DESTINATION
BRITISH COLUMBIA®
Make the Trip Home
Destination British Columbia
BC Tourism Partner Social Toolkit
April 2025
Terrace

Kootenay Rockies

Overview

Toolkit Purpose:
This toolkit can be used by BC tourism partners to learn more about the BC Local (“Make the Trip Home”) campaign, and to get involved by aligning marketing and organic social media efforts for greater collective impact.

This is for:
Regional and Community/City Destination Marketing Organizations, Sector Associations, and Tourism Businesses.

Primary Market:
British Columbia

Campaign Overview:
This summer, we want BC residents to go deeper, adventure further, and connect with nature and cultures in their own province. Our objective is to motivate BC residents to take a multi-day vacation somewhere new in BC this summer. Starting April 24, Destination BC will focus on reaching BC travellers through paid digital and owned channels.

Creative Concept: Make the Trip Home
Everything locals are looking for is already here in BC. Home is full of sights you’ve yet to see, neighbours you’ve yet to meet, and places you’ve yet to be. This summer, make the trip home in BC.

Watch the campaign video >>

Victoria

How to Participate

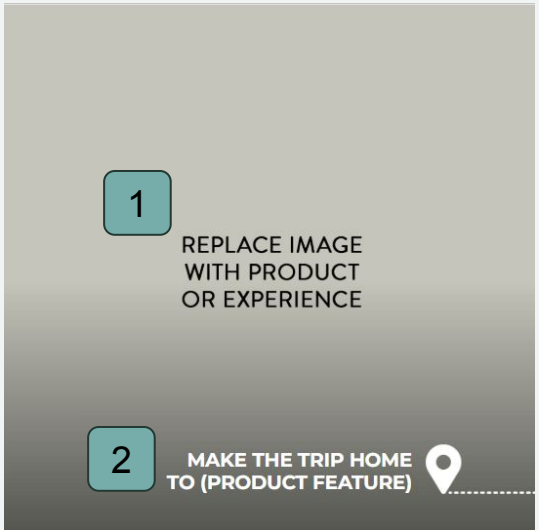
Let’s work together to amplify the message that now is the perfect time to rediscover the wonders at home. Participate by utilizing the “Make the Trip Home” template and messaging guidelines and share on your own channels.

We’ve created a carousel template that can be customized by all BC tourism partners - from DMOs to sectors and businesses - drawing people in through a two-image carousel that starts with a specific experience, and ends on a broader call to action to visit a specific location/region.

Download the customizable template (Powerpoint file) >>

How to use the Template

1. Open the template in powerpoint and replace images: right click > change picture > upload image
2. Change text in brackets, and remove brackets.
   - Make the trip home to **(experience/product)**
   - Make the trip home to **(location/region)**
3. Export each slide as a JPG by going to File > Save as > Change file type to “JPG File Interchange Format (*jpg)” > Save all slides
4. Upload your JPG to your social channels and add post copy (see Writing Guidelines)



Keremeos

Writing Guidelines

Post Copy Guidelines:
Use a two- sentence structure, each starting with the “Make the trip home”, then building off of it to speak to your experience/destination/offering.

Make the trip home to/for [experience/product]

- The first sentence should focus on a specific experience. It’s helpful to include a few words in the caption to help romance the experience or offering, highlighting what makes it special.

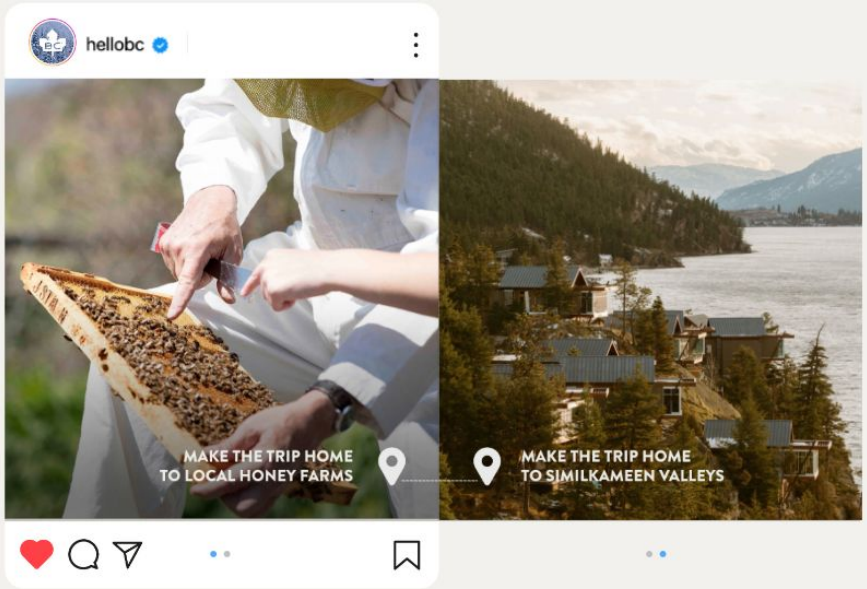
Make the trip home to [location/region]

- The second sentence is a simple invitation to the region you’re located in.

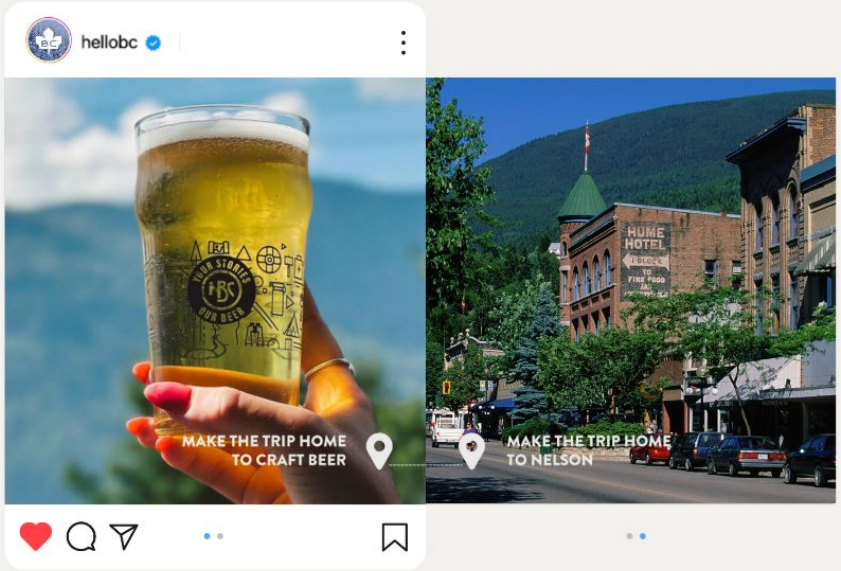
Tag @helloBC and include the hashtag #ExploreBC, as well as any other hashtags that you regularly include in your social posts.

Example:
Make the trip home to the sweet taste of 100% pure, raw and unpasteurized honey. Make the trip home to the Similkameen Valley. @HelloBC #ExploreBC

Completed Examples



hellobc Make the trip home for the sweet taste of 100% pure, raw and unpasteurized honey. Make the trip home to the Similkameen Valley. #ExploreBC



hellobc Make the trip home for a cold beer between the lakeshore and the mountaintops. Make the trip home to Nelson. #ExploreBC

MAKE THE TRIP HOME