

BC Resident's Public Perceptions: COVID-19 Travel and Tourism Wave 6 Report

Data Provided by Insights West
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BACKGROUND



- Destination BC is monitoring British Columbian's current views on travel and tourism as well as tracking travel and tourism behaviour intentions in order to understand the impact of COVID-19 on the tourism industry.
- As such, Destination BC has commissioned Insights West to conduct nine waves of research, one every two weeks, starting May 13, 2020 to track opinions and intentions and watch how results trend over time.

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.

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 24-28, 2020	827	+/-3.4%
5	July 8-13, 2020	823	+/-3.4%
6	July 22-23, 2020	950	+/-3.2%
7	August 5-x, 2020		
8	August 19-x, 2020		
9	September 2-x, 2020		

TRAVEL INTENTIONS

- BC residents **(86%) anticipate taking a trip to a nearby community in BC (day trip) in the next 12 months, with 60% of BC residents anticipating that trip to be within the next 4 weeks.**
- While BC residents' intentions to **travel elsewhere in BC (overnight trip) in the next 12 months have declined (75%)** from Wave 5 (82%) and are the lowest they have been since May, intentions to **travel elsewhere in BC, over the next 4 weeks, have increased (32% vs. 15% in May).**
- Likelihood to travel to **other provinces in Canada, over the next 12 months, remains lower than travel within BC, and a decline in intention to travel (42% vs. 51% from Wave 5)** is seen after being unchanged since May. **Likelihood to travel to the US or to other countries has also declined further.**
- Within the next year, **40% and 38% of BC residents indicated they would not travel to the US or to other countries, respectively, until a vaccine or treatment is made available.** A steady increase in this sentiment has been seen over the tracking waves.
- BC residents who have **intentions to travel within BC are more likely to be 18-34 years of age and have a household income of \$75k+. Those residing in 'Rest of BC', followed by residents of Metro Vancouver, are more likely to travel within BC, outside of their community.**

CONCERN TO WELCOME VISITORS

- **The level of concern to welcome visitors from BC is increasing** again after seeing a small decline in concern during the previous tracking wave.
- **Concern to welcome visitors from other parts of Canada has increased slightly after seeing a decline during a number of the tracking waves. The concern to welcome visitors from the US and other countries remains high and unchanged.**
- **BC residents have similar concerns of welcoming visitors from nearby communities or elsewhere in BC regardless of gender, age or household income. Residents in Metro Vancouver are more concerned to welcome visitors from nearby communities** compared to residents from Vancouver Island or 'Rest of BC', however, **residents from Vancouver Island are more concerned to welcome visitors from elsewhere in BC**, compared to Metro Vancouver residents and 'Rest of BC'.
- Within Canada, **BC residents are most concerned with welcoming visitors from Quebec (88%) and Ontario (86%)**, however, the **level of concern has remained unchanged. Increased concern to welcome visitors from Alberta (77%, up from 65% from Wave 5) and Saskatchewan (61%, up from 55%) is seen.**

