



# COLUMBIA VALLEY

## TOURISM RECOVERY CONTENT TOOL KIT

PHASE 3 - BC PROVINCIAL RESTART PLAN



## PHASE 3 RECOVERY MESSAGING

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As we enter Phase 3 of BC's Restart Plan and travel restrictions begin to ease, we want to encourage British Columbians and visitors from neighbouring provinces to get out and mindfully rediscover the beauty of the Columbia Valley. We can do this by inspiring travelers to explore our region, by welcoming them to discover your business and the unique local experiences available, and by encouraging them to book their trip now.

Our goal is to safely and warmly invite visitors into our community, reignite travel to the Columbia Valley and support the many businesses who depend on tourism.

### COMMUNICATION FOCUS

- Inspire Canadian travelers to book their summer and fall trips now.
- Build consumer confidence in visiting our region, local activities and businesses.
- Encourage mindful and responsible travel to the Columbia Valley.

#### **Inspire Travelers**

You can do this by sharing or re-sharing eye-catching and engaging content about your business and the Columbia Valley through your social media, website and email marketing. Make sure you include a clear call to action that encourages travelers to book their trip or visit now.

#### **Build Consumer Confidence**

It will continue to be incredibly important to reassure your customers by providing them with accurate, up-to-date information about your business including your opening hours, available services and the new safety measures you have implemented. Make sure the information on your website and other online listings is current and that visitors can easily find details about any changes you have made to your regular business operation or booking and cancellation policies.

#### **Encourage Responsible Travel**

Ensure travelers have the information they need to plan and safely explore our region and BC. You can help your customers know what to expect by sharing travel tips and know before you go information with them. Destination BC has created a great resource with content that you can share, or create your own content such as a pre-arrival email that provides guests with information and details about what is open in your area, specific health measures and where to go for more info.

### SUGGESTED KEY MESSAGING

Below is suggested messaging that you can use on its own or as boilerplate text at the end of your caption in any social media post. This allows you to get creative with the first part of your caption, while still ensuring that you're clearly communicating what's recommended at this time.

#### **Plan and book now**

Summer is in full swing in the Columbia Valley! And now is the perfect time to book your #TravelCV getaway. Plan your trip today at [insert your website].

## Know before you go

As you plan your summer vacation in the Columbia Valley, get the information you need to make the most of your trip. Visit our website to learn about what we are doing to help keep you safe, current opening hours and available services in the Columbia Valley.

### Example 1:

*Another beautiful sunset over Greywolf Golf Course's stunning signature 6th hole, Cliffhanger.*

*Summer is in full swing in the Columbia Valley! And now is the perfect time to book your #TravelCV getaway. Click the link in our bio to plan your trip today.*

### Example 2:

*Slow down, kick back and stay a little longer in the beauty of the Columbia Valley.*

*As you plan your summer vacation, get the information you need to make the most of your trip. Visit our website to learn about what we are doing to help keep you safe, current opening hours and available services in the Columbia Valley.*

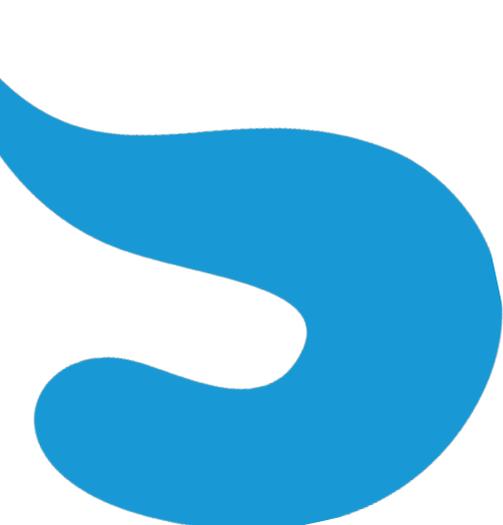
## SHARE THE MESSAGE

- On your social media channels.
- In an email blast to your database.
- On your website - add a content block to the homepage of your website or if you have a page with COVID operation information, add some messaging there.
- Show your local love and amplify the message by sharing content on your social media channels that other local businesses and Travel CV are producing.

## TOP TIPS FOR REOPENING COMMUNICATION

- Reassure your customers by sharing timely and accurate information on your social media channels and website about your business reopening and the changes you have made to help ensure the wellbeing of your customers. Consider setting up a page that details the new health and hygiene measures you are taking, and any new cancellation or re-booking policies you have. [Here's a good example.](#)
- Ensure that your website (or main social media page), Google listing or [TripAdvisor](#) page is up to date. [Google My Business](#) is a free and easy-to-use tool that lets you manage how your business appears in Google search and maps . If you are unsure how to create or claim your listing check out this quick [video](#).
- Inspire customers by sharing stories about your business like behind-the-scenes footage, details about promotions and engaging imagery to get them planning their next trip. When selecting images try to use appropriate footage that doesn't show large groups of people or crowds.
- Respond to customer questions, reviews and comments in a timely way.





## What if your business isn't open yet?

If your business is closed and will not be opening until later this year, the above tips are still very relevant to you. Reassure your customers by letting them know when you plan to reopen; ensure your online information is correct and up-to-date; respond quickly to inquiries and post inspiring content on your social media to encourage them to book a trip.

If you do not have capacity to do all of the above, that's okay. The most important thing is that your online presence is accurate and current, especially your operating hours. Don't be afraid to post a message to your website letting customer know that may take longer to respond to inquiries while you are closed at this time.

## HELPFUL RESOURCES

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- Columbia Valley [open for business](#) information & listings
- Travel Columbia Valley logo and [brand guide](#)
- Columbia Valley [image library](#) with social media graphics and design files for hashtags #TravelCVLocal and #TravelCV
- Social media image and video [size guidelines](#)
- Destination BC COVID-19 [response marketing tool kit](#) and [messaging guidance](#)
- TripAdvisor [guide](#) to sharing your properties safety precautions

## INDUSTRY SUPPORT

- [Province of BC Restart Plan](#)
- [WorkSafe BC reopening and operational guidelines](#)
- [Columbia Valley Chamber of Commerce](#)
- [Destination BC Road to Recovery educational webinar series](#)
- [Destination BC weekly industry update webinar recordings](#)
- [Tourism Resiliency Program by Kootenay Rockies Tourism](#)

