



DESTINATION
BRITISH COLUMBIA™

MARKETING YOUR TOURISM STORY



Fernie, BC
March 2017

Content Vision

Through inspirational storytelling,
Destination British Columbia
engages global explorers,
connecting them to a place still wild.

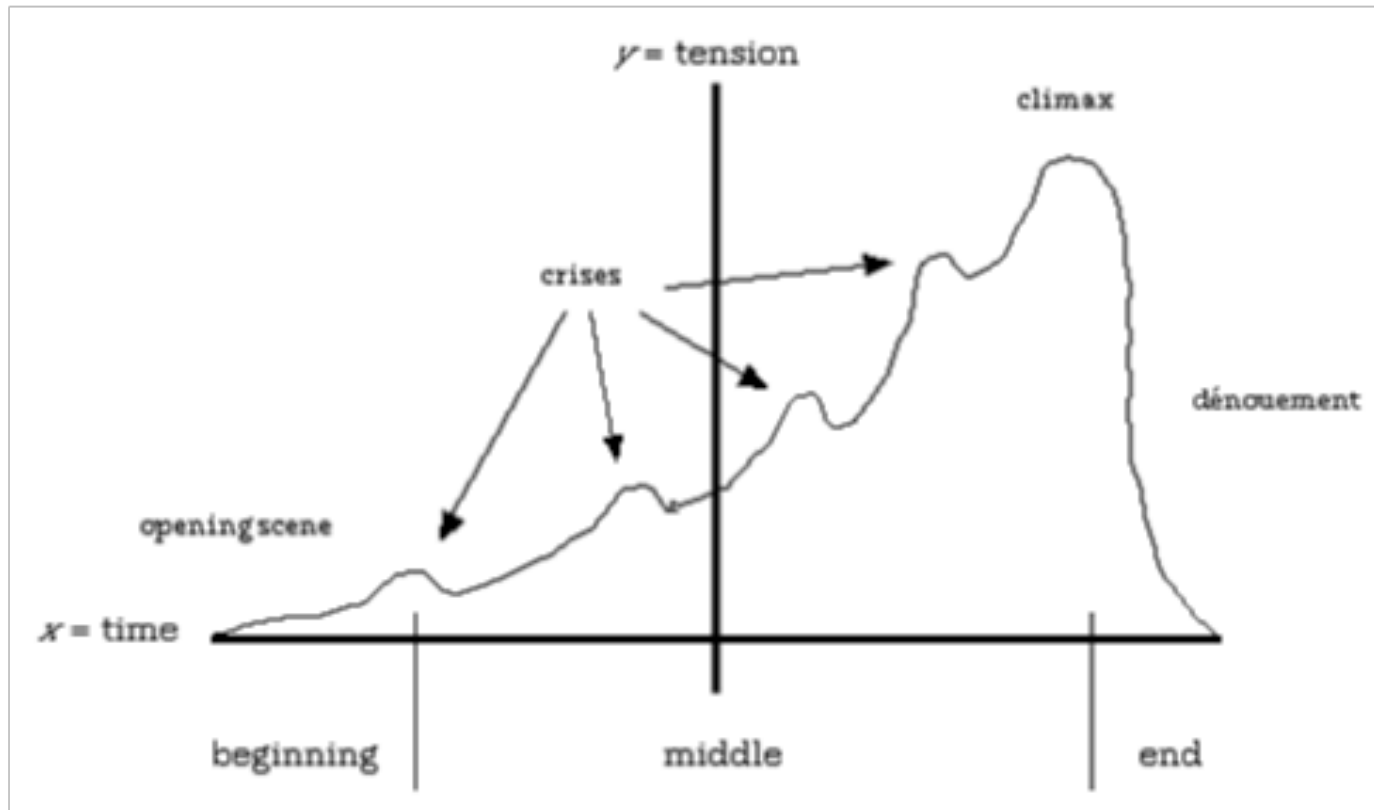
What Is a Story?

Your answer goes here!

What Is a Story?

