

MESSAGING GUIDANCE FOR BC'S TOURISM INDUSTRY

COVID-19 RESPONSE PHASE

Week of March 26–April 1



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:

- Direct to [DestinationBC.ca](https://www.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.

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

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DESTINATION
BRITISH COLUMBIA®

THIS IS FOR:

Destination BC

PRIMARY ROLE:

- Inform BC residents and tourism stakeholders on appropriate actions.
- Support awareness in international markets.

COMMUNICATIONS FOCUS:

- Consumer Public Service Messaging, using #exploreBClater graphics and NEW video coming Monday, March 30
- Share important informational updates for BC residents, related to tourism/travel products (i.e. BC Parks, Visitor Centres)
- Share latest corporate and government news with industry partners

SUGGESTED KEY MESSAGES:

Consumers:

Dream now, #exploreBClater.

Please do your part to stop the spread. Stay at home, and carefully follow the advice of our health authorities.

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>

For future travel inspiration, visit: [HelloBC.com](https://www.hellobc.com)

Additional tags: #stayhome #stayhomesavelives #stopthespread #plankthespread

Industry Stakeholders:

Learn more about the latest COVID-19 information sources and advice, on Destination BC's resource page: <https://www.DestinationBC.ca/news/coronavirus-update/>

Learn about Provincial and Federal Government support, advisories and FAQs

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CHANNELS:

- Organic Social Channels
- Consumer Website ([HelloBC.com](https://www.hellobc.com))
- Corporate Website ([DestinationBC.ca](https://www.destinationbc.ca)), Industry newsletters and bulletins, industry calls

PRIMARY MARKETS:

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

AUDIENCES:

- All BC residents: extra focus on adults < 35
- Global consumers
- Global trade partners
- BC Industry partners

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DESTINATION
BRITISH COLUMBIA®

THIS IS FOR:

City/Community DMOs

PRIMARY ROLE:

- Inform local members and residents

COMMUNICATIONS FOCUS:

- Consumer Public Service Messaging: #exploreBClater graphics and design files available for use here
- NEW #exploreBClater video coming Monday, March 30
- Share important informational updates for BC residents, related to tourism/travel products (i.e. BC Parks, Visitor Centres)
- Share the latest industry news with partners

SUGGESTED KEY MESSAGES:

Consumers:

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For future travel inspiration, visit: <your website>

Additional tags: #stayhome #stayhomesavelives #stopthespread #plankthespread

Industry Stakeholders:

Help your 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/>

Learn about Provincial and Federal Government support, advisories and FAQs

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

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DESTINATION
BRITISH COLUMBIA®

THIS IS FOR:

Regional DMOs

PRIMARY ROLE:

- Inform local stakeholders and residents

COMMUNICATIONS FOCUS:

- Consumer Public Service Messaging: [#exploreBClater graphics and design files available for use here](#)
- NEW [#exploreBClater](#) video coming Monday, March 30
- Share important informational updates for BC residents, related to tourism/travel products (i.e. BC Parks, Visitor Centres)
- Share the latest industry news with partners

SUGGESTED KEY MESSAGES:

Consumers:

Dream now, [#exploreBClater](#).

Please do your part to stop the spread. Stay at home, and carefully follow the advice of our health authorities.

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For future travel inspiration, visit: <your website>

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

Industry Stakeholders:

Help your 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/>

Learn about Provincial and Federal Government support, advisories and FAQs

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

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DESTINATION
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THIS IS FOR:

Sector Associations

PRIMARY ROLE:

- Inform sector operators and employees as well as consumer enthusiasts for your sector

COMMUNICATIONS FOCUS:

- Consumer Public Service Messaging: [#exploreBC graphics and design files available for use here.](#)
- NEW [#exploreBClater](#) video coming Monday, March 30
- As relevant to the sector, share pertinent information regarding availabilities (i.e. BC Parks)
- Share the latest industry news with partners

SUGGESTED KEY MESSAGES:

Consumers:

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For future travel inspiration, visit: <your website>

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

Industry Stakeholders:

Help your 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/>

Learn about Provincial and Federal Government support, advisories and FAQs

CHANNELS:

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

PRIMARY MARKETS:

Global

AUDIENCES:

Sector operators, employees and clients

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DESTINATION
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THIS IS FOR:

Businesses

COMMUNICATIONS FOCUS:

- Follow health advisories and encourage people to travel later
- Help guests re-book their vacations for later this year
- Proactively share cancellation and re-booking policies
- Share the latest industry news with partners

SUGGESTED KEY MESSAGES:

Consumers:

As suitable to each business

Partner Support:

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CHANNELS:

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

PRIMARY MARKETS:

As relevant

AUDIENCES:

Employees, clients and industry partners