

MESSAGING GUIDANCE FOR BC'S TOURISM INDUSTRY



DESTINATION
BRITISH COLUMBIA

COVID-19 RESPONSE PHASE

Week of April 16–April 22

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 messaging, 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.
- 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:

Please do your part to stop the spread: stay home, follow the advice of health authorities, and avoid non-essential travel in BC. The more we do today, the sooner we can all explore BC again.

Dream now, [#exploreBC](#) later. Now is not the time to travel in BC, so we're bringing its nature to you OR you can explore BC from home with these virtual experiences.

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

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/>

If you are experiencing gaps in support and services, let us know. Email us at covid19response@destinationbc.ca with your concerns, and we'll share with government partners.

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

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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:

Please do your part to stop the spread: stay home, follow the advice of health authorities, and avoid non-essential travel in BC. The more we do today, the sooner we can all explore BC again.

Dream now, #exploreBC later. Now is not the time to travel in BC, so we're bringing its nature to you OR you can explore BC from home with these virtual experiences.

For future travel inspiration, 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

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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:

Please do your part to stop the spread: stay home, follow the advice of health authorities, and avoid non-essential travel in BC. The more we do today, the sooner we can all explore BC again.

Dream now, #exploreBC later. Now is not the time to travel in BC, so we're bringing its nature to you OR you can explore BC from home with these virtual experiences.

For future travel inspiration, 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

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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
- 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:

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For future travel inspiration, visit: <your website>

Industry Stakeholders:

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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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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:

Please do your part to stop the spread: stay home, follow the advice of health authorities, and avoid non-essential travel in BC. The more we do today, the sooner we can all explore BC again.

Dream now, #exploreBC later. Now is not the time to travel in BC, so we're bringing its nature to you OR you can explore BC from home with these virtual experiences.

For future travel inspiration, visit: <your website>

Partner Support:

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CHANNELS:

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

PRIMARY MARKETS:

As Relevant

AUDIENCES:

Employees, clients and industry partners