- A narrative account that captures your interest
- It has a beginning and an ending
- It's usually about people
- It's a series of events that are linked together

This Is a Story



Memories
Movies
Novels
Sports
Politics
TV Commercials

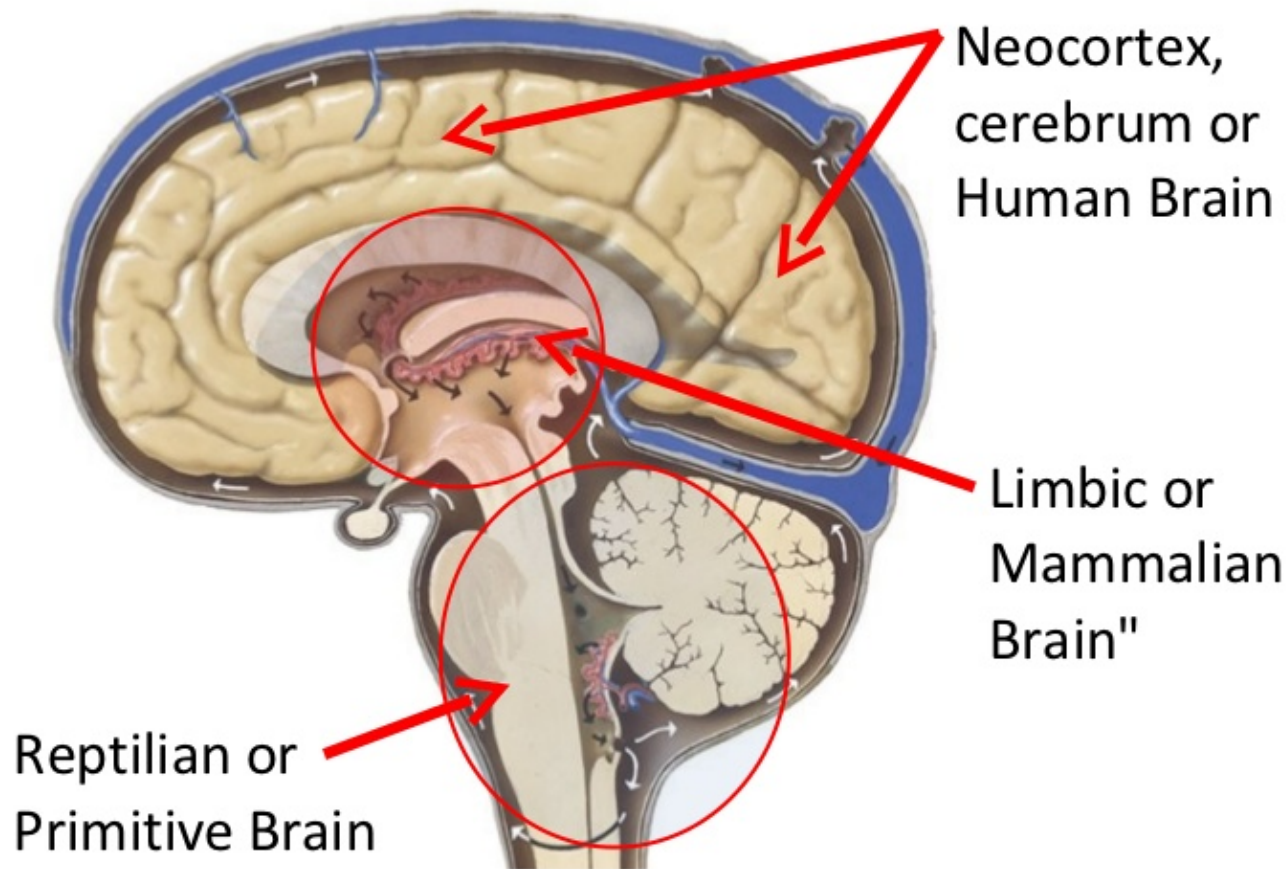


We're Hardwired for Stories



Why Are Stories Effective?

Your Three Brains



Your Tourism Story

- Are you selling a tourism product?
- Or telling a tourism story?

Case Study

“I charge people money to teach them the fundamentals of rock climbing.”



Identify Your “Why”

- People don't buy **what** you do.
- They buy **why** you're doing it.

“What” vs. “Why”

- Your “what” is easy: you take people river rafting, or host them at your lodge. . .
- Your “why” is what people really respond to.
- Why do you do what you do?

Getting to Why

“Why are we driving so slowly, Dad?”

“Because the road is icy.”

“Why?”

“Because in winter the temperature. . .”

