

# MESSAGING GUIDANCE FOR BC'S TOURISM INDUSTRY

## COVID-19 RESPONSE PHASE

Week of May 21–May 27



DESTINATION  
BRITISH COLUMBIA®

MAY 24 – MAY 30

# Tourism Week

## COMMUNICATIONS FOCUS:

Tourism Week 2020: highlight the social, cultural, environmental and economic value of tourism to our province and in communities across BC, using #BCTourismMatters:

### Industry:

- Thank tourism businesses for the support they have provided their communities during this crisis by sharing their inspiring stories, using the hashtag #BCTourismMatters.
- Share with your networks the learning opportunities Destination BC will feature online during Tourism Week under the #BCTourismMatters hashtag.
- Share the value of tourism in BC with your audiences. The more people know about our industry, the more likely they'll be to spend their travel dollars right here in BC. Pre COVID-19 Value of Tourism stats can be found here: [https://www.destinationbc.ca/content/uploads/2020/03/2018-Value-of-Tourism\\_Feb-2020\\_Final.pdf](https://www.destinationbc.ca/content/uploads/2020/03/2018-Value-of-Tourism_Feb-2020_Final.pdf)

## SUGGESTED KEY MESSAGES:

### Industry Stakeholders:

Mark Tourism Week 2020, May 24-30, by highlighting the social, cultural, environmental and economic value of tourism to your individual communities using #BCTourismMatters

## CHANNELS:

Organic Social

## PRIMARY MARKETS:

British Columbia

## AUDIENCES:

All

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## 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 the key messages of the Provincial Health Authority. Encourage BC residents to enjoy outdoor activities and visit businesses in their communities, but to avoid inter-community travel at this time.

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

Encourage British Columbians to start planning their BC vacations for later this summer.

#### 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

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## 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:

- Encourage local residents to #ExploreBCLocal, using #ExploreBCLocal graphics
- Inspire BC residents to plan summer travel
- Inspire international travellers to think about future travel in BC
- Share latest corporate and government news with industry partners
- Tourism Week 2020: highlight the social, cultural, environmental and economic value of tourism to our province and in communities across BC, using #BCTourismMatters

### SUGGESTED KEY MESSAGES:

#### Consumers:

**#ExploreBCLocal:** Enjoy your favourite BC activities, close to home. If you're a BC resident, please explore locally and avoid inter-community travel, including road trips. If you're from outside BC, we look forward to welcoming you when the time is right. Get the latest travel information and future travel inspiration at [HelloBC.com](https://www.hellobc.com). #explorebclocal

**Start planning:** Where will you visit first, once travel across BC is encouraged? Start planning your trip for later this summer at [HelloBC.com](https://www.hellobc.com).

#### 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](https://www.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](mailto:covid19response@destinationbc.ca), and we'll work with government partners to seek answers.

Mark Tourism Week 2020, May 24-30, by highlighting the social, cultural, environmental and economic value of tourism, using #BCTourismMatters

### CHANNELS:

- Social media
- Email
- Television
- Consumer Website ([HelloBC.com](https://www.hellobc.com))
- Corporate Website ([DestinationBC.ca](https://www.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:

- Encourage BC residents to #ExploreBCLocal, using #ExploreBCLocal graphics
- Encourage your local residents to share their experiences (UGC) as they begin to visit businesses that are open
- Share timely and accurate information about which businesses are open and how they have made operational changes to align with health guidelines
- Talk with your local mayor/council/municipality about your planned promotional activities, to assess whether your community will be ready and willing to host visitors in Phase 3 of BC's Restart Plan
- Tourism Week 2020: highlight the social, cultural, environmental and economic value of tourism to our province and in communities across BC, using #BCTourismMatters

### SUGGESTED KEY MESSAGES:

#### Consumers:

**#ExploreBCLocal:** Enjoy your favourite BC activities, close to home. If you're a BC resident, please explore locally and avoid inter-community travel, including road trips. If you're from outside BC, we look forward to welcoming you when the time is right. Get the latest travel information and future travel inspiration at <your website> #explorebclocal <#yourhashtag>

**Start planning:** What are you most looking forward to enjoying in <destination> this year? Start planning your summer trip at <your website>.

#### Industry Stakeholders:

Learn more about Destination BC's response tactics in alignment with the Provincial Restart Plan, Provincial and Federal support, WorkSafeBC's re-opening and operational guidelines, FAQs on their COVID-19 resource page: [DestinationBC.ca/COVID-19/update](https://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 Destination BC at [covid19response@destinationbc.ca](mailto:covid19response@destinationbc.ca). They'll work with government partners to seek answers.