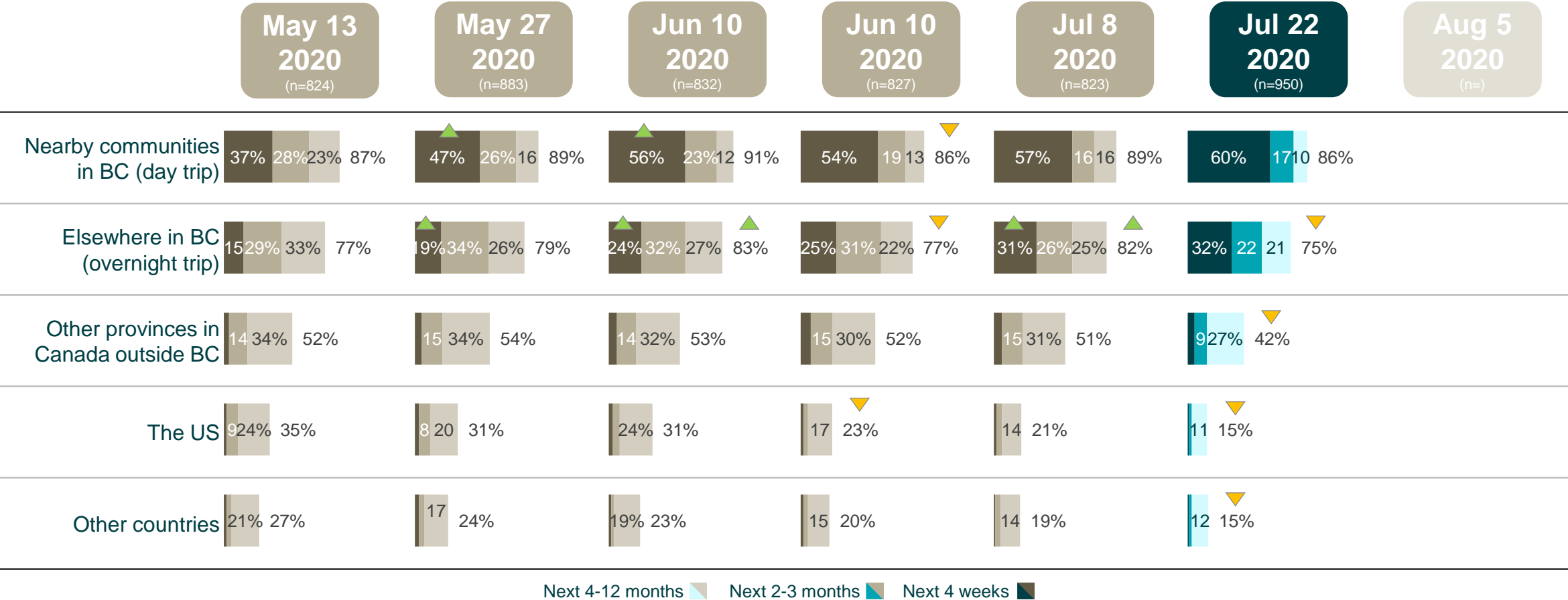
COMFORT WITH ACTIVITIES/MODES OF TRANSPORTATION

- In Wave 6, **BC resident's comfort level has declined for a number of tourism-related activities**, for example visiting a beach, visiting an outdoor tourist destination, and visiting an indoor tourism destination.
- **BC residents' level of comfort to travel by car/RV and ferry in the next few weeks remain unchanged** since Wave 5, however, **comfort to travel by plane or take a cruise remains low and has declined further.**

DETAILED FINDINGS

Travel Intentions

(Next 12 months)



Base: All respondents

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

▲ Statistically significantly **higher** than previous wave.
▼ Statistically significantly **lower** than previous wave.

