

BC Resident's Public Perceptions: COVID-19 Travel and Tourism Wave 11 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 a number of 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 5-9, 2020	998	+/-3.1%
8	August 19-23, 2020	887	+/-3.3%
9	September 2-7, 2020	880	+/-3.3%
10	September 16-19, 2020	842	+/-3.4%
11	September 30-October 4, 2020	804	+/-3.x%
12	October 14, 2020		
13	October 28, 2020		
14	November 11, 2020		
15	November 25, 2020		

TRAVEL INTENTIONS

- **BC residents' intentions to travel within their surrounding area for a day trip, in the next 4 weeks, continues to be greatest (55%),** compared to intentions to travel to other areas, such as to other parts of the province for an overnight trip (29%), to other provinces within Canada (6%), to the US (1%), or to other countries (2%).
- Compared to Wave 10, **BC residents' intentions to travel within BC in the next 4 weeks has remained unchanged,** as well as intentions to travel to other parts of Canada.
- **BC residents' intentions to travel to the US decreased in Wave 11, declining from 7% in Wave 10 to 1% in Wave 11.** Likelihood of travelling to the US or to other countries without a vaccine/treatment available continues to be low.

CONCERN TO WELCOME VISITORS

- **BC residents' concerns of welcoming visitors into their community has remained unchanged compared to Wave 10.** Thirty-two percent of BC residents are concerned with welcoming visitors into their community from surrounding areas, 45% are concerned with welcoming visitors from other parts of the province, 76% from other parts of Canada, 91% from the US, and 92% from other countries.
- BC residents who have a **household income of under \$75K have greater concerns with welcoming visitors from nearby communities or elsewhere in BC or from other parts of Canada. Residents from Vancouver Island are more concerned to welcome visitors from elsewhere in BC or other parts of Canada,** compared to Metro Vancouver residents and 'Rest of BC' residents.

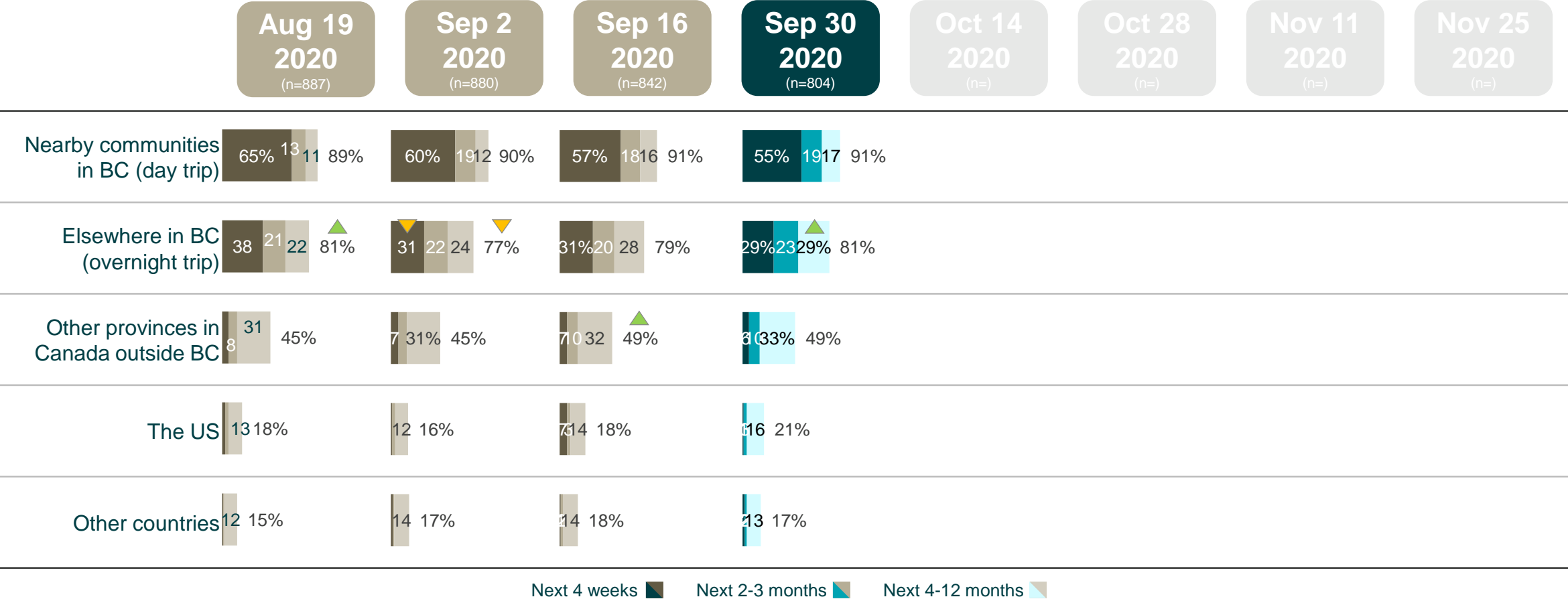
COMFORT WITH ACTIVITIES/MODES OF TRANSPORTATION

