

MESSAGING GUIDANCE FOR BC'S TOURISM INDUSTRY

COVID-19 RESPONSE PHASE

Week of June 25–July 1



DESTINATION
BRITISH COLUMBIA®

THIS IS FOR:

Everyone

PRIMARY ROLE:

- Public Service
- Public Awareness

COMMUNICATIONS FOCUS:

Continue to support BC's Provincial Health Authority and the BC tourism industry by:

- Inspiring consumer confidence in visiting tourism and hospitality businesses around BC;
- Restoring tourism's social license with host communities so they will welcome visitors this summer and fall;
- Supporting tourism businesses to re-start; and
- Ensuring the public receives "Know Before You Go" messaging for travel during Phase 3

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:

Encourage BC residents to plan their summer and fall vacations, now.

Ensure BC residents have the information they need to plan and travel safely and responsibly

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.

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](#), [Trip Advisor Listing](#), 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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DESTINATION
BRITISH COLUMBIA®

THIS IS FOR:

Destination BC

PRIMARY ROLE:

- Inform BC residents and tourism stakeholders on appropriate actions.
- Inspire BC residents to book travel and international markets to keep BC top of mind during this period while they cannot travel.

COMMUNICATIONS FOCUS:

- Encourage residents to #ExploreBC, using #ExploreBC 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

SUGGESTED KEY MESSAGES:

Consumers:

Know Before You Go: Travelling in BC may be a little different this year. As you start to plan your summer and fall vacations, get the information you need to plan your trip safely and responsibly.

Plan Now: It's time to explore our wild backyard. Start planning your summer and fall vacations at ExploreBC.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

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:

- Social media
- Email
- Television
- Digital Media
- Consumer Website (HelloBC.com)
- Corporate Website (DestinationBC.ca), Industry newsletters and bulletins, industry calls

PRIMARY MARKETS:

- British Columbia

SECONDARY MARKETS:

- Alberta, Ontario
- USA
- Australia, United Kingdom, Germany, China, Japan

AUDIENCES:

- Global consumers
- Global trade partners
- BC Industry partners

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DESTINATION
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THIS IS FOR:

City/Community DMOs

PRIMARY ROLE:

- Inform local members and residents
- Inspire BC residents to explore BC this summer—especially those tourism businesses that are open to the public

COMMUNICATIONS FOCUS:

- Encourage residents to #ExploreBC, using [#ExploreBC graphics](#)
- Encourage residents to share their experiences (UGC) as they visit businesses that are open
- Share timely and accurate information about which businesses are open, those that have capacity, and how these businesses have made operational changes to align with health guidelines
- Encourage visitors to take extra time to research and plan their trip in advance

SUGGESTED KEY MESSAGES:

Consumers:

Know Before You Go: Travelling in BC may be a little different this year. As you start to plan your summer and fall vacations, get the information you need to plan your trip safely and responsibly.

Plan Now: It's time to explore our wild backyard. Start planning your summer and fall vacations 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. They'll work with government partners to seek answers.

Ensure your [Google My Business Listings](#), [Trip Advisor Listing](#), 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)
- Digital Media
- Email
- Corporate Website, Industry newsletters, industry calls

PRIMARY MARKETS:

British Columbia

AUDIENCES:

All residents and stakeholders in your community; consumers in organic and paid media channels.

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DESTINATION
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THIS IS FOR:

Regional DMOs

PRIMARY ROLE:

- Inform local stakeholders and residents
- Inspire BC residents to explore BC this summer—especially those tourism businesses that are open to the public

COMMUNICATIONS FOCUS:

- Encourage residents to #ExploreBC, using #ExploreBC graphics
- Encourage residents to share their experiences (UGC) as they visit businesses that are open
- Share timely and accurate information about which businesses are open, those that have capacity, and how these businesses have made operational changes to align with health guidelines
- Encourage visitors to take extra time to research and plan their trip in advance

SUGGESTED KEY MESSAGES:

Consumers:

Know Before You Go: Travelling in BC may be a little different this year. As you start to plan your summer and fall vacations, get the information you need to plan your trip safely and responsibly.

Plan Now: It's time to explore our wild backyard. Start planning your summer and fall vacations at <your website>.

Industry Stakeholders:

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Ensure your [Google My Business Listings](#), [Trip Advisor Listing](#), 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:

- Social Media
- Consumer Website(s)
- Digital Media
- Corporate Website, Industry newsletters, industry calls

PRIMARY MARKETS:

British Columbia

AUDIENCES:

All residents and stakeholders in your community; consumers in organic and paid media channels.

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DESTINATION
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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 BC this summer—especially those tourism businesses that are open to the public

COMMUNICATIONS FOCUS:

- Encourage residents to #ExploreBC, using #ExploreBC graphics
- Encourage residents to share their experiences (UGC) as they visit businesses that are open
- Share timely and accurate information about which businesses are open, those that have capacity, and how these businesses have made operational changes to align with health guidelines
- Encourage visitors to take extra time to research and plan their trip in advance

SUGGESTED KEY MESSAGES:

Consumers:

Know Before You Go: Travelling in BC may be a little different this year. As you start to plan your summer and fall vacations, get the information you need to plan your trip safely and responsibly.

Plan Now: It's time to explore our wild backyard. Start planning your summer and fall vacations 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

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Ensure your [Google My Business Listings](#), [Trip Advisor Listing](#), 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:

- Social Media
- Consumer Website(s)
- Digital Media
- Email
- Corporate Website, Industry newsletters, industry calls

PRIMARY MARKETS:

British Columbia

AUDIENCES:

Sector operators, employees and clients

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DESTINATION
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THIS IS FOR:

Businesses

COMMUNICATIONS FOCUS:

- Inspire BC residents to book travel and international markets 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
- Review cancellation and re-booking policies.
- Share the latest industry news with partners.

SUGGESTED KEY MESSAGES:

Consumers:

Book now: It's time to explore our wild backyard. Start planning your summer and fall vacations at <your website>.

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

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Ensure your [Google My Business Listings](#), [Trip Advisor Listing](#), 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:

- Social Media
- Consumer Website(s)
- Digital Media
- Email

PRIMARY MARKETS:

British Columbia

AUDIENCES:

Employees, clients and industry partners