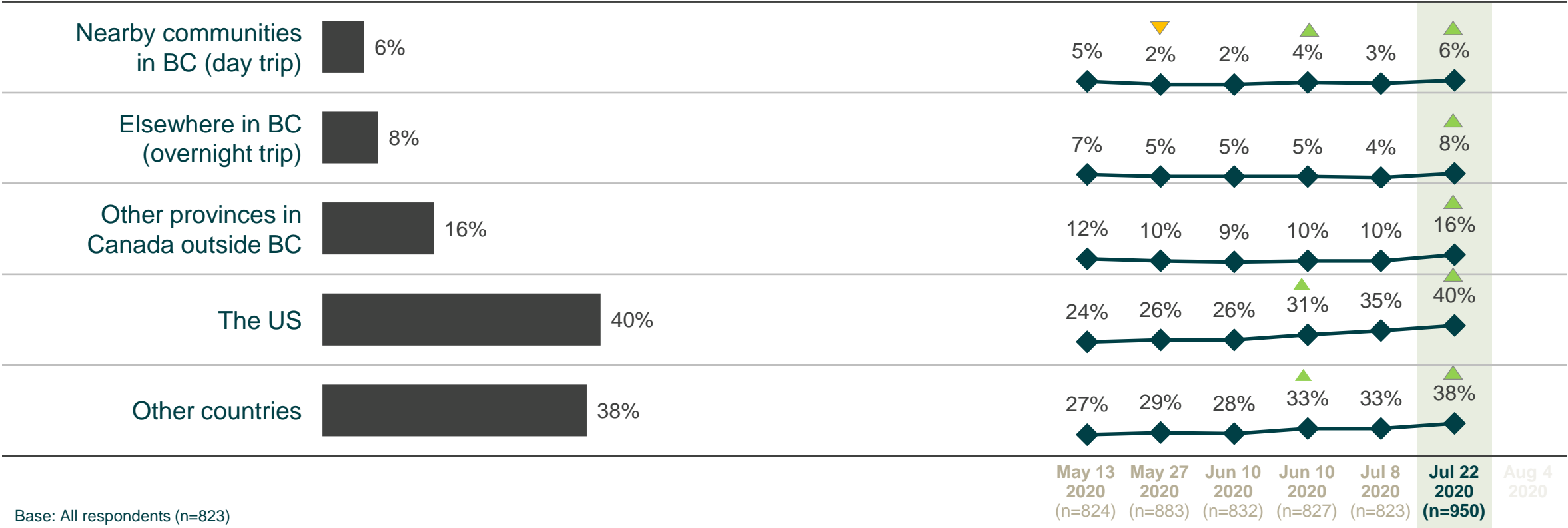
Travel Intentions

(Only if Vaccine/Treatment)



July 22, 2020

Tracking
(Only if Vaccine/Treatment)



Base: All respondents (n=823)

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

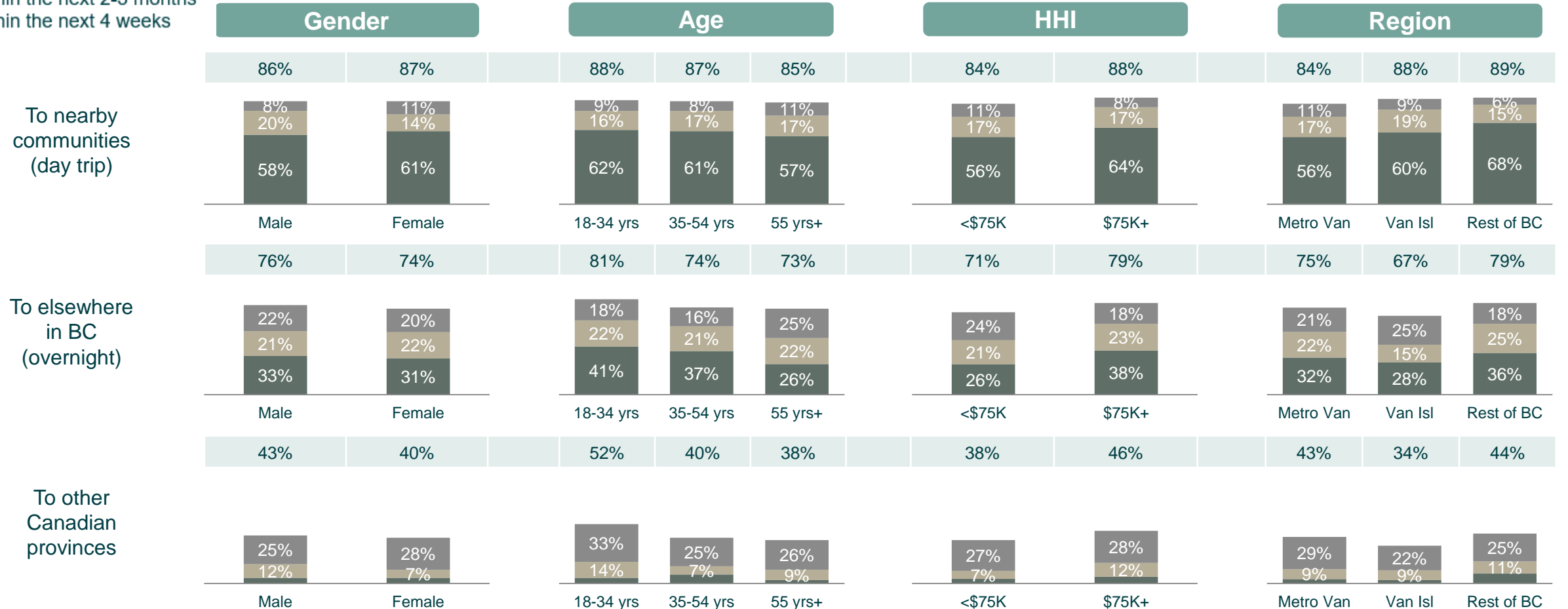
▲ Statistically significantly **higher** than previous wave.
▼ Statistically significantly **lower** than previous wave.