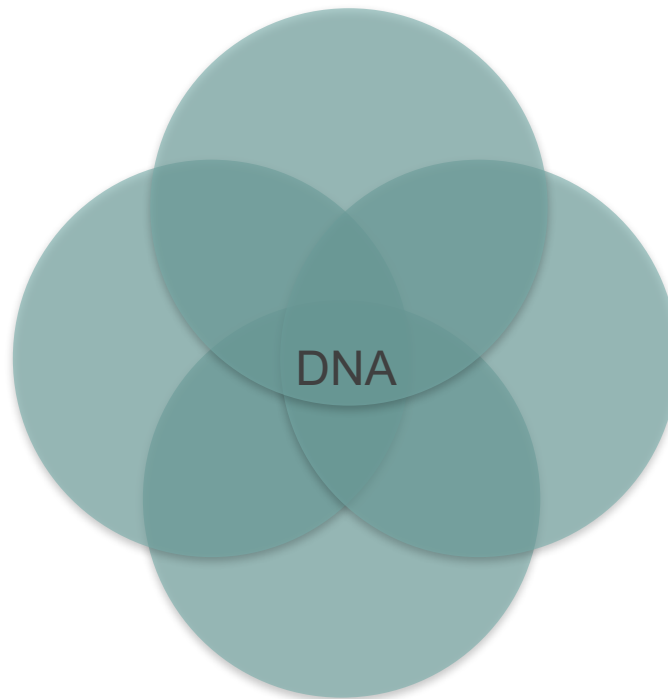
Case Study

“I help people achieve things they didn’t think they were capable of doing.”



What Makes You Unique?

Identify your DNA. . .



Tracy's DNA + Why

- Young
- Female
- Search & Rescue Background
- Loves helping others build self-esteem

Your Tourism Story

Your personal “why” + your unique DNA

= the seeds of your tourism story

Getting Your Story Out

Q. Once you've created a tourism story, how do you share it with potential visitors?

A. Content marketing.



What Is Content Marketing?

- Engaging potential visitors by sharing your tourism story digitally.
- Website, blog, Instagram, Twitter, Facebook, YouTube, e-newsletters.

Brand Journalism

Why it's a better approach to content marketing:

“People want to be told, not sold.”

- Helpful information vs. empty boosterism
- Description vs. evaluation
- Engagement vs. pronouncement
- Accuracy vs. bullshit

Brand Journalism is . . .

- More informational, less promotional.
- More conversational, less affected.
- More original, less clichéd.

The Ross Rules:

10 Steps to Great Content

- Be Prepared
- Be Concise
- Be Plainspoken
- Be Upfront
- Be Smart
- Be Specific
- Be Impeccable
- Be Deliberate
- Be Coherent
- Be Collaborative

1. Be Upfront

- Say the most important thing first.

WEATHER

Coldest of days, and with wind
chill of about 10.

Forecast: No change for the
week-end after clearing Monday.

Temperature: 30 to 35
Precipitation: 0 to 1 inch

Humidity: 60 to 70
Wind: 10 to 15 mph

Report and Map—Page 20

Vol. CXXII No. 42611

NEW YORK

Herald Tribune



**THE
CITY**

ESTABLISHED 1865

Established 125 Years Ago. A European Edition Is Published Daily in Paris.

SATURDAY, NOVEMBER 23, 1963

A 100-Page Year
Book Will Be

TEN CENTS

Kennedy Assassinated

JOHNSON SWORN AS PRESIDENT



New York Herald Tribune

2. Be Concise

- “The more succinct your message, the more likely it will be read, understood, and acted upon.”

3. Be Specific

It was really cold when I got to Cranbrook.

It was **-24** when I **landed** in Cranbrook.

3. Be Specific

Awesome Deals on Mid-Week Lift Tickets

40% Off Lift Tickets Next Week!

4. Be Plainspoken

- Simple words.
- Short sentences.
- Short paragraphs.
- Subheads.
- White space.

