MESSAGING GUIDANCE FOR BC’S TOURISM INDUSTRY
COVID-19 RESPONSE PHASE
Week of May 14–May 20

THIS IS FOR:

Everyone

PRIMARY ROLE:
• Public Service
• Public Awareness

COMMUNICATIONS FOCUS:
Continue to support BC’s Provincial Health Authority in ‘flattening the curve’ by advising British Columbians to:
• Ensure the public minimizes non-essential travel;
• Support local tourism businesses to re-start;
• Inspire consumer confidence in visiting local tourism and hospitality businesses in their community;
• Restore tourism’s social license with host communities so they will welcome future visitors.

Industry:
• Share our consumer-facing messaging with your teams, networks and partners.
• Review the Provincial Government’s Restart Plan and go to DestinationBC.ca/COVID-19/update for a variety of resources, including Destination BC’s tourism recovery plans, Provincial and Federal Government support, advisories and FAQs.

SUGGESTED KEY MESSAGES:

Consumers:
Support #ExploreBCLocal messaging and those of the Provincial Health Authority. Encourage BC residents to stay close to home this long weekend.

Provide accurate, up-to-date information related to businesses in your region, sector, or community, including those who are currently open to the public in compliance with health requirements.

Encourage local residents to enjoy outdoor activities in their community, while respecting physical distancing (i.e. mountain biking, fishing, golf).

Industry Stakeholders:
Continue to update industry partners by sharing the latest COVID-19 messaging, information sources and advice regarding our recovery plans, on Destination BC’s resource page: DestinationBC.ca/COVID-19/update
Encourage local businesses to update their Google My Business Listings, and other consumer-facing platforms, and visit WorkSafeBC for re-opening and operational guidelines.

CHANNELS:
Organic Social

PRIMARY MARKETS:
British Columbia

AUDIENCES:
All
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 #ExploreBCLocal graphics
- Share important information for BC residents, related to closures, openings, and other updates for tourism/travel products
- Share latest corporate and government news with industry partners

SUGGESTED KEY MESSAGES:

Consumers:

#ExploreBCLocal: While adventures in British Columbia beckon, it’s not the time to travel outside of your community. If you’re a BC resident, stay close to home and follow the latest health recommendations. If you’re from outside BC, we look forward to welcoming you when the time is right. Get information and future health inspiration at HelloBC.com. #explorebclocal

International Audience: Now is not the time to travel in British Columbia, so we’re bringing its nature to you. Dream now, #explorebclater.

Industry Stakeholders:

Learn more about Destination BC’s response tactics in alignment with the Provincial Restart Plan, Provincial and Federal support, FAQs, information sources and advice, on our COVID-19 resource page: DestinationBC.ca/COVID-19/update

If you have questions about the Province’s Restart Plan, as it relates to BC’s tourism industry and travel in our province, please email us at covid19response@destinationbc.ca, and we’ll work with government partners to seek answers.

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 explore their community—especially those tourism businesses that are open to the public

COMMUNICATIONS FOCUS:
• Consumer Public Service Messaging, using #ExploreBCLocal graphics
• Share important informational updates for BC residents, related to tourism/travel products
• Share the latest industry news with partners

SUGGESTED KEY MESSAGES:

Consumers:
#ExploreBCLocal: While adventures in British Columbia beckon, it’s not the time to travel outside of your community. Stay close to home and follow the latest health recommendations. Get information and future travel inspiration on <your website> #explorebclocal <#yourhashtag>

Industry Stakeholders:
Help your industry partners learn more about Destination BC’s response tactics in alignment with the Provincial Restart Plan, Provincial and Federal support, FAQs, information sources and advice, on our COVID-19 resource page: DestinationBC.ca/COVID-19/update
If you have questions about the Province’s Restart Plan, as it relates to BC’s tourism industry and travel in our province, please email us at covid19response@destinationbc.ca, and we’ll work with government partners to seek answers.
Encourage local businesses to update their Google My Business Listings, and other consumer-facing platforms, and visit WorkSafeBC for re-opening and operational guidelines.