Travel Intentions by Demographics

(Next 12 months: Wave 6 – July 22, 2020)



- Within the next 4-12 months
- Within the next 2-3 months
- Within the next 4 weeks

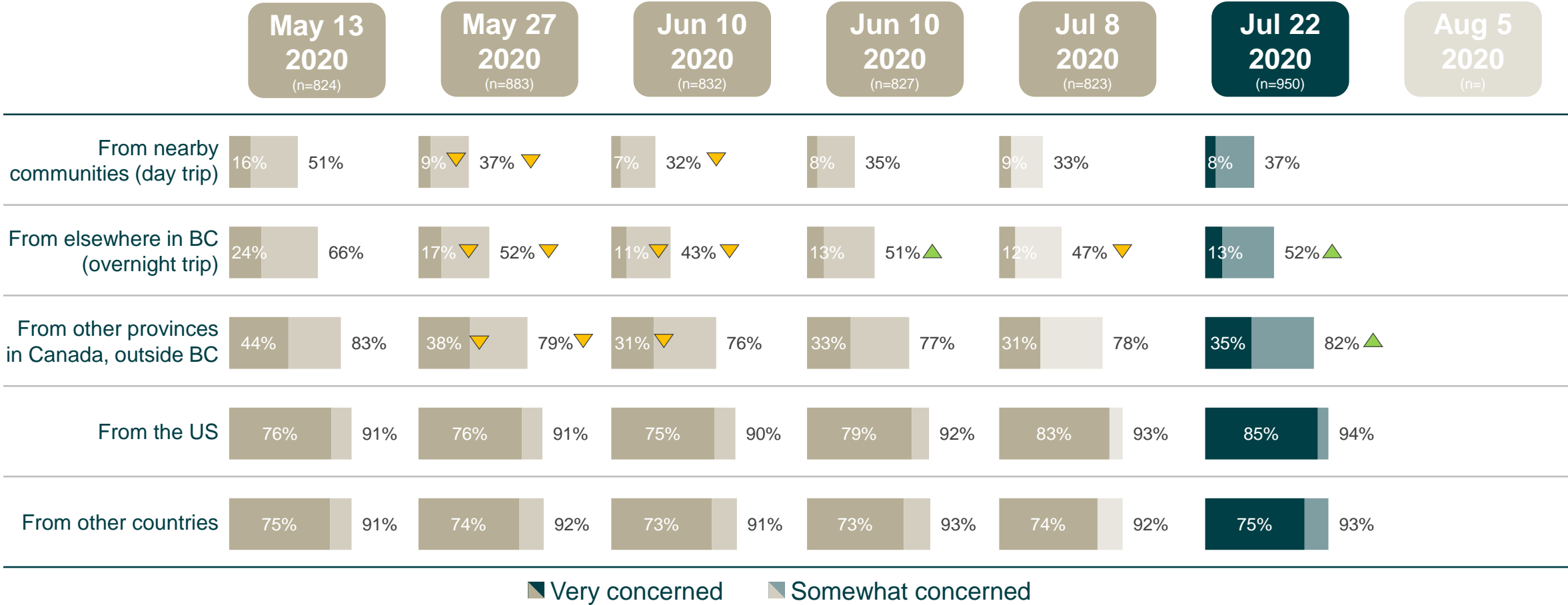


Base: All respondents

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

■ Statistically significantly **higher** than comparison group(s).
■ Statistically significantly **lower** than comparison group(s).

Concern to Welcome Visitors



