

EXPLORE BC RECOVERY CAMPAIGN

Tourism Industry Partner Playbook

JUNE 2020 | VERSION 1



DESTINATION
BRITISH COLUMBIA®

EXPLORE BC CAMPAIGN

TOURISM INDUSTRY PARTNER PLAYBOOK

Squamish Lil'wat Cultural Centre
Photo: Blake Jorgenson



DESTINATION
BRITISH COLUMBIA®

Explore BC is a marketing campaign to encourage the domestic market to travel in 2020 to help with the COVID-19 recovery efforts. Of the \$21.5B revenue estimated to have been generated from tourism in 2019, it is expected that only 1/3 of this revenue will be generated in 2020 as US and international tourism may take months or years to recover. Over 166,000 BC residents employed by 19,000 tourism businesses in BC need our help.

When travel is allowed we want to encourage BC residents to support our communities and businesses who depend on tourism to thrive and, to do that, we need your help. Explore BC asks British Columbians to get out and explore their own backyard by rediscovering our beautiful province this summer and fall.

This campaign provides a single platform that aims to rally the entire tourism industry and BC residents with a call to action to Explore BC when travel is allowed. Since the pandemic began, British Columbians have gone above and beyond to support local, and we want to continue that momentum for the tourism industry. The best way to help BC businesses is by visiting them, when province-wide travel is allowed.

The purpose of this toolkit is to provide our tourism industry partners with the information, ideas, and tools to take advantage of the Explore BC campaign and get British Columbians booking travel now.

*As soon as health measures ease and our neighbours in Alberta and in other provinces are allowed to travel to BC again, we will extend this campaign to include those provinces.



Vancouver
Photo: Rob Gilbert

CAMPAIGN OVERVIEW

As the province moves from Phase 2 to Phase 3 of the BC Restart Plan, Destination BC will launch a significant domestic marketing campaign to encourage British Columbians to plan, book, and travel this summer and fall in BC.

The campaign is built to address four main strategies:

1. Restore tourism's social license by ensuring we have the support of residents
2. Rebuild consumer confidence in travel
3. Re-ignite BC's tourism industry revenue
4. Propel BC tourism businesses and destinations forward through shared capabilities

The campaign will use three levels of messaging to move British Columbians from dreaming, to consideration, to booking:

- **Inspirational messaging:** High-impact pieces that drive an emotional response—a desire to explore our backyard, and a sense of pride of place.
- **Discovery & dispersion messaging:** Content and digital marketing tactics that drive an understanding of what to see and do in BC this summer, through the lens of six experience collections.
- **Bookable experiences:** While bookable experiences will be highlighted throughout the entire campaign, we will employ specific tactics on [ExploreBC.com](https://www.explorebc.com) and in digital marketing to drive referrals and bookings.



Nahatlatch Provincial Park
Photo: Michael Bednar



Vancouver Island
Photo: DBC

EXPLORE BC CAMPAIGN

TOURISM INDUSTRY PARTNER PLAYBOOK



DESTINATION
BRITISH COLUMBIA®

Provincial Call to Action

We'll use #exploreBC as the rallying cry for BC residents to travel our province this summer—to rediscover their wild backyard, and the incredible experiences on offer from our tourism industry.

The more we use it, the more others see people enjoying the province and the more confident they will be to get out and enjoy the province again!

Messaging

The campaign messaging is “Plan and book now to Explore BC this summer”. When we move to Phase 3 and province wide travel is allowed, messaging switches to “Explore BC Now”.



Northern BC
Photo: Jeremy Koreski

CONTENT PILLARS We will build content in alignment with three content pillars, which will help us to achieve the strategies outlined above.

Rediscover

Inspire British Columbians to rediscover the breadth and depth of what BC has to offer in travel experiences, through the lens of 6 experience collections (or “trip ideas”). This will be supported by bookable experiences that drive revenue, while showcasing BC in an actionable, compelling way.

