

# HelloBC and Tripadvisor Listings Tool Kit

## New Features

The tourism industry is currently facing its most challenging time in recent history. To support tourism businesses and help amplify important messaging, we've recently added three new features to business listings on [HelloBC.com](https://www.hellobc.com). Your assistance in promoting these features is always appreciated. Please feel free to edit the wording below according to your specific needs. Thank you.

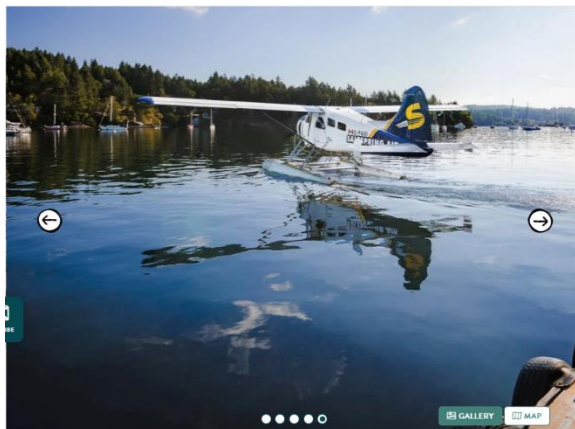
<b>Add your COVID-19 Safety Plan</b> .....	2
Messaging .....	3
<b>Travel Deals</b> .....	5
Messaging .....	6
<b>Temporarily Closed Notice</b> .....	7
Messaging .....	8

## Add your COVID-19 Safety Plan

Posting a copy of your plan on your website and at your workplace is a requirement of the [Workplace COVID-19 Safety Plans Order](#) and helps boost consumer confidence that you are ensuring their safety.

Reassure travellers that you have implemented measures to protect them and your employees from COVID-19, by adding a link from your business listing on HelloBC.com directly to your [Safety Plan](#).

1. [Login](#) to Destination BC's Tourism Business Portal or [create a new account](#), and allow two business days for access to be granted.
2. Select your business name under "Manage My Listings" and add the link to your COVID-19 Safety Plan in the field of the same name. It's important to **copy and paste the URL**, to ensure the path to this page is correct.
3. Your new COVID-19 Safety Plan button will appear on your listing on HelloBC.com the next day.



### HARBOUR AIR SEAPLANES

Sightseeing, Sightseeing, Sightseeing, Airlines, Airlines, Airlines



3900 155 FULFORD GANGES ROAD, SPRING ISLAND, BRITISH COLUMBIA,

[COVID-19 SAFETY PLAN](#)

## Messaging

### Newsletter Content

Option 1 (89 words)

#### **Do you have your COVID-19 Safety Plan posted to your website?**

Posting a copy of your plan on your website and at your workplace is a requirement of the Workplace COVID-19 Safety Plans Order and helps boost consumer confidence that you are ensuring their safety. Reassure customers that you have implemented measures to protect them, and your employees, from COVID-19, by adding a link from your business listing on HelloBC.com directly to your Safety Plan. Log in to Destination BC's Tourism Business Portal to add your plan today: <https://destinationbc.force.com/s/>

### Facebook

Option 1 (73 words)

Do you have your COVID-19 Safety Plan posted to your website? Posting a copy of your plan on your website and at your workplace is a requirement of the Workplace COVID-19 Safety Plans Order and helps boost consumer confidence that you are ensuring their safety. Reassure customers that you have implemented measures to protect them, and your employees, from COVID-19, by adding a link from your business listing on HelloBC.com. Learn more: <https://destinationbc.force.com/s/>

Option 2 (69 words)

Reassure your customers that you have implemented measures to protect them and your employees from COVID-19, by adding a link from your business listing on HelloBC.com directly to your COVID-19 Safety Plan. Log in to the Tourism Business Portal, and under manage your listings, add the link to your safety plan. Your COVID-19 Safety Plan button will appear on HelloBC.com the next day! Share your safety plan here: <https://destinationbc.force.com/s/>

### Twitter

Option 1 (Character count: 260)

Do you have your COVID-19 Safety Plan posted to your website? Posting a copy of your plan on your website and at your workplace is a requirement of the Workplace COVID-19 Safety Plans Order. Add to your HelloBC listing today: <https://destinationbc.force.com/s/>

### Option 2 (Character count: 252)

Make sure your COVID-19 Safety Plan is posted to your website, at your workplace, and on your HelloBC.com listing—reassure your customers and staff that your business takes safety seriously. Add to your listing today: <https://destinationbc.force.com/s/>

## LinkedIn

### Option 1 (73 words)

Do you have your COVID-19 Safety Plan posted to your website? Posting a copy of your plan on your website and at your workplace is a requirement of the Workplace COVID-19 Safety Plans Order and helps boost consumer confidence that you are ensuring their safety. Reassure customers that you have implemented measures to protect them, and your employees, from COVID-19, by adding a link from your business listing on HelloBC.com. Learn more: <https://destinationbc.force.com/s/>

## Graphics



## Travel Deals

In addition to safety, the BC traveller is currently looking for value. Travel deals play an important role in motivating travellers considering a BC trip to make a travel booking now.

To that end, businesses listed on HelloBC.com can now add up to **three** special offers and booking incentives to motivate travellers to book today.