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?

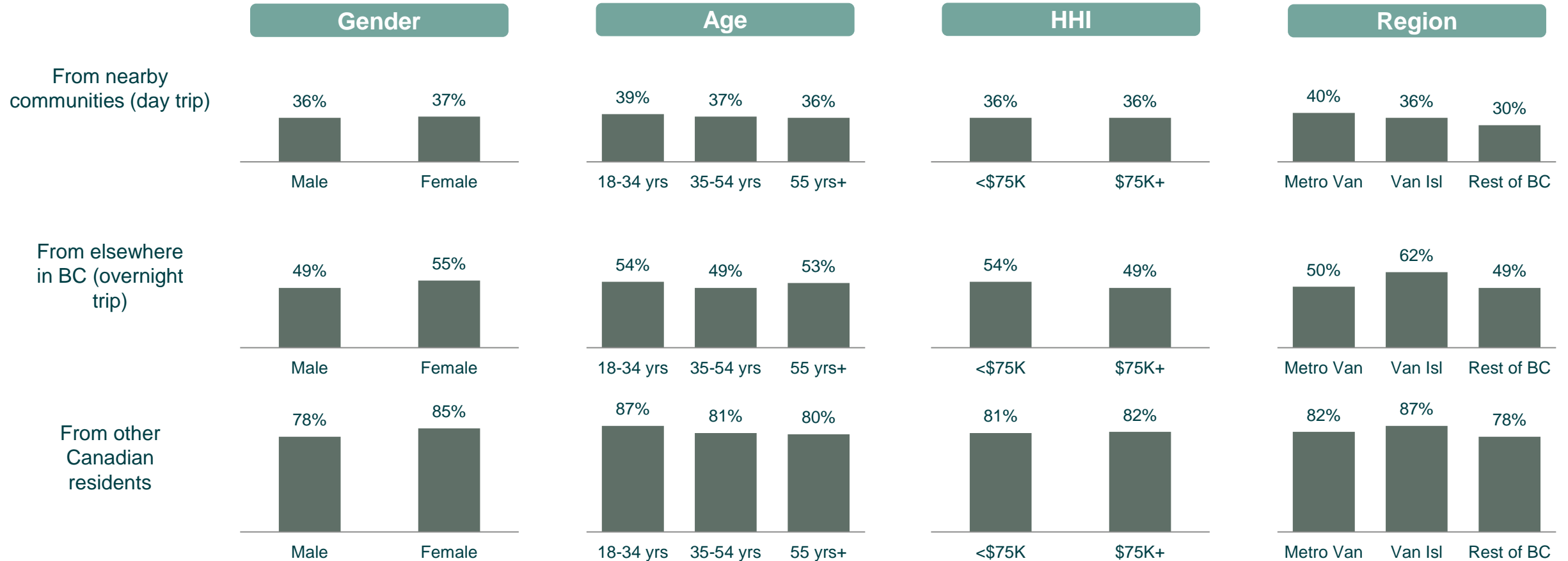
▲ Statistically significantly higher than previous wave.
 ▼ Statistically significantly lower than previous wave.

Concern to Welcome Visitors by Demographics

(Wave 6 – July 22, 2020)



■ Total concerned



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?

□ Statistically significantly **higher** than comparison group(s).
 □ Statistically significantly **lower** than comparison group(s).

