

#EXPLOREBC ...LOCAL.

Content Tool Kit for Hyper-Local Travel Phase

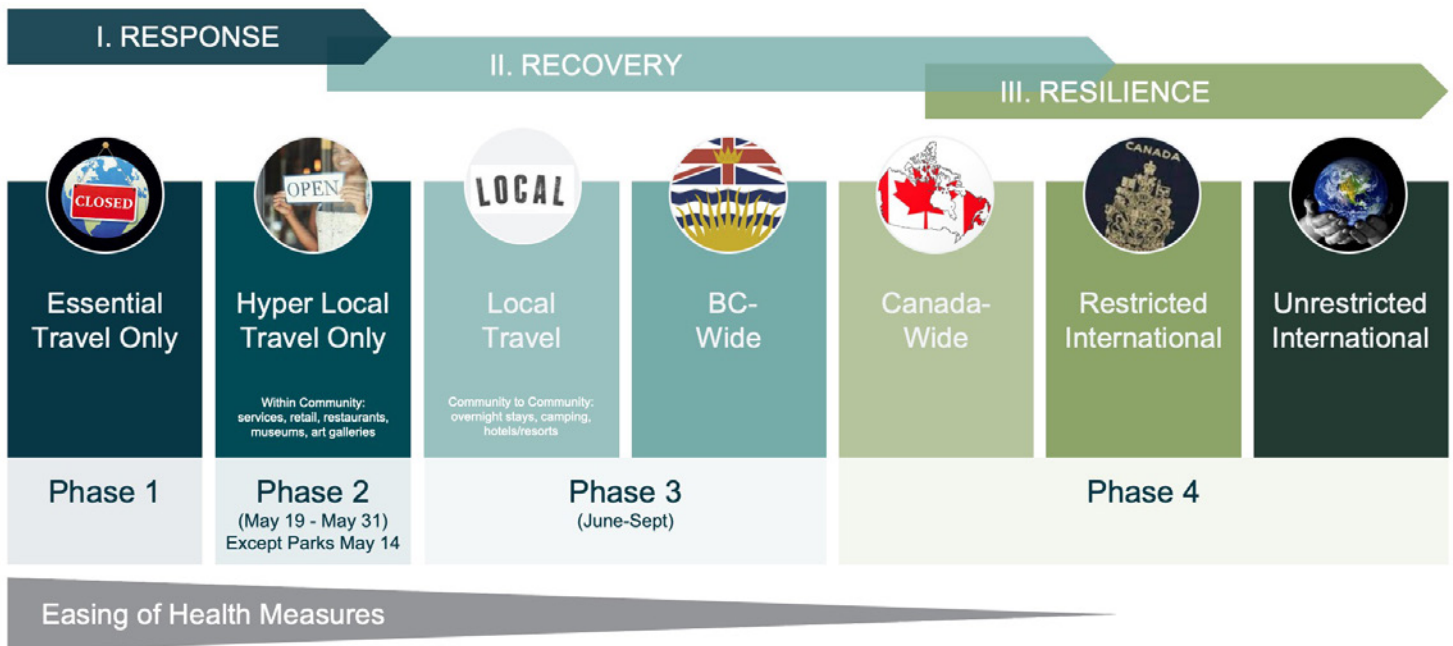


Pemberton



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Road to Recovery



As British Columbia transitions from Phase 1 to Phase 2 of the [BC Restart Plan](#), with additional local (community) activities being encouraged and additional tourism businesses beginning to open to the public, Destination BC will encourage BC residents to [#ExploreBCLocal](#).

During this Hyper-Local Travel phase, we want to encourage BC residents to get out and explore their backyards and, specifically, to support the tourism businesses that are already open with new operating measures in place, and those that are able to reopen after May 19 (while adhering to current health directives).

