



DESTINATION
BRITISH COLUMBIA®

CREATING CONTENT THAT
DRIVES ACTION ALONG THE

TRAVEL
PATH TO
PURCHASE

In a marketplace where competition for customer share is fierce, producing top-notch content in the hopes that it will be seen isn't enough. Businesses that want to access their customer base at key planning and booking phases must ensure that their content surfaces strategically along the Travel Path to Purchase, or Customer Journey.

WHAT IS THE TRAVEL PATH TO PURCHASE?

This is a series of phases that travellers follow on their way to making a booking or travel purchase. Customers may spend more time in one or two phases, and some may overlap. And while they make their way along the path, their needs will surely change and flux. As effective content marketers, it's our role to anticipate those needs, and engage with our audience at opportune intervals throughout this process—a relationship-building endeavour that encourages and drives positive customer action.



Every business will have their own approach for content creation throughout each phase; some may decide, based on budget and resources, that they can activate in a select few phases only. Whatever you choose, ensuring you provide the right content mix to captivate, engage, and educate your audience will generate leads, support a brag-worthy guest experience, produce positive word of mouth, and keep your customers coming back.

This guide provides content marketing ideas to help drive customer actions along the Travel Path to Purchase. Not every suggestion or example will work for you; choose what works best for your audience based on your priorities and planning capabilities, and adapt as necessary during unusual or unprecedented times (e.g., COVID-19).

BEFORE YOU GET STARTED, ASK YOURSELF

What are you trying to achieve?

Before addressing your visitors' needs, consider your organization's marketing goals. Are you trying to drive awareness? Increase engagement? Secure bookings? The Path to Purchase detailed below highlights the types of content that work best for each objective.

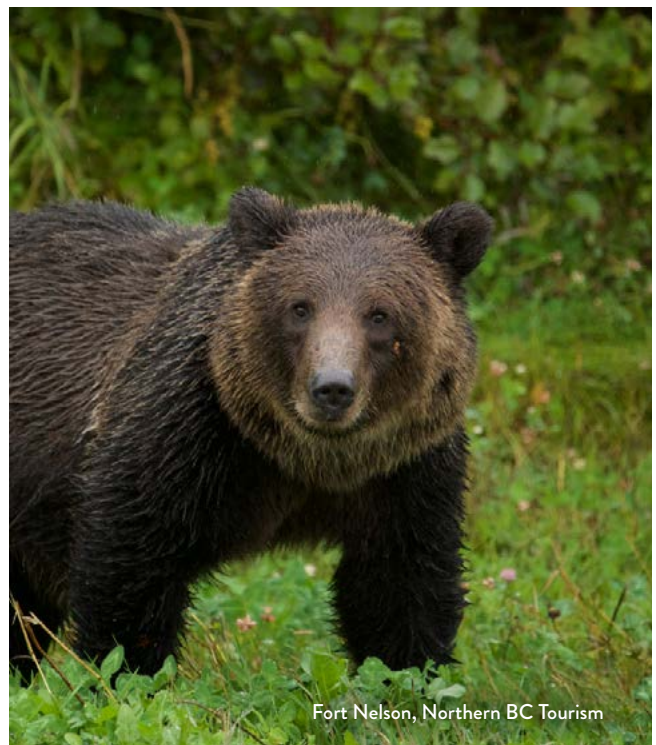
What resources do you have available?

Featuring content for each phase in the Travel Path to Purchase is ideal, but if your budget is small, consider investing resources in places where you'll have the most influence or impact on travellers. Your reach, for example, may be more significant in the "Dream" phase, but your conversions may be higher in the "Book" phase.

What are your key performance indicators (KPIs)?

Consider the marketing channels you have available, including your website, blog, email list, and social channels. Once you've determined your marketing objectives and content format, you'll want to track your marketing performance to ensure your goals are being met.

It's time to begin.



DREAM

Chase

OPEN TO NEW IDEAS AND POSSIBILITIES

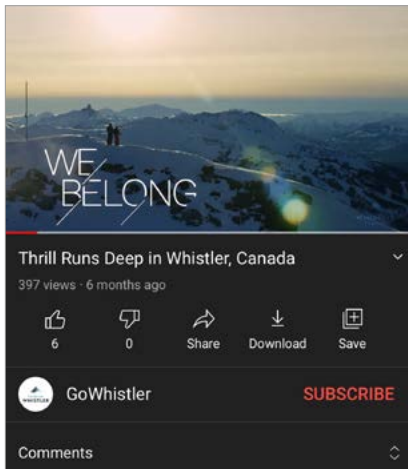
Travellers are dreaming about their next trip. They're exploring where they'll go or what they'll do.

MARKETING GOALS: CAPTIVATE

- Captivate your audience through inspiring, visual and/or narrative content
- Grow interest, awareness, and drive emotional urgency to visit

CONTENT IDEAS

Dazzle with Short, Branded Videos



[Tourism Whistler](#)

Grab attention with professionally shot 15- to 30-second videos to captivate your audience's interest.

