important to identify the right people to carry out these changes effectively.

French language implementation table

Action	Owner	Deadline	Status	Notes
Describe the action to be implemented	Name of the person or team responsible	Projected completion date	In progress, Completed, Ongoing, To do	Additional information or obstacles

Example of using the table

Action	Owner	Deadline	Status	Notes
Translate the menus into French	Team Leader — Restaurant	October 30th, 2024	In Progress	Required language proficiency test
Ensure staff training in French	HR Manager	November 15th, 2024	Ongoing	Organize training sessions, conduct individual follow-ups with staff
Implement bilingual signage	Marketing Director	December 20th, 2024	Completed	Signage installed at the marina
Establish an employee recognition system	HR Manager	January 10th, 2025	To do	Create a tool to assess the use of French by employees



Crédit photo : Tradition Praline - West Kelowna

In French, please !

Relevant vocabulary

Inspired by the "Engaging the Francophone Visitor: Essential Communication Toolkit for Tourism" from the Société de développement économique de l'Ontario (SÉO), here are some key tourism-related terms that will be useful to your staff in dealing with various scenarios.

General vocabulary

English	Français (Canada)	Français (Standard)
Welcome	Bienvenue	Bienvenue
Good morning, good afternoon	Bon matin Bon après-midi	Bon matin Bon après-midi
Good evening	Bonsoir	Bonsoir
Goodbye	Au revoir	Au revoir
Please	S'il vous plaît	S'il vous plaît
Thank you	Merci	Merci
You're welcome	Bienvenue, de rien	Je vous en prie, de rien
Yes	Oui	Oui
No	Non	Non
Could you repeat please	Pouvez-vous répéter, s'il vous plaît	Pouvez-vous répéter, s'il vous plaît
I don't understand	Je ne comprends pas	Je ne comprends pas
I understand	Je comprends	Je comprends
One moment please	Un moment s'il vous plaît	Un moment s'il vous plaît
The washroom are this way	Les toilettes sont par là	Les toilettes sont par là

English	Français (Canada)	Français (Standard)
Excuse me, sorry	Pardon, désolé, excusez-moi	Pardon, désolé, excusez-moi
May I help you?	Puis-je vous aider ?	Puis-je vous aider ?
Do you have a reservation?	Avez-vous une réservation ?	Avez-vous une réservation ?
Your name, please?	Votre nom, s'il vous plaît ?	Votre nom, s'il vous plaît ?
Your email, please?	Votre courriel, s'il vous plaît ?	Votre e-mail, s'il vous plaît ?
Do you need...	Avez-vous besoin...	Avez-vous besoin...
We have...	Nous avons...	Nous avons...
We offer...	Nous offrons...	Nous offrons...
Would you like...	Voulez-vous...	Voulez-vous...
We sell...	Nous vendons...	Nous vendons...
Do you have...	Avez-vous...	Avez-vous...
I will get a bilingual colleague	Je vais chercher un collègue bilingue	Je vais chercher un collègue bilingue
One, two, three, four, five, six, seven, eight, nine, ten	Un, deux, trois, quatre, cinq, six, sept, huit, neuf, dix.	Un, deux, trois, quatre, cinq, six, sept, huit, neuf, dix.

Accommodations

English	Français (Canada)	Français (Standard)
You can dial this number/to book...	Vous pouvez composer ce numéro/pour faire une réservation...	Vous pouvez composer ce numéro/pour réserver
Would you like to speak to a manager?	Voulez-vous parler à un superviseur ?	Voulez-vous parler à un superviseur ?
Can I get the bill please?	Puis-je avoir la facture, s'il vous plaît.	Puis-je avoir l'addition, s'il vous plaît.
There's an ATM.	Il y a un guichet automatique.	Il y a un distributeur automatique.
Here is the front desk.	Voici la réception.	Voici la réception.