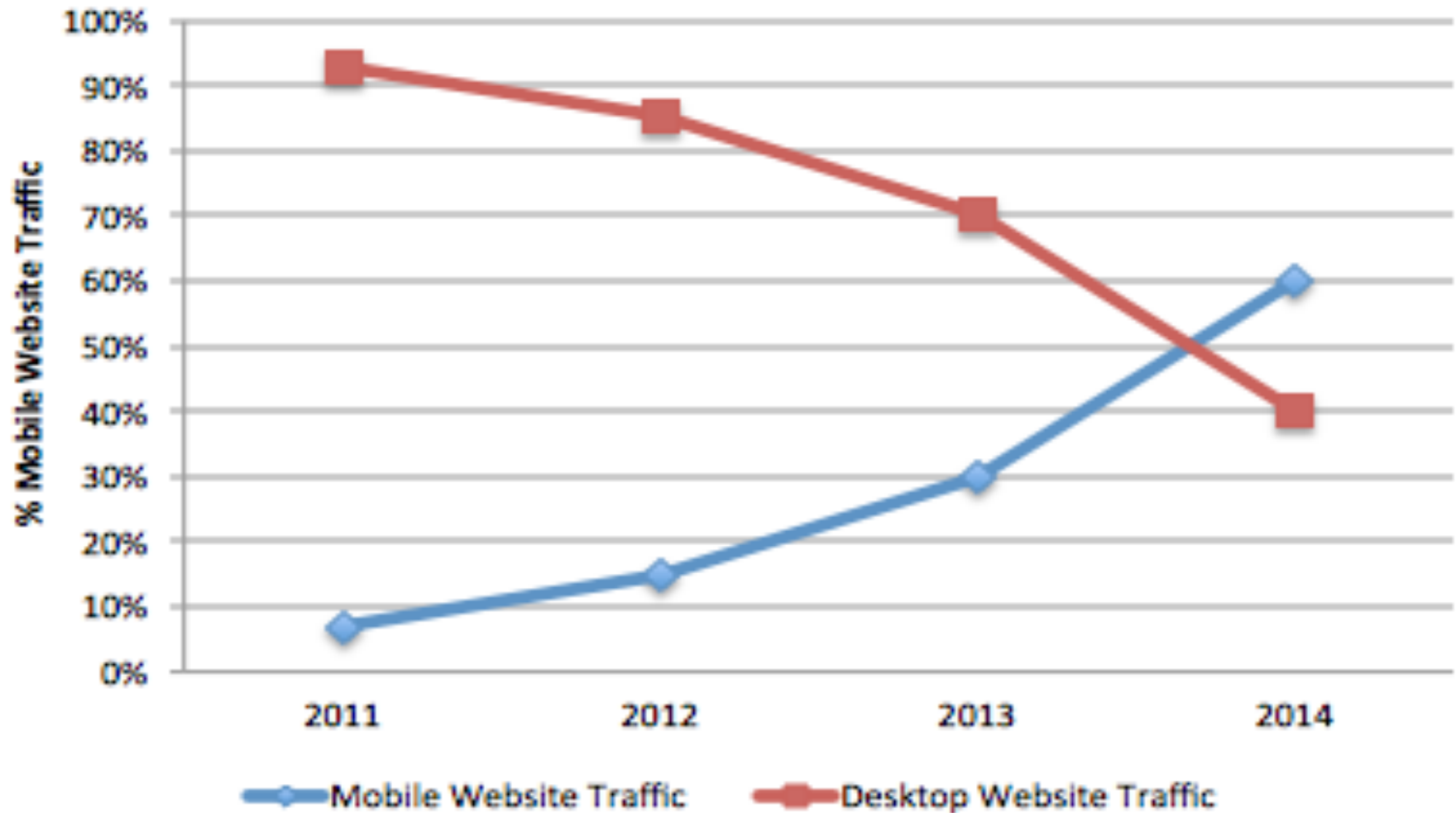
5. Be Smart: Think Mobile!

Most tourism content is created on a desktop but consumed on a mobile device.