Ensure your [Google My Business Listings](#), and other consumer-facing platforms are up-to-date. Advise your industry partners and community members that you are open for business and how you are meeting operational requirements.

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

### COMMUNICATIONS FOCUS:

- Encourage local residents to #ExploreBCLocal, using #ExploreBCLocal graphics
- Inspire BC residents to plan summer travel
- Share timely and accurate information about which businesses are open and how they have made operational changes to align with health guidelines
- Tourism Week 2020: highlight the social, cultural, environmental and economic value of tourism to our province and regions across BC, using #BCTourismMatters

### SUGGESTED KEY MESSAGES:

#### Consumers:

**#ExploreBCLocal:** Enjoy your favourite BC activities, close to home. If you're a BC resident, please explore locally and avoid inter-community travel, including road trips. If you're from outside BC, we look forward to welcoming you when the time is right. Get the latest travel information and future travel inspiration at <your website>. #explorebclocal #yourhashtag

**Start planning:** What are you most looking forward to enjoying in <destination> this year? Start planning your summer trip at <your website>.

#### Industry Stakeholders:

Learn more about Destination BC's response tactics in alignment with the Provincial Restart Plan, Provincial and Federal support, WorkSafeBC's re-opening and operational guidelines, FAQs on their COVID-19 resource page: [DestinationBC.ca/COVID-19/update](https://DestinationBC.ca/COVID-19/update)

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Ensure your [Google My Business Listings](#), and other consumer-facing platforms are up-to-date. Advise your industry partners and community members that you are open for business and how you are meeting operational requirements.

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

### COMMUNICATIONS FOCUS:

- Encourage local residents to #ExploreBCLocal, using #ExploreBCLocal graphics
- Inspire BC residents to plan summer travel
- Share timely and accurate information about which businesses are open and how they have made operational changes to align with health guidelines
- Tourism Week 2020: highlight the social, cultural, environmental and economic value of tourism to our province and sectors across BC, using #BCTourismMatters

### SUGGESTED KEY MESSAGES:

#### Consumers:

**#ExploreBCLocal:** Enjoy BC <activity>, close to home. If you're a BC resident, please explore locally and avoid inter-community travel, including road trips. If you're from outside BC, we look forward to welcoming you when the time is right. Get the latest travel information and future travel inspiration at <your website> #explorebclocal <#yourhashtag>

**Start planning:** Where are you most looking forward to enjoying <activity> in BC this year? Start planning your summer trip at <your website>.

#### Industry Stakeholders:

Learn more about Destination BC's response tactics in alignment with the Provincial Restart Plan, Provincial and Federal support, WorkSafeBC's re-opening and operational guidelines, FAQs on their COVID-19 resource page: [DestinationBC.ca/COVID-19/update](https://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 Destination BC at [covid19response@destinationbc.ca](mailto:covid19response@destinationbc.ca). They'll work with government partners to seek answers.

Ensure your [Google My Business Listings](#), and other consumer-facing platforms are up-to-date. Advise your industry partners and community members that you are open for business and how you are meeting operational requirements.

### 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.
- Inspire BC residents to plan summer travel
- Inspire BC residents and international travellers to think about future travel in BC
- 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.
- Tourism Week 2020: highlight the social, cultural, environmental and economic contributions you make to our province and communities across BC, using #BCTourismMatters.

### SUGGESTED KEY MESSAGES:

#### Consumers:

Enjoy your favourite BC activities, close to home. If you're a BC resident, please explore locally and avoid inter-community travel, including road trips. If you're from outside BC, we look forward to welcoming you when the time is right. Learn more about our current operating hours and procedures at <your website> #explorebclocal

#### Partner Support:

Learn more about Destination BC's response tactics in alignment with the [Provincial Restart Plan](#), Provincial and Federal support, WorkSafeBC's re-opening and operational guidelines, FAQs on their COVID-19 resource page: [DestinationBC.ca/COVID-19/update](https://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 Destination BC at [covid19response@destinationbc.ca](mailto:covid19response@destinationbc.ca). They'll work with government partners to seek answers.

Ensure your [Google My Business Listings](#), and other consumer-facing platforms are up-to-date. Advise your industry partners and community members that you are open for business and how you are meeting operational requirements.

### CHANNELS:

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

### PRIMARY MARKETS:

As Relevant

### AUDIENCES:

Employees, clients and industry partners