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

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

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

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
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
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