

Dear Members,

Following up on the communication we distributed earlier this week, the provincial government has now further clarified the details of the new order coming into effect today via the Emergency Program Act to restrict leisure and recreational travel in British Columbia.

By law, the order prevents British Columbians from travelling outside of their health authority region for non-essential purposes until May 25. As [defined by the province](#), essential reasons for travel include work and medical appointments. Travelling for a vacation or for recreational activities is not considered essential.

However, by appeal, our provincial government is further imploring the tourism industry to take firmer action to limit movement within the province. This includes a request of the tourism sector to not accept reservations from travellers from outside of our local area for non-essential reasons, which for Whistler, 'local' is defined as the Sea to Sky Corridor.

To this end, the communities of Whistler, Squamish and Pemberton, along with the Squamish-Lillooet Regional District (SLRD), have [publicly stated only essential travel through the Sea to Sky Corridor will be welcome](#) as long as the new order is in place. This means anyone from a community outside the Sea to Sky is being asked to postpone their leisure or recreational travel to Squamish, Whistler, Pemberton and the SLRD until after May 25. This includes both day trips and overnight trips to the region.

In parallel, Tourism Whistler is moving ahead with cancelling or rebooking [whistler.com](#) reservations from travellers outside of our local area. We will also be proactively messaging that now is not the time to travel to Whistler for recreational purposes, and we will not accept any new non-essential reservations until after May 25. We recommend all Whistler businesses and accommodation providers do the same.

The goal of this new order, and the request of the tourism industry to limit travel to local areas, is to get our COVID-19 case counts under control so that restrictions can be lifted in time to save our peak summer season. **Our collective efforts to deter travel now will help ensure that we have a summer where visitors can, and will, be actively encouraged to travel regionally and domestically once again.**

In the meantime, we will continue to support our Members and our local business community with our [Support Local](#) campaign which encourages Sea to Sky residents to shop and dine locally. We are also in the process of finalizing our summer marketing campaign so that it will be ready to launch as soon as our provincial authorities approve the return of recreational travel and we can solicit tourism to our beautiful destination once again.

Details of the newly announced travel restrictions are available on the [Government of British Columbia's website](#), as well as our website at [whistler.com/covid](#).

This will be another tough month, but we believe the end is in sight. Please do not hesitate to reach out if you have any questions.

Stay strong and stay well,

Barrett Fisher  
President & CEO, Tourism Whistler