Dear Members,

Today, the Premier urged British Columbians to restrict their movement within the province to prevent the further spread of COVID-19. The Premier announced new orders that will come into effect this Friday, April 23, and will likely continue through May 24, which will include restricting British Columbians from travelling outside of their local health authority region for non-essential, recreational purposes. However, the Premier is imploring all tourism businesses to please respect and support this direction as of today.

The province-wide restrictions currently in place, that came into effect on March 29, were also extended until May 24 at midnight.

Full details from today’s press conference are available here.

While this continues to be very difficult news to hear, these stricter measures will help British Columbia bend back the COVID-19 curve, at a time when vaccines are ramping up, with the plan that these restrictions can then be lifted in time for our peak summer season.

While current bookings are relatively small due to existing travel restrictions, whistler.com will nevertheless be proactively cancelling all remaining reservations outside of the Vancouver Coastal Health authority region for the months of April and May. We anticipate that all Whistler hotels will be doing the same, in order to be compliant with the new public health orders.

In the delivery of its budget today, the federal government announced some welcome news that the Canada Emergency Wage Subsidy and the Canada Emergency Rent Subsidy will both be extended until Sept. 25, 2021.

Tourism Whistler is poised and ready to invite visitors back when the time is right. But in the meantime, we will continue to message our Support Local campaign to encourage local residents to support our Whistler businesses through this challenging time. We will also continue to share inspirational content through our owned channels to keep people dreaming of Whistler and planning for future travel, while reminding them that “now is not the time to travel”.

I would like to remind all Members that information and resources for travellers is available at whistler.com/covid, and we have a COVID-19 information and resources for Members available on the member website. I would also like to remind all Member businesses to keep their Doors Open Directory listings up to date using the COVID-19 Member Information form.

Please do not hesitate to reach out if you have any questions or if there is anything we can do to support you during this difficult time. With the accelerated rollout of the vaccine across the globe and the recent completion of Whistler’s community-wide vaccination program, we are getting much closer to seeing the other side of this pandemic. Please keep the faith and stay strong.

Barrett Fisher
President & CEO, Tourism Whistler