

# COVID-19 Member Indicator Survey

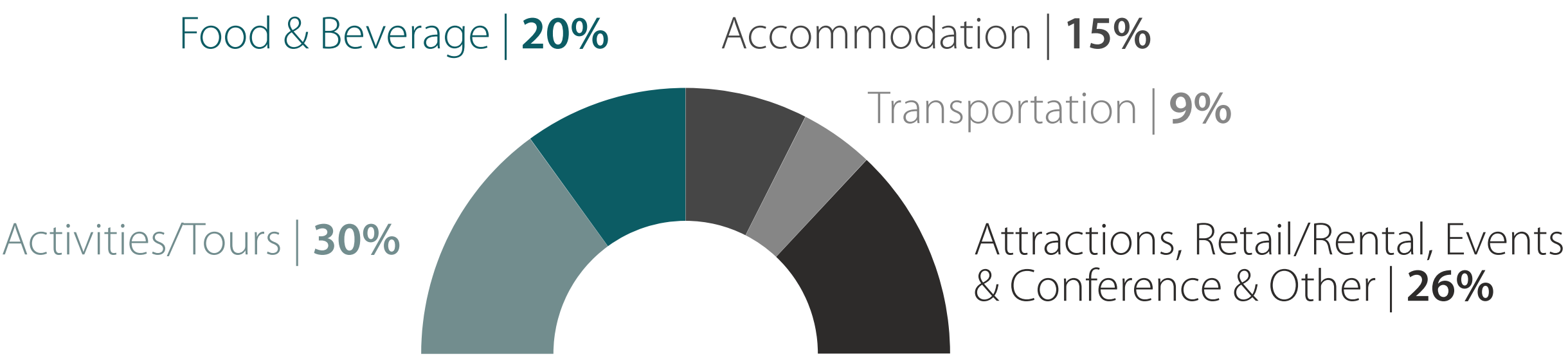


SNAPSHOT #2

March 23 - 30, 2020

On March 23, 2020 Tourism Squamish distributed a second COVID-19 Member Indicator Survey to over 170 recipients. Responses were collected between March 23 – 30, 2020 with a sample of 46 complete responses collected.

## TOURISM SECTOR RESPONDENTS



## IMMEDIATE COVID-19 IMPACTS



**77%** of respondents who have been impacted, have experienced an extreme impact, with a critical downward shift in revenue - **a 52 point increase from the March 13 survey ten days ago.**

