

# MESSAGING GUIDANCE FOR BC'S TOURISM INDUSTRY

## COVID-19 RESPONSE PHASE

Week of April 30–May 6



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:

- Share our consumer-facing messaging with your teams, networks and partners
- 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.

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:

**Stay at Home:** Like you, we're passionate about exploring BC. But now is not the time to travel—please stay home so we can continue to flatten the curve in BC. The more we do now, the sooner we can explore BC again. We're all in this together. [#explorebclater](#)

**Nature Moments:** Now is not the time to travel, so we're bringing BC's nature to you at home.

**Virtual Experiences:** While we're not encouraging current travel in BC, you can explore BC from home with these virtual experiences.

#### 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](mailto: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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## 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:

**Stay at Home:** Like you, we're passionate about exploring BC. But now is not the time to travel—please stay home so we can continue to flatten the curve in BC. The more we do now, the sooner we can explore BC again. We're all in this together. #explorebclater

**Nature Moments:** Now is not the time to travel, so we're bringing BC's nature to you at home.

**Virtual Experiences:** While we're not encouraging current travel in BC, you can explore BC from home with these virtual experiences.

#### 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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## 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:

**Stay at Home:** Like you, we're passionate about exploring BC. But now is not the time to travel—please stay home so we can continue to flatten the curve in BC. The more we do now, the sooner we can explore BC again. We're all in this together. #explorebclater

**Nature Moments:** Now is not the time to travel, so we're bringing BC's nature to you at home.

**Virtual Experiences:** While we're not encouraging current travel in BC, you can explore BC from home with these virtual experiences.

#### 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/>

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### 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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## 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:

**Stay at Home:** Like you, we're passionate about exploring BC. But now is not the time to travel—please stay home so we can continue to flatten the curve in BC. The more we do now, the sooner we can explore BC again. We're all in this together. [#explorebcclater](#)

**Nature Moments:** Now is not the time to travel, so we're bringing BC's nature to you at home.

**Virtual Experiences:** While we're not encouraging current travel in BC, you can explore BC from home with these virtual experiences.

#### 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

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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:

**Stay at Home:** Like you, we're passionate about exploring BC. But now is not the time to travel—please stay home so we can continue to flatten the curve in BC. The more we do now, the sooner we can explore BC again. We're all in this together. #explorebclater

**Nature Moments:** Now is not the time to travel, so we're bringing BC's nature to you at home.

**Virtual Experiences:** While we're not encouraging current travel in BC, you can explore BC from home with these virtual experiences.

#### 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:

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### CHANNELS:

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

### PRIMARY MARKETS:

As Relevant

### AUDIENCES:

Employees, clients and industry partners