

Last Updated: March 20, 2020

Member Update: COVID-19 (coronavirus)

Dear Members,

We understand the federal and provincial measures put in place to help mitigate the spread of COVID-19 in our communities are having a significant impact on your businesses, and our entire resort.

On March 18, the provincial government declared a [state of emergency](#) for the Province of British Columbia for the next two weeks, and today, after consulting with Tourism Whistler, Whistler's Mayor acknowledged publicly now is not the time for travel. He encouraged visitors to stay home with their families, adding Whistler looks forward to welcoming all of our guests back once we get through this challenging situation.

These are unprecedented times.

Tourism Whistler paused all marketing campaigns last Saturday, and aligned with Destination BC's direction, we are rolling out our own three-phased approach to marketing – **Response, Recovery, Resilience**. **Response** is well underway, while **Recovery** and **Resilience** will be executed when the time is right. Learn more [here](#).

Tourism Whistler is staying in frequent contact with our resort and industry partners, including the Resort Municipality of Whistler, the Whistler Chamber of Commerce, Whistler Blackcomb, Whistler accommodation partners, Destination British Columbia, and Destination Canada. And we continue to work diligently with the Tourism Industry Association of British Columbia (TIABC) to ensure the concerns and needs of our industry are being addressed by all levels of government.

We would like to remind all Members of the information available at whistler.com/covid, including relevant local, provincial and federal updates, as well as our Whistler Business Impacts document, which summarizes how businesses in resort are modifying their operations in response to COVID-19. This document is being updated daily, and we ask that you please keep us informed by emailing updates to reservations@whistler.com.

We also encourage all Members to keep their Google Business Listing up to date, including hours of operation and/or closures, as this information automatically feeds the [Whistler.com Business Directory](http://Whistler.com/BusinessDirectory). Google has also released the [Google Small Business Hub](#), which is a great resource for helping small businesses navigate this time of uncertainty.

Additional information and updates will be posted to our [member website](#) as they become available, and a reminder that [Destination BC](#) continues to post relevant information for the BC tourism industry to their site as well, including health authority updates and details on the provincial and national response to COVID-19.

Our recommended key messaging at this time includes:

- Given the heightened government and health restrictions announced to mitigate the spread of COVID-19, now is not the time for travel.
- Whistler looks forward to welcoming back all of our guests once we get through this challenging time together.
- Whistler Blackcomb remains closed, with the possibility of reopening in late April/early May, depending on the situation with COVID-19 and weather conditions.
- 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.
- The Whistler Visitor Centre is closed until further notice; however, visitor servicing is available via the [Ask Whistler](#) mobile chat service, and Whistler.com call centre agents, who are available to assist guests by phone at 1.800.944.7853.
- 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.

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>
- HealthLink BC - <https://www.healthlinkbc.ca/health-feature/coronavirus-covid-19>
- World Health Organization - <https://www.who.int/emergencies/diseases/novel-coronavirus-2019>
- Destination BC - <https://www.destinationbc.ca/news/coronavirus-update/>
- Whistler Chamber of Commerce - <https://www.whistlerchamber.com/covid-19-guidance-and-resources-for-whistler-businesses/>