

2022 BC/ALBERTA FALL CAMPAIGN

THE BC EFFECT

INDUSTRY TOOLKIT

September 2022

SUPR.
NATURAL
BRITISH
COLUMBIA
CANADA



DESTINATION
BRITISH COLUMBIA®

UCLUELET | Photo: Jordan Dyck



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OVERVIEW

Toolkit Purpose:

This toolkit can be used by Destination BC's tourism partners to learn more about the domestic fall 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 & Edmonton)

Campaign overview:

Our objective is to motivate travellers to plan and book a three or more night fall trip in BC by connecting emotionally using *The BC Effect* concept, and creating a sense of urgency by highlighting fall experiences that align with their travel motivators. From **September 1 to November 10**, we will reach BC and Alberta travellers who have the flexibility to travel in fall, with paid, owned, and earned media. This includes couples over the age of 25 without kids at home.

Creative concept:



Nature in BC has the power to heal and leave you feeling restored. By exploring more of British Columbia you can become closer to nature and your true self: happier, healthier, and less stressed. We call this *The BC Effect*.



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KEY EXPERIENCES
& CONTENT THEMES

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Fall Experiences: based on our audience's fall travel motivators, the key experiences that are woven throughout fall campaign content include:

- Cities in nature
- Fall nature experiences
- Local food and drink
- Indigenous experiences
- Arts, culture, and events
- Unique accommodations in nature



TOFINO

TERRACE



Destination BC Fall Content for Inspiration:

- [BC Fall Getaway Ideas](#)
- [Cozy Cabins for a BC Getaway](#)
- [5 Overnight Fall Getaways from Vancouver](#)
- [Cozy Fall Mountain Getaways](#)



WHISTLER



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SUGGESTED MESSAGING

SUGGESTED MESSAGING FOCUS:

Nature heals: science has proven that time spent immersed in nature can make us happier, healthier, and less stressed. As little as three days in BC’s diverse nature can change you for the better. Scientists are finding that the more exposure humans have to nature, the more they will benefit from reduced stress, enhanced creativity and overall well-being.

- *For additional information to support messaging, learn more [here](#).*

Convenience/proximity: BC/Alberta residents don’t need to travel far to experience *The BC Effect* this fall. There are many diverse destinations and unique experiences to uncover right in their own backyard.

Suggested hashtags:

- #exploreBC



Please Note: “The BC Effect” is an Official Mark owned by Destination BC. You have permission to use the mark to promote fall travel in BC this season. Wherever practical, please display the following notice in connection with its use: “THE BC EFFECT is an Official Mark of Destination BC Corp.”





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HOW TO GET INVOLVED

Let's work together to amplify the message that fall is an exciting time to travel in British Columbia by creating, curating, and sharing stories that are relevant and inspiring to travellers 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 fall marketing activities.
2. **Create and share** content around the content themes and experiences mentioned above.
3. **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/BC Story Network AMPs:** Develop your own search-friendly itineraries, blogs and listicles that provide visitors with helpful and inspiring trip planning idea.
For example: Create 4–6 day travel itineraries and/or top lists of things to do in fall (tip: consider a variety of price points for all budgets). Be sure to tag BC Story Network getaway stories with 4–6 days. As part of the fall campaign, we are promoting a new page, [BC Fall Getaway](#) Ideas. This page features AMP stories from multiple regions to optimize the page towards partner referrals.

HOW TO GET INVOLVED



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HOW TO GET INVOLVED

- **User-Generated Content:** Curate and re-share User-Generated Content (UGC) in your destination that showcases the real time travel experience in the fall (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.
- **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 fall asset examples from the BC Content Hub to help you create your own social and blog content, which can be downloaded from this [link](#).



DOWNLOAD
FALL ASSETS

Businesses:

HELLOBC.COM LISTINGS

- Update your business listing in [Destination BC's Tourism Business Portal](#) to ensure your listing is optimized to include your businesses contact details, social media accounts, current Travel Offers and Accessibility features.

TRAVEL OFFERS

- 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](#).
- Find more information on how to submit your travel offers [here](#).



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PARTNER OPPORTUNITY:
MEDIA DISCOUNTS

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 media rates.

Please see each vendor’s rate card for more information, including vendor contact details and how to participate [here](#). Discounted rates are available now until December 31, 2022.



Special media rates for DBC partners

VENDOR	2022 MARKETS	MEDIUM	BRIEF DESCRIPTION
Astral	BC & AB	Out of home	• Discount on large formats
Black Press	BC & AB	Print & Sponsored Content	• Discounted rate packages
Corus	BC, AB, SK & MB	TV & Radio	• Discount packages at various investment levels
Glacier Media Group	BC, AB, SK & MB	Print, Digital & Content	• Discounted rate packages
Outfront	BC, AB, SK & Winnipeg	Out of home	• Discount on various outdoor formats
Vista Radio	BC, AB, NWT	Streaming Radio Digital	• Discount on various ads for streaming radio