

BC Residents' Public Perceptions: COVID-19 Travel and Tourism Wave 18 Report

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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 approximately every two weeks, starting May 13, 2020 to track opinions and intentions and watch how results trend over time.
- Note that some changes and additions were made to the questions in a couple of waves to continue to fully meet the research needs of the project.

METHODOLOGY

- Online survey with at least 800 British Columbian adults via an omnibus (shared study).
- Data is weighted by age, gender, region 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	+/-3.4%
12	October 13-15, 2020	1,385	+/-2.6%
13	October 28-November 1, 2020	802	+/-3.5%
14	November 12 – 15, 2020	852	+/-3.4%
15	November 25 – 30, 2020	817	+/-3.4%
16	December 9-14, 2020	876	+/-3.4%
17	January 6-10, 2021	826	+/-3.4%
18	January 20-24, 2021	815	+/-3.4%

PAST TRAVEL

(Asked only in Wave 17, January 6; Not asked in this wave. Results included for reference)

- The number of trips taken by BC residents in 2020 were gathered for four periods (January-March, April-June, July-September, and October-December).
- BC residents' reported trips during the most recent three-month period (October-December 2020) continued to indicate that BC trips are the most common destination (25% of residents had taken one or more) compared to reported trips to other provinces (5%), the US (2%) or other countries (1%) during the same October-December period.
- Compared to earlier time periods, trips within BC were less common, down from 44% in the three months prior (July-September 2020), 28% during April-June 2020, and 31% during January-March 2020. Less change was seen for trips to other areas since April 2020.

TRAVEL INTENTIONS

- During Wave 18, January 20, BC residents' intentions to travel in the next 4 weeks continues to be greatest for day trips into surrounding areas (37%), compared to other areas, such as to other parts of the province for an overnight trip (12%), to other provinces within Canada (2%), to the US (1%), or to other countries (1%).
- Intentions to travel within BC in the short-term (the next 4 weeks) and the long-term (the next 12 months) have not changed significantly from Wave 17, January 6.
- Intentions to travel to the US in the short-term (next 4 weeks) remain low and largely unchanged from the past several waves. In the next 12 months, BC residents' intentions to travel to the US (17%) remain below levels seen in November and December.
- BC residents who indicated intentions to travel in the next 4 weeks within BC, for both day and overnight trips, are (as in several past waves) more likely to be those 35-54 years of age or have a household income of \$75k+. Metro Vancouver residents, followed by 'Rest of BC' residents, are slightly more likely to take an overnight trip in BC and a trip outside of BC but within Canada in the next 4 weeks than those from Vancouver Island.

REASONS FOR NOT CONSIDERING TRAVEL

(Asked only in Wave 14, November 12 and wave 17, January 6; Not asked in this Wave. Results included for reference)

- Measured for the second time in Wave 17, BC residents who did not intend to travel in the next 3 months or until a vaccine/treatment is available were asked why they were not likely to travel. 'Risk of contracting COVID-19' remained the greatest barrier (73%) to travel within BC (up from 65% in mid-November). 'Concerns about COVID-19 protocols not being properly followed' also remained a significant factor (56%) but remains unchanged since mid-November.
- 'Generally not travelling at this time of year' (34%) as a reason for not considering BC travel was a slightly less cited factor than previously cited in mid-November (41%).

SUMMARY

(continued)

CONCERN TO WELCOME VISITORS

- Currently, 50% of BC residents are concerned with welcoming visitors into their community from surrounding areas, 65% are concerned with welcoming visitors from other parts of the province, and 84% from other parts of Canada.
- There are slightly lower levels of concern among BC residents when welcoming BC visitors into their community, both from a nearby community or another area of BC, compared to the previous wave, January 6, resulting in similar levels of concern seen in October 2020.
- The level of concern about welcoming visitors from outside of BC (whether from other Canadian provinces or other countries) is statistically unchanged from Wave 17, January 6, and has largely remained stable over the past three-month period.
- Concern to welcome visitors from the US and other countries remains unchanged and relatively high over the course of the tracking period (mid-May to current).
- Females have greater levels of concern with welcoming visitors from all regions of Canada (nearby communities, other parts of BC, and other Canadian provinces) compared with males this wave. Residents of Vancouver Island have higher levels of concern about overnight BC visitors (81%) than either Metro Vancouver (62%) or 'Rest of BC' residents (61%).

