

Destination BC: BC Resident's Public Perceptions: COVID-19 Travel and Tourism Wave 3 Report

Insights West Omnibus Insights Tracking

June 2020



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Introduction

Background



- Destination BC would like to monitor British Columbian's current views on travel and tourism as well as track travel and tourism behaviour intentions.
- Destination BC has commissioned four waves of research, one every two weeks, starting May 13, 2020 to track opinions and intentions

Methodology



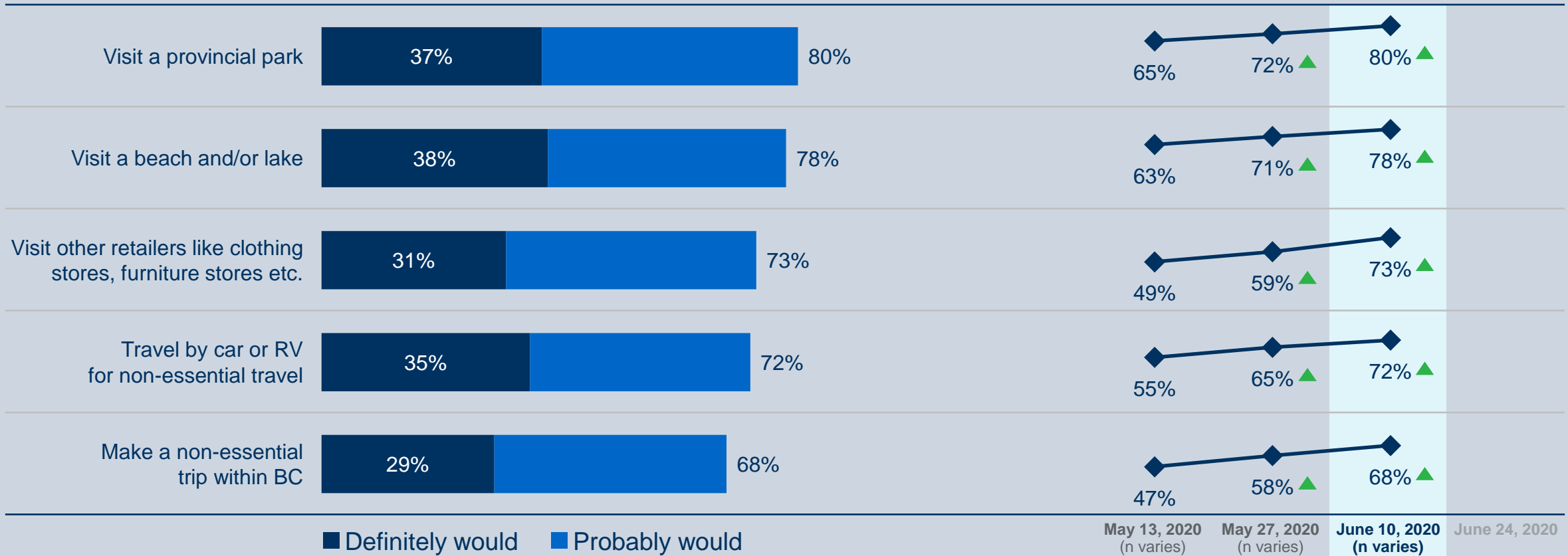
- Online survey with ~800 British Columbian adults via an omnibus (shared study).
- Data is weighted by age, gender, region within BC and past voting behaviour to ensure it is representative of the province.
- Detailed Excel-based crosstabulations are provided in a separate document.

Wave	Field Dates	Sample Size	Margin of Error (19/20)
1	May 13-17, 2020	824	+/-3.4%
2	May 27-31, 2020	883	+/-3.3%
3	June 10-14, 2020	832	+/-3.4%
4	June 24-xx, 2020		

Detailed Findings

June 10, 2020

Tracking
(Total Would)

