

# MESSAGING GUIDANCE FOR BC'S TOURISM INDUSTRY

## COVID-19 RESPONSE PHASE

Week of April 2–April 8



DESTINATION  
BRITISH COLUMBIA®

## THIS IS FOR:

# Everyone

### PRIMARY ROLE:

- Public Service
- Public Awareness

### COMMUNICATIONS FOCUS:

Support Health Authorities in 'flattening the curve' by advising British Columbians to:

- Avoid non-essential travel at this time (stay at home);
- Postpone your trip. We will welcome you later this year.
- Follow the advice of health authorities to keep yourself and others safe.

### Industry:

- Share our consumer-facing messaging with your teams, networks and partners
- Direct to DestinationBC.ca for up to date COVID-19 information sources
- Learn about Provincial and Federal Government support, advisories and FAQs

### SUGGESTED KEY MESSAGES:

#### Consumers:

Continue to support #exploreBClater messaging and key messaging of provincial health authorities.

Introduce creative ways for people to explore BC from home, virtually (Dream now, explore BC later)

#### Industry Stakeholders:

Continue to update industry partners by sharing the latest COVID-19 information sources and advice, on Destination BC's resource page: <https://www.DestinationBC.ca/news/coronavirus-update/>

### CHANNELS:

Organic Social

### PRIMARY MARKETS:

British Columbia

### AUDIENCES:

All

# MESSAGING GUIDANCE FOR BC'S TOURISM INDUSTRY

## COVID-19 RESPONSE PHASE

Week of April 2–April 8



DESTINATION  
BRITISH COLUMBIA®

## THIS IS FOR:

# Destination BC

### PRIMARY ROLE:

- Inform BC residents and tourism stakeholders on appropriate actions.
- Inspire BC residents and international markets to keep BC top of mind during this period while they cannot travel .

### COMMUNICATIONS FOCUS:

- Consumer Public Service Messaging, using [#exploreBClater graphics](#) and [#exploreBClater video](#)
- Share important information for BC residents, related to closures and updates for tourism/travel products (i.e. BC Parks, Visitor Centres)
- Introduce creative ways for audiences to explore BC from home, virtually, including Nature Moments and virtual experiences curated from industry partners
- Share latest corporate and government news with industry partners

### SUGGESTED KEY MESSAGES:

#### Consumers:

Dream now, [#exploreBClater](#). The more we do today, the sooner we can [#exploreBC](#) again. Carefully follow the advice of our health officials.

Now is not the time to travel. This Easter long weekend, you can [#exploreBC](#) from home with these virtual experiences.

For future travel inspiration, please visit [HelloBC.com](#)

[#stayhome](#) [#stayhomesavelives](#) [#stopthespread](#)  
[#plankthespread](#)

#### Industry Stakeholders:

Learn more about Destination BC's response tactics, Provincial and Federal support, FAQs, information sources and advice, on our COVID-19 resource page: <https://www.DestinationBC.ca/news/coronavirus-update/>

The more we do today, the sooner we can [#exploreBC](#) again. Find the latest information here: <https://www2.gov.bc.ca/gov/content/safety/emergency-preparedness-response-recovery/covid-19-provincial-support>

### CHANNELS:

- Organic Social Channels
- Consumer Website ([HelloBC.com](#))
- Corporate Website ([DestinationBC.ca](#)), Industry newsletters and bulletins, industry calls

### PRIMARY MARKETS:

- British Columbia
- Alberta, Ontario
- USA
- Australia, United Kingdom, Germany, China, Japan

### AUDIENCES:

- Global consumers
- Global trade partners
- BC Industry partners

# MESSAGING GUIDANCE FOR BC'S TOURISM INDUSTRY

## COVID-19 RESPONSE PHASE

Week of April 2–April 8



DESTINATION  
BRITISH COLUMBIA®

## THIS IS FOR:

# City/Community DMOs

### PRIMARY ROLE:

- Inform local members and residents
- Inspire BC residents to keep BC top of mind during this period while they can't travel

### COMMUNICATIONS FOCUS:

- Consumer Public Service Messaging, using [#exploreBClater](#) graphics and [#exploreBClater](#) video
- Share important informational updates for BC residents, related to tourism/travel products (i.e. BC Parks, Visitor Centres)
- Introduce creative ways for audiences to explore BC from home, virtually
- Share the latest industry news with partners

### SUGGESTED KEY MESSAGES:

#### Consumers:

Dream now, [#exploreBClater](#). The more we do today, the sooner we can [#exploreBC](#) again. Carefully follow the advice of our health officials.

Now is not the time to travel. This Easter long weekend, you can [#exploreBC](#) from home with these virtual experiences.