FORMAT: Social Media, Video Ads, Website

Feature Storytelling Videos

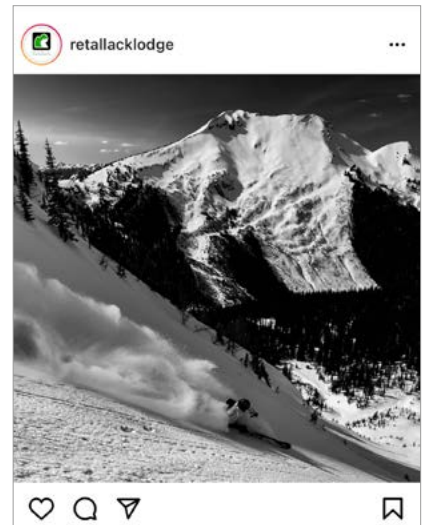


[Destination BC](#)

Use storytelling videos narrated by local subject matter experts or visitors.

FORMAT: Social Media, Video Ads, Embed on Website

Use High-Impact Brand Photos



[Retallack Lodge](#)

Showcase striking, professionally shot photos that convey your brand and experience.

FORMAT: Social Media, Website Headers, Sponsored Content, Ads

KPIs: Impressions | Reach | Views | Watch Time | Follows | Page Views

PLAN

Fernie

WEIGHING OPTIONS

Travellers are researching and considering their options.

MARKETING GOALS: ACTIVATE

- Activate your audience through engaging and educational content
- Demonstrate how you stand out from your competitors
- Drive organic search traffic to your website

CONTENT IDEAS

Share What Makes You Unique



Mission Hill Winery

Share interesting facts about your product or experience, or what you are known for.

FORMAT: Website, Blog, Video, Social Media Post

Convey Your Connection to the Local Area

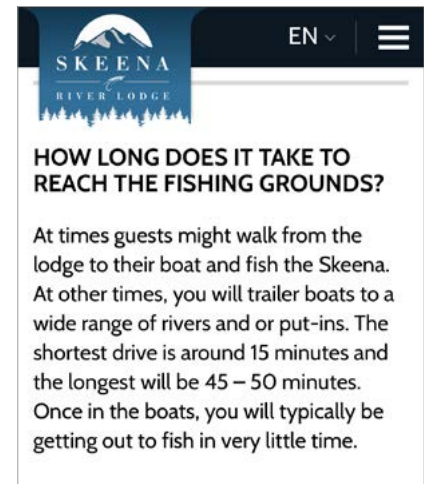


Nk'Mip Desert Cultural Centre

Relate your business to the area's culture, history, or notable features and attractions.

FORMAT: Website, Blog, Video, Social Media Post

Answer FAQs



Skeena River Lodge

Turn your responses to commonly asked questions from guests into content. Consider using Top 3, 5, or 10 lists where it makes sense (e.g., Top 5 Adventure Activities in the Area).

FORMAT: Website, Blog, Video, Social Media Post

KPIs: Likes/Reactions | Comments/Replies | Saves | Shares/Views | Watch Time/Clicks | Page Views/Session Time | Pages per Session | New Email Subscribers

BOOK

Revelstoke

DECISIONS ARE BEING MADE

Travellers are looking for clear, detailed information about your product offering, availability, and price.

MARKETING GOALS: GENERATE

- Generate leads
- Convert customers
- Get bookings

CONTENT IDEAS

Streamline Website User Experience

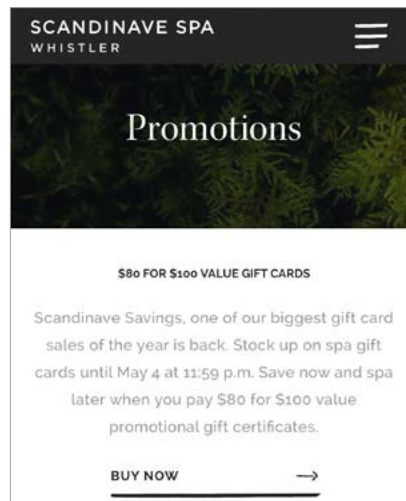


Cycle City Tours

Ensure travellers can easily navigate your website to find the information they need to book. Highlight what's included in their reservation.

FORMAT: Website

Feature Special Offers

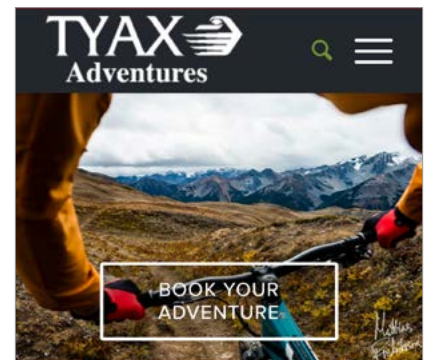


Scandinave Spa

Highlight promotions or limited time offers that create urgency and entice travellers to take the final step to book.