- **Varying levels of comfort to participate in tourism-related activities continue to remain unchanged**, with the exception of eating in a restaurant, which has increased from Wave 10 (74% in Wave 11 vs. 71% in Wave 10).
- Level of comfort to travel by plane (21%) or take a cruise (12%) in the coming weeks by BC residents remains low, although comfort level to take a cruise increased from 8% in Wave 10 to 12%.
- **Likelihood to travel by car/RV for non-essential travel and ferry has remained stabled from Wave 10 (80% and 65%, respectively).**

DETAILED FINDINGS

Travel Intentions

(Next 12 months, continued)



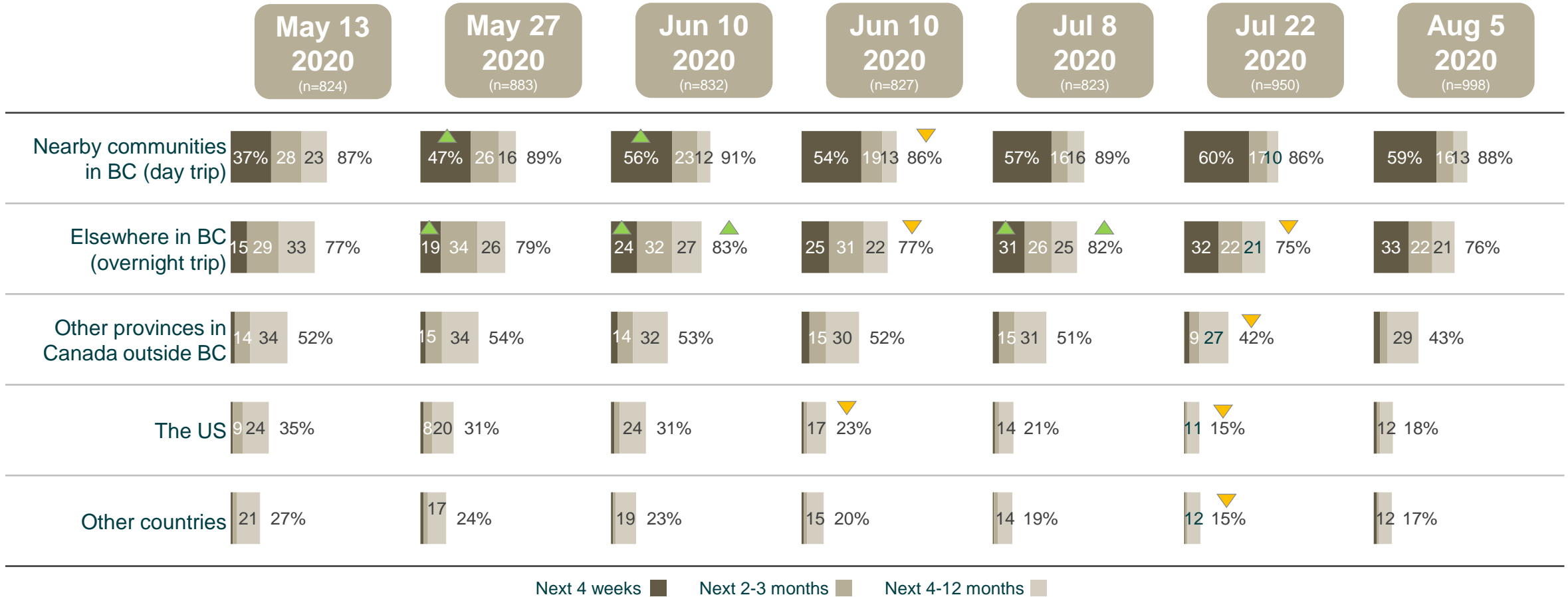
Base: All respondents

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

(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.

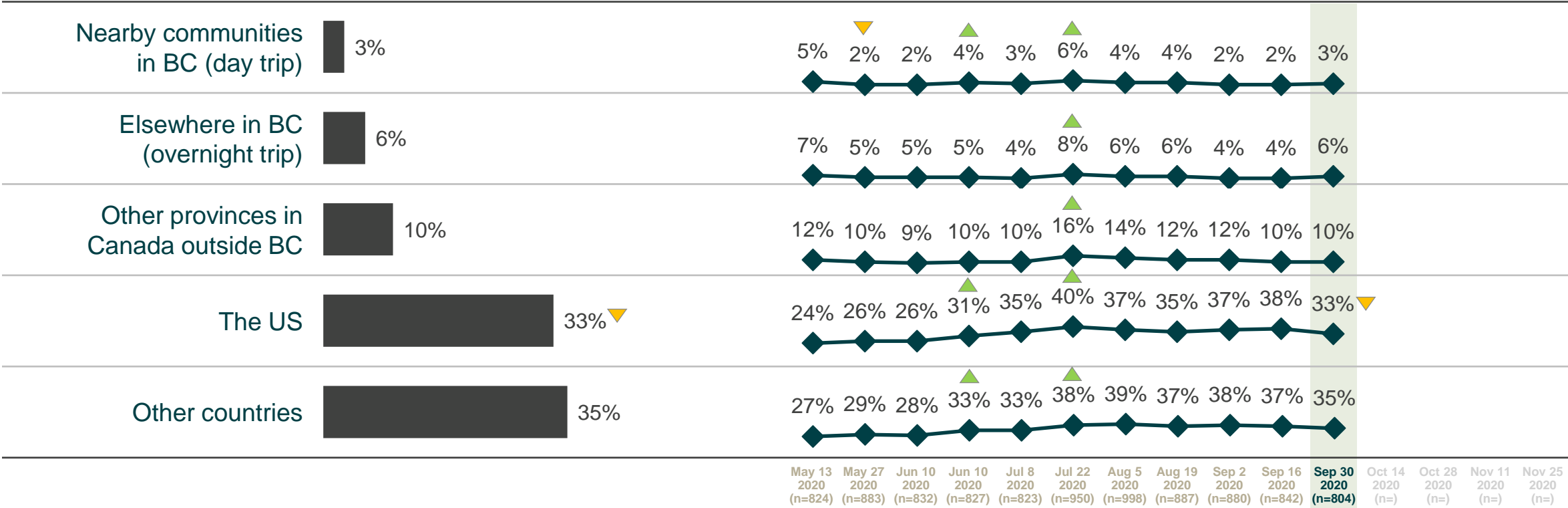
Travel Intentions

(Only if Vaccine/Treatment)



