

# MESSAGING GUIDANCE FOR BC'S TOURISM INDUSTRY

## COVID-19 RESPONSE PHASE

Week of March 21-27 only



TOURISM PARTNER	PRIMARY ROLE	COMMUNICATIONS OBJECTIVES & FOCUS	FUTURE KEY MESSAGES	CHANNELS	PRIMARY MARKETS	AUDIENCES
All	Public Service Public Awareness	<p>Support Health Authorities in 'flattening the curve' by advising British Columbians to:</p> <ul style="list-style-type: none"> <li>Avoid non-essential travel at this time (stay at home); Postpone your trip. We will welcome you later this year.</li> <li>Follow the advice of health authorities to keep yourself and others safe.</li> </ul> <p><b>INDUSTRY</b></p> <ul style="list-style-type: none"> <li>Direct to <a href="http://destinationbc.ca">destinationbc.ca</a> for up-to-date COVID-19 information sources.</li> </ul>	<p><b>CONSUMERS:</b> Like you, we're passionate about exploring British Columbia. But now is not the time to travel. Please stay home and follow the advice of health authorities to keep yourself and others safe.</p> <p>Do your part now, so we can all explore BC again later. In the meantime, find information and future travel information here: <a href="https://www.hellobc.com/what-you-need-to-know/">https://www.hellobc.com/what-you-need-to-know/</a></p> <p><b>INDUSTRY STAKEHOLDERS:</b> For up-to-date COVID-19 information sources and advice, go to <a href="http://DestinationBC.ca">DestinationBC.ca</a></p>	<ul style="list-style-type: none"> <li>Organic Social</li> </ul>	<ul style="list-style-type: none"> <li>BC</li> </ul>	<ul style="list-style-type: none"> <li>All</li> </ul>
<b>DESTINATION BRITISH COLUMBIA</b>	<p>Inform BC residents and tourism stakeholders on appropriate actions.</p> <p>Support awareness in international markets.</p>	<ul style="list-style-type: none"> <li>Consumer Public Service Messaging; will use central graphic (#exploreBC...later).</li> <li>Share important informational updates for BC residents, related to tourism/travel products (i.e. BC Parks, Visitor Centres).</li> <li>This week, a light touch on inspirational messaging.</li> </ul>	<p><b>CONSUMERS:</b> Like you, we're passionate about exploring British Columbia. But now is not the time to travel. Please stay home and follow the advice of health authorities to keep yourself and others safe.</p> <p>Do your part now, so we can all explore BC again later. In the meantime, find information and future travel information here: <a href="https://www.hellobc.com/what-you-need-to-know/">https://www.hellobc.com/what-you-need-to-know/</a></p> <p><b>INDUSTRY STAKEHOLDERS:</b> For up-to-date COVID-19 information sources and advice, go to <a href="http://DestinationBC.ca">DestinationBC.ca</a></p>	<ul style="list-style-type: none"> <li>Organic Social Channels</li> <li>Improved SEO (Organic Search)</li> <li>Consumer Website (<a href="http://HelloBC.com">HelloBC.com</a>)</li> <li>Corporate Website (<a href="http://DestinationBC.ca">DestinationBC.ca</a>)</li> <li>Industry newsletters and bulletins, industry calls</li> </ul>	<ul style="list-style-type: none"> <li>BC</li> <li>AB, ON</li> <li>USA</li> <li>AUS, UK, DE, CH, JP</li> </ul>	<ul style="list-style-type: none"> <li>All BC residents: extra focus on adults &lt; 35</li> <li>Global consumers</li> <li>Global trade partners</li> <li>BC Industry partners</li> </ul>
<b>CITY/COMMUNITY DMOs</b>	<p>Inform local members and residents.</p>	<ul style="list-style-type: none"> <li>Consumer Public Service Messaging: #exploreBC graphics and design files available for use here: <a href="https://www.dropbox.com/sh/eqzb6nxz2my42ns/AADvpmGqQwRcEwouMsmImLuua?dl=0">https://www.dropbox.com/sh/eqzb6nxz2my42ns/AADvpmGqQwRcEwouMsmImLuua?dl=0</a></li> <li>This week, a light touch on inspirational messaging.</li> <li>Share important informational updates for BC residents, related to tourism/travel products (i.e. BC Parks, Visitor Centres).</li> </ul>	<p><b>CONSUMERS:</b> Like you, we're passionate about exploring British Columbia. But now is not the time to travel. Please stay home and follow the advice of health authorities to keep yourself and others safe.</p> <p>Do your part now, so we can all explore BC again later. In the meantime, find information and future travel information here: <a href="https://www.hellobc.com/what-you-need-to-know/">https://www.hellobc.com/what-you-need-to-know/</a></p> <p><b>INDUSTRY STAKEHOLDERS:</b> For up-to-date COVID-19 information sources and advice, go to <a href="http://DestinationBC.ca">DestinationBC.ca</a></p>	<ul style="list-style-type: none"> <li>Organic Social Channels</li> <li>Consumer Website(s)</li> <li>Corporate Website</li> <li>Industry newsletters, industry calls</li> </ul>	<ul style="list-style-type: none"> <li>BC</li> </ul>	<ul style="list-style-type: none"> <li>All residents and stake holders in your community; consumers in search and social channels</li> </ul>

