

Last Updated: June 16, 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.

BC Summer Recovery Marketing Campaign

Tourism Whistler is preparing to launch its BC Summer Recovery Marketing Campaign once we get to Phase 3 of [BC's Restart Plan](#) and the province lifts its recommendation against non-essential personal travel. Our summer campaign will redefine what it means to **Adventure Differently** in a COVID-19 world, and will be centred around the concept of "*Whistler is changing its pace so you can...Adventure Confidently...Adventure Openly...Adventure Mindfully...Adventure Sensibly...Adventure Differently*".

We want our guests to feel invited and secure in returning to Whistler, but to do so with a respect for the current situation, and with a focus on responsible behaviour. With this in mind, we have created [four themes](#) to act as guidelines for the changes we're asking of everyone who spends time in the resort this summer, including: **Let's Interact Considerately, Let's Play Simply, Let's Explore Responsibly, Let's Enjoy Patiently.**

The [BC Summer Recovery Marketing Campaign Toolkit](#) is now available on the member website and includes recommended language and messaging we encourage all members to embrace, as well as our Summer 2020 Campaign Overview blocking chart, advertising opportunities and ready to share content.

Whistler Doors Open Directory & COVID-19 Member Information Form

The [Whistler Doors Open Directory](#) on whistler.com is the foundation of Tourism Whistler's Recovery marketing efforts as we prepare to welcome visitors back to our community.

Make sure your business is represented by filling out this short form so that visitors know your safety protocols, features and promotions: <https://members.whistler.com/forms/covid/>

Please note:

- If your operations or promotions change, you can resubmit the form at any time
- There's no need to put your hours of operation in the form as we pull those from [Google My Business](#) (please make sure they are up to date)

4-Week Occupancy Outlook

Tourism Whistler posts a weekly [Four Week Occupancy Outlook](#) report on the member website which details the on-the-books occupancy for the upcoming four-week period. The report can be used as a valuable tool for business planning as we prepare to welcome more visitors back to our community. Any questions about the Four Week Occupancy Outlook can be directed to research@tourismwhistler.com.

Safe Restart Resources

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 resume operation. This includes information and restart plans created by government officials and various sector associations, as well as access to [printable signage](#). Learn more at whistler.ca/SafeRestart.

Additional free COVID-19 posters, signage and handouts are available from [Vancouver Coastal Health](#) and the [BC Centre for Disease Control](#).

Recommended Key Messaging

At this time, Tourism Whistler recommends the following key messaging:

- Provincial health authorities continue to recommend against non-essential personal travel at this time, but we look forward to welcoming our guests back to Whistler soon.
- Please continue to follow the recommendations of health authorities to keep yourself and other safe – wash your hands regularly, practice social distancing, and stay home if you are feeling unwell.
- Information and resources for travellers is available at whistler.com/covid.
- Some businesses in Whistler are beginning to reopen, but many continue to have suspended or modified operations. Please review the [COVID-19 Business Impact in Whistler](#) database and [Whistler Doors Open Directory](#) for details.
- Anyone with questions related to COVID-19 or public health in Whistler should consult [Vancouver Coastal Health](#), the health authority for Whistler and the Sea to Sky region.

Additional COVID-19 Information & Resources

- Vancouver Coastal Health - <http://www.vch.ca/about-us/news/vancouver-coastal-health-statement-on-coronavirus>

- BC Centre for Disease Control - [http://www.bccdc.ca/health-info/diseases-conditions/coronavirus-\(novel\)](http://www.bccdc.ca/health-info/diseases-conditions/coronavirus-(novel))
- Public Health Agency of Canada (PHAC) - <https://www.canada.ca/en/public-health/services/diseases/2019-novel-coronavirus-infection.html>
- BC Restart Plan – www.gov.bc.ca/restartbc
- Resort Municipality of Whistler - <https://www.whistler.ca/services/emergency/covid-19-coronavirus>
- Whistler Chamber of Commerce - <https://www.whistlerchamber.com/covid-19-guidance-and-resources-for-whistler-businesses/>
- Destination BC - <https://www.destinationbc.ca/news/coronavirus-update/>
- Canada’s COVID-19 Economic Response Plan - canada.ca/covid-19
- BC’s Response to COVID-19 - <https://www2.gov.bc.ca/gov/content/safety/emergency-preparedness-recovery/covid-19-provincial-support>

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