September 30, 2020

Tracking



Base: All respondents

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

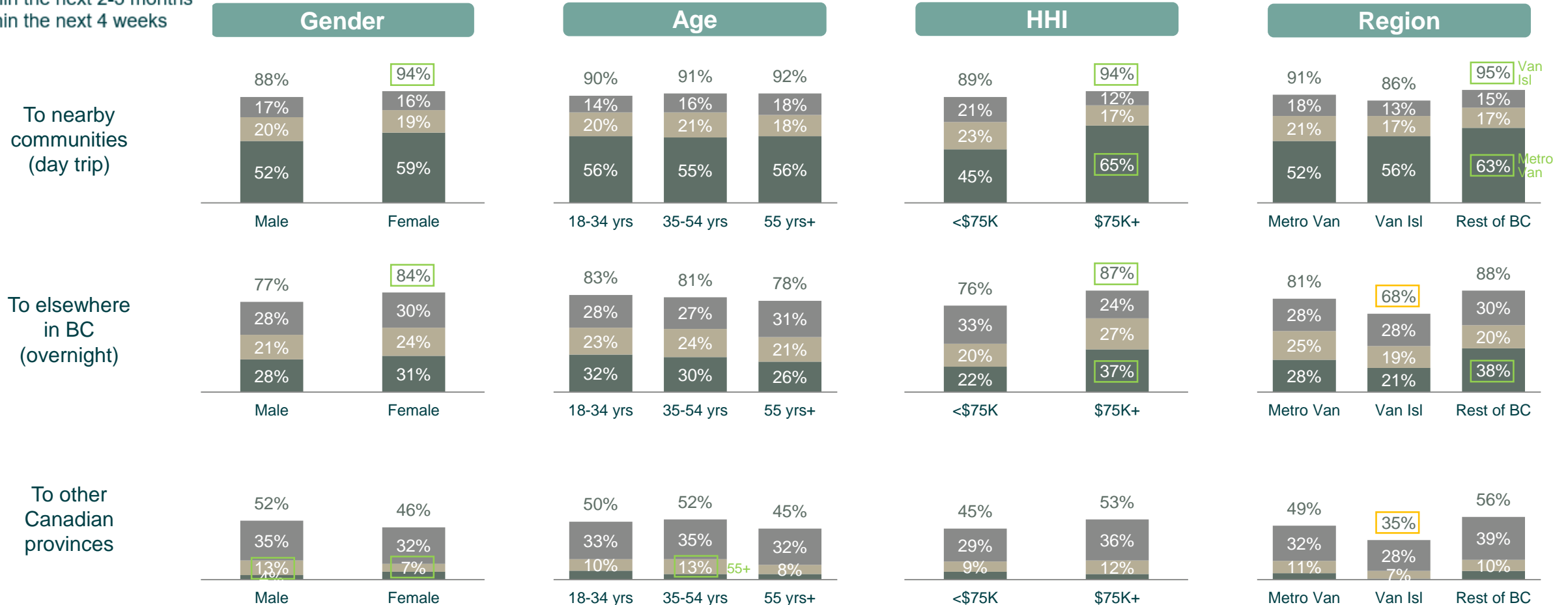
▲ Statistically significantly **higher** than previous wave.
▼ Statistically significantly **lower** than previous wave.

Travel Intentions by Demographics

(Next 12 months: Wave 11 – September 30, 2020)



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



Base: All respondents

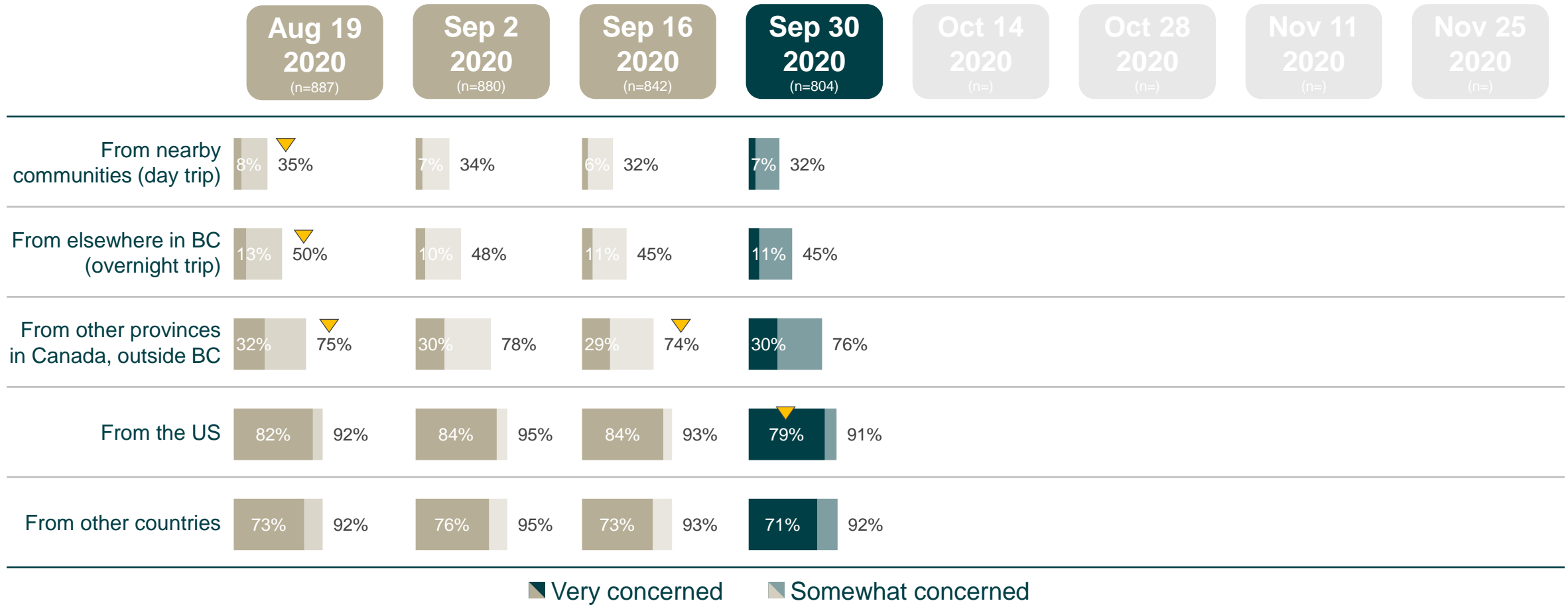
D3. When, if at all, are you likely to make trips to the following destinations?

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

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

Concern to Welcome Visitors

(continued)



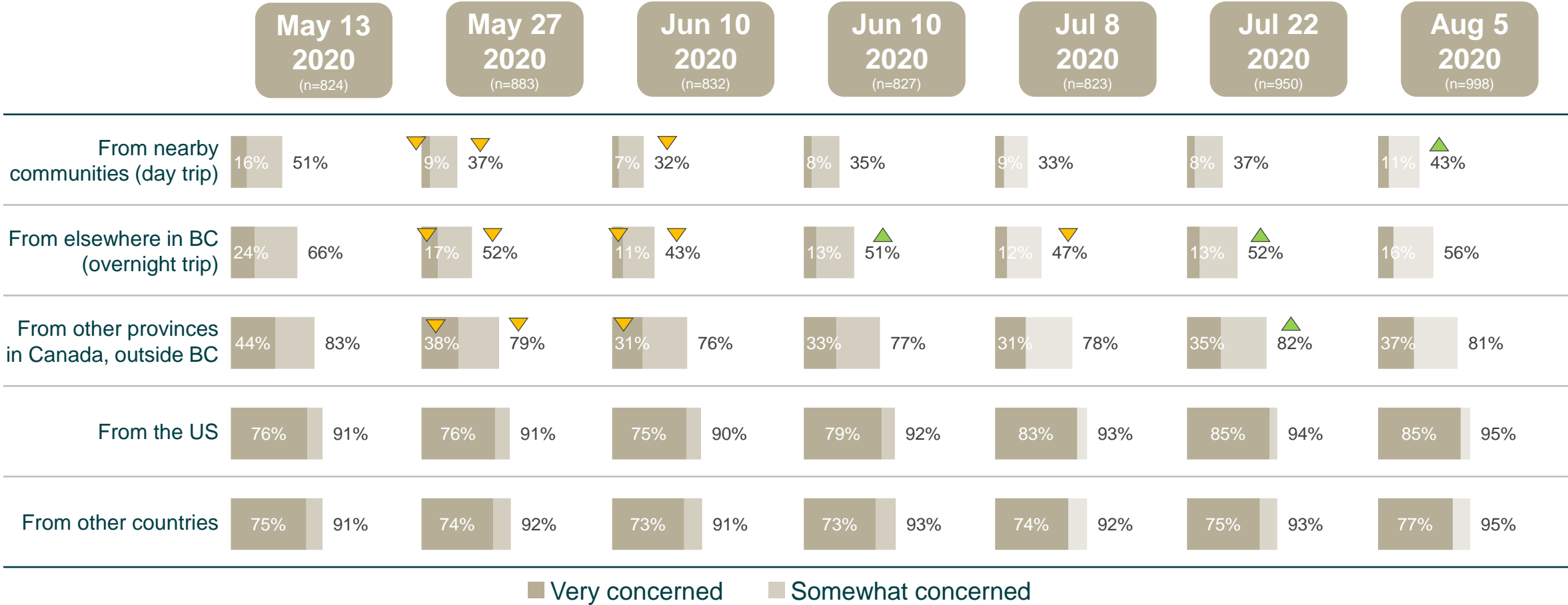
Base: All respondents

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



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?

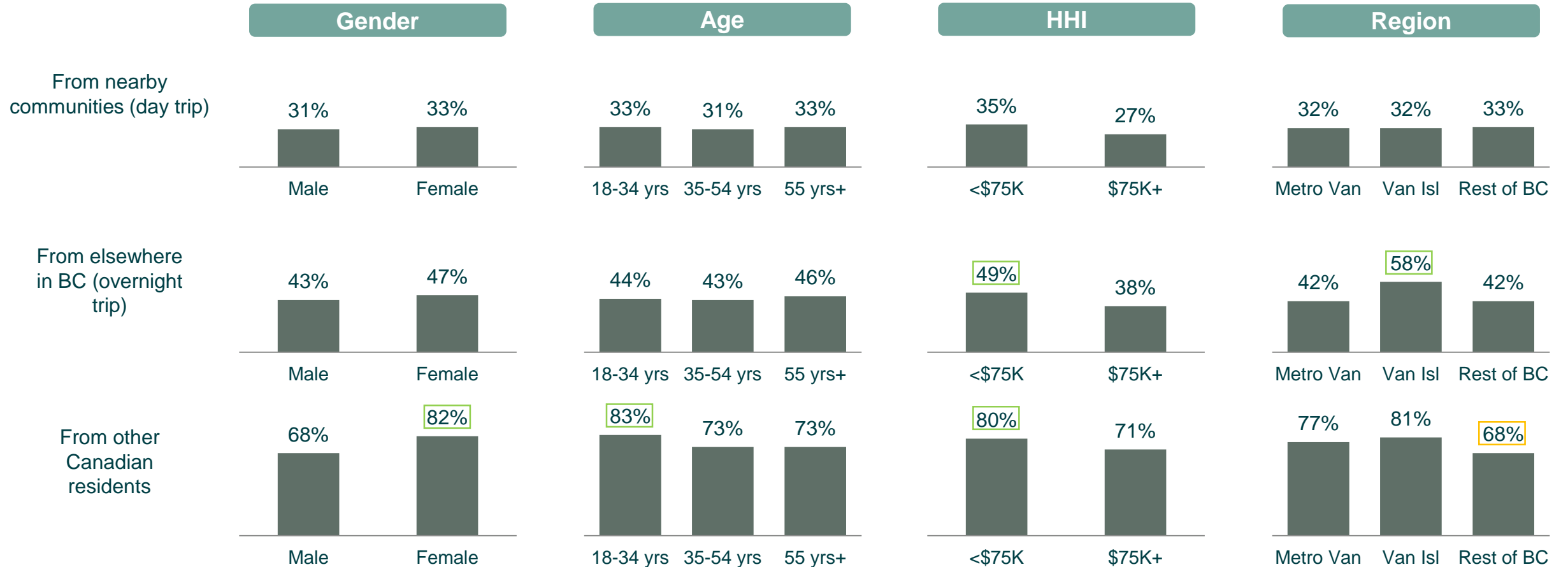
▲ Statistically significantly **higher** than previous wave.
▼ Statistically significantly **lower** than previous wave.

Concern to Welcome Visitors by Demographics

(Wave 11 – September 30, 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).

Comfort With Activities/Modes of Transportation

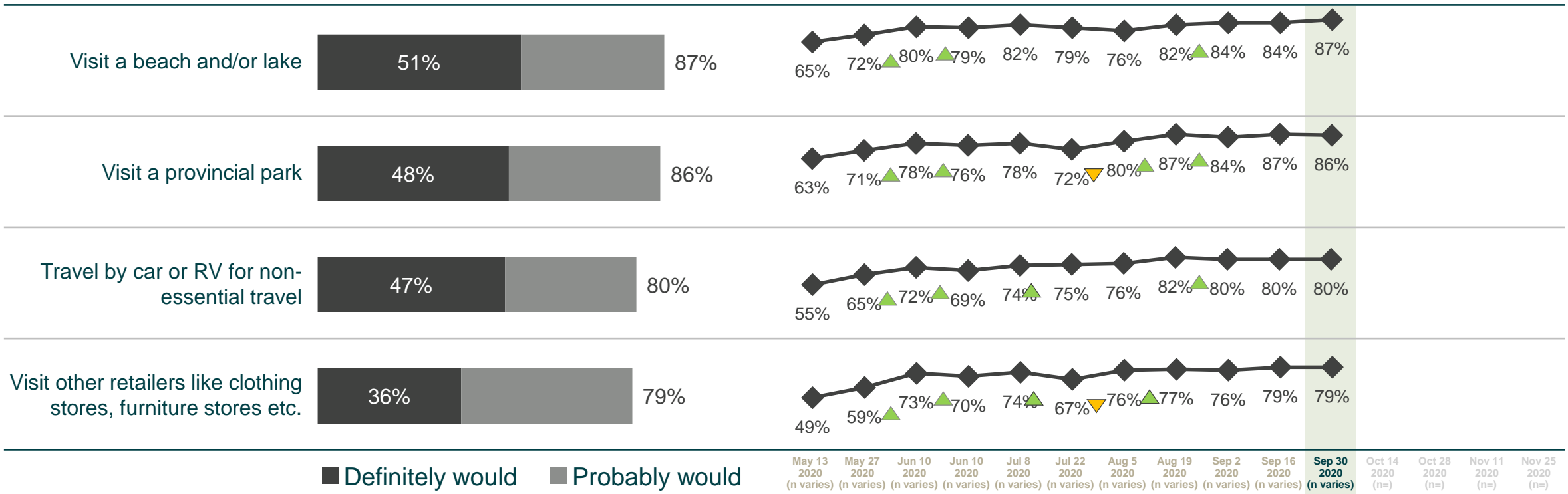
(Among Those Who Generally Do Each)



September 30, 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.

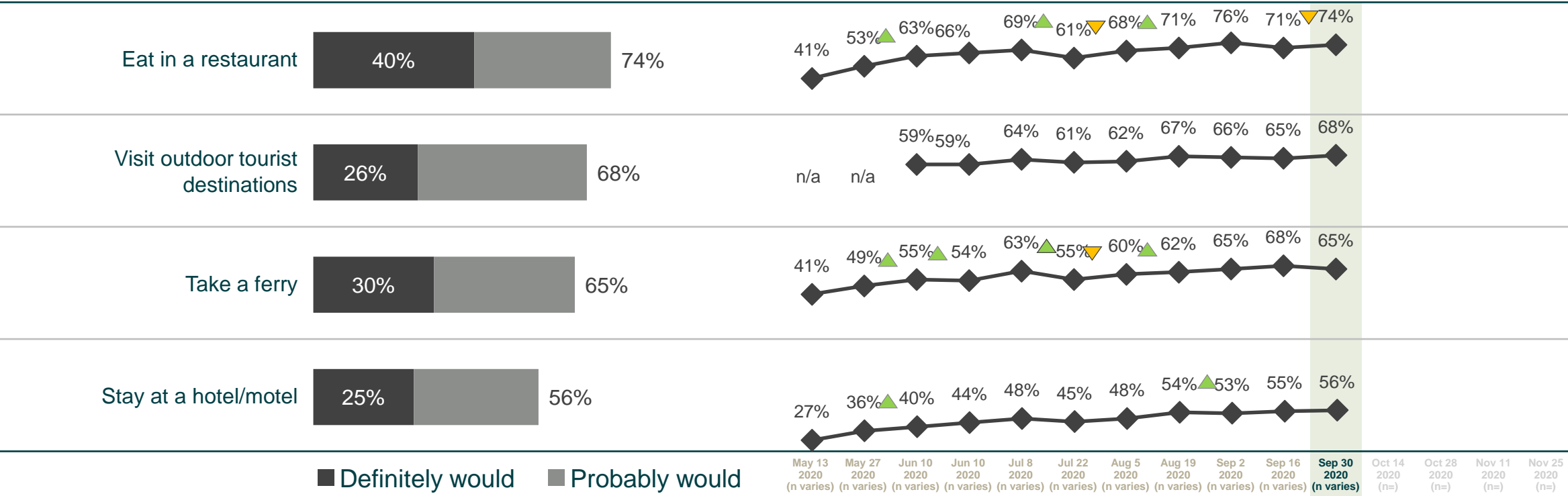
Comfort With Activities/Modes of Transportation (cont.)

(Among Those Who Generally Do Each)



September 30, 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.

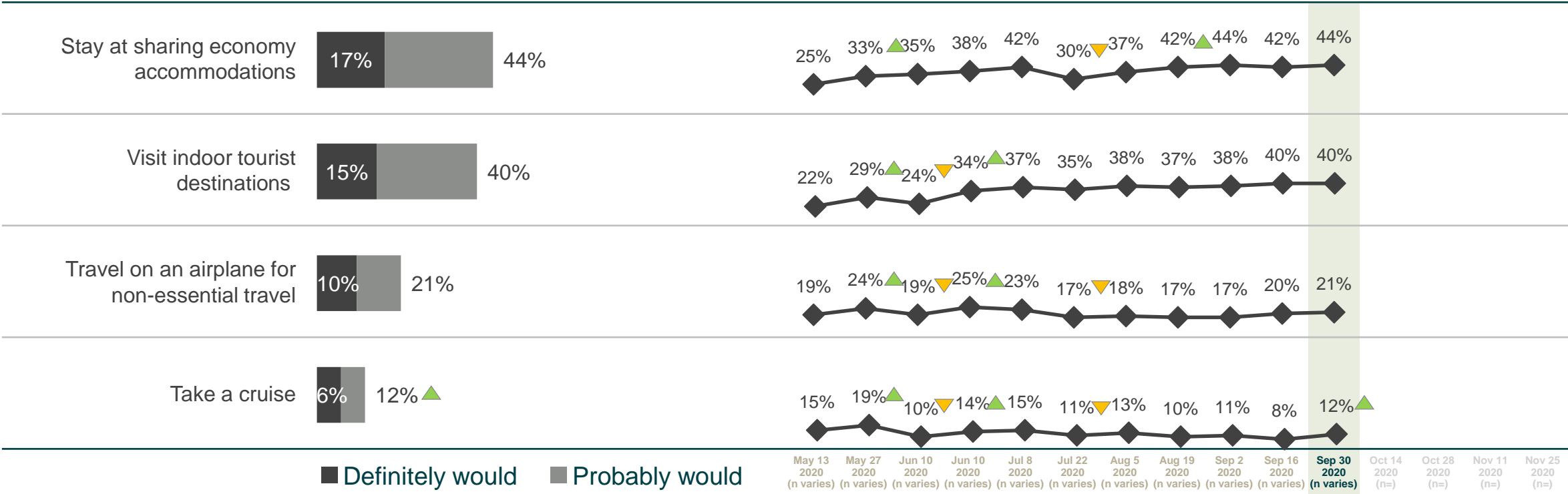
Comfort With Activities/Modes of Transportation (cont.)

(Among Those Who Generally Do Each)



September 30, 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.



Find this report on [Destination BC's COVID-19 Research & Insights](#) webpage.

For more information, please contact:

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