



## #BCTourismMatters

TOURISM WEEK | MAY 24 – MAY 30, 2020



DESTINATION  
BRITISH COLUMBIA

Sicamous | Darren Robinson

### Tourism Has Heart: The Mighty Efforts of Our Industry During COVID-19

This Tourism Week, we applaud and thank tourism businesses and their staff who, although faced with adversity, continue to give back during COVID-19.

In tumultuous times, it's truly incredible to witness the power of the human spirit and the acts of kindness that emerge. We've seen countless examples of generosity from tourism businesses and organizations across our province, reminding us all that by working together, we will recover from this pandemic.

Whether it's free hotel rooms for medical staff, [complimentary flights for BC's health care responders](#), or donated meals for countless essential service workers—the support from our industry has been strong. Many businesses have created products in which proceeds are going to charities and other organizations in need. Examples include Parallel 49's [Isolation Nation beer](#) and Abby Wilson's [West Kootenay Hiking colouring book](#).

Tourism businesses are stepping up to help their own sectors, too, such as [Oliver Osoyoos Wine Country](#), who are helping to feed hospitality employees who are out of work. go2HR are also helping people find work by opening up their [job boards](#) to other sectors, while organizations like Indigenous Tourism BC (ITBC) provided [emergency relief funding](#) to businesses in need.

Some businesses are showing creativity and innovation, by repurposing their facilities and resources to address urgent needs. Phillips Brewing started [3D-printing face shields](#), while other breweries and distilleries started making hand sanitizer. Inns and accommodation providers in Prince George became impromptu truck stops with free showers and laundry for drivers who couldn't find restrooms while delivering essential supplies across the province.

Tourism businesses throughout BC are showing kindness and generosity, and it's important to recognize those who have stepped up to do good for others. Join us in celebrating those that have gone above and beyond to support local communities and our health-care professionals. Every little bit matters, and we're in this together.

#### Want to Join the Conversation? Here's How:

- Use the hashtags #BCTourismMatters and #TourismHelps
- Send more Tourism Helps stories to [covid19response@DestinationBC.ca](mailto:covid19response@DestinationBC.ca)
- Thank your favourite tourism business today!

## More Tourism Has Heart Stories:

(This list is not exhaustive, please send us your stories and we'll share with our networks)

### Accommodations

- With St. Paul's Hospital across the street, the Burrard Hotel is [offering their rooms to medical staff](#) who need to relax, shower and recharge between or after their shifts, or even stay overnight.
- Element Vancouver Metrotown [opened up all 169 guest rooms](#) to employees of the Fraser Health Authority for free, giving essential workers a chance to rest while keeping their families safe.
- For truckers going through the Prince George area, Bon Voyage Inn and Carmel Inn are offering [free showers, restrooms, and overnight parking](#).
- With many essential workers sleeping in their cars, [Accent Inns and Zed Hotels](#) offered them all-time-low rates. Then, community members unexpectedly offered to cover the cost of these rooms, giving many workers a place to quarantine.

### Transportation Providers

- With tours closed down, the [Victoria Pedicab Company](#) decided to offer delivery services by donation for groceries, pharmaceuticals, and other essential items. The company says if you cannot provide a donation, "simply pay it forward another time."
- Lyft is giving back and creating more earning opportunities for drivers by giving [ride credit to volunteers](#) who are delivering meals to families in need. They're also working with the Canadian Cancer Society to get patients to treatment.
- Helijet is offering [free flights to BC's health care responders](#) who need to get between Vancouver and Vancouver Island.
- Evo Car Share has allocated [250 sanitized, safe, and fuelled vehicles](#) exclusively for front-line healthcare workers--and has also stocked all of their cars with hand sanitizer.