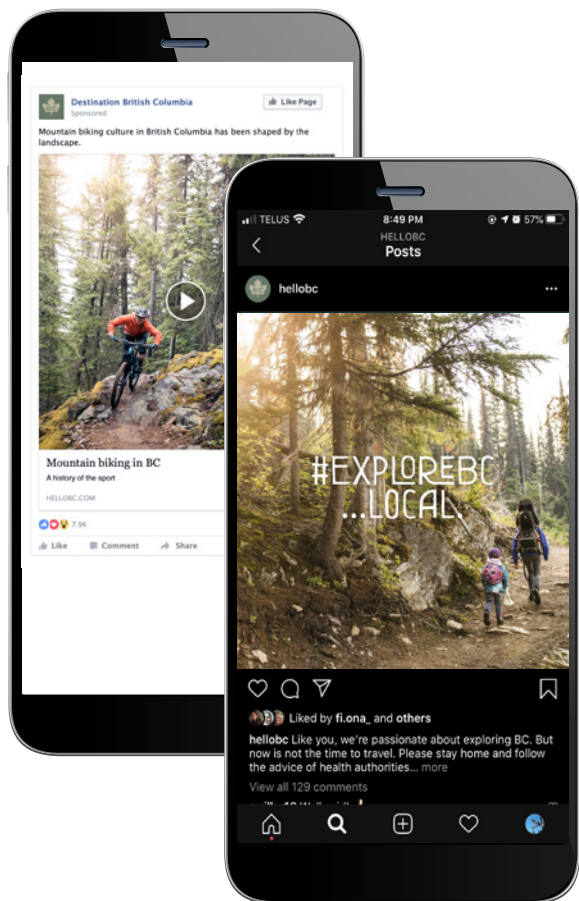
To support you through this transition, this tool kit provides some suggested messaging as well as content ideas for consideration as we collectively shift into the next phase. As a regional or community DMO, or a sector group, you will have the best sense of what is appropriate to promote during this period in your area or activity based on business readiness, and the ability to meet the provincial health directives.

EXPLORE LOCAL

CONTENT TOOL KIT



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GRAPHICS

To help encourage BC residents to explore locally, we've created a new series of social media graphics for industry use.

#ExploreBCLocal Social Media Graphics:



Access Files

Design Files to create your own explore local hashtag:



Access Files

Message Stream 1:

REASSURE

Focus: Provide accurate, up-to-date information; address consumer uncertainty

Destination BC & RDMOs:

- Provide provincial updates and information (i.e. latest messaging from provincial Health authorities, which areas/sectors are encouraged)

CDMOs & Sectors:

- Provide business-specific information (i.e. specifically what's open, new safety regulations in place at the business level)

Suggested Channels:

- Social media
- Website
- E-mail

Key Message:

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>

Content Ideas

Central Informative Web Page: Create or update a central page on your website to help your local community understand the latest provincial travel recommendations, which tourism experiences are open for them to enjoy, and information on what new or revised operating procedures are in place.



Tip: use this page as the CTA on your social media posts during this period.



See Example

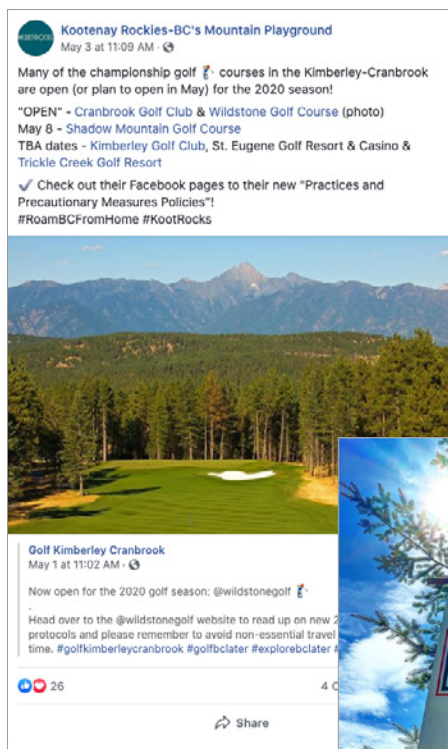


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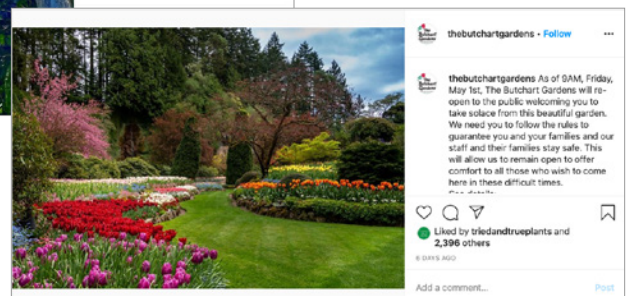
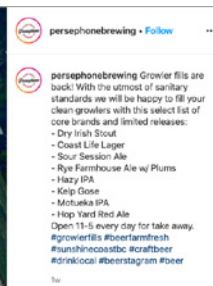


Boilerplate social media copy: Create a line of boilerplate copy to include in your social media posts, to make clear that you're only encouraging locals to explore in your destination right now. One way you can use this is at the end of your caption of any social media posts, and encourage them to visit your website for the most up-to-date info. This allows you to get creative with the first part of your caption, while still ensuring that you're clearly communicating what's recommended at this time.