Reassure

Help BC residents understand what businesses are open and what they need to “know before they go”, including responsible traveller behaviour.

Reconnect

Showcase local stories and pride of place in local communities (#BCNice*); amplify traveller advocacy (#exploreBC).

*Destination Canada has provided \$6M in funding in BC and is asking recipient communities to use #[Community Name]Nice

YOUR SUPPORT

In order to drive urgency and action with BC travellers, we're asking our tourism industry to rally around the provincial campaign content pillars, Unique Selling Propositions (USPs) and call to action. The more alignment and momentum we can build around a shared approach, the more impactful our collective efforts will be.

There are two main ways for you to support and participate in the BC Recovery Campaign: Content Collaboration and Digital Marketing Collaboration.

Content Collaboration

- 1. Align to content pillars:** build content to support the 3 campaign themes: rediscover, reassure, reconnect. For more info, see pages 4.
- 2. Align to USPs:** position the visuals, stories, copy, etc. for your destination or business through the lens of the unique selling propositions (USPs) for the different experience collections showcased in our campaign in order to build a clear, compelling reason to visit for potential BC travellers. For more info, see pages 7–8.
- 3. Content format alignment:** aligning the format of our content pieces allows for easy sharing and amplification across each others' channels. For more info on tools to help with content creation, see the Tools section on page 14.
 - a. Search-friendly itineraries, top 10s:** Create 1, 3- and 5-day travel itineraries and/or top lists to help guide BC residents' travel planning decisions.
 - b. AMP stories (BC Story Network):** Using the BC Story Network creator, build mobile-optimized Google AMP stories that can be amplified through DBC and others' channels, and are indexable by Google search.
 - c. UGC content curation:** Using CrowdRiff, curate User-Generated Content (UGC) in your region that showcases your local tourism businesses and BC residents' real-time travel experiences. Destination BC and other partners in the UGC Partnership Network program can then curate from your collection—ensuring we're sharing the best and most relevant content from your area or sector.
 - d. Social-optimized video:** create videos that are 30–60 seconds in length, designed to be viewed on a mobile screen (vertical), and have text overlay so they can be viewed with sound off.

Digital Marketing Collaboration

- **Add a floodlight tag to your website:** This allows Destination BC to understand how our marketing efforts are driving key performance indicators like referrals to partners. For more information, please contact ConsumerMarketing@DestinationBC.ca
- **Sign up for audience sharing:** If you or your digital agency uses Google DV 360, you may be able to accept and retarget audience pools that have been exposed to Destination BC's advertising. Pilot projects through our Data Hub initiative have indicated increased ROI for partners through this approach. For more information, please contact ConsumerMarketing@DestinationBC.ca
- **Update your business listing:** Encourage the businesses you work with to keep their business listings on TripAdvisor and Google My Business up to date. ExploreBC.com pulls in listings from TripAdvisor; ensuring listings are up to date means the 4 million visitors who come to our website will see accurate information about business status in order to plan and book a trip.
- **Participate in a media buy:** If you're a participant in our Co-op Marketing program, or part of a CDMO, RDMO, ITBC or sector association, contact Coop@DestinationBC.ca to learn more about partnered digital and print media buy opportunities.



Richmond
Photo: Kezia Nathe



Echo Valley
Photo: Blake Jorgenson

REDISCOVER BC: 6 ULTIMATE EXPERIENCES

In order to help British Columbians rediscover their province this summer in a compelling, easily understandable, and actionable way, we will showcase BC's richness with this collection of experiences:



West Coast Culture

From Victoria, Vancouver Island and the Gulf Islands to the Sunshine Coast to Prince Rupert

Unique Selling Propositions:

- Topography of where land meets sea (rainforest, beaches, etc.)—incl. multi-modal touring float planes, ferries
- West coast culture, values & traditions
- Wildlife (land & sea)



Mountain Peaks & Towns

Southeast BC, including the West Kootenays, East Kootenays, North Thompson

Unique Selling Propositions:

- Mountain culture (authentic towns, arts & culture)
- Mountain scenery (sightseeing, scenic touring, national parks)
- Outdoor adventure (mountain biking, hiking, skiing, fishing, river canoe/rafting, etc.)