Concern to Welcome Visitors

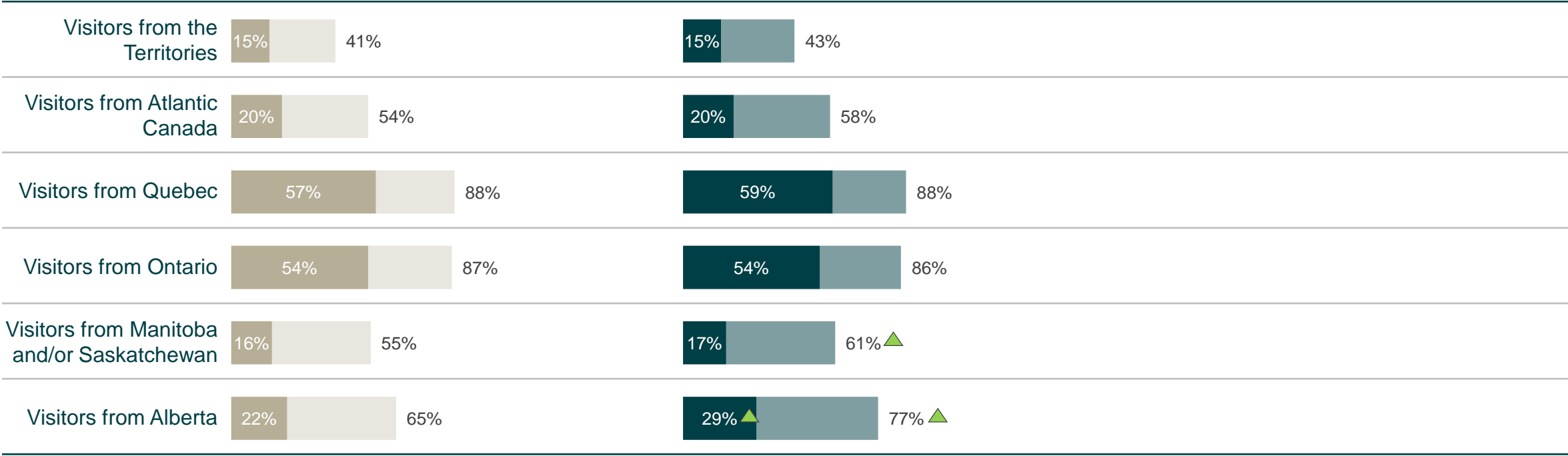
(Canadian Visitors)



**Jul 8
2020**
(n=823)

**Jul 22
2020**
(n=950)

**Aug 5
2020**
(n=)



■ Very concerned ■ Somewhat concerned

Base: All respondents

D2a. And how concerned would you be with the following types of **Canadian** visitors making non-essential trips into your community over the next few weeks?

▲ Statistically significantly **higher** than previous wave.
▼ Statistically significantly **lower** than previous wave.

