

# MESSAGING GUIDANCE FOR BC'S TOURISM INDUSTRY

## COVID-19 RESPONSE PHASE

Week of May 7–May 13



DESTINATION  
BRITISH COLUMBIA®

## THIS IS FOR:

# Everyone

### PRIMARY ROLE:

- Public Service
- Public Awareness

### COMMUNICATIONS FOCUS:

Continue to support Health Authorities 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 key messaging of provincial health authorities.

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 communities, 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 your local businesses to visit [Worksafe BC](#) for returning to safe guidelines operations.

### 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:

- Consumer Public Service Messaging
- 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. Stay close to home and follow the latest health recommendations. Get information and future travel inspiration on [HelloBC.com](https://www.hellobc.com) [#explorebclocal](https://twitter.com/explorebclocal)

**Outside of BC:** Now is not the time to travel in British Columbia, so we're bringing its nature to you. Dream now, [#explorebcclater](https://twitter.com/explorebcclater).

#### 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.

### CHANNELS:

- Organic Social Channels
- 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:

- Consumer Public Service Messaging
- 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](#)

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### 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:

- Consumer Public Service Messaging
- 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:

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

### COMMUNICATIONS FOCUS:

- Consumer Public Service Messaging
- 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](#)

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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 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](#)

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### CHANNELS:

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

### PRIMARY MARKETS:

As Relevant

### AUDIENCES:

Employees, clients and industry partners