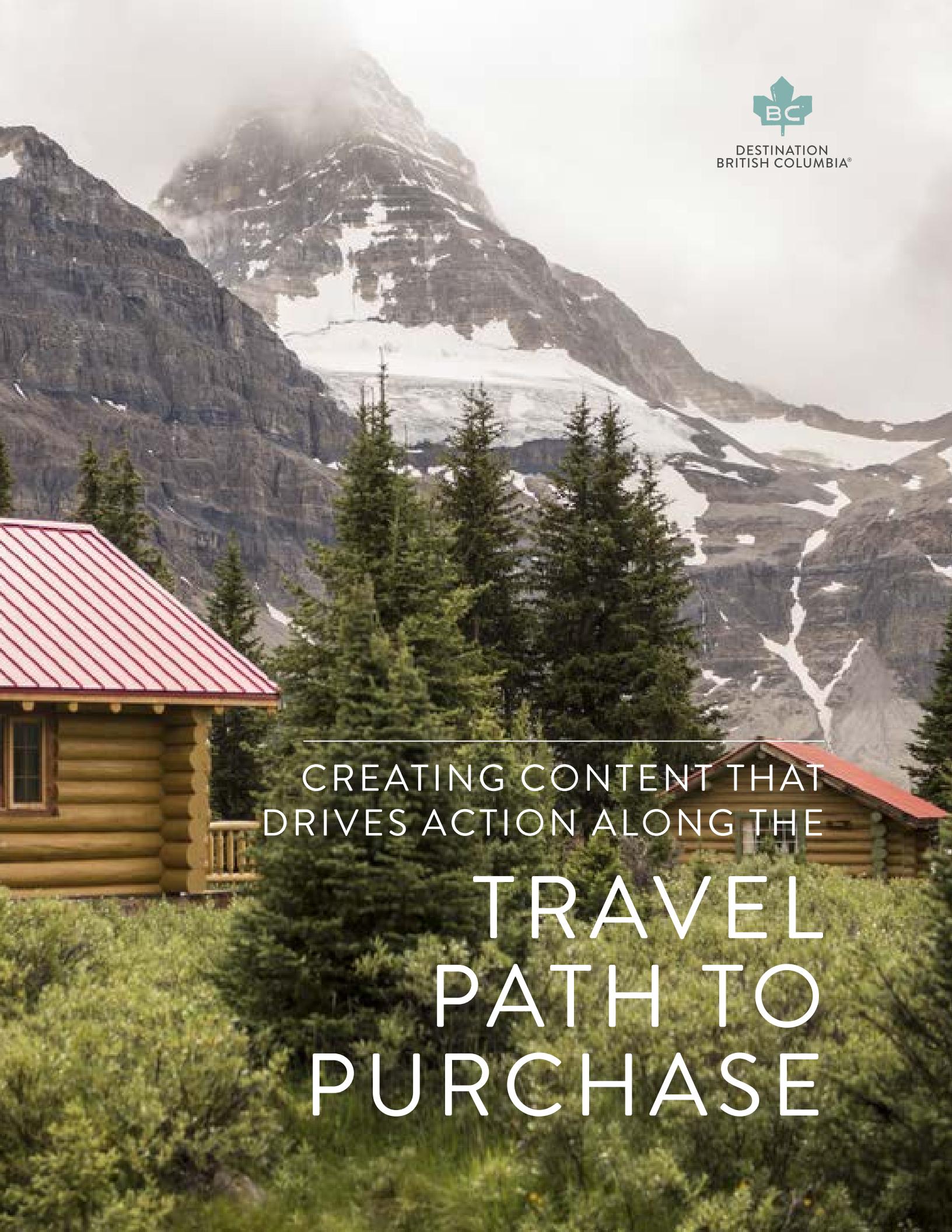




DESTINATION  
BRITISH COLUMBIA®



CREATING CONTENT THAT  
DRIVES ACTION ALONG THE  
**TRAVEL  
PATH TO  
PURCHASE**

In a marketplace where competition for customer share is fierce, producing top-notch content in the hopes that it will be seen isn't enough. Businesses that want to access their customer base at key planning and booking phases must ensure that their content surfaces strategically along the Travel Path to Purchase, or Customer Journey.

### WHAT IS THE TRAVEL PATH TO PURCHASE?

This is a series of phases that travellers follow on their way to making a booking or travel purchase. Customers may spend more time in one or two phases, and some may overlap. And while they make their way along the path, their needs will surely change and flux. As effective content marketers, it's our role to anticipate those needs, and engage with our audience at opportune intervals throughout this process—a relationship-building endeavour that encourages and drives positive customer action.



