

MARKETING FRAMEWORK

RESPONSE

When: now, in crisis
(April/May)

What:

- Support emergency communication
- 'Keep the lights on' in social channels
- Pause all marketing
- Prepare for Recovery

RECOVERY

When: once travel restrictions are lifted (summer/fall 2020, TBD) & once international travel resumes (winter 20/21)

What:

- BC Getaways Summer campaign
- Regional Fall campaign
- Winter 20/21

RE-BUILD

When: 2021 & beyond

What:

- Re-build peak season occupancies
- Grow & support shoulder seasons