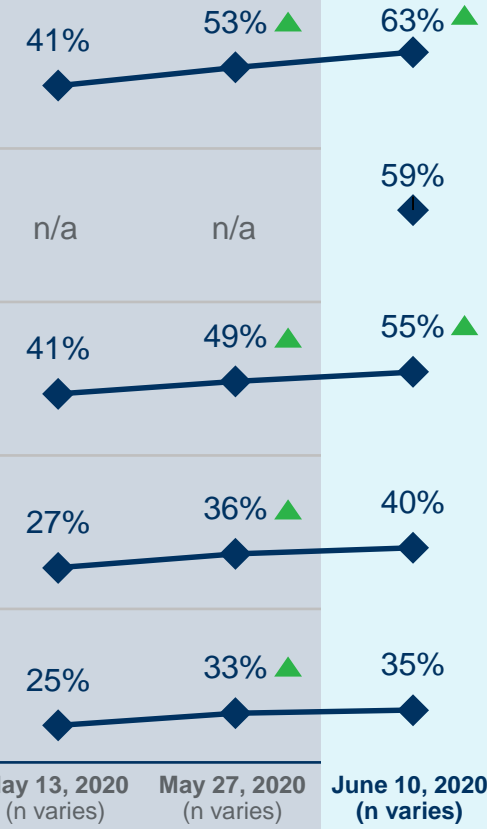
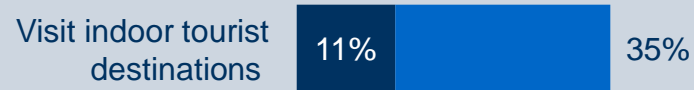
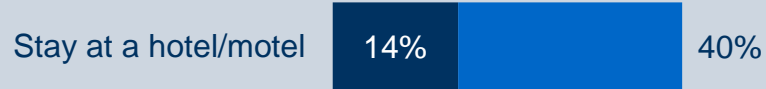
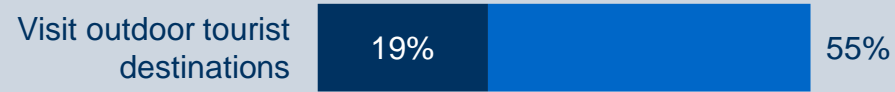
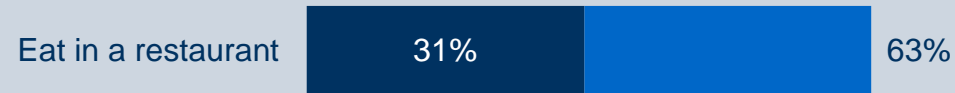


Base: All respondents, excluding not applicable/don't do this in general

D1. Would you be comfortable doing/using each of the following in the next few weeks, or are you be likely to hold off longer due to concerns about COVID-19?

June 10, 2020

Tracking
(Total Would)



■ Definitely would ■ Probably would

Base: All respondents, excluding not applicable/don't do this in general

D1. Would you be comfortable doing/using each of the following in the next few weeks, or are you be likely to hold off longer due to concerns about COVID-19?

June 10, 2020

Tracking
(Total Would)

