

COVID-19 Member Indicator Survey

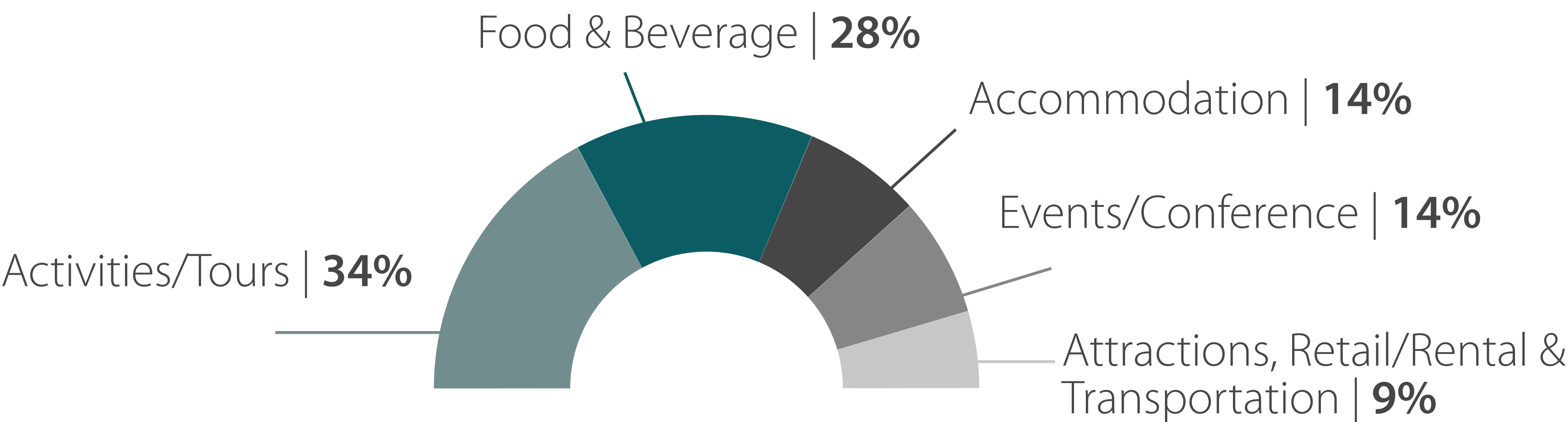
SNAPSHOT



March 13 - 17, 2020

On March 13, 2020 Tourism Squamish distributed a COVID-19 Member Indicator Survey to over 170 recipients. Responses were collected between March 13 – 17, 2020 with a sample of 29 complete responses collected.

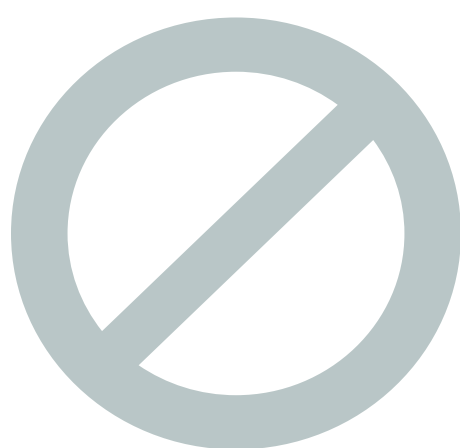
TOURISM SECTOR RESPONDENTS



IMMEDIATE COVID-19 IMPACTS



25% of respondents who have been impacted, have already experienced an extreme impact, with a critical downward shift in revenue.

