



PRINCE RUPERT
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TOURISM PRINCE RUPERT

100-215 Cowboy Road

Prince Rupert, BC V8J 1A8

FOR IMMEDIATE RELEASE

COVID-19 and Prince Rupert's Tourism Sector

Prince Rupert, March 18th, 2020 - Tourism Prince Rupert has been closely monitoring the evolving effects of COVID-19 on the tourism sector in Prince Rupert and Northern BC. At this time, the prevailing recommendation is to cancel or postpone all non-essential travel, events, and gatherings of more than 50 people. The Federal Government has also recently announced severe restrictions on international entry into Canada.

The Prince Rupert Visitor Centre located at 100-215 Cow Bay Road is operated by the Prince Rupert Port Authority through an agreement with Tourism Prince Rupert. To ensure the safety of our Visitor Centre staff and to discourage public gatherings at this time, the Visitor Centre has been closed until further notice. The Prince Rupert Visitor Centre will continue to provide visitor services through email and phone services at info@visitprincerupert.com or at 250-624-5637. We will continue to work with the Prince Rupert Port Authority to provide any new updates over the coming weeks.

"The Prince Rupert Visitor Centre represents a key resource for visitors to our community, and to local tourism operators who use the Visitor Centre to advertise their businesses. We hope to see the Visitor Centre open again in the near future and will continue to work with our partners at the Prince Rupert Port Authority to respond to new updates."

- Scott Farwell, President, Tourism Prince Rupert

"Following the recommendations of both Health Canada and the Federal and Provincial Governments to practice social distancing and discourage group gatherings, the Prince Rupert Port Authority has elected to close the Port Interpretive Centre and the Visitor Centre. We support this decision and will continue to monitor the impacts of COVID-19 on our tourism sector to provide updates and resources for our local tourism stakeholders."

- Ceilidh Marlow, Executive Director, Tourism Prince Rupert

Regarding the upcoming cruise season, due to the current restrictions in place, vessels carrying over 500 passengers will be barred from docking in Canada until July 1st. At this time, this represents five vessels set to dock in Prince Rupert. The first cruise call under the new start date for the 2020 cruise season will be Hurtigruten's Roald Amundsen on July 5th. Tourism Prince Rupert will continue working closely with the Prince Rupert Port Authority to provide any further announcements regarding cruise travel for the 2020 season.

There is no doubt that we will also see impacts on air, car, and sea travel to Prince Rupert in the coming months as people practice social distancing and eliminate all non-essential travel. This will surely impact many small businesses in Prince Rupert who rely on tourism in the summer months for their bottom line. Tourism Prince Rupert is currently working to develop a bank of resources to support local small businesses who rely on our tourism economy. We are also working with our partners at Northern BC Tourism to develop a more regionally-focused marketing strategy for this upcoming summer season. At this time, we ask anyone looking for support to visit the following link, where Destination BC has collated resources, current updates, and travel advisories affecting the tourism sector in British Columbia.

<https://www.destinationbc.ca/news/coronavirus-update/>

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