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<b>REGIONAL DMOs</b>	Inform local stakeholders and residents.	<ul style="list-style-type: none"> <li>Consumer Public Service Messaging: #exploreBC graphics and design files available for use here: <a href="https://www.dropbox.com/sh/eqzb6nxz2my42ns/AADvpmGqQwRcEwouMsmlmLuaa?dl=0">https://www.dropbox.com/sh/eqzb6nxz2my42ns/AADvpmGqQwRcEwouMsmlmLuaa?dl=0</a></li> <li>This week, a light touch on inspirational messaging.</li> <li>Share important informational updates for BC residents, related to tourism/travel products (i.e. BC Parks, Visitor Centres).</li> </ul>	<p><b>CONSUMERS:</b> Like you, we're passionate about exploring British Columbia. But now is not the time to travel. Please stay home and follow the advice of health authorities to keep yourself and others safe.</p> <p>Do your part now, so we can all explore BC again later. In the meantime, find information and future travel information here: <a href="https://www.hellobc.com/what-you-need-to-know/">https://www.hellobc.com/what-you-need-to-know/</a></p> <p><b>INDUSTRY STAKEHOLDERS:</b> For up-to-date COVID-19 information sources and advice, go to <a href="https://www.destinationbc.ca">DestinationBC.ca</a></p>	<ul style="list-style-type: none"> <li>Organic Social Channels</li> <li>Consumer Website(s)</li> <li>Corporate Website</li> <li>Industry newsletters, industry calls</li> </ul>	<ul style="list-style-type: none"> <li>BC, AB</li> </ul>	<ul style="list-style-type: none"> <li>All residents and stakeholders in your community; consumers in search and social channels</li> </ul>
<b>SECTOR ASSOCIATIONS</b>	Inform sector operators and employees as well as consumer enthusiasts for your sector.	<ul style="list-style-type: none"> <li>Consumer Public Service Messaging: #exploreBC graphics and design files available for use here: <a href="https://www.dropbox.com/sh/eqzb6nxz2my42ns/AADvpmGqQwRcEwouMsmlmLuaa?dl=0">https://www.dropbox.com/sh/eqzb6nxz2my42ns/AADvpmGqQwRcEwouMsmlmLuaa?dl=0</a></li> <li>This week, a light touch on inspirational messaging.</li> <li>As relevant to the sector, share pertinent information regarding availabilities (i.e. BC Parks).</li> </ul>	<p><b>CONSUMERS:</b> Like you, we're passionate about exploring British Columbia. But now is not the time to travel. Please stay home and follow the advice of health authorities to keep yourself and others safe.</p> <p>Do your part now, so we can all explore BC again later. In the meantime, find information and future travel information here: <a href="https://www.hellobc.com/what-you-need-to-know/">https://www.hellobc.com/what-you-need-to-know/</a></p> <p><b>INDUSTRY STAKEHOLDERS:</b> For up-to-date COVID-19 information sources and advice, go to <a href="https://www.destinationbc.ca">DestinationBC.ca</a></p>	<ul style="list-style-type: none"> <li>Organic Social Channels</li> <li>Consumer Website(s)</li> <li>Corporate Website</li> <li>Industry newsletters, industry calls</li> </ul>	<ul style="list-style-type: none"> <li>Global</li> </ul>	<ul style="list-style-type: none"> <li>Sector operators, employees and clients</li> </ul>
<b>BUSINESSES</b>		<ul style="list-style-type: none"> <li>Encourage guests not to travel now.</li> <li>Re-book vacations for later this year.</li> <li>Cancellation and re-booking policies.</li> </ul>	(As suitable to each business.)	<ul style="list-style-type: none"> <li>Organic Social Channels</li> <li>Consumer Website(s)</li> <li>Email</li> </ul>	<ul style="list-style-type: none"> <li>As Relevant</li> </ul>	<ul style="list-style-type: none"> <li>Employees, clients and industry partners</li> </ul>