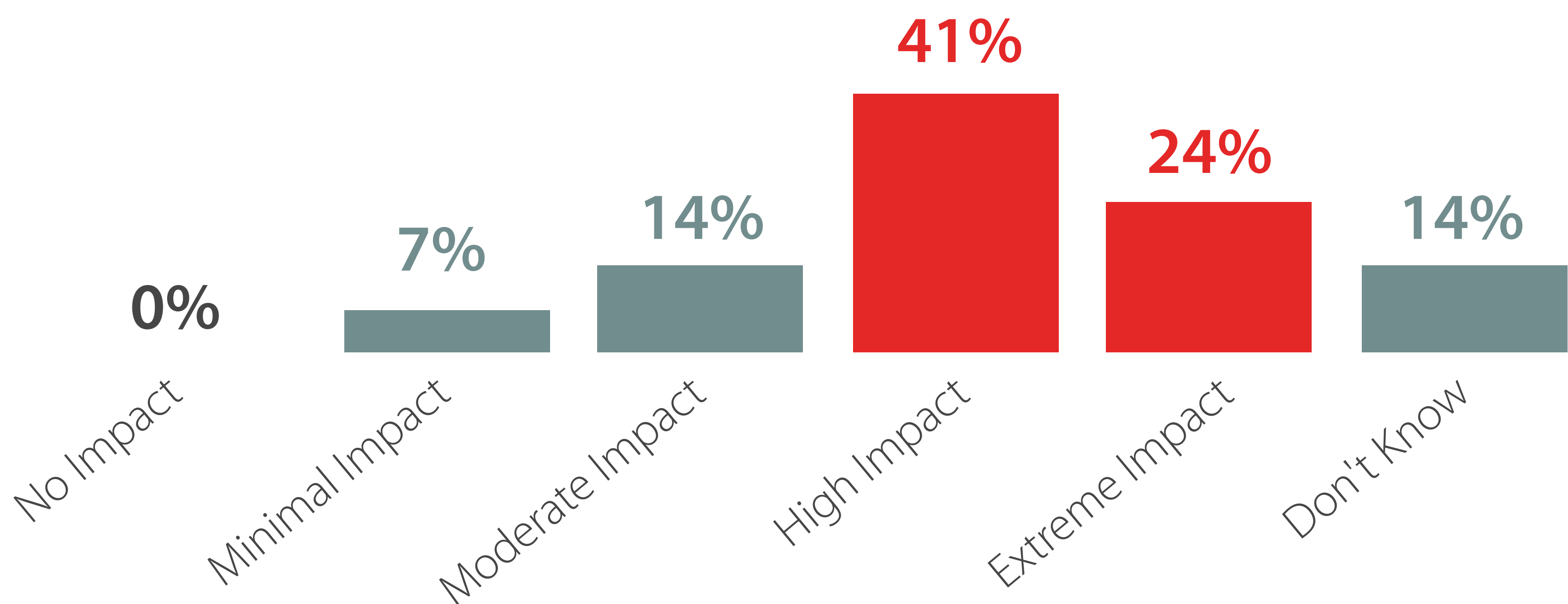


65% of respondents have experienced customers cancelling



55% of respondents have experienced a decrease in volume of inquiries and future bookings

6 MONTH COVID-19 IMPACTS



65% or almost two-thirds of respondents forecast a high or extreme impact from the COVID-19 pandemic, with an extreme or critical downward shift in revenue in the next 6 months.

PREFERRED TOURISM SQUAMISH SUPPORT



Bi-weekly COVID-19 updates applicable to the Squamish tourism industry



Advocacy and information for provincial and federal funding as it becomes available

OPEN TEXT FEEDBACK

"It's out of our hands, not much to do but hope for the best"

"Not good!"

"Concern that the Squamish Street market will be cancelled. Concern that visitors and community will socially isolate and will not have access to print version of publication. Marketing side of business to be put on hold as clients anticipate shutting their doors for the duration of crisis. Potential for no income."

"We truly believe that with proper actions the COVID-19 outbreak can and will be contained and that we can all work together soothe consumers fears to bring them back to the corridor."

"It is still too early to know what the pact will be on the BAG."

"The most important for us is the well-being and safety of our customers and employees. We will do our best to ensure that our buses are clean and disinfected. We will continue to provide the reliable service for the Squamish community."

"So far the tasting room has been busier than ever but this weekend will be telling."

"Don't understand what our options are yet to keep the business afloat without cash flow. Timing is the worst with taxes due in 6 weeks and no income coming in. If the world does not go back to business as usual by May we will be folding our business after 10 years of growing it. This is a perfect storm of events around bad timing. We're reeling."

"Our program deals with many people of all ages, especially elementary students and seniors. We'll have to think this out for our next season to ensure our volunteers and participants are safe."