Northern Wild

From Prince George to the Northern Rockies & Alaska Highway and the Stewart-Cassiar

Unique Selling Propositions:

- Vast, raw nature (“the elements”)—waterfalls, glaciers, ancient valleys (carved by water & wind)
- Scenic touring (camping, RV, lodge, hotel)
- Northern culture (heritage/history, small town culture)



Vineyards, Valleys & Lakes

From the Fraser Valley to the Similkameen, Boundary Country, Okanagan and Kelowna, and the Shuswap

Unique Selling Propositions:

- Pure food & wine; living in harmony with the natural world
- Lakeside lifestyle (laid back vibe, water-based activities)
- Outdoor adventure (hiking, fishing, cycling, etc.)



Rivers, Ranches & Ranges

From Kamloops to Williams Lake, to Quesnel and beyond—includes the Gold Rush Trail

Unique Selling Propositions:

- Outdoor adventure (rafting, fishing, hiking, mountain biking, etc.)
- Ranch lands (guest ranch experience)
- History (Fraser & Thompson Rivers, Cariboo Gold Rush Trail)



Vancouver & Sea to Sky

Metro Vancouver, Richmond, Sea to Sky (Squamish, Whistler, Pemberton)

Unique Selling Propositions:

- Urban exploration (attractions, cycling, local shopping, arts & culture, etc.)
- Culinary (many cultures, fresh ingredients)
- Outdoor adventure within reach of the two above

CONTENT IDEAS – 3 PILLARS

REDISCOVER

With Rediscover content, we will inspire British Columbians to rediscover the breadth and depth of what BC has to offer in travel experiences, through the lens of 6 experience collections (or “trip ideas”). These will be supported with bookable experiences that drive revenue, while showcasing BC in an actionable, compelling way.

Destination BC activities

- Experience collection videos
- Landing pages on ExploreBC.com
- Google AMP story galleries (curated from partners through BC Story Network program)

Partner Content Ideas

Align with Unique Selling Propositions (USPs):

By aligning how we position our experiences to our BC residents, we can communicate more strongly and persuasively about why they should consider travelling to new parts of the province this year. Below is an example of how two different destinations can bring to life the same unique selling proposition of “culinary: many cultures, fresh ingredients” in a way that speaks to their unique offering. We’d encourage you to look for opportunities to align your content to the USPs identified for your area.



Align with theme of “rediscover”

Showcase cultural experiences: for both locals and repeat visitors to your area, showcasing unique cultural experiences could be a great way to encourage them to broaden their perspective perspective on their backyard, or a place they’ve visited before.

Indigenous Tourism BC is maintaining a [list of businesses who are open for visitors this summer](#), and [Creative BC](#), the [BC Arts Council](#), and [Showcase BC](#) are also helpful resources.

Showcase local and visitor recommendations: to help both locals and visitors to your area “rediscover” BC this summer, share tips from locals or visitors about their favourite local businesses. Hearing about someone else’s authentic experience at a local business provides valuable word-of-mouth marketing.