Travel deals present a key opportunity for tourism businesses to generate referrals from HelloBC.com and through Destination BC marketing activities, and are featured:

- On [HelloBC.com Travel Deals page](#), and on related content pages (e.g. a ski deals for winter activity pages)
  - In email newsletters
  - In paid media campaigns, generating millions of impressions on platforms such as Facebook, Google, and Instagram.
1. [Login](#) to Destination BC's Tourism Business Portal or [create a new account](#), and allow two business days for access to be granted.
  2. Select your business name under "Manage My Listings" and click on the "Travel Deals" tab located near the top of the page.
  3. Click "New" to start the process and populate the required fields.

### What you'll need:

- The offer name
  - The offer details
  - Start and end dates which for which the offer is valid
  - A link to the offer details on your website
  - One picture to display with your offer\*
4. Edit your offers at any time.
  5. New offers and edits made will appear on HelloBC.com within 2 business days.

\*For more information about the Travel Deals Program including offer ideas and photo requirements, click [here](#).

## Messaging

### Newsletter Content

#### Option 1 (75 words)

##### **Inspire value-focused travellers with up to three travel deals**

BC travellers are staying local now, but dreaming about future travel. Inspire value-focused travellers with up to three special offers and booking incentives on your HelloBC.com listing. Travel deals are promoted through Destination BC marketing activities, and are featured on the HelloBC.com Travel Deals page, in email newsletters, and in paid media campaigns. Log in to the Tourism Business Portal to add your deals today: <https://destinationbc.force.com/s/>

### Facebook

#### Option 1 (54 words)

Add travel deals to your HelloBC listing! Travel deals present a key opportunity for tourism businesses to generate referrals from HelloBC.com and through Destination BC marketing activities, and are featured on the HelloBC Travel Deals page, in email newsletters, and in paid media campaigns. Add your deal through our Tourism Business Portal here: <https://destinationbc.force.com/s/>

#### Option 2 (66 words)

BC travellers are staying local now, but dreaming about future travel. Inspire value-focused travellers with up to three special offers and booking incentives on your HelloBC.com listing. Travel deals are promoted through Destination BC marketing activities, and are featured on the HelloBC.com Travel Deals page, in email newsletters, and in paid media campaigns. Log in to the Tourism Business Portal to add your deals today: <https://destinationbc.force.com/s/>

### Twitter

#### Option 1 (Character count: 261)

BC travellers are staying local now, but dreaming about future travel. Inspire value-focused travellers with up to three special offers and booking incentives on your HelloBC.com listing: <https://destinationbc.force.com/s/>

#### Option 2 (Character count: 223)

Travel deals can inspire your customers to visit your business in the future, when British Columbians can travel again. Add 3 special offers and booking incentives to your HelloBC listing: <https://destinationbc.force.com/s/>

## LinkedIn

### Option 1 (28 words)

BC travellers are staying local now, but dreaming about future travel. Inspire value-focused travellers with up to three special offers and booking incentives on your HelloBC.com listing: <https://destinationbc.force.com/s/>

## Graphics



## Temporarily Closed Notice

Alternatively, if your business is temporarily closed due to COVID-19 restrictions, add a Temporarily Closed Notice to your listing today.

Now more than ever, consumers are seeking up-to-date information about travel and business services around British Columbia.

1. [Login](#) to Destination BC's Tourism Business Portal or [create a new account](#), and allow two business days for access to be granted.
2. Select your business name under "Manage My Listings" and add the start and end dates (if known) of your temporary closure in the fields of the same name.
3. Edits made to your listing will display on HelloBC.com by next business day.

## Messaging

### Newsletter Content

#### Option 1 (812 words)

#### **Is your business closed temporarily due to COVID-19 restrictions?**

Add a notice to your HelloBC.com listing to keep your customers informed and help them plan for future visits. Now more than ever, consumers are seeking up-to-date information about travel and business services around British Columbia. Log in to Destination BC's Tourism Business Portal to update your listing: <https://destinationbc.force.com/s/>

### Facebook

#### Option 1 (58 words)

Is your business closed temporarily due to COVID-19 restrictions? Add a notice to your HelloBC.com listing to keep your customers informed and help them plan for future visits. Now more than ever, consumers are seeking up-to-date information about travel and business services around British Columbia. Log in to Destination BC's Tourism Business Portal to update your listing: <https://destinationbc.force.com/s/>

#### Option 2 (54 words)

Business closed temporarily? Tell your customers through HelloBC.com by adding a notice to your listing. Keep your customers up to date by logging into the Tourism Business Portal, manage your listings, and add start and end dates (if known). Update your listing here: <https://destinationbc.force.com/s/>



## Twitter

### Option 1 (Character count: 232)

Is your business closed temporarily due to COVID-19 restrictions? Add a notice to your HelloBC.com listing to keep your customers informed and help them plan for future visits. Update your listing: <https://destinationbc.force.com/s/>

### Option 2 (Character count: 170)

Need to close temporarily due to COVID-19? Let your customers know by adding a notice to your HelloBC.com listing. Update your listing: <https://destinationbc.force.com/s/>

## LinkedIn

### Option 1 (58 words)

Is your business closed temporarily due to COVID-19 restrictions? Add a notice to your HelloBC.com listing to keep your customers informed and help them plan for future visits. Now more than ever, consumers are seeking up-to-date information about travel and business services around British Columbia. Log in to Destination BC's Tourism Business Portal to update your listing: <https://destinationbc.force.com/s/>

## Graphics