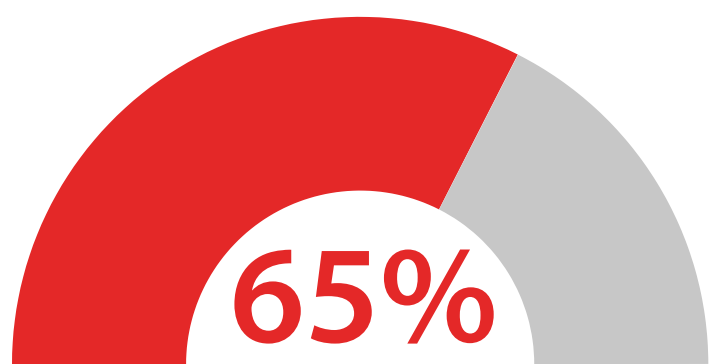
## BUSINESSES OPEN/CLOSURES



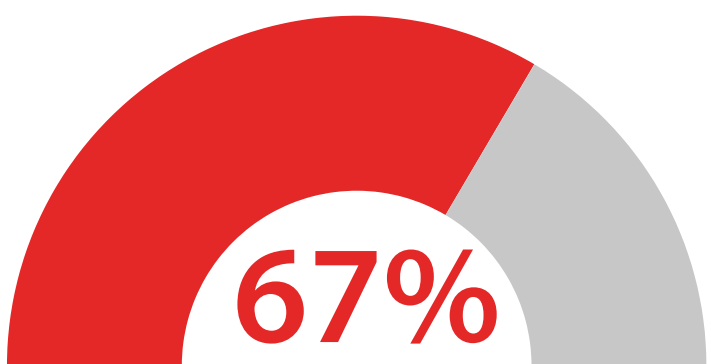
\*Excluding normal seasonal closures



## REVENUE & STAFF DECREASES

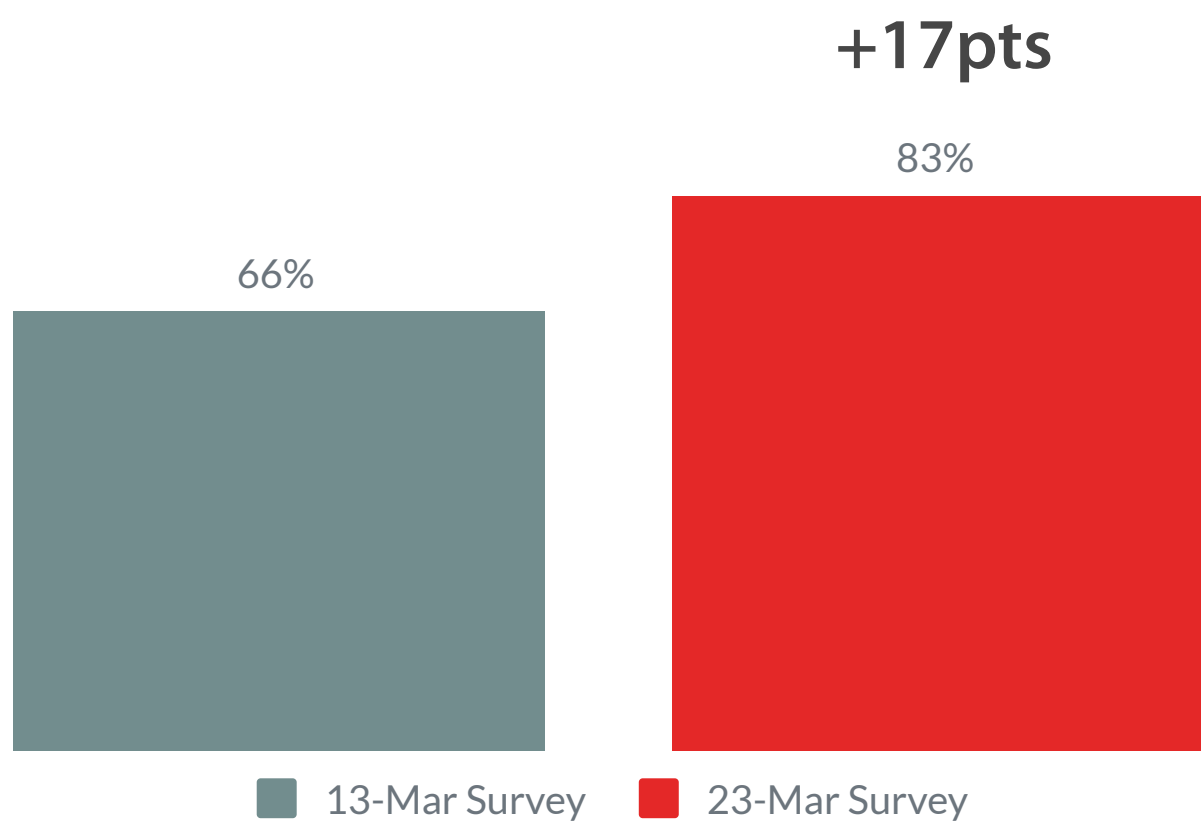


of respondents indicated a 75%-100% decrease in **revenue** during the COVID-19 pandemic



of respondents indicated a 75%-100% decrease in **staffing** during the COVID-19 pandemic

## 6 MONTH COVID-19 IMPACTS



83%

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 - a **17 point increase from the March 13 survey ten days ago.**

## PREFERRED TOURISM SQUAMISH SUPPORT



Continue to provide regular updates regarding government assistance (40%)



Share recovery planning information (20%)

Respondents have already begun to think about recovery, which wasn't evident in the initial survey. Other themes identified in open text responses include Tourism Squamish continuing appropriate visitor messaging (currently not encouraging visitors to Squamish) and a member online forum to assist with recovery planning.

- "Give me a socially distanced hug? Failing that we're all in this together and collectively we will have thoughts/inputs that individually we may not think of. Would it be appropriate to have a group chat around ways in which we can work together as businesses to help each other? The biggest challenge that I can think of is how do tourism businesses stay relevant and in people's minds in the day to day. I'm sure between us we could come up with some creative ways and the reach of us all would be more powerful than individually."
- "Keep up the good work in informing the public. Encourage the public to make conservative choices when recreating, as limited response for Search and Rescue. Keep a positive outlook."
- "Keep us informed and provide us with resources regarding tax breaks, funding, payroll support etc."
- "Just continue to keep us informed - you are doing a fantastic job thus far. It's reassuring to know you are working hard behind the scenes to keep us up to date which gives us hope! Thank you very much!"
- "Share resources that could be valuable, such as grants or other to help with payments. Create a strong marketing plan for when this is over to collaborate with all the companies"
- "Please keep us informed of what's happening. It's a valuable service for us"