CONTENT IDEAS – 3 PILLARS

REASSURE

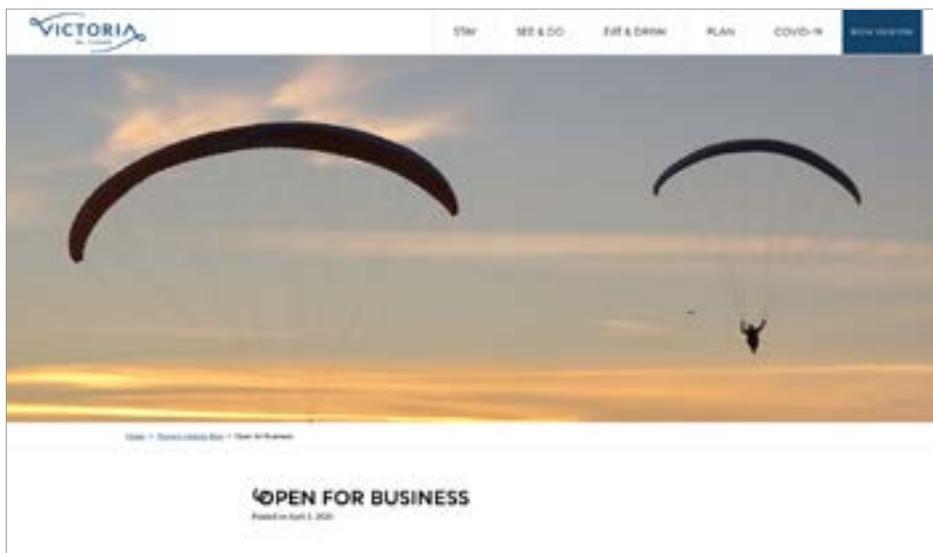
With Reassure content, we will help BC residents understand what's open and what they need to “know before they go”, including responsible traveller behaviour.

Destination BC activities

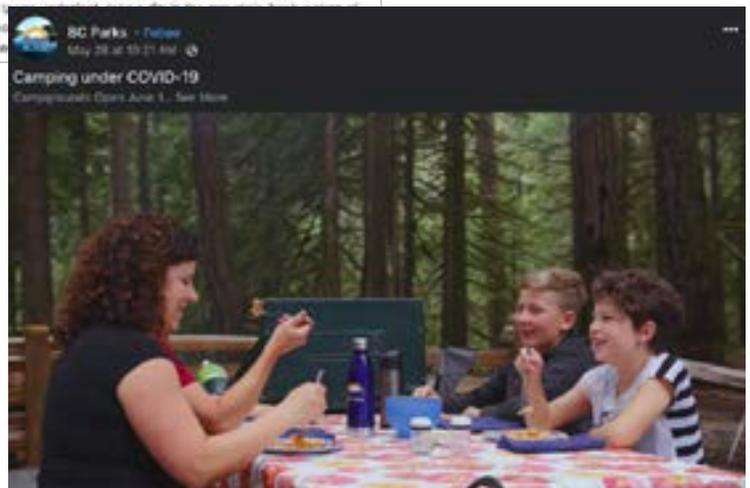
- Know Before You Go section on [ExploreBC.com](https://www.explorebc.com)
- Top 10 Tips and other editorial content
- Content partnerships
- Amplifying partner content

Partner Content Ideas

Maintain a “What’s Open” web page: Create or update a central page on your website to help potential visitors to your community know which tourism experiences are open for them to enjoy, and to showcase information on what new or revised operating procedures are in place. If you create this, please let Destination BC know so that we can link to it from our [Know Before You Go](#) page.



Tip: use your page with business status information as the CTA on your social media posts



Share responsible travel tips, relevant to your experience or destination: Exploring BC responsibly will look a little different this summer. As BC residents shift from dreaming about summer travel to actively preparing for it, it's important that they understand expectations around how they can practice physical distancing, how to support local businesses, and to let them know if some popular areas or activities may take longer than usual to enjoy. Now is the time to remember that we're all in this together, and to share tips and advice on how your community can be enjoyed responsibly.

CONTENT IDEAS – 3 PILLARS

RECONNECT

With Reconnect content, we will showcase local stories and pride of place in local communities (#BCNice) and amplify traveller advocacy (#exploreBC).

Destination BC activities

- Local ambassador series
- Sharing local stories (#BCNice)
- Sharing UGC (User-Generated Content) from visitors and locals



#BCNICE / #<COMMUNITY>NICE

#BCNice is part of a Destination Canada initiative to inspire Canadians to spend time travelling in our own country this summer, by building on the sense of pride that we feel calling Canada our home. Each province and community are asked to bring the concept to life through our local stories, to showcase the people, places and traditions in our communities that make us unique. The call to action is to share:

- Local stories highlighting what they love about their local community;
- Stories about the people and businesses who represent the spirit of their community; and
- Stories from people who have visited their communities

Share your local stories with #<communityname>Nice on social media in order to be curated by Destination BC and Destination Canada.