Every business will have their own approach for content creation throughout each phase; some may decide, based on budget and resources, that they can activate in a select few phases only. Whatever you choose, ensuring you provide the right content mix to captivate, engage, and educate your audience will generate leads, support a brag-worthy guest experience, produce positive word of mouth, and keep your customers coming back.

This guide provides content marketing ideas to help drive customer actions along the Travel Path to Purchase. Not every suggestion or example will work for you; choose what works best for your audience based on your priorities and planning capabilities, and adapt as necessary during unusual or unprecedented times (e.g., COVID-19).

## BEFORE YOU GET STARTED, ASK YOURSELF

### What are you trying to achieve?

Before addressing your visitors' needs, consider your organization's marketing goals. Are you trying to drive awareness? Increase engagement? Secure bookings? The Path to Purchase detailed below highlights the types of content that work best for each objective.

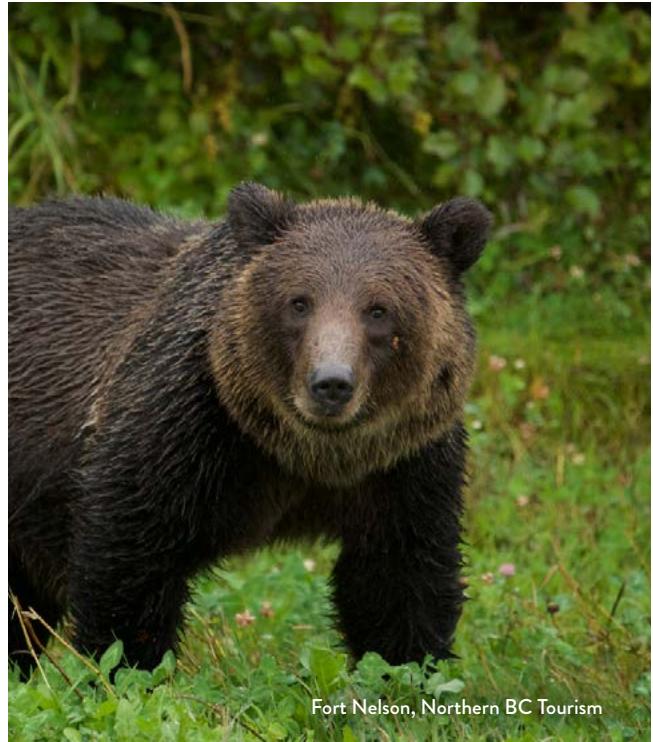
### What resources do you have available?

Featuring content for each phase in the Travel Path to Purchase is ideal, but if your budget is small, consider investing resources in places where you'll have the most influence or impact on travellers. Your reach, for example, may be more significant in the "Dream" phase, but your conversions may be higher in the "Book" phase.

### What are your key performance indicators (KPIs)?

Consider the marketing channels you have available, including your website, blog, email list, and social channels. Once you've determined your marketing objectives and content format, you'll want to track your marketing performance to ensure your goals are being met.

**It's time to begin.**



# DREAM



Chase

## OPEN TO NEW IDEAS AND POSSIBILITIES

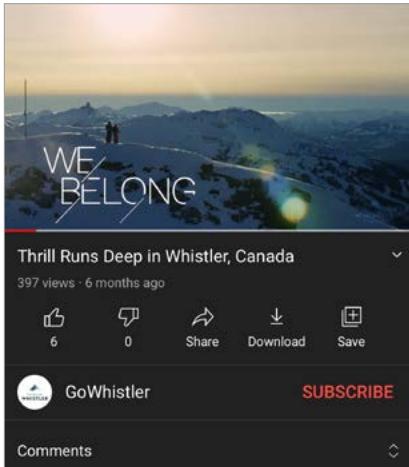
Travellers are dreaming about their next trip. They're exploring where they'll go or what they'll do.

## MARKETING GOALS: CAPTIVATE

- Captivate your audience through inspiring, visual and/or narrative content
- Grow interest, awareness, and drive emotional urgency to visit

## CONTENT IDEAS

### Dazzle with Short, Branded Videos



[Tourism Whistler](#)

Grab attention with professionally shot 15- to 30-second videos to captivate your audience's interest.