English	Français (Canada)	Français (Standard)
Do you require any parking?	Avez-vous besoin de stationner votre véhicule ?	Avez-vous besoin d'un stationnement ?
There is free Wi-Fi Internet.	L'accès à l'internet wifi est gratuit.	L'accès au wifi est gratuit.
The check-in time is at...	L'heure d'arrivée est à...	L'heure d'enregistrement est à...
The checkout time is at...	L'heure de départ est à...	L'heure de départ est à...
Do you need a room near the elevator?	Avez-vous besoin d'une chambre près de l'ascenseur ?	Avez-vous besoin d'une chambre près de l'ascenseur ?
Do you need a wheelchair accessible room?	Avez-vous besoin d'une chambre accessible en fauteuil roulant ?	Avez-vous besoin d'une chambre accessible en fauteuil roulant ?
The elevator is here.	L'ascenseur est là.	L'ascenseur est là.
What time would you like your wake up call?	À quelle heure aimeriez-vous vous faire réveiller ?	À quelle heure aimeriez-vous vous faire réveiller ?
Breakfast is included and served from...	Le déjeuner est inclus et est servi à partir de...	Le déjeuner est inclus et est servi à partir de...
Do you require housekeeping?	Avez-vous besoin du service aux chambres ?	Avez-vous besoin du service aux chambres ?
You can call the front desk by dialling...	Vous pouvez rejoindre la réception en appelant au...	Vous pouvez appeler la réception en composant le...
Do you have a reservation?	Avez-vous une réservation ?	Avez-vous une réservation ?
Your name, please?	Votre nom, s'il vous plaît ?	Votre nom, s'il vous plaît ?
Your email, please?	Votre courriel, s'il vous plaît ?	Votre e-mail, s'il vous plaît ?

Restaurants

English	Français (Canada)	Français (Standard)
There is a restaurant near here.	Il y a un restaurant près d'ici.	Il y a un restaurant près d'ici.

English	Français (Canada)	Français (Standard)
What type of food are you looking for?	Quel type de mets aimeriez-vous manger ?	Quel type de cuisine recherchez-vous ?
Do you have any preferences?	Avez-vous des préférences ?	Avez-vous des préférences ?
I would recommend...	Je vous recommande...	Je vous recommande...
Today's special is...	Le plat du jour est...	Le plat du jour est...
Do you have any allergies?	Avez-vous des allergies ?	Avez-vous des allergies ?
Do you have any dietary restrictions?	Avez-vous des restrictions alimentaires ?	Avez-vous des restrictions alimentaires ?
Do you need a child seat?	Avez-vous besoin d'un siège pour enfant ?	Avez-vous besoin d'un siège pour enfant ?
Can I take your order?	Puis-je prendre votre commande ?	Puis-je prendre votre commande ?
It won't be much longer	Ce ne sera plus très long.	Ce ne sera plus très long.
Do you have a reservation?	Avez-vous une réservation ?	Avez-vous une réservation ?
A table for...	Une table pour...	Une table pour...
Would you prefer to dine inside or outside?	Préférez-vous manger à l'intérieur ou dehors ?	Préférez-vous manger à l'intérieur ou dehors ?
Here are your menus. Can I get you started with some drinks?	Voici vos menus. Puis-je vous proposer quelque chose à boire pour commencer ?	Voici vos menus. Puis-je vous apporter quelque chose à boire pour commencer ?
Are you ready to order your drinks?	Êtes-vous prêt à commander vos boissons ?	Êtes-vous prêt à commander vos boissons ?
Would you like any appetizers to start?	Souhaitez-vous des entrées pour commencer ?	Souhaitez-vous des hors-d'œuvre pour commencer ?
Are you ready to order, or do you need a few more minutes?	Êtes-vous prêt à commander ou avez-vous besoin de quelques minutes de plus ?	Êtes-vous prêt à commander ou avez-vous besoin de quelques minutes de plus ?
Can I help explain any items on the menu?	Puis-je vous aider à comprendre certains plats du menu ?	Puis-je vous aider à comprendre certains plats du menu ?

English	Français (Canada)	Français (Standard)
What would you like to order?	Qu'aimeriez-vous commander ?	Qu'aimeriez-vous commander ?
How is everything so far?	Comment se passe le repas jusqu'à présent ?	Comment se déroule le repas jusqu'à présent ?
Can I get you anything else?	Puis-je vous apporter autre chose ?	Puis-je vous apporter autre chose ?
Would you like a refill on your drink?	Souhaitez-vous un autre verre de votre boisson ?	Souhaitez-vous un autre verre de votre boisson ?
Would you like to see the dessert menu?	Souhaitez-vous voir le menu des desserts ?	Souhaitez-vous voir le menu des desserts ?
Can I bring the check?	Puis-je apporter l'addition/la facture ?	Puis-je apporter l'addition ?
How would you like to pay?	Comment souhaitez-vous régler ?	Comment souhaitez-vous payer ?
Local products	Produits locaux	Produits locaux
Water	Eau	Eau
Local beer	Bière locale	Bière locale
Glass of wine	Verre de vin	Verre de vin
Microbrewery	Microbrasserie	Microbrasserie
Winery	Vignoble	Vignoble
Fine Dining	Restaurant gastronomique	Restaurant gastronomique

Outdoors activities

English	Français (Canada)	Français (Standard)
Hello and welcome! How many are you?	Bonjour, et bienvenue ! Vous êtes combien ?	Bonjour, et bienvenue ! Vous êtes combien ?
Do you have a reservation?	Avez-vous une réservation ?	Avez-vous une réservation ?
The next tour is at...	La prochaine tournée est à...	La prochaine visite est à...
You can take pictures.	Vous pouvez prendre des photos.	Vous pouvez prendre des photos.