*Additional tags:* [#stayhome](#) [#stayhomesavelives](#) [#stopthespread](#) [#plankthespread](#)

For future travel inspiration, please visit: <your website>

#### Industry Stakeholders:

Help your industry partners learn more about Destination BC's response tactics, Provincial and Federal support, FAQs, information sources and advice, on Destination BC's COVID-19 resource page: <https://www.DestinationBC.ca/news/coronavirus-update/>

The more we do today, the sooner we can [#exploreBC](#) again. Find the latest information here: <https://www2.gov.bc.ca/gov/content/safety/emergency-preparedness-response-recovery/covid-19-provincial-support>

### CHANNELS:

- Organic Social Channels
- Consumer Website(s)
- Corporate Website, Industry newsletters, industry calls

### PRIMARY MARKETS:

British Columbia

### AUDIENCES:

All residents and stakeholders in your community; consumers in search and social channels

# MESSAGING GUIDANCE FOR BC'S TOURISM INDUSTRY

## COVID-19 RESPONSE PHASE

Week of April 2–April 8



DESTINATION  
BRITISH COLUMBIA®

## THIS IS FOR:

# Regional DMOs

### PRIMARY ROLE:

- Inform local stakeholders and residents
- Inspire BC residents to keep BC top of mind during this period where they can't travel

### COMMUNICATIONS FOCUS:

- Consumer Public Service Messaging, using [#exploreBClater graphics](#) and [#exploreBClater video](#)
- Share important informational updates for BC residents, related to tourism/travel products (i.e. Visitor Centres, BC Parks)
- Introduce creative ways for audiences to explore BC from home, virtually
- Share the latest industry news with partners

### SUGGESTED KEY MESSAGES:

#### Consumers:

Dream now, [#exploreBClater](#). The more we do today, the sooner we can [#exploreBC](#) again. Carefully follow the advice of our health officials.

Now is not the time to travel. This Easter long weekend, you can [#exploreBC](#) from home with these virtual experiences.

*Additional tags:* [#stayhome](#) [#stayhomesavelives](#) [#stopthespread](#) [#plankthespread](#)

For future travel inspiration, please visit: <your website>

#### Industry Stakeholders:

Help your industry partners learn more about Destination BC's response tactics, Provincial and Federal support, FAQs, information sources and advice, on Destination BC's COVID-19 resource page: <https://www.DestinationBC.ca/news/coronavirus-update/>

The more we do today, the sooner we can [#exploreBC](#) again. Find the latest information here: <https://www2.gov.bc.ca/gov/content/safety/emergency-preparedness-response-recovery/covid-19-provincial-support>

### CHANNELS:

- Organic Social Channels
- Consumer Website(s)
- Corporate Website, Industry newsletters, industry calls

### PRIMARY MARKETS:

British Columbia, Alberta

### AUDIENCES:

All residents and stakeholders in your region; consumers in search and social channels



# MESSAGING GUIDANCE FOR BC'S TOURISM INDUSTRY

## COVID-19 RESPONSE PHASE

Week of April 2–April 8



DESTINATION  
BRITISH COLUMBIA®

## THIS IS FOR:

# Sector Associations

### PRIMARY ROLE:

- Inform sector operators and employees as well as consumer enthusiasts for your sector
- Inspire BC residents to keep BC top of mind during this period where they can't travel

### COMMUNICATIONS FOCUS:

- Consumer Public Service Messaging, using [#exploreBClater](#) graphics and [#exploreBClater](#) video
- As relevant to the sector, share pertinent information regarding availabilities (i.e. BC Parks)
- Introduce creative ways for audiences to explore BC from home, virtually
- Share the latest industry news with partners

### SUGGESTED KEY MESSAGES:

#### Consumers:

Dream now, [#exploreBClater](#). The more we do today, the sooner we can [#exploreBC](#) again. Carefully follow the advice of our health officials.

Now is not the time to travel. This Easter long weekend, you can [#exploreBC](#) from home with these virtual experiences.

*Additional tags:* [#stayhome](#) [#stayhomesavelives](#) [#stopthespread](#) [#plankthespread](#)

For future travel inspiration, please visit: [<your website>](#)

#### Industry Stakeholders:

Help your industry partners learn more about Destination BC's response tactics, Provincial and Federal support, FAQs, information sources and advice, on Destination BC's COVID-19 resource page: <https://www.DestinationBC.ca/news/coronavirus-update/>

The more we do today, the sooner we can [#exploreBC](#) again. Find the latest information here: <https://www2.gov.bc.ca/gov/content/safety/emergency-preparedness-response-recovery/covid-19-provincial-support>

### CHANNELS:

- Organic Social Channels
- Consumer Website(s)
- Corporate Website, Industry newsletters, industry calls

### PRIMARY MARKETS:

Global

### AUDIENCES:

Sector operators, employees and clients

# MESSAGING GUIDANCE FOR BC'S TOURISM INDUSTRY

## COVID-19 RESPONSE PHASE

Week of April 2–April 8



DESTINATION  
BRITISH COLUMBIA®

## THIS IS FOR:

# Businesses

### COMMUNICATIONS FOCUS:

- Encourage guests not to travel now.
- Re-book vacations for later this year.
- Cancellation and re-booking policies.
- Share the latest industry news with partners.
- Introduce creative ways for audiences to explore BC from home, virtually.

### SUGGESTED KEY MESSAGES:

#### Consumers:

- As suitable to each business.
- Showcase your travel experience, virtually.
- Please help us discourage people from travelling for the Easter Long Weekend (April 10-13)

#### Partner Support:

Learn more about Destination BC's response tactics, Provincial and Federal support, FAQs, information sources and advice, on Destination BC's COVID-19 resource page: <https://www.destinationbc.ca/news/coronavirus-update/>

The more we do today, the sooner we can #exploreBC again. Find the latest information here: <https://www2.gov.bc.ca/gov/content/safety/emergency-preparedness-response-recovery/covid-19-provincial-support>

### CHANNELS:

- Organic Social Channels
- Consumer Website(s)
- Email

### PRIMARY MARKETS:

As Relevant

### AUDIENCES:

Employees, clients and industry partners