FORMAT: Website, Email, Social Media Post

Highlight Your Call to Action



Tyax Adventures

Place your contact information and booking button front and centre. Make it easy for customers to book.

FORMAT: Website, Email, Social Media Account Profile

KPIs: Reservation Inquiries | Bookings or Purchases | Referral Clicks (for DMOs)



VISIT

Tofino

PLANNING DETAILS


Travellers are on their way to your destination or business, or they are already there. They're planning trip details now and looking for things to do nearby.

MARKETING GOALS: GENERATE AND ADVOCATE

- Offer information and ideas to enrich your guests' stay, resulting in strong future word-of-mouth marketing
- Deliver a remarkable experience

CONTENT IDEAS

Know Before You Go



**WILDCOAST ADVENTURES
PACKING LIST**



Whether you are staying at the excellent facilities at our [Orca Camp](#) or heading out on a [kayak camping expedition trip](#), packing for your sea kayaking adventure is a breeze. Like staying at a resort hotel all you need to bring are your personal belongings.

[Wildcoast Adventures](#)

Turn your responses to commonly asked questions from guests into content. Tell guests what to pack or include a link to the local weather forecast. Provide them with tips to get the most out of their visit.

FORMAT: Web Page, Blog Post, Email, or Social Media Post

Highlight Amenities or Offerings Linked to Your Business




[Delta Hotels by Marriott Grand Okanagan Resort](#)

Showcase other activities and products you offer, including partnerships with other businesses (e.g., a hotel that has partnered with an adventure company for special packages).

FORMAT: Web Page, Blog Post, Email, or Social Media Post

Suggest Nearby Activities and Restaurants



Things to see and do in the area

Whether you are staying with us for a few hours or a few days, Bowron Lake Lodge offers a selection of activities for you to enjoy, including:

[Bowron Lake Lodge](#)

Tell guests about things they can do, restaurants they can visit, etc., nearby.

FORMAT: Web Page, Blog Post, Email, or Social Media Post

KPIs: Likes/Reactions | Comments/Replies | Saves | Shares | Views | Watch Time | Clicks Page Views | Session Time | Pages per Session | Email Open Rate

SHARE

Thompson Okanagan

TELLING FRIENDS & FAMILY

Travellers are telling friends and family about their trip, pre, during, and post travel.

MARKETING GOALS: ADVOCATE

- Spread positive word of mouth
- Influence new customers

CONTENT IDEAS

Share Guests' Social Posts

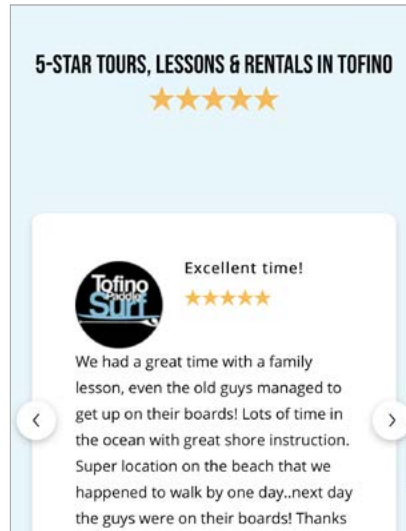


Big White Ski Resort

Encourage guests to post photos or videos of their experience on social media either tagging you or using your hashtag. Re-post their content with permission.

FORMAT: Social Media Post, Website, Blog

Encourage Reviews

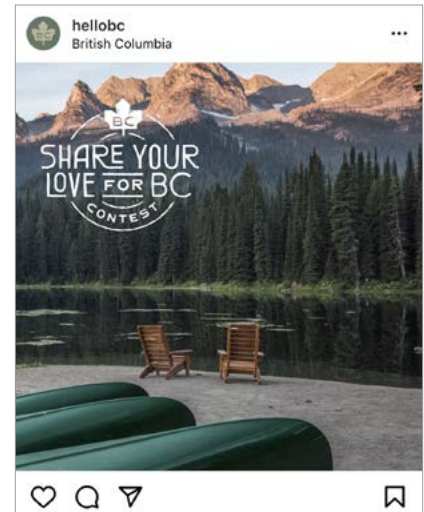


Tofino Paddle Surf

Encourage guests to review your business. Select and feature your best reviews on channels like your website or social media to help reassure travellers that they're making the right decision.

FORMAT: Website, Email, Social Media Post

Feature a Contest



Destination BC

Ask travellers to submit videos or photos from their experience for a chance to win a contest. Share their content on your channels, with permission.

FORMAT: Social Media Post, Email, Web

KPIs: Social Media Tags | Hashtag Use | Engagement | Shares Positive Reviews | Customer Referrals | Return Customers