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
THIS IS FOR:
Regional DMOs

PRIMARY ROLE:
- Inform local stakeholders and residents
- Inspire BC residents to explore their community—especially those tourism businesses that are open to the public

COMMUNICATIONS FOCUS:
- Consumer Public Service Messaging, using #ExploreBCLocal graphics
- Share important informational updates for BC residents, related to tourism/travel products
- Share the latest industry news with partners

SUGGESTED KEY MESSAGES:

Consumers:
#ExploreBCLocal: While adventures in British Columbia beckon, it’s not the time to travel outside of your community. Stay close to home and follow the latest health recommendations. Get information and future travel inspiration on <your website> #explorebclocal <#yourhashtag>

Industry Stakeholders:
Help your industry partners learn more about Destination BC’s response tactics in alignment with the Provincial Restart Plan, Provincial and Federal support, FAQs, information sources and advice, on our COVID-19 resource page: DestinationBC.ca/COVID-19/update
If you have questions about the Province’s Restart Plan, as it relates to BC’s tourism industry and travel in our province, please email us at covid19response@destinationbc.ca, and we’ll work with government partners to seek answers.
Encourage local businesses to update their Google My Business Listings, and other consumer-facing platforms, and visit WorkSafeBC for re-opening and operational guidelines.

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
THIS IS FOR:

Sector Associations

PRIMARY ROLE:
• Inform sector operators and employees as well as consumer enthusiasts for your sector
• Inspire BC residents to explore their community—especially those tourism businesses that are open to the public

COMMUNICATIONS FOCUS:
• Consumer Public Service Messaging, using #ExploreBCLocal graphics
• 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:
#ExploreBCLocal: While adventures in British Columbia beckon, it’s not the time to travel outside of your community. Stay close to home and follow the latest health recommendations. Get information and future travel inspiration on <your website> #explorebclocal <#yourhashtag>

Industry Stakeholders:
Help your industry partners learn more about Destination BC’s response tactics in alignment with the Provincial Restart Plan, Provincial and Federal support, FAQs, information sources and advice, on our COVID-19 resource page: DestinationBC.ca/COVID-19/update

If you have questions about the Province’s Restart Plan, as it relates to BC’s tourism industry and travel in our province, please email us at covid19response@destinationbc.ca, and we’ll work with government partners to seek answers.

Encourage local businesses to update their Google My Business Listings, and other consumer-facing platforms, and visit WorkSafeBC for re-opening and operational guidelines.

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 outside their community.
- Advise customers on how you are meeting Provincial health and safety guidelines.
- Update your operating hours and policies on Google My Business.
- Re-book vacations, for those residing outside your community, for later this year.
- Review cancellation and re-booking policies.
- Share the latest industry news with partners.

SUGGESTED KEY MESSAGES:

Consumers:

#ExploreBCLocal: Now is not the time to travel outside of your community. Stay close to home and visit your local tourism businesses, and follow the latest health recommendations. Get information on our opening hours and how we’re meeting Provincial health and safety guidelines <your website> #explorebclocal #yourhashtag

Partner Support:

Learn more about Destination BC’s response tactics in alignment with the Provincial Restart Plan, Provincial and Federal support, FAQs, information sources and advice, on our COVID-19 resource page: DestinationBC.ca/COVID-19/update

If you have questions about the Province’s Restart Plan, as it relates to BC’s tourism industry and travel in our province, please email us at covid19response@destinationbc.ca, and we’ll work with government partners to seek answers.

Advise customers on how you are meeting Provincial health and safety guidelines. If you need support, visit WorkSafeBC for the latest information.

CHANNELS:

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

PRIMARY MARKETS:

As Relevant

AUDIENCES:

Employees, clients and industry partners