

Hospitality businesses asked to provide update on the impact of COVID-19

(Penticton, BC – September 28, 2020) – The City of Penticton, Travel Penticton, Downtown Penticton Association and Penticton and Wine Country Chamber of Commerce are reaching out to local hospitality businesses for an update on the impact of COVID-19.

The City first surveyed South Okanagan businesses in April at the height of the pandemic. Now, as the peak summer tourist season winds down, the partners seek to gauge how service industry businesses fared this summer and their views of the months ahead. Business owners and operators are invited to complete a questionnaire at shapeyourcitypenticton.ca before Monday, October 12.

“Together, we’re calling on local businesses for feedback to help us understand your current and future needs,” said Penticton’s Director of Development Services, Blake Laven. “This joint effort brings together leading business organizations with a united cause to support our local businesses today and in the months to come.”

Executive Director of Travel Penticton, Thom Tischik, says the results of this survey will help paint a picture of how Penticton’s tourism industry is coping alongside physical distancing requirements: “While it seems the city was fairly busy during July and August with travellers, we don’t have a clear vision of how well the various businesses did over those months. We feel this survey will help with planning for the future and gauge sentiment of businesses moving forward in this COVID-driven economy.”

Executive Director of Downtown Penticton Association, Lynn Allin , says it’s vitally important for the DPA to hear from members about how the summer season has impacted their business: “To say 2020 has been a challenging year is an understatement. We are hoping the survey results will provide a snapshot of the economic reality our members are experiencing and what they expect to see over the next few months. With the continuation of Phase 3 for a while yet, our members’ sustainability is our priority.”

Executive Director of the Penticton & Wine Country Chamber of Commerce, Diane Kereluk, adds: “We cannot predict or control the future, but we can reach out to the businesses who are dealing with this pandemic day to day to learn from their experiences and expertise. This will help us maximize our efforts to help them maneuver through the unknown.”

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