### Restaurants

- The Chinese Restaurant Awards teamed up with over 40 Asian restaurants across Metro Vancouver to give [#ChopsticksToHeroes](#), donating over 5,000 meals to front-line workers to date.
- [The Westwood Pub](#) in Prince George turned its parking lot into a (very popular) drive-in, complete with carhop service, to keep serving customers during the pandemic while providing some entertainment.
- Brewery & the Beast launched an [online live cooking and bartending series](#) to raise funds for local charities across Western Canada.
- Despite losing much of its sales, [Salt Spring Coffee](#) has donated 1,500 pounds of coffee to nurses and doctors working in the Vancouver Coastal Health, Fraser Health, and Vancouver Island Health regions. Besides this generous donation, Salt Spring Coffee will be giving an additional pound for every five-pound bag sold in stores.
- When [Pink Ribbon Bakery](#)'s DIY cupcake kits sold out every weekend, they decided to join forces with Burnaby commissary kitchen YVR Prep, donating \$5 from every sale to its meal program. Together, the two companies can provide more than 700 meals a day to shelters and single-room housing throughout Metro Vancouver.

## Breweries & Wineries

- Steamworks Brewing has crafted the [7 O'clock Cheer Pale Ale](#), with 100% of net proceeds donated to support health-care teams and researchers.
- [The Beer Van](#), created by a collective of craft breweries, works with brewery employees who would otherwise be out of work to deliver beer and other beverages straight to your door.
- With work slowing down for much of the film industry, Granville Island Brewing hired a film crew to shoot [commercials in self-isolation](#). They're also donating to the Actors' Fund of Canada's emergency financial aid program.
- With a backlog on the Sunshine Coast, [Persephone Brewing](#) stepped in to offer their vehicles for grocery delivery, and released the Isolation Nation TPA, with proceeds going to SC Community Services.
- Victoria's Phillips Brewing is [making face shields](#) for front-line workers.
- Oliver Osoyoos Wine Country launched the [Helping Our People Eat fund](#) to help support winery, restaurant, and other hospitality employees who are out of work due to COVID-19.
- [Township 7 winery](#) and BC Hospitality Foundation partnered on a Support, Ship, and Sip campaign to help support hospitality workers through this difficult time. Township 7 donated \$10.00 per online order to the BCHF, while also providing free delivery across Canada.
- Many breweries and distilleries, including Parallel 49, Wayward Distillery, and Shelter Point, are [making hand sanitizer](#) to help the province keep up with demand.
- [Smithers Brewing](#) is giving beer packs away to local heroes. This brewery is recognizing essential workers and helpful citizens in their community by raffling away craft beer to local heroes tagged on social media.

## Tourism Organizations & Others

- Tourism Richmond joined forces with the City of Richmond and the Richmond Chamber of Commerce to create [WeAreRichmondBC.ca](#), hoping to connect the community, share positive stories, and experience Richmond BC.
- Sunshine Coast Tourism created a [Supporting Local From Your Couch](#) resource in late March to keep local businesses connected to the community. Updated frequently, the page lists the many local Sunshine Coast businesses and suppliers currently open, including to what extent, plus information on businesses that have teamed up.
- [Rick Magnell](#), a podcaster working with the Cariboo Chilcotin Coast Tourism Association, is using his expertise to make ear-savers for the local hospital while keeping locals entertained with a film camera giveaway, even offering to develop their photos.
- West Kootenay artist Abby Wilson put together a set of [free colouring sheets](#) depicting many iconic West Kootenay Hiking settings. A printed copy can also be purchased, with proceeds going to the Nelson Community Food Centre.
- [Indigenous Tourism BC](#) developed the COVID-19 Emergency Relief Fund Program to provide immediate relief to Indigenous tourism businesses in BC.
- With many tourism and hospitality employees facing work shortages, [go2HR](#) has partnered with the healthcare, retail and agriculture sectors to post their jobs.
- The [BC Hotel Association](#) is working with the Metro Vancouver Tourism and Hospitality Response and Recovery Task Force, the COVID-19 Business Cabinet, and an Economic Recovery

Strategy Group to understand how hotels will be affected and to ensure that all three levels are Government are listening to the needs of hotels.

- [Prince George Airport Authority](#) is delivering meals to seniors via the Meals on Wheels Program. With fewer flights than ever out of Prince George during the past few months, staff and managers are still keeping busy by supporting the local Meals on Wheels program. CEO Gord Duke and airport staff have been taking shifts delivering meals to local seniors.