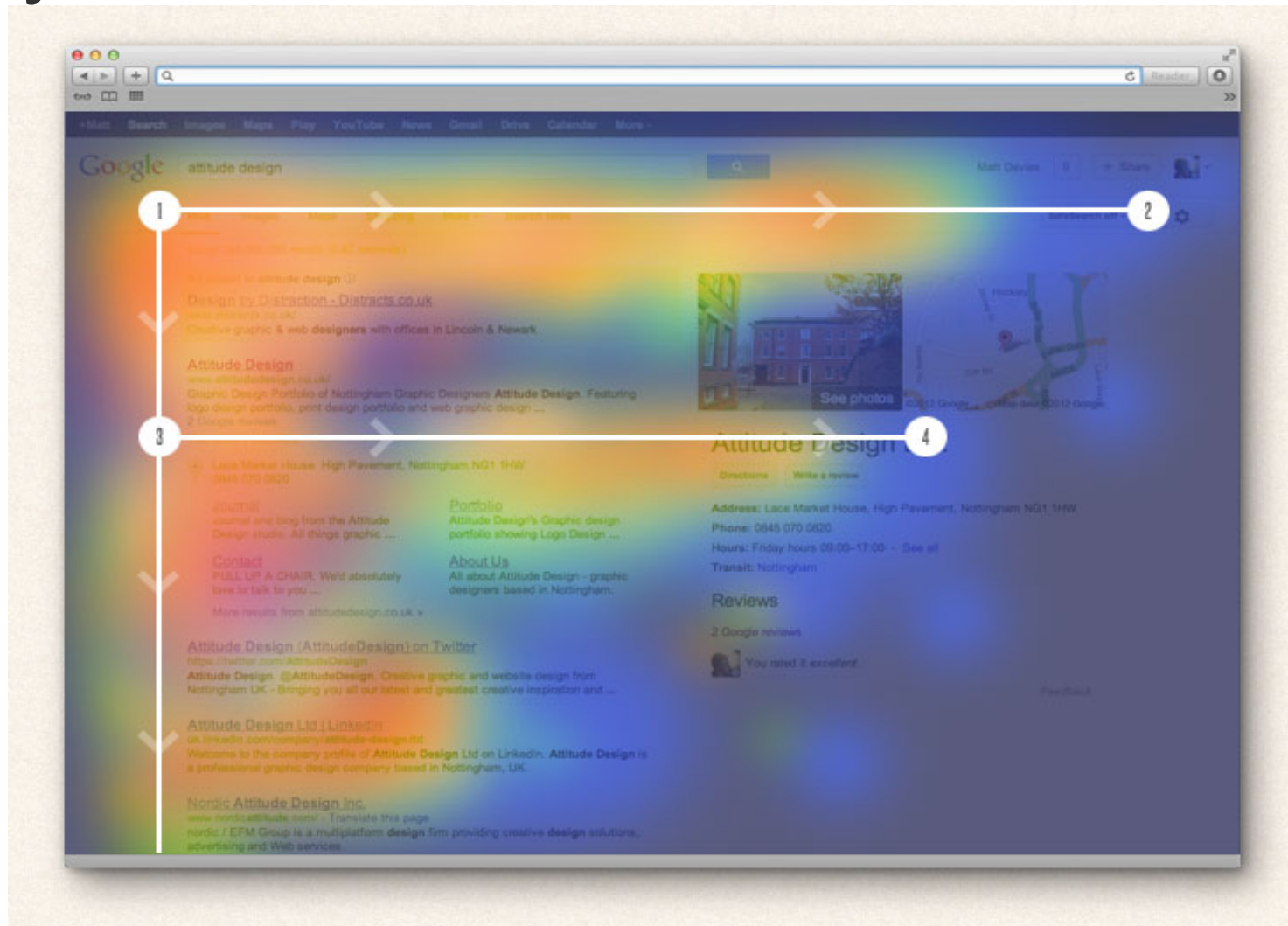
Mobile is Winning



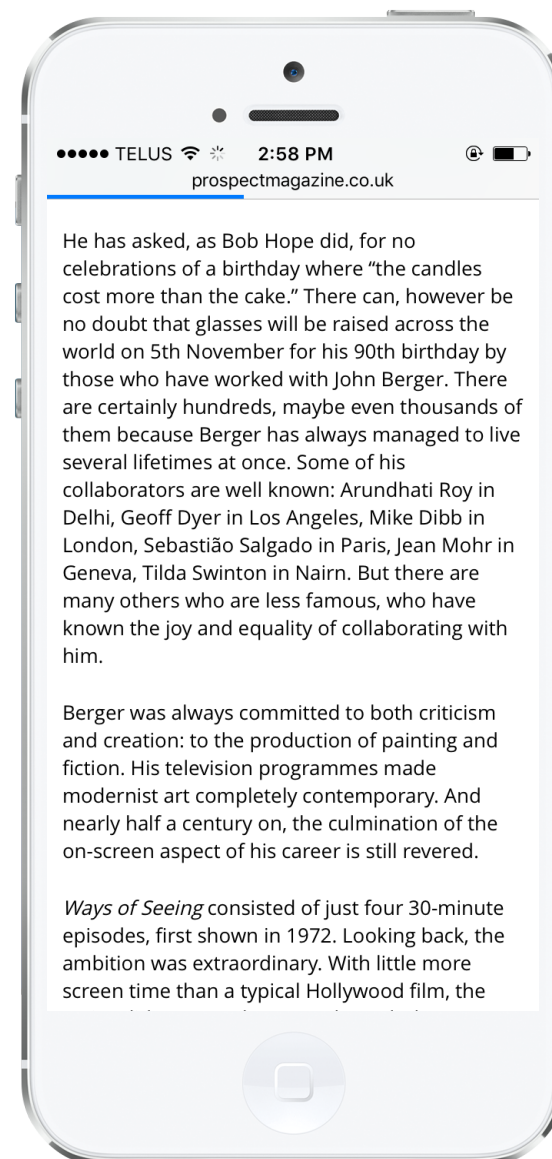
Desktop vs. Mobile



People don't “read” on a smartphone—they scan.



Which screen would you read?



5. Be Smart: Think Video!

- Facebook: 74% of digital traffic in 2018 will be video.
- Cisco: by 2019, 80% of all digital traffic will be video.
- 70% of video on mobile is watched with sound off.
Caption videos.

Thank You!

Fly fishing

