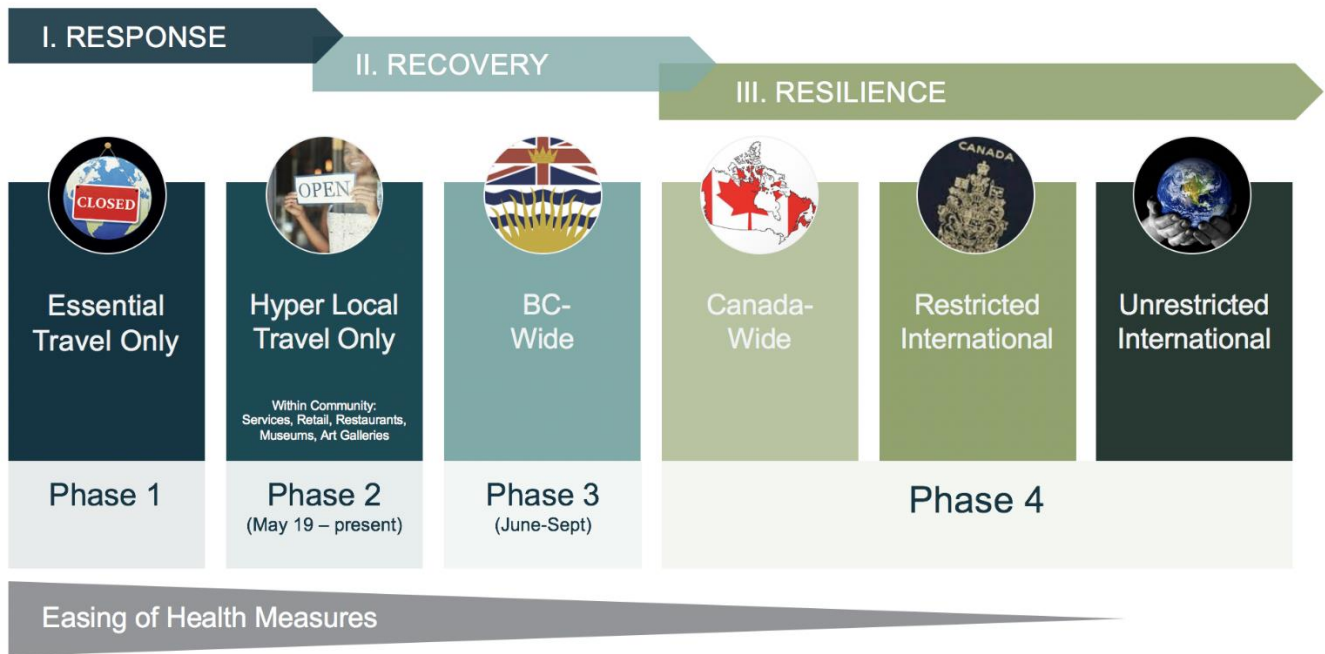


## Road to Resilience



Over the past two 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. Right now, we’re still in the Response Phase of the crisis, but we’re beginning to see glimpses of Recovery on the horizon. Recovery truly begins when our Provincial Health Authorities indicate that local, domestic travel can resume.

On May 6, 2020, Premier John Horgan announced [BC’s Restart Plan](#), comprised of 4 phases. Destination BC has updated our Marketing Road to Recovery to align with this Plan, and will continue to work in lock-step with our government partners every step of the way.



Under these phases, we will:

**Restore tourism’s social license** by ensuring we have the support of host communities and residents to reignite travel demand

**Address consumer concerns** by highlighting appropriate nature-based experiences, targeting key travellers (younger, adventurers, passions-based travellers and families) and focusing on travel close to home. And, of course, encouraging operators to enhance and share their health and safety precautions by working with their sector associations and WorkSafe BC.

**Reignite industry revenue** by supporting the Provincial Health Officer’s easing of restrictions (activity by activity, community by community), through a BC-wide, emotive campaign (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 sharing of content, data and capabilities in our powerful marketing network, extending and increasing exposure of operators through shared media and other programs to be shared soon.



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.