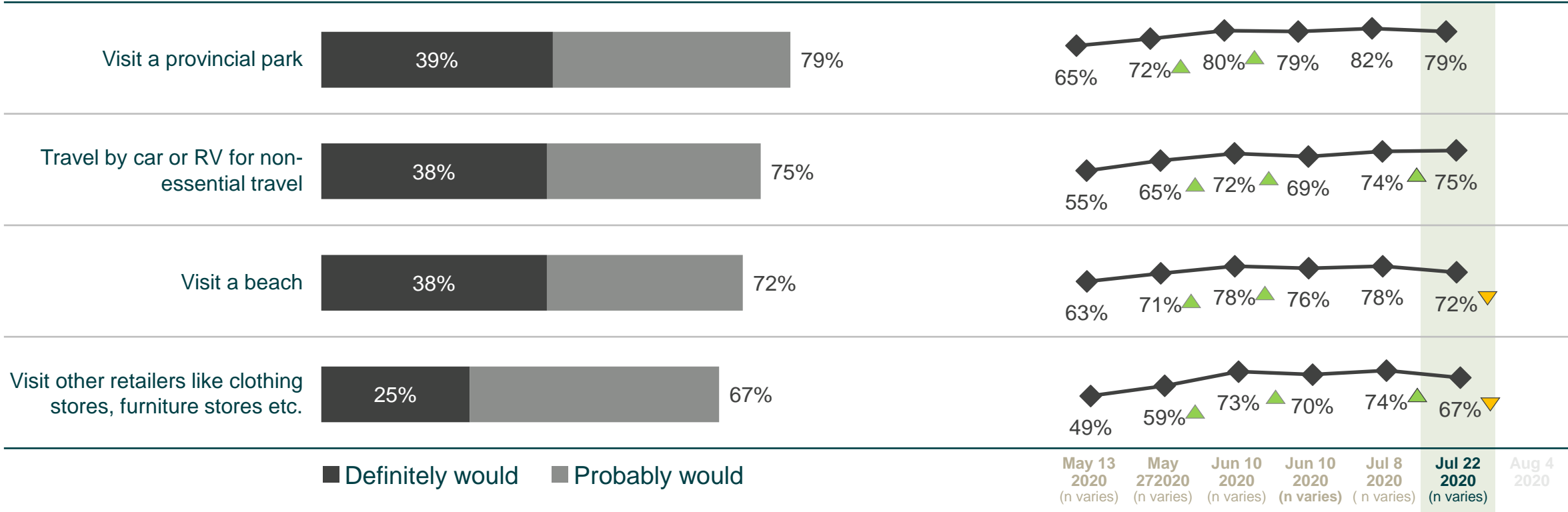
Comfort With Activities/Modes of Transportation

(Among Those Who Generally Do Each)



July 22, 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?

▲ Statistically significantly **higher** than previous wave.
▼ Statistically significantly **lower** than previous wave.

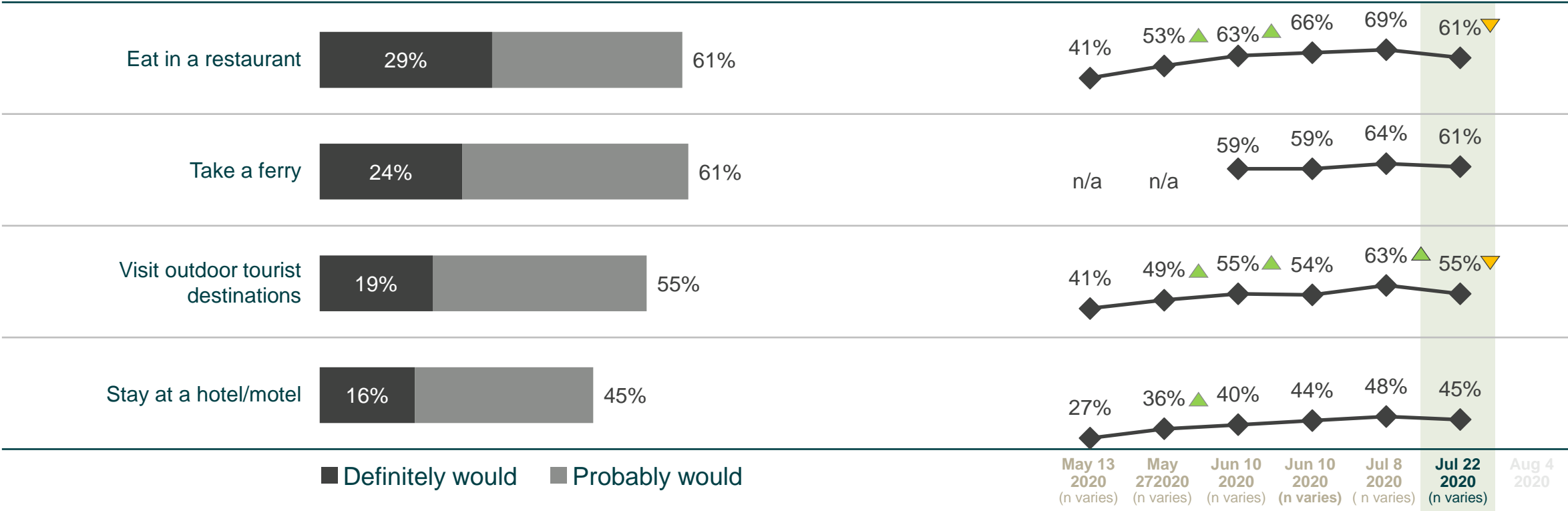
Comfort With Activities/Modes of Transportation (cont.)

