



STA COVID Update – March 2020

Hello Tourism Partners, Media, and Visitors,

The current pandemic is among the most challenging health issues that we have had to confront in many generations. Public health and safety remain the top priorities in these early days of the fight against COVID-19 and all organizations in Stratford are working together and ready to support the city currently and in the future. Here are a few updates to keep in mind regarding Stratford Tourism and/or Stratford businesses at this time.

1. The Stratford Tourism office is closed to the public and staff are working from home. They are available by phone and email as usual.
2. Many Stratford businesses are closed or working on changing modified schedules. Please be sure to check individual business contact details for more information.
3. Most previously scheduled STA marketing campaigns and media visits have been put on hold. As the marketing arm of the city, we remain in a state of readiness to light up as soon as it is safe and prudent to invite to world back to Stratford again. If there is anything you would like STA to share on your behalf, please be sure to tag us in your postings. We will also continue to share updates from the Festival as available.
4. At this time STA encourages all stakeholders to stay focused on factual information from health authorities at Huron Perth Health Unit (hpph.ca), the City of Stratford coronavirus updates (stratford.ca/coronavirus), and updates from the Federal Government of Canada (canada.ca/en/public-health/services/diseases/2019-novel-coronavirus-infection.html).

These are unprecedented times and so many Stratford businesses, individuals, and families are working through exceptional challenges. There is no way to overstate the uncertainty but at STA, in cooperation with the city and all related organizations, we are working to stay calm, to stay united, to take care of each other, and to stay prepared for an eventual recovery period, whenever it may occur. We are all in this together and we wish you the very best for your businesses, staff, and families at this incredibly difficult time.

Lori DeGraw

Executive Director