

## Road to Resilience



Easing of Health Measures

Over the past three months, our approach to COVID-19 has been guided by three phases – Response, Recovery and Resilience – principles which will continue to guide us as we navigate the changes ahead, together.

As of June 24, BC entered Phase 3 of [BC's Restart Plan](#), at which time we officially entered the Recovery phase on our road to Resilience, and will continue to work in lock-step with our government partners every step of the way.

### I. RESPONSE

### II. RECOVERY

Under these phases, we will:



**Restore tourism's social license** by showcasing and supporting communities who are ready to welcome visitors. We're encouraging CDMOs to talk to their local mayor/council/municipality about their planned promotional activities, to assess whether their community will be ready and willing to host visitors.

**Rebuild consumer confidence in travel** by sharing measures being taken in the tourism industry and in businesses that address the new health and safety guidelines via Know Before You Go and Responsible Traveller Behaviour content, so BC residents feel comfortable travelling in BC.

**Reignite industry revenue** by inspiring BC residents through an emotive BC-wide campaign to travel in BC again, sharing with them new places to discover in their own province and linking them to bookable experiences. (when/where appropriate and welcomed by host communities, with hyper personalized content to support businesses, sectors and destinations around BC).

And finally, **propel BC tourism businesses and destinations forward** through a broad range of activities from shared messaging and toolkits to shared marketing opportunities and shared capabilities with our key partners such as the regions, CDMOs, sector associations and more.



When we reach **Canada-Wide Travel Phase**, we will:

**Expand the audiences we target** (now adding in the more cautious travellers, families, luxury travellers), and **the experiences we feature** as we now move to reaching more provinces and include overnight and multi-day trips. Experiences include destination ski resorts, cities, and attractions.

**Amplify the tourism revenue potential** through partnerships and collaboration with Destination Canada and other key partners.

**Accelerate the growth of BC tourism businesses and destinations** through joint capabilities, and

**Plan for the future** through a strategic combination of destination development and marketing of iconic experiences and areas in every corner of BC.

And finally, when **International Travel recovers**, we will:

**Restore confidence among US and Overseas travellers, starting with the US.** It will take time to grow group travel, business travel, conferences and cruise, as consumers navigate different comfort levels in a new world.

**Magnify BC's tourism industry revenue opportunities** by attracting international travellers with a new, differentiated approach through iconic experiences and areas, and

**Solidify BC's global competitive advantage through** collaboration in the BC tourism ecosystem.