Make a non-essential trip to another Canadian provinces 10% 29%

Stay at sharing economy accommodations 10% 24%

Travel on an airplane for non-essential travel 8% 19%

Take a cruise 6% 10%

■ Definitely would ■ Probably would

25% 27% 29%

22% 29% ▲ 24% ▼

19% 24% ▲ 19% ▼

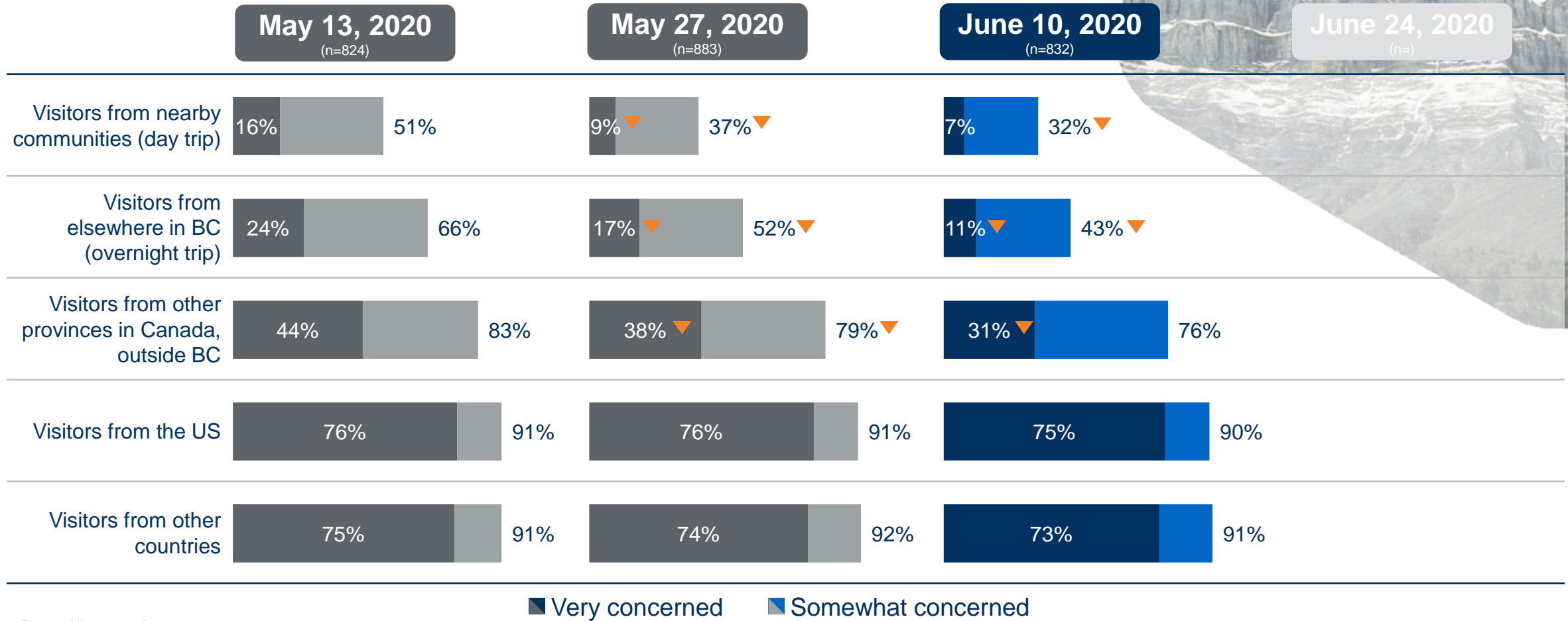
15% 19% ▲ 10% ▼

May 13, 2020 (n varies) May 27, 2020 (n varies) June 10, 2020 (n varies) June 24, 2020

Base: All respondents, excluding not applicable/don't do this in general

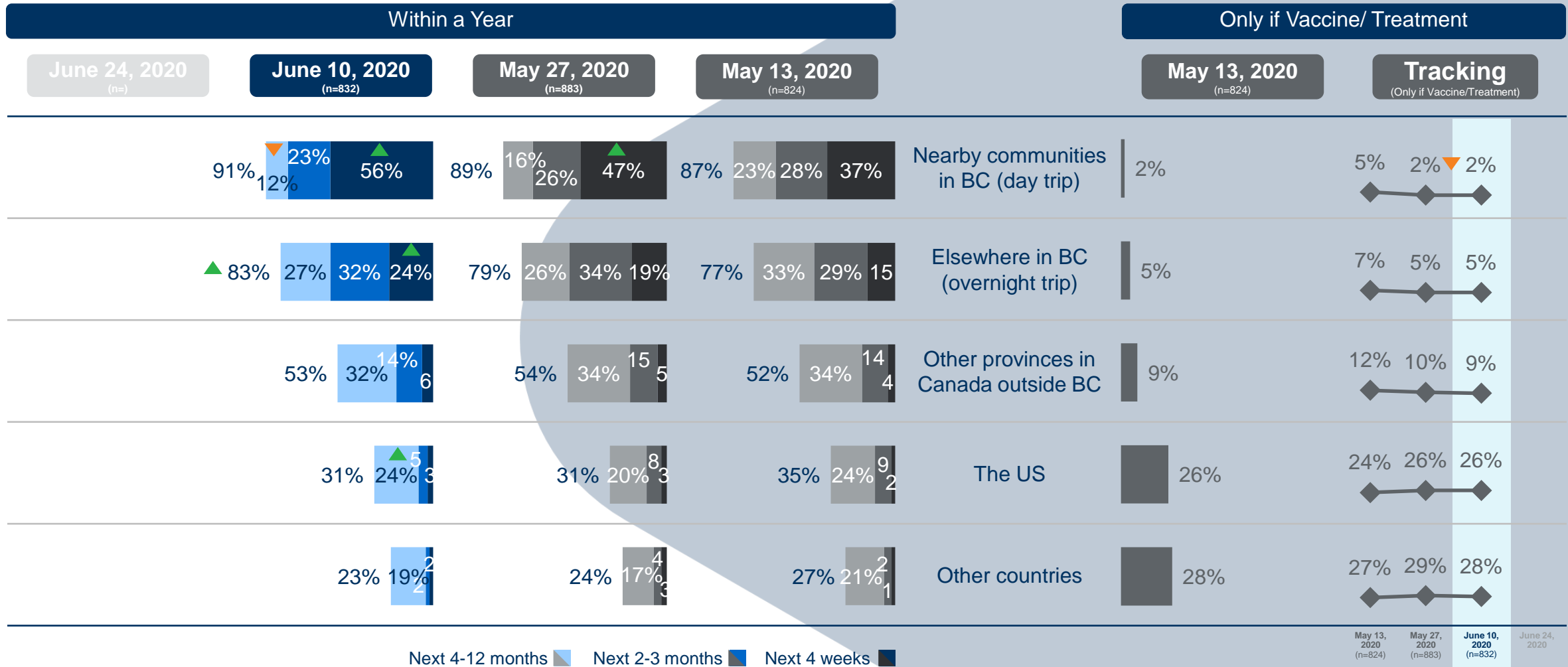
D1. Would you be comfortable doing/using each of the following in the next few weeks, or are you be likely to hold off longer due to concerns about COVID-19?

Concern Regarding Visitors to Community Given COVID-19 Situation



Base: All respondents

D2. Given the current situation with COVID-19, how concerned would you be with the following types of visitors making non-essential trips into your community over the next few weeks?



Base: All respondents

D3. When, if at all, are you likely to make trips to the following destinations?

For more information, please contact:

Destination BC's Research & Analytics Team
TourismResearch@DestinationBC.ca