SUMMARY

(continued)



MEASURES TO INCREASE COMFORT WITH VISITORS

(Asked only in Wave 17, January 6; Not asked in this wave. Results included for reference)

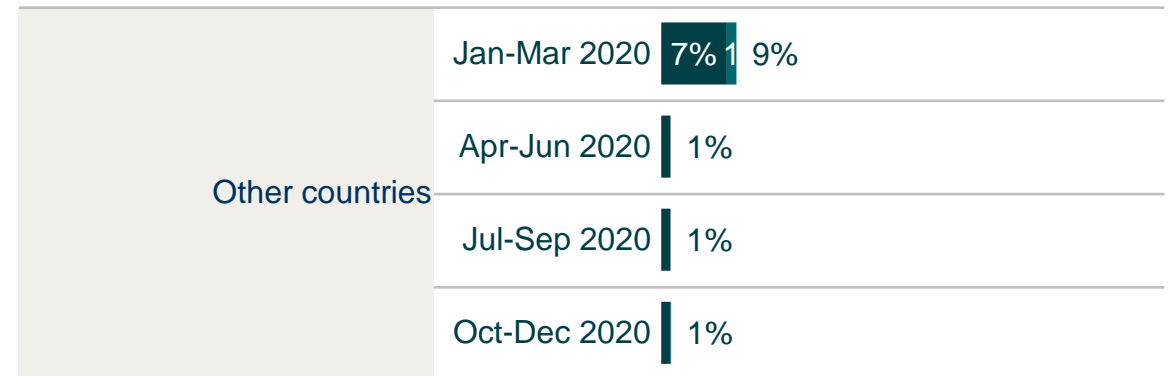
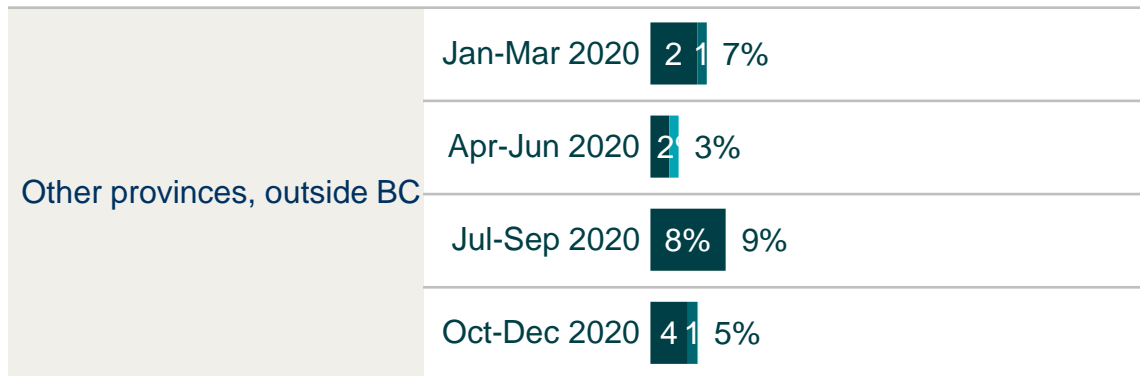
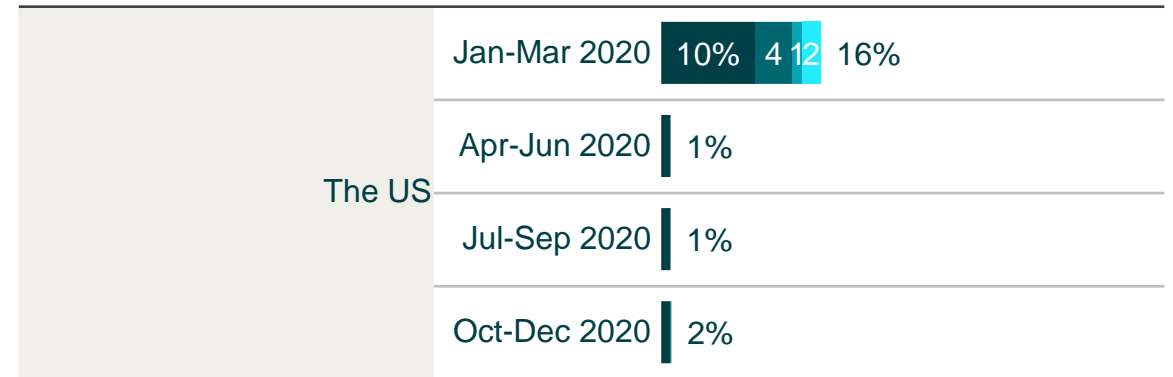
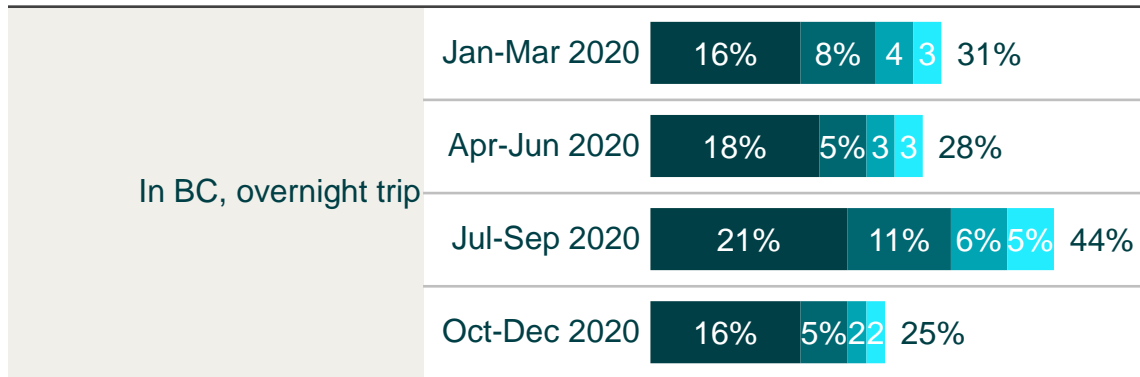
- BC residents were asked what measures, if any, would help to make them more comfortable with visitors coming to their community. All included measures that could be taken to increase comfort with visitors were selected to some degree, with a significant majority (ranging from 67% to 84% of BC residents) indicating the measures would make them more comfortable with visitors coming to their community.
- The measures that received the widest-spread agreement that they would increase comfort were local businesses following all protocols/requirements (84%), international visitors being vaccinated (83%), and Canadian visitors being vaccinated (83%).
- While still comforting, the measures selected the least to bring comfort include all visitors being required to monitor/report symptoms (67%), international visitors undergoing health screening prior to arrival (68%), and local businesses and officials making policies easily accessible (69%).

