

Last Updated: April 8, 2020

Member Update: COVID-19 (coronavirus)

Dear Members,

Tourism Whistler remains committed to keeping you informed as the situation with COVID-19 evolves. New information, updates and resources are detailed below.

Go Whistler...Later

With the Easter long weekend approaching, Tourism Whistler is reminding visitors **now is not the time for travel**. We must all do our part and follow the advice of health authorities to help flatten the curve. We look forward to welcoming all our guests back to Whistler once we get through these challenging times together.

We have updated the messaging on our whistler.com/COVID information page, added *Go Whistler...Later* messaging to the whistler.com homepage, and created new shareable *Whistler at Home* content on the [Whistler Insider](#) blog. We have also provided recommended key messaging at the end of this bulletin for any Members who wish to amplify the *Go Whistler...Later* message through their own channels.

Additionally, the SLRD partners have issued a joint press release encouraging visitors to stay home and not visit the Sea to Sky Region at this time, and BC Parks has announced the closure of the entire provincial system, including all parks and protected areas. You can view the SLRD news release [here](#) and the announcement from BC Parks [here](#).

Whistler Food Bank Relocates to the Whistler Conference Centre

The Whistler Community Services Society (WCSS) and the Resort Municipality of Whistler (RMOW) have issued a joint press release announcing the Whistler Conference Centre as the new home for the Whistler Food Bank. The new location will help provide a larger and more centralized space for the Food Bank as demand continues to rise in response to COVID-19 impacts. View the announcement [here](#).

Member Content Opportunities

While Tourism Whistler has suspended all advertising campaigns, we are continuing to share *Stay at Home* content (following three themes of **COVID-19 Communications**, **Whistler at Home** and **Calming Mountains**) through our owned channels - website, blog & social media. This is in an effort to keep Whistler top of mind for future travel when the time is right. View details and opportunities for your business [here](#).

Additionally, for the first time ever, the New York Times is looking to produce a reader-generated **36 Hours Wherever You Are** column featuring stay at home experiences for

travel-lovers. This could be things like virtual tours, online tutorials, live streams, etc. Learn more about the opportunity for your business, and Whistler, [here](#).

New Taste Whistler App

The Restaurant Association of Whistler and Barber Media have partnered to create a free community app called **Taste Whistler** to help support the local food and beverage industry. The app is designed to keep everyone up-to-date on the shopping, take out, and delivery food options in Whistler and is available on both the [App Store](#) and [Google Play](#).

Member Meetings

Tourism Whistler's regularly scheduled in-person member meetings have been suspended until further notice; however, we are hosting bi-weekly Member Check-Ins by way of video conference call. The meetings will include a presentation on resort impacts, summer/fall forecasts, and marketing and sales response and recovery efforts for the short and mid-term. If you are not currently receiving the meeting invitations and are interested in attending, please email membercommunications@tourismwhistler.com.

COVID-19 Information & Resources

For an overview of the national response to COVID-19, including travel advisories and Canada's COVID-19 Economic Response Plan, visit [Coronavirus Disease \(COVID-19\): Canada's Response](#).

For an overview of the provincial response to COVID-19, including measures that have been put in place to mitigate the spread of the virus and support available for British Columbians, visit the BC government's [COVID-19 Provincial Support and Information](#) page.

Guest-facing COVID-19 information and resources is available at whistler.com/covid, including the **COVID-19 Business Impact in Whistler** document, which provides an overview of how businesses in the resort are modifying their operations. Please keep us informed by emailing operational changes to reservations@whistler.com.

COVID-19 information and resources for Members is available on our [member website](#).

Recommended Key Messaging

At this time, Tourism Whistler is recommending the following key messaging:

- Now is not the time for travel.
- Please stay home and follow the advice of health authorities to keep yourself and others safe.
- Avoid gatherings, practice social distancing and wash your hands regularly.

- We must all do our part now to help flatten the curve. We look forward to welcoming all our guests back to Whistler once we get through these challenging times together.
- Whistler Blackcomb remains closed, and many other businesses in Whistler, including restaurants, accommodations, activity operators and retail stores, are also suspending or modifying their operations. Details available at whistler.com/covid.
- Anyone with questions related to COVID-19 or public health in Whistler should consult [Vancouver Coastal Health](#), the health authority for our region.

Additional questions can be directed to membercommunications@tourismwhistler.com.