

Last Updated: June 19, 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.

Whistler Blackcomb Opening June 29

Whistler Blackcomb has announced the resort will open for summer operations on June 29, pending alignment with the province's transition to Phase 3 of BC's Restart Plan. The mountains will have a limited summer footprint focusing on sightseeing, hiking and mountain biking and "grab 'n' go" food options. Whistler Blackcomb will also be introducing enhanced safety protocols, including physical distancing, face covering requirements, enhanced cleaning measures, employee health screenings and safety training, cashless transactions, and revisions to regularly offered programs and services. Full details are available [here](#).

COVID-19 Sentiment & Travel Intentions Research – Phase 2

The results of Tourism Whistler's Phase 2 COVID-19 Sentiment & Travel Intentions survey are now available on the member website. This is the second survey in a series Tourism Whistler's Research Department plans to do over the next few months to monitor sentiment and travel plans as the pandemic progresses. This latest report includes updated metrics on how travellers feel about the progress of COVID-19, updated risk perceptions with respect to travel, 2020 travel intentions from the BC market, and updated safety concerns with respect to activities, accommodation and F&B. View the full report [here](#).

BC Market Survey

As regional travel will be the primary option this summer, this report measures BC visitor's intended length of stay, activities, and commonly visited areas and parks to encourage dispersion. The report also explores what Whistler can do to encourage longer stays and midweek travel. View the full report [here](#).

Adventure Differently Campaign Ready to Launch in Alignment with Phase 3 Announcement

During his media availability this week, Premier Horgan indicated an announcement about transitioning to Phase 3 of BC's Restart Plan is likely to come next week. Once that happens, and provincial health authorities lift their recommendation against non-essential travel, Tourism Whistler will be ready to launch our BC Summer Recovery Campaign. The [Adventure Differently Campaign Toolkit](#) is available for review 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.

Reminder: Please ensure your business is represented on the [Whistler Doors Open Directory](#) by completing the COVID-19 Member Information Form on the member website.

Canada/US Border Closure Extended to July 21

This week, the Prime Minister announced the Canada-US border will remain closed to non-essential travel until at least July 21, 2020 to help mitigate the spread of COVID-19. View additional information and resources for travellers at whistler.com/COVID.

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-response-recovery/covid-19-provincial-support>

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