

SPRING
CAMPAIGN 2022

LET'S DO SOMETHING TOGETHER IN BC

PARTNER TOOLKIT



April 2022

SUPR,
NATURAL
BRITISH
COLUMBIA
CANADA



DESTINATION
BRITISH COLUMBIA®

VANCOUVER | Photo: Hubert Kang

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OVERVIEW

Toolkit Purpose

This toolkit can be used by Destination BC's tourism partners to learn more about the domestic spring campaign, as well as how to get involved and align marketing efforts for greater collective impact.

This is for:

Regional and Community/
City Destination Marketing
Organizations, Sector Associations,
and Tourism Businesses.

Primary markets:



British Columbia



Alberta (Calgary only)

Campaign overview:

Our objective is to motivate travellers to plan and book a spring trip in BC by creating a sense of urgency, highlighting the time sensitivity of spring experiences that align with their travel motivators. From March 1 to May 27 we'll be focusing on reaching BC and Alberta travellers with paid, owned, and earned media who have the flexibility to travel in spring. This includes couples over the ages of 35 for BC and 45 for Alberta without kids at home.

Creative concept:

THIS SPRING, LET'S DO
SOMETHING TOGETHER IN BC

Many people are looking forward to doing something with friends, family and loved ones. They're also busy trying to figure out what exactly that something is. Thankfully, it's springtime in BC. Which means, they can do more than just something, they can do something amazing, different, new, fun and unforgettable together, easily.

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KEY EXPERIENCES
& CONTENT THEMES

DESTINATION BC KEY EXPERIENCES & CONTENT THEMES:

Spring Experiences: discoverable on the [campaign landing page](#), these experiences will inspire travellers with tangible trip ideas and will help position spring travel in BC as a perfect way to reconnect with loved ones in a memorable way.

- [See Kelowna, Metro Vancouver and Victoria in a Whole New Light](#)
- [Connect with Indigenous Cultures](#)
- [Take a BC Road Trip this Spring](#)
- [Wake up in Nature](#)
- [Find Connection in the Mountains](#)
- [Swirl, Sip, and Savour Spring in One of BC's Wine Regions](#)
- [Get to Know BC Wildlife](#)
- [Cast a Line in the Rivers, Lakes, and Coastal Waters of BC](#)
- [Golf with Ocean, Mountain, Forest, or Desert Vistas](#)
- [Follow a BC Ale Trail](#)

Destination BC Spring Stories for Inspiration:

- [Spring in BC: A Tale of Deep Connections and Rich Experiences](#)
- [Do Something Different: Six BC Getaways to Rev Up Your Spring](#)
- [Do Something Unforgettable: 12 Remarkable BC Adventures](#)
- [New Ways to Experience Kelowna, Metro Vancouver, and Victoria](#)



TOFINO

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SUGGESTED MESSAGING

SUGGESTED MESSAGING FOCUS:

Connection: Position spring travel in BC as an opportunity to reinvigorate truly meaningful, human connections.

- *Ex. Travel can be a powerful way to connect us, and transform our perspective on the world. Follow along as we share ways on how you can make connections to the places, cultures, and people we love most about our province.*

Trying something new: Encourage travelers to explore a new region of BC this spring or discover an activity/business they may not have tried before.

- *Ex. Think you know Metro Vancouver? We challenge you to try something new this spring—whether it's a hidden cocktail lounge, a museum you have yet to visit, or a hotel stay on your list.*
- *It's the spring getaway we've been waiting for—sleeping under the stars inside a luxury yurt or fireside at a cabin, with calming sounds of nature all around. Click on the link and get ideas on where you can wake up in nature.*

Convenience/proximity: BC/AB residents don't need to travel far to experience something new this spring. They may be planning more extensive trips for the summer, but that doesn't mean they can't plan a spring getaway close to home.

- *Ex. This spring, be open to more—connections, experiences, perspectives—right here in BC.*

Suggested hashtags:

- #exploreBC

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HOW TO GET INVOLVED

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Let's work together to amplify the message that spring is a great time to travel in British Columbia by creating, curating, and sharing stories that are relevant and inspiring to travelers at this time of year. Here's how you can participate:

1. **Share these messages** with your teams, networks, and partners, and/or consider how you might be able to weave them into your spring marketing activities.
2. **Create and share** content around the content themes and experiences mentioned above. Optimize performance and maximize the reach of your content by using creative best practices and aligning formats for easy sharing and amplification across each others' channels. Content formats include:
 - **Articles / Blogs / AMPs:** Develop your own search-friendly itineraries, blogs and listicles that provide visitors with helpful and inspiring trip planning ideas. *For example:* Create 1, 3- and 5-day travel itineraries and/or top lists of things to do in spring (tip: consider a variety of price points for all budgets).
 - **User-Generated Content:** Curate and re-share User-Generated Content (UGC) in your destination that showcases the real time travel experience in the spring (as shared by visitors, tourism businesses and BC residents). Destination BC and other partners can then curate from your collection—ensuring we're sharing the best and most relevant content from your area or sector.

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DOWNLOAD SPRING ASSETS

- **Social content:** Be sure to include #exploreBC and tag @hellobc and other relevant tourism partners to allow for easy re-sharing.
- **Images:** In addition to using your own assets, we've also curated some spring asset examples from the BC Content Hub to help you create your own social and blog content, which can be downloaded from this link: <https://www.bccontenthub.com/en/downloads/SpringToolkit2022>.

Businesses:

HELLOBC.COM LISTINGS

- Update your business listing in Destination BC's Tourism Business Portal to ensure your open/closed status is accurate

TRAVEL DEALS

- Add up to three travel offers for visitors via Destination BC's tourism business portal; offers surface across HelloBC.com and paid advertising will be driving traffic to the Travel Deals page.
- For more information on how to submit your travel offers, please visit: <https://www.destinationbc.ca/news/destination-bcs-spring-marketing-campaign-needs-your-travel-offers/>

GOOGLE MY BUSINESS LISTINGS

Ensure your Google My Business Listing is up to date—find out more at <https://www.destinationbc.ca/learning-centre/attract-customers-online-with-google-my-business/>

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PARTNER OPPORTUNITY - MEDIA DISCOUNTS:

If you're a BC tourism business, CDMO, RDMO, sector association, or ITBC, you're eligible for Destination BC's discounted rates for digital and print media buy opportunities.

Special media rates for DBC partners

VENDOR	2022 MARKETS	MEDIUM	BRIEF DESCRIPTION
Astral	BC & AB	Out of home	<ul style="list-style-type: none">Discount on large format digital billboards
Outfront	BC, AB, SK & Winnipeg	Out of home	<ul style="list-style-type: none">Discount on various outdoor formats
Corus	BC, AB, SK & MB	TV & Radio	<ul style="list-style-type: none">Discount packages at various investment levels
Glacier	BC, AB, SK & MB	Newspaper	<ul style="list-style-type: none">Discounted print rates with options for display and sponsored content add-ons
Glacier/Castanet	BC Okanagan	Digital	<ul style="list-style-type: none">Discounted digital display packages
Black Press	BC & AB	Newspaper	<ul style="list-style-type: none">Discounted print rates with options for sponsored content and display add-ons
Vista Radio	BC, AB, NWT	Radio, Audio Streaming, Display	<ul style="list-style-type: none">Discount on various audio formats and online display ads

Please see each vendor's rate card for more information, including vendor contact details and how to participate:
https://drive.google.com/drive/folders/1TFxwgnSHWUQtOZ_4RduT-BwJGJVqyGBI

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MEDIA DISCOUNTS**