

May 4, 2020

## Background

As non-essential travel is not recommended by local, provincial, or national governments, we are encouraging travellers to stay home and follow the advice of health authorities, which is in line with Destination BC's #exploreBC...Later campaign. Our ongoing message to travellers is:

**"We can't wait to see you when it's time to travel again."**

We have pivoted our focus in the short term to connect consumers, both locally and outside of Kelowna, to businesses they can support now to help preserve our local tourism industry.

We introduced **#exploreKelownafromhome** to provide visitors (and locals) with a virtual travel experience and created a separate section on the Tourism Kelowna website dedicated to this content.

## Channels

- Organic Social Media (Facebook, Instagram, Twitter, etc)
- Website
- Email marketing

## Suggested Key Messages to Consumers

### **Virtual Experiences:**

Since now is not the time to travel, we're bringing you virtual experiences so you can #exploreKelownafromhome. We can't wait for you to enjoy these experiences in person when it's time to travel again!

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### **Explore Kelowna from Home:**

As we all continue to stay home to help plank the curve, we're bringing a bit of Kelowna to you virtually.

We'll continue to share virtual views of our destination so you can #exploreKelownafromhome and dream of your next visit. We can't wait to see you when it's time to travel again!

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### **Future Inspiration:**

Dream now, #exploreBC later. We can't wait to see you when it's time to travel again. Until then, we'll continue to share photos and content so you can #exploreKelownafromhome and dream of your next visit to Canada's four-season playground.

### **Nature Moments:**

Bringing Kelowna's natural beauty to you virtually. We can't wait for you to experience this beauty in person when it's time to travel again. Until then, follow along so you can #exploreKelownafromhome.

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### **Sharing Past Experiences:**

While now is not the time to travel, we encourage you to share your favourite Kelowna photos for #tbt and #fbf. Let's #exploreKelownafromhome together!

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### **Support Local:**

[Insert info about your business' offerings to a local audience]. For more ways to #supportlocal and #exploreKelownafromhome, visit [tourismkelowna.com](http://tourismkelowna.com).

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## FAQs

**Why aren't you encouraging travel to Kelowna right now?**

- We understand the perspective of businesses, especially smaller businesses, who are in survival mode and feeling pressure to generate revenue right now. However, we cannot in good conscience begin inviting people to travel here until it is safe to do so. BC is currently under a provincial state of emergency—due to this public health issue—that has been extended through to May 12.
- We follow and support provincial and municipal health guidelines such as avoiding any non-essential travel (stay at home), physical distancing and restrictions on group gathering sizes.

**When will you start marketing the destination again?**

- We are taking direction from local, provincial, and national governments. At present, non-essential travel is not recommended. Once the government or the provincial chief medical officer updates their recommendations against non-essential travel, we will begin to re-activate our marketing tactics. We expect this will happen in a gradual manner over time. We expect to re-activate marketing tactics regionally and within our province first, broadening to other parts of Canada as deemed safe to do so, and then re-activating other markets as well.

**What do I tell my current or future visitors?**

- Unfortunately, non-essential travel is not recommended at this time; however, hotels remain open for those who must travel. We look forward to welcoming you later this year when this public health issue is behind us.
- Communicate your businesses' specific cancellation and re-booking policies.

**If asked, "when can I visit Kelowna?"**

- We can't answer that question at this time. On the direction of the public health officer, non-essential travel is not recommended at this time. We look forward to welcoming you as soon as travel is deemed safe again.
- The more we do today, the sooner we can #exploreBC and #exploreKelowna again. For now, we invite you to #exploreKelownafromhome. You can visit Tourism Kelowna's website for information to help you now or to plan your future trip.