**FORMAT:** Social Media, Video Ads, Website

### Feature Storytelling Videos

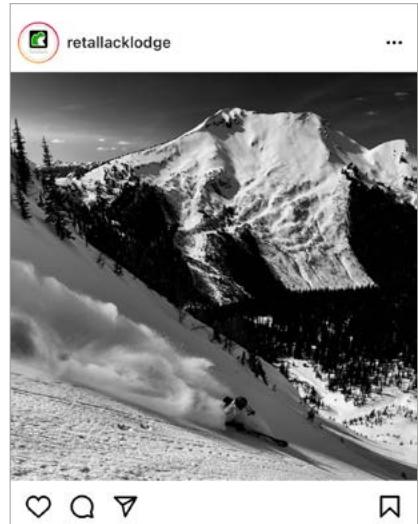


[Destination BC](#)

Use storytelling videos narrated by local subject matter experts or visitors.

**FORMAT:** Social Media, Video Ads, Embed on Website

### Use High-Impact Brand Photos



[Retallack Lodge](#)

Showcase striking, professionally shot photos that convey your brand and experience.

**FORMAT:** Social Media, Website Headers, Sponsored Content, Ads

**KPIs:** Impressions | Reach | Views | Watch Time | Follows | Page Views

# PLAN

Fernie

## WEIGHING OPTIONS

Travellers are researching and considering their options.

## MARKETING GOALS: ACTIVATE

- Activate your audience through engaging and educational content
- Demonstrate how you stand out from your competitors
- Drive organic search traffic to your website

## CONTENT IDEAS

### Share What Makes You Unique



[Mission Hill Winery](#)

Share interesting facts about your product or experience, or what you are known for.

**FORMAT:** Website, Blog, Video, Social Media Post

### Convey Your Connection to the Local Area

An Instagram post from @nkmpidesculturalcentre showing a person wearing a vibrant headdress and traditional clothing, standing outdoors. The post includes standard Instagram interaction icons at the bottom. Below the image is a caption: "Nk'mipdesertculturalcentre The Syilx of the Okanagan Nation live in eight communities in the interior of British Columbia and Washington. And over 500 band members live and work on the Osoyoos Indian Reserve which stretches from Oliver to Osoyoos."

[Nk'Mip Desert Cultural Centre](#)

Relate your business to the area's culture, history, or notable features and attractions.

**FORMAT:** Website, Blog, Video, Social Media Post

### Answer FAQs

A mobile phone screen displaying a webpage for Skeena River Lodge. The top bar shows "EN" and a menu icon. The main content area has a blue header with the lodge's logo and the question "HOW LONG DOES IT TAKE TO REACH THE FISHING GROUNDS?". Below the question, there is a block of text: "At times guests might walk from the lodge to their boat and fish the Skeena. At other times, you will trailer boats to a wide range of rivers and or put-ins. The shortest drive is around 15 minutes and the longest will be 45 – 50 minutes. Once in the boats, you will typically be getting out to fish in very little time." The bottom of the screen shows a navigation bar with icons for back, forward, and search.

[Skeena River Lodge](#)

Turn your responses to commonly asked questions from guests into content. Consider using Top 3, 5, or 10 lists where it makes sense (e.g., Top 5 Adventure Activities in the Area).

**FORMAT:** Website, Blog, Video, Social Media Post

**KPIs:** Likes/Reactions | Comments/Replies | Saves | Shares/Views | Watch Time/Clicks | Page Views/Session Time | Pages per Session | New Email Subscribers

# BOOK

Revelstoke

## DECISIONS ARE BEING MADE

Travellers are looking for clear, detailed information about your product offering, availability, and price.

## MARKETING GOALS: GENERATE

- Generate leads
- Convert customers
- Get bookings

## CONTENT IDEAS

### Streamline Website User Experience

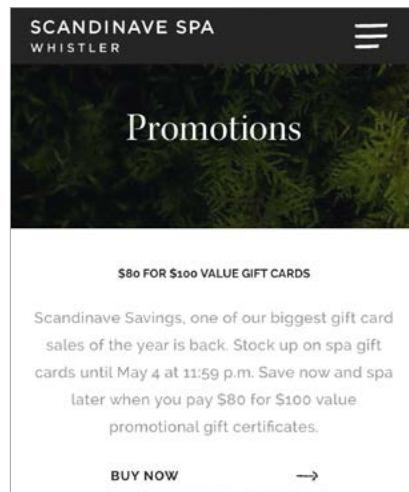


[Cycle City Tours](#)

Ensure travellers can easily navigate your website to find the information they need to book. Highlight what's included in their reservation.

**FORMAT:** Website

### Feature Special Offers

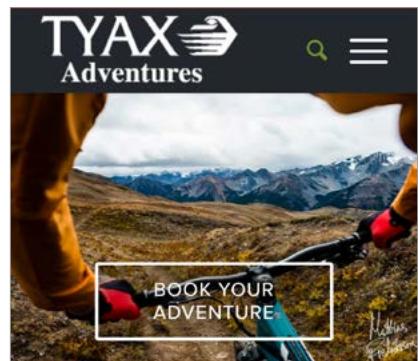


[Scandinave Spa](#)

Highlight promotions or limited time offers that create urgency and entice travellers to take the final step to book.

