

Dear Members,

Yesterday afternoon, our provincial government announced the details of **BC's Restart** - a careful, four-step plan that details how we will safely get life back to normal. We are currently in **Step 1**, and during this phase, recreational travel within BC's [designated regional zones](#) is permitted. This is the good news we have been waiting for!

Whistler's regional zone includes the Vancouver Coastal Health and Fraser Health regions, and I am pleased to share that Tourism Whistler will begin proactively marketing to the Lower Mainland effective immediately. With the significant reduction in COVID-19 cases in our area, combined with the full vaccination of our community, we are excited to be able to safely welcome visitors back to Whistler once again.

Tourism Whistler has worked hard to prepare for the reopening of recreational travel in BC, and we have developed a thoughtful marketing and communications plan designed to boost economic recovery with a continued focus on health, safety and responsible travel. We expect to see a strong recovery from the BC market for summer travel to Whistler, particularly on weekends and in our July and August peak season. The goal of our summer campaign, therefore, is to change the mindset of the BC guest to choose Whistler as a longer-stay vacation destination, instead of a quick day trip or weekend getaway, by showcasing how much Whistler has to offer when you [Adventure Deeper](#). Our summer campaign will encourage our BC visitors to experience everything Whistler has to offer to help them discover a greater sense of belonging and a deeper connection to Whistler, its people, its culture and its environment.

You can learn more about our Summer *Adventure Deeper* campaign on the [member website](#) and I encourage all Members to join us in our efforts to promote slower, more conscious travel. We do not know when borders will reopen and international travel will resume, so let's take advantage of this opportunity to entice our captive BC audience to visit for longer periods and to venture deeper into our experiences than they ever have before.

For clarification, non-essential travel from outside of our designated regional zone is still not permitted and will not resume until BC enters [Step 2](#) of our provincial Restart Plan – tentatively scheduled for June 15, if COVID-19 case counts continue to decrease as vaccination rates continue to increase. When we enter Step 2, we will expand our marketing efforts beyond the Lower Mainland to proactively encourage visitors from across the province. Then [Step 3](#), tentatively scheduled for July 1, will allow us to expand our efforts to across Canada.

If COVID-19 transmission and vaccination rates allow, we could transition to [Step 4](#) of the Restart Plan as early as September 7, where we could see our post-pandemic life fully resume. You can view the full details of BC's Restart at www.gov.bc.ca/restartbc. Note that a timeline for when international travel will resume is not included in the BC Restart Plan as that decision lies with the federal government. We will share further updates on when Canada's borders will reopen as they become available.

As we prepare to reopen the resort to tourism, I would like to remind all Members of the COVID-19 tools and resources Tourism Whistler has created to assist you, and our guests, while COVID-19 continues to impact the visitor experience:

- [COVID-19 Information & Resources for Travellers](#) — This landing page on whistler.com serves as a one-stop-shop for visitors, providing the latest local, provincial and national updates related to COVID-19.

- [Doors Open Directory](#) — The Whistler Doors Open Directory provides an overview of the operational status and COVID-19 safety protocols of all Whistler businesses to help set visitor expectations and boost consumer confidence. *Please ensure you keep your Doors Open Directory listing up-to-date at all times using the [COVID-19 Member Information Form](#).*
- [Adventure Differently](#) — This trip planning page on whistler.com aligns with Tourism Whistler's summer marketing campaign and includes Whistler's Adventure Differently Pillars, which highlight the expectations Whistler has of everyone who plans to spend time in the resort this summer, as well as *Six Tips for Conscious Travel*.
- [Ask Whistler](#) — The Ask Whistler Mobile Chat Service functions as a personalized concierge, allowing visitors to speak with knowledgeable whistler.com agents via SMS Text, WhatsApp or Facebook Messenger.
- [COVID-19 Information & Resources for Members](#) — Tourism Whistler has created a centralized COVID-19 resource hub for Members on the member website featuring the latest resort updates, advisories, guidance and tools.

The BC Restart Plan is the announcement we have all been waiting for and I know all businesses and accommodation providers across our sector are breathing a collective sigh of relief. Thank you for your continued strength and perseverance. A buoyant return of tourism is in sight!

Sincerely,

Barrett Fisher
President & CEO, Tourism Whistler