

Date: May 26, 2020

Member Notice: COVID-19 Member Information Form

Dear Members,

With Phase 2 of [BC's Restart Plan](#) officially underway, and businesses and services beginning to progressively re-open, Tourism Whistler is in the process of developing a centralized database of operational information and recovery promotions from all Member businesses.

This critical information will be the foundation of Tourism Whistler's Recovery marketing efforts over the coming weeks and months as we prepare to start welcoming visitors back to our community. The information will be housed in a centralized location on [whistler.com](#), as well as featured on key landing pages, so that [whistler.com](#) can serve as a one-stop-shop for consumers to understand the post COVID-19 Whistler experience.

A COVID-19 Sentiment & Traveller Intentions study recently conducted by the [Tourism Whistler Research Department](#) has provided us with some key insights which have assisted us in planning our business recovery strategy, and have guided our information collection process:

- Visitors want to know they are welcome before they return to Whistler
- Visitors want to feel confident they are travelling to a safe destination & that businesses have strict safety protocols in place to protect their health
- Visitors want to understand what will be open and how the experience in resort will be different

We are therefore requesting all Member businesses provide us with their operational details, safety protocols and any featured promotions as they become available by completing this form on the member website:

<https://members.whistler.com/forms/covid/>

*Please note: if your operations or promotions change for any reason, you can resubmit the form at any time to update the information on [whistler.com](#).

With safety in mind, Tourism Whistler would like to highlight the importance of all Whistler businesses taking a proactive approach to ensuring all required safety practices are in place

before reopening, in order to manage risk – both for the community and visitors alike.

The Resort Municipality of Whistler (RMOW) has taken the lead on collecting and communicating general COVID-19 guidance and best practices for all Whistler businesses to follow as they plan to resume operation. This includes [official orders and guidance](#) from BC's Provincial Health Officer, and information and restart plans created by government officials and various sector associations.

All Members are encouraged to review the [COVID-19 business best practices](#) resources available on the RMOW's website at whistler.ca/SafeRestart.

Members are also encouraged to keep their [Google My Business](#) listing up to date at all times. Your Google business listing populates the [Whistler.com Business Directory](#) with key information, such as your hours of operation, which consumers will rely on now more than ever. Ensuring your information is accurate can help manage guest expectations as we move through this critical recovery phase.

Any questions about this process or Tourism Whistler's business recovery efforts can be directed to content@tourismwhistler.com.

Thank you,

Kirsten Homeniuk
Vice President, Marketing