**FORMAT:** Website, Email, Social Media Post

### Highlight Your Call to Action



[Tyax Adventures](#)

Place your contact information and booking button front and centre. Make it easy for customers to book.

**FORMAT:** Website, Email, Social Media Account Profile

**KPIs:** Reservation Inquiries | Bookings or Purchases | Referral Clicks (for DMOs)



Tofino

# VISIT

## PLANNING DETAILS

Travellers are on their way to your destination or business, or they are already there. They're planning trip details now and looking for things to do nearby.

## MARKETING GOALS: GENERATE AND ADVOCATE

- Offer information and ideas to enrich your guests' stay, resulting in strong future word-of-mouth marketing
- Deliver a remarkable experience

## CONTENT IDEAS

### Know Before You Go

**WILDCOAST ADVENTURES  
PACKING LIST**

Whether you are staying at the excellent facilities at our [Orca Camp](#) or heading out on a [kayak camping expedition trip](#), packing for your sea kayaking adventure is a breeze. Like staying at a resort hotel all you need to bring are your personal belongings.

[Wildcoast Adventures](#)

Turn your responses to commonly asked questions from guests into content. Tell guests what to pack or include a link to the local weather forecast. Provide them with tips to get the most out of their visit.

**FORMAT:** Web Page, Blog Post, Email, or Social Media Post

### Highlight Amenities or Offerings Linked to Your Business

**deltagrandhotel**

[Delta Hotels by Marriott Grand Okanagan Resort](#)

Showcase other activities and products you offer, including partnerships with other businesses (e.g., a hotel that has partnered with an adventure company for special packages).

**FORMAT:** Web Page, Blog Post, Email, or Social Media Post

### Suggest Nearby Activities and Restaurants

**BOWRON LAKE LODGE**

**Things to see and do in the area**

Whether you are staying with us for a few hours or a few days, Bowron Lake Lodge offers a selection of activities for you to enjoy, including:

[Bowron Lake Lodge](#)

Tell guests about things they can do, restaurants they can visit, etc., nearby.

**FORMAT:** Web Page, Blog Post, Email, or Social Media Post

**KPIs:** Likes/Reactions | Comments/Replies | Saves | Shares | Views | Watch Time | Clicks Page Views  
| Session Time | Pages per Session | Email Open Rate



# SHARE

Thompson Okanagan

## TELLING FRIENDS & FAMILY

Travellers are telling friends and family about their trip, pre, during, and post travel.

## MARKETING GOALS: ADVOCATE

- Spread positive word of mouth
- Influence new customers

## CONTENT IDEAS

### Share Guests' Social Posts



[Big White Ski Resort](#)

Encourage guests to post photos or videos of their experience on social media either tagging you or using your hashtag. Re-post their content with permission.

**FORMAT:** Social Media Post, Website, Blog

### Encourage Reviews

#### 5-STAR TOURS, LESSONS & RENTALS IN TOFINO



Excellent time!



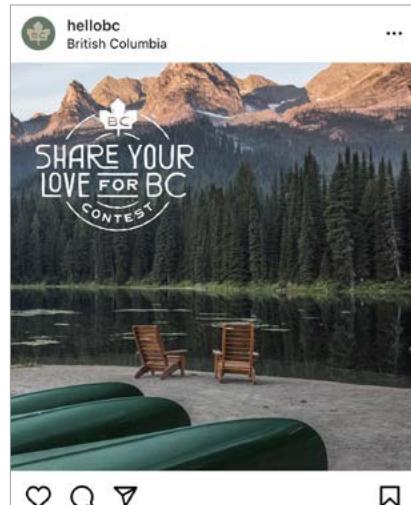
We had a great time with a family lesson, even the old guys managed to get up on their boards! Lots of time in the ocean with great shore instruction. Super location on the beach that we happened to walk by one day...next day the guys were on their boards! Thanks

Tofino Paddle Surf

Encourage guests to review your business. Select and feature your best reviews on channels like your website or social media to help reassure travellers that they're making the right decision.

**FORMAT:** Website, Email, Social Media Post

### Feature a Contest



[Destination BC](#)

Ask travellers to submit videos or photos from their experience for a chance to win a contest. Share their content on your channels, with permission.

**FORMAT:** Social Media Post, Email, Web

**KPIs:** Social Media Tags | Hashtag Use | Engagement | Shares Positive Reviews  
| Customer Referrals | Return Customers