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 <yourwebsite> #explorebclocal <#yourhashtag>



Amplify tourism business content: Amplify content from local businesses about when they're opening, how they're opening, and how your local audience can now safely experience that business, whether it's a brewery, restaurant, hotel, or tourism attraction.



Message Stream 2:

RECONNECT

Focus: Reconnect people to the unique local experiences available to them, and the people behind those experiences (their neighbours!).

Goal: Kick-start recovery for BC tourism businesses

DBC/RDMOs:

- Inspire locals to get out and explore their communities by sharing examples of activities they can do safely with current physical distancing guidelines (i.e. mountain biking, golf, fishing, gardens, etc.)

CDMOs/sectors:

- Encourage locals to reconnect with the places and activities they may have missed
- Encourage people to explore their backyards, and to consider tourism experiences that they may not have before
- Share the stories behind local tourism businesses (i.e. “owned by your neighbour”)

Suggested Channels:

- Social media
- Website
- E-mail

Key Message(s):

Over the past months, we’ve seen heartwarming examples of British Columbians going above and beyond to support local businesses. Let’s keep that local love going and support our community’s tourism operators, who can help us reconnect to the places where we live, and discover new ways of exploring our own backyards. #explorebclocal

Content Ideas

Share Tourism Business Stories: Tell the story of a tourism business that's open in your community. Who are the people behind the business? Draw out the human story and reconnect your community to the people behind the businesses they love, or those they may not be familiar with yet.

These stories don't need to be high production-value: share a photo gallery on Instagram or Facebook, publish an over-the-phone interview on your blog, create an Instagram story from one of your team members visiting the business for the first time, or create a Google AMP story through the BC Story Network.



Amplify local advocacy: As locals start to expand the activities and experiences they are enjoying in your area, encourage them to share on social media. Then, regularly curate content from your hashtag, amplifying content from your local residents who are exploring your community in a safe and responsible manner.



Tip: do you have a local resident ambassador—such as a photographer or filmmaker who's passionate about sharing their local travel experiences? Connect with them and share their stories (with their permission, of course) on your social media channels.



EXPLORE LOCAL

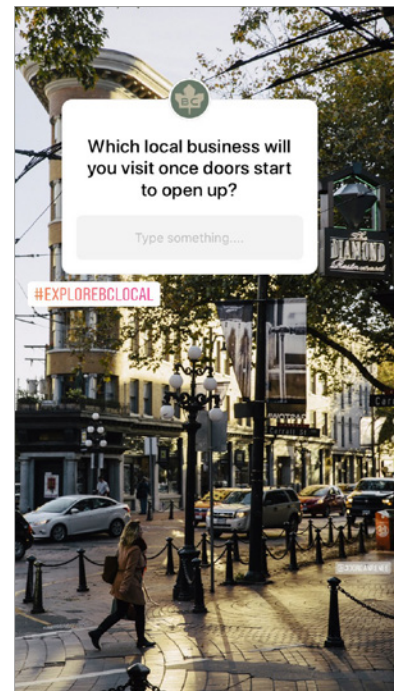
CONTENT TOOL KIT



Explore Local Itineraries: Create an Explore <Community> itinerary for your local residents to inspire them to get outside and safely explore their local community as well as support local tourism businesses. This is an opportunity to highlight businesses that are currently open, including attractions your local residents might not normally consider visiting. You can organize your itinerary by destination, activity, or other theme (i.e. “Explore Your Backyard guide for Couples”).

Explore Local Bucket Lists: As more businesses begin to open in your community, create a “bucket list” for locals to encourage them to have new experiences and support local businesses. You can make these as broad (i.e. “visit a restaurant no one in your household has been to”) or specific (i.e. “try the famous Nanaimo Bar Latte at Diane’s Bakery”) as you like.

Audience Polls: Create a poll on Facebook or Instagram asking your locals to share which local businesses they’ve started to visit again now that businesses are starting to open up. This is an opportunity to engage with your local ambassadors while also crowdsourcing word-of-mouth advocacy for your local businesses.



For more information, questions, or to share your local success stories, please contact us at covid19response@DestinationBC.ca