

The Way Forward: COVID-19 Response Plan

	1) PRESERVE	2) PUSH	3) PROMOTE
Estimated Timing	<i>Now:</i> March, April, May (or longer)	<i>Next:</i> when safe to travel June, July, August ,Sept	<i>Ahead:</i> October onward
Key Focus	<u>Preserve</u> and protect visitor economy, enhance awareness of local stakeholders and industry	<u>Push</u> heavy-up media campaigns, short-haul markets for immediate conversions, revenue flow	<u>Promote</u> destination marketing again, rebuild national awareness and desire to travel
Key Actions	<ul style="list-style-type: none"> • Link local businesses with critical information • Connect consumers to businesses #exploreKelownafromhome • Expand online consignments sales • Series of virtual townhalls for sector groups • Industry Webinar with online forum • Continue MC&E sales • Continue stakeholder survey feedback 	<ul style="list-style-type: none"> • Visitor Centre opens • Launch BC and AB media campaigns • Resume M&C marketing support • Pursue partnerships with nearby communities for Okanagan-wide campaigns • Reconnect to Destination BC partnered programs 	<ul style="list-style-type: none"> • Expand Western Canada campaigns, winter • Resume remaining national and U.S. marketing tactics paused in spring • Leverage Brier for spring 2021 visitation recovery