English	Français (Canada)	Français (Standard)
Here is our activity brochure. Would you like some recommendations?	Voici notre brochure d'activités. Aimerez-vous des recommandations ?	Voici notre brochure d'activités. Aimerez-vous des recommandations ?
What type of activity would you like to try?	Quel type d'activité aimeriez-vous essayer ?	Quel type d'activité aimeriez-vous essayer ?
Do you prefer group activities or individual ones?	Avez-vous des préférences pour des activités en groupe ou individuelles ?	Préférez-vous des activités de groupe ou individuelles ?
Are you ready to sign up, or do you need more time to think?	Êtes-vous prêts à vous inscrire, ou avez-vous besoin de plus de temps pour réfléchir ?	Êtes-vous prêts à vous inscrire, ou avez-vous besoin de plus de temps pour réfléchir ?
Do you have any questions about our activities?	Avez-vous des questions concernant nos activités ?	Avez-vous des questions concernant nos activités ?
Do you have any restrictions or special accommodation needs?	Avez-vous des restrictions ou des besoins particuliers ?	Avez-vous des restrictions ou des besoins particuliers ?
How has your experience been so far?	Comment s'est passée votre expérience jusqu'à présent ?	Comment s'est déroulée votre expérience jusqu'à présent ?
Would you like to try another activity?	Souhaitez-vous essayer une autre activité ?	Souhaitez-vous essayer une autre activité ?
Would you like to book your next activity?	Souhaitez-vous réserver votre prochaine activité ?	Souhaitez-vous réserver votre prochaine activité ?
Can I help you finalize your payment?	Puis-je vous aider à finaliser votre paiement ?	Puis-je vous aider à régler votre paiement ?
Thank you for coming! See you soon for your next adventure!	Merci d'être venu ! À bientôt pour votre prochaine aventure !	Merci d'être venu ! À bientôt pour votre prochaine aventure !
We have French guides. Do you need to rent/borrow gear?	Nous avons des guides en français. Avez-vous besoin de louer de l'équipement ?	Nous avons des guides en français. Avez-vous besoin de louer de l'équipement ?

Wineries and distilleries

English	Français (Canada)	Français (Standard)
Hello and welcome to our winery/orchard/distillery! How many are you?	Bonjour et bienvenue dans notre vignoble/verger/distillerie ! Combien êtes-vous ?	Bonjour et bienvenue dans notre vignoble/verger/distillerie ! Combien êtes-vous ?



CERISIER TARDIF
BLACK CHERRY

- Prunus serotina**
- Teint beige rosé uniforme
 - Grain très fin et droit
 - Mi-dur, se polit très bien
 - Arbre local durable
- Uniform pinkish beige color
- Very fine straight grain
- Medium hard, polishes very well
- Local sustainable

Steps to achieve successful French language integration

To conclude, here are a few key points to consider for successfully implementing French language in your organisation:

- **Create a French language integration action plan:** Develop a structured action plan with concrete steps to gradually add French language to your services. This plan should include timelines and monitoring indicators. You can draw inspiration from the implementation template and adapt it as needed.
- **Collaborate with local francophone partners:** Partner with Francophone institutions (e.g., SDÉCB, Francophone Chamber of Commerce of Vancouver, Francophone Cultural Centre of Kelowna, Francophone Society of Victoria, Alliance Française of Vancouver) and local suppliers to provide an authentic experience and enhance the Francophone cultural dimension.
- **Adapt Your offer to francophone market needs:** Analyze the expectations and preferences of Francophone markets and tailor your services accordingly, such as offering guided tours, brochures, and activities in both official languages.
- **Assess French service levels as needed:** Conduct regular self-assessments to measure progress and identify opportunities for improvement based on feedback from visitors, staff, and partners.
- **Adapt gradually:** Keep in mind that implementing these actions may trigger reactions to change within the organisation. To minimize negative impacts, it is advisable to introduce changes gradually and encourage active participation from staff members.

Best of luck integrating French into your business! Don't hesitate to contact us if you need support during the implementation process. We hope this toolkit will be a valuable resource for you.

In closing... Congratulations on your interest in adding the French language to your tourism offerings!

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We would be delighted to assist you with your projects and answer any questions you may have.

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