

Destination BC's Response to COVID-19

Given the extraordinary circumstances we're experiencing across the globe in the face of COVID-19, promoting travel at this time is just not possible. Destination BC has paused all international and domestic paid marketing campaigns. We are actively planning a significant recovery campaign for the tourism industry in three phases, which can be implemented once circumstances change and public safety is assured:

1. Response
2. Recovery
3. Resilience



Response

We have postponed the marketing aspects of our Response phase until COVID-19 conditions are better understood. When Canadian consumers are encouraged to make travel plans and we know that we have capacity to receive visitors, marketing will resume. The only marketing that continues during this time is organic—social and search, which will inspire *future* travel. Destination BC will continue to

monitor market conditions and consumer sentiments to assess appropriate timing and markets for each phase, in consultation with the Ministry of Tourism, Arts and Culture.

Currently, we are sharing accurate up-to-the-minute information with the travel and tourism industry in collaboration with the Ministry of Tourism, Arts and Culture and BC's Tourism Emergency Management Committee. We are leveraging all tools available to share this information, including our corporate website, global consumer websites, social media, industry newsletter, regular industry conference calls, as well as working with our national and provincial counterparts.

Recovery

Once the COVID-19 virus is contained and domestic travel is again considered safe and encouraged, we will launch a major domestic marketing program encouraging British Columbians to travel in BC this summer (as appropriate) and long into the fall. A significant investment is being made into this campaign, re-allocated from other existing marketing budgets.

Extending the potential for tourism industry revenue recovery, by supporting domestic travel further into the fall season, is critical. Destination BC will implement marketing to encourage travel from BC, Alberta and Ontario. Additionally, once borders re-open and it is safe to do so, Destination BC will market to Drive-holiday travelers from short-haul US Drive markets (WA, OR) and mid-haul Fly markets (CA).

Resilience

Once we are truly through the other side of this crisis, keeping industry capacity in mind, Destination BC will resume its cycle of domestic and international marketing, encouraging the collective tourism ecosystem to rally behind core Iconic themes.

We will leverage our collaborative partnerships to find creative solutions and opportunities to get people travelling across the province. Depending on the situation and timing, beginning in the fall and beyond, Destination BC will launch its new 'Iconic' place brands in both domestic and international markets, to strengthen the tourism economy in all parts of British Columbia.

Catalyst funding for destination development investments, led by the Ministry of Tourism, Arts and Culture and Destination BC, and implemented through Regional Destination Marketing Organizations, will help secure the long-term competitiveness of BC's travel destinations and experiences and elevate BC's new Iconic routes and areas.

Destination BC will also work with BC's International Trade Offices to help restore investor confidence in BC's tourism industry and help drive investor interest in BC's Iconic routes and areas.

Destination BC will continue to update industry as details for each phase take shape. We expect there will be a need to refocus our priorities and re-examine our core markets and our programs to address any shifts in dynamics when the pandemic is over.

Questions? Please contact us at COVID19Response@DestinationBC.ca