

The Way Forward: COVID-19 Response Plan

Updated:
April 14, 2020

1) PRESERVE

2) PUSH

3) PROMOTE

Estimated Timing

*Now: during travel restrictions
>Spring into Summer (Q2)*

*Next: when travel restrictions lifted
>Staged return: summer / fall (Q3)*

*Ahead: as additional restrictions lifted
>Staged return: fall onward (Q4)*

Key Focus

Preserve and protect visitor economy, help businesses persevere, enhance awareness of local stakeholders and industry

Push to heavy-up targeted media campaigns, short-haul markets for immediate conversions, revenue flow and recovery

Promote destination marketing again to restore visitation and economic impact, rebuild awareness and desire to travel

Key Actions

- Link local businesses with COVID-19 resources (public health, recovery programs)
- Connect consumers to businesses to **#supportlocal & #exploreKelownafromhome**
- Expand online retail store consignment sales
- Host virtual townhalls for sector groups
- Host online tourism town hall
- Continue meeting, conference & event sales
- Continue stakeholder survey feedback on impact
- Participate in Central Okanagan Regional Economic Task Force

- Visitor Centre re-opens
- Launch BC and AB media campaigns as travel deemed safe again
- Resume meeting & conference marketing tactics
- Pursue partnerships with nearby communities for Okanagan-wide campaigns
- Reconnect to Destination BC partnered programs

- Expand Western Canada campaigns, winter
- Resume remaining national and U.S. marketing tactics paused in spring; staged return to key markets
- Leverage Brier for spring 2021 visitation recovery