

Updated, week March 30

## Background

As non-essential travel is not recommended, 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."**

Since people have been connecting virtually while staying at home, we have introduced a new hashtag—[#exploreKelownafromhome](#)—to provide visitors (and locals) with a virtual travel experience.

## Channels

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

## Suggested Key Messages

Now, more than ever, people are connecting virtually as we stay home and work together to #plankthecurve.

To further these virtual connections, we will be sharing content that allows you to [#exploreKelownafromhome](#). We hope to bring a smile to your face, and we encourage you to share your favourite photos and stories with us, too. We can't wait to see you when it's time to travel again.

For now, stay home, stay safe, and follow the advice of health authorities. Let's all do our part now so we can #exploreKelowna and #exploreBC again soon.

For travellers seeking information about COVID-19, we encourage you to visit Destination BC's "What You Need to Know" page: [hellobc.com/what-you-need-to-know](http://hellobc.com/what-you-need-to-know)

Should you have any questions or need more information about Kelowna and its surrounding communities, Tourism Kelowna's visitor experience team is available to assist you virtually: [tourismkelowna.com/plan/visitors-centre/](http://tourismkelowna.com/plan/visitors-centre/)

## FAQs

### 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.

### 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. As soon as travel is deemed safe again, we can't wait to see you again as soon , soon.