COMFORT WITH ACTIVITIES/MODES OF TRANSPORTATION

- For the most part, comfort with participating in all activities and all modes of transportation tested has been relatively stable for a number of waves. Compared to Wave 17, January 6, however, increases in comfort were seen for going to a beach/lake (up from 75% in the previous wave to 80% this wave) and outdoor tourist attractions (up from 49% to 54%).

DETAILED FINDINGS

Past Travel



■ 1 trip ■ 2 trips ■ 3 trips ■ 4+ trips

Base: All respondents

Note: Jan-Mar, Apr-Jun and Jul-Sep asked in Wave 14/Nov 12; Oct-Dec asked in Wave 17/Jan 6.

D0. In the following time periods, how many trips, if any, did you take to the following destinations for leisure and/or visiting friends and family? (Please do not consider any trips for business purposes).

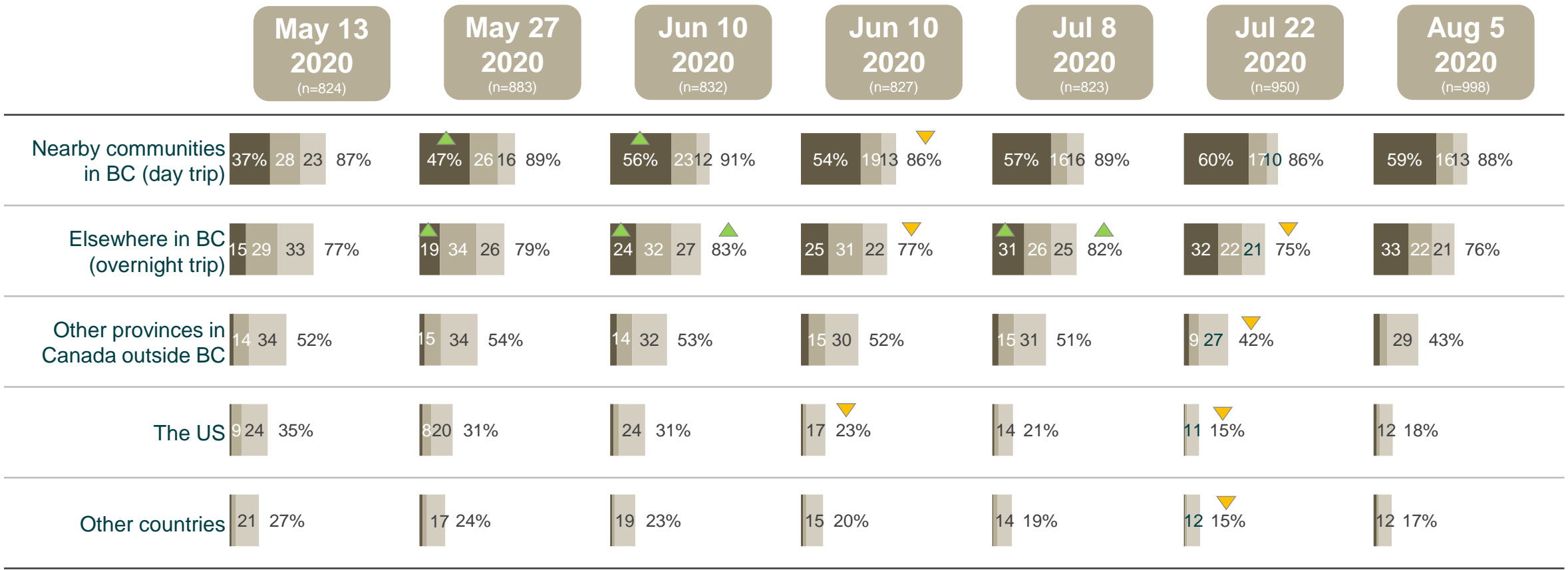
Due to rounding, the total may not equate 100% to the sum of individual values shown.