(Among Those Who Generally Do Each)



July 22, 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 likely to hold off longer due to concerns about COVID-19?

▲ Statistically significantly **higher** than previous wave.
 ▼ Statistically significantly **lower** than previous wave.

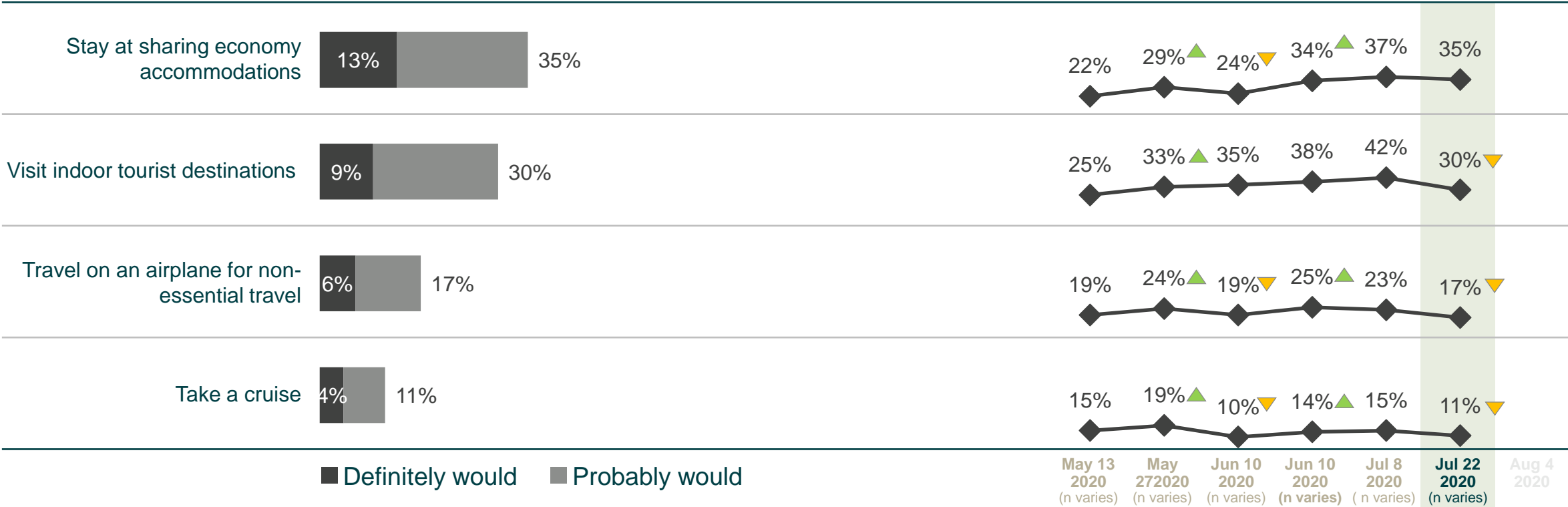
Comfort With Activities/Modes of Transportation (cont.)

(Among Those Who Generally Do Each)



July 22, 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?

▲ Statistically significantly **higher** than previous wave.
▼ Statistically significantly **lower** than previous wave.



For more information, please contact:

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