Partner Content Ideas



Share local voices (ambassadors): Do you have a local resident ambassador, such as a photographer, filmmaker, or storyteller 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.



Share authentic travel stories (UGC): As BC residents start traveling to your community to enjoy the activities and experiences in your area, encourage them to share on social media. Then, regularly curate content from your hashtag, amplifying content from BC residents who are exploring your community in a safe and responsible manner.

TOOLS & SUPPORT

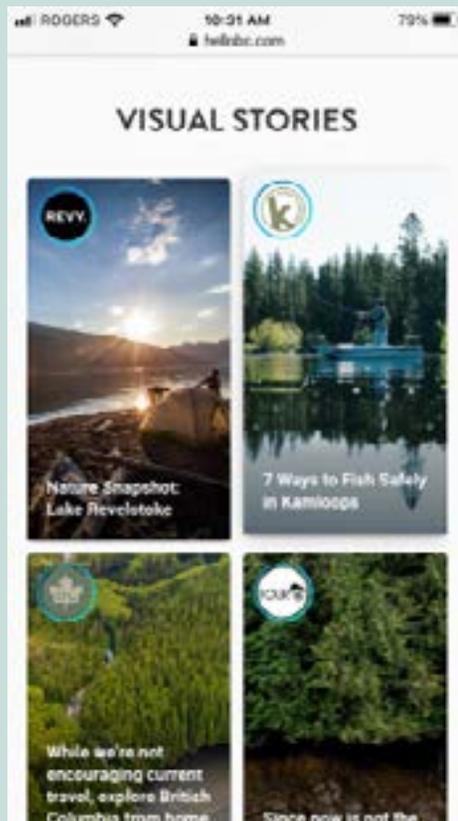
For creating content

- **The BC Story Network program**—see information on the following page.
- **CrowdRiff**—Destination BC and more than 40 partners across the province participate in the **UGC Partnership Network program**, powered by CrowdRiff. This program allows you to curate, manage usage rights, and share user-generated content.
- **Wave Video creator**—easily create mobile-optimized videos for your social media, emails, website, and blog.
- **Canva.com**—graphic design tool that allows you to create social media graphics and other visual content.
- **Google trends**—See what BC residents are searching for in Google to help plan their next BC adventure.

For planning a shoot

- **Super, Natural BC brand consultation**—contact our Brand & Creative team at Brand@DestinationBC.ca for support on briefing your creatives before you shoot in order to build SNBC brand alignment in visuals
- **Model consent release form**—by having your models sign Destination BC’s model release form during your shoot, it ensures Destination BC will be able to use images of those models on our consumer-facing channels in the future. We must have a DBC release form signed in order to share images of recognizable individuals (a partner-created release form that references DBC is insufficient).





THE BC STORY NETWORK

- The BC Story Network is a Content Commonwealth program that allows participants to use a simple Story Creator tool to create [Google AMP stories](#) out of your existing imagery and video clips
- These stories get published and indexed by Google search, but also to galleries on websites across the BC tourism network (including [ExploreBC.com](#))
- For the recovery campaign, Destination BC will be curating and amplifying stories created by RDMOs, CDMOs, sector groups and other participants that showcase businesses which are open for visitors this summer
- Stories can be exported and used on Instagram
- There is no cost for partners to participate in 2020; contact GlobalContent@DestinationBC.ca for more info

CONTACT US

Get in touch with questions, comments, or to share your success stories with us.

Brand & Content: GlobalContent@DestinationBC.ca

Digital Marketing: ConsumerMarketing@DestinationBC.ca

Co-op Marketing: Coop@DestinationBC.ca

General inquiries: ConsumerMarketing@DestinationBC.ca