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

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

Travel Intentions

(Next 12 Months)



Next 4 weeks ■ Next 2-3 months ■ Next 4-12 months ■

Base: All respondents

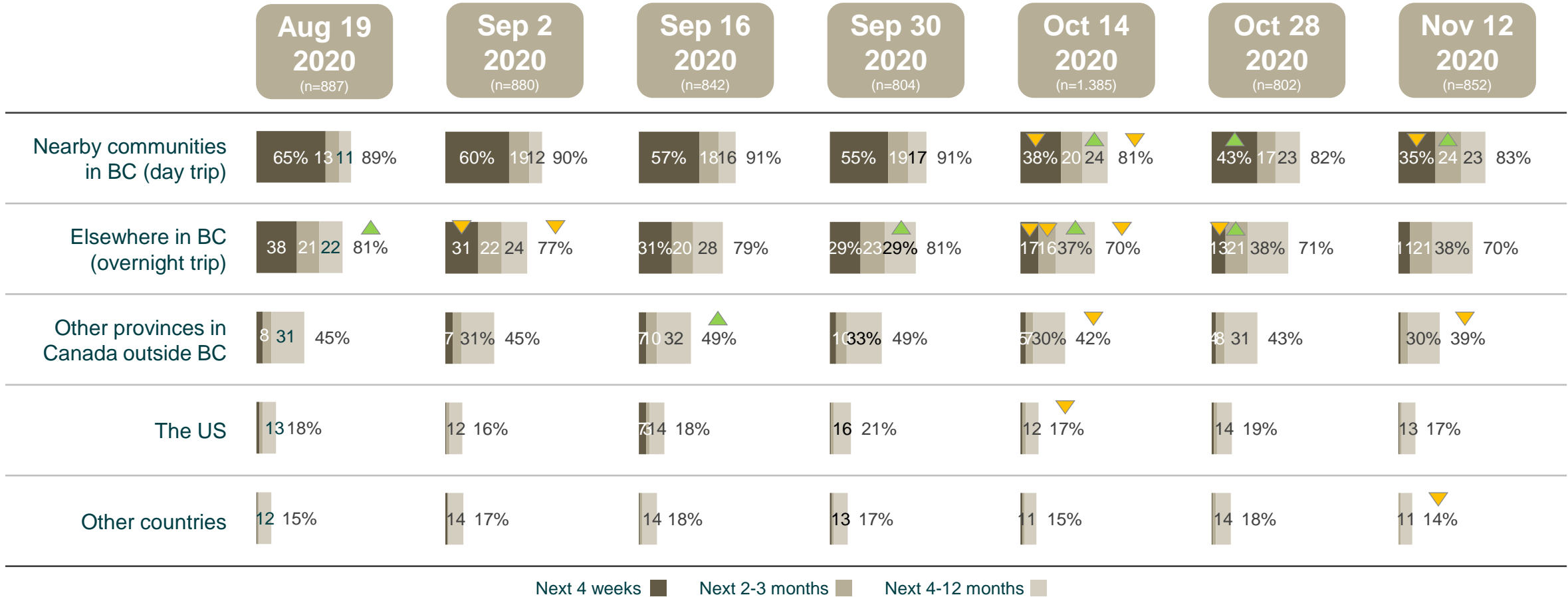
D3. When, if at all, are you likely to make trips to the following destinations?

Due to rounding, the total may not equate 100% to the sum of individual values shown.

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

Travel Intentions

(Next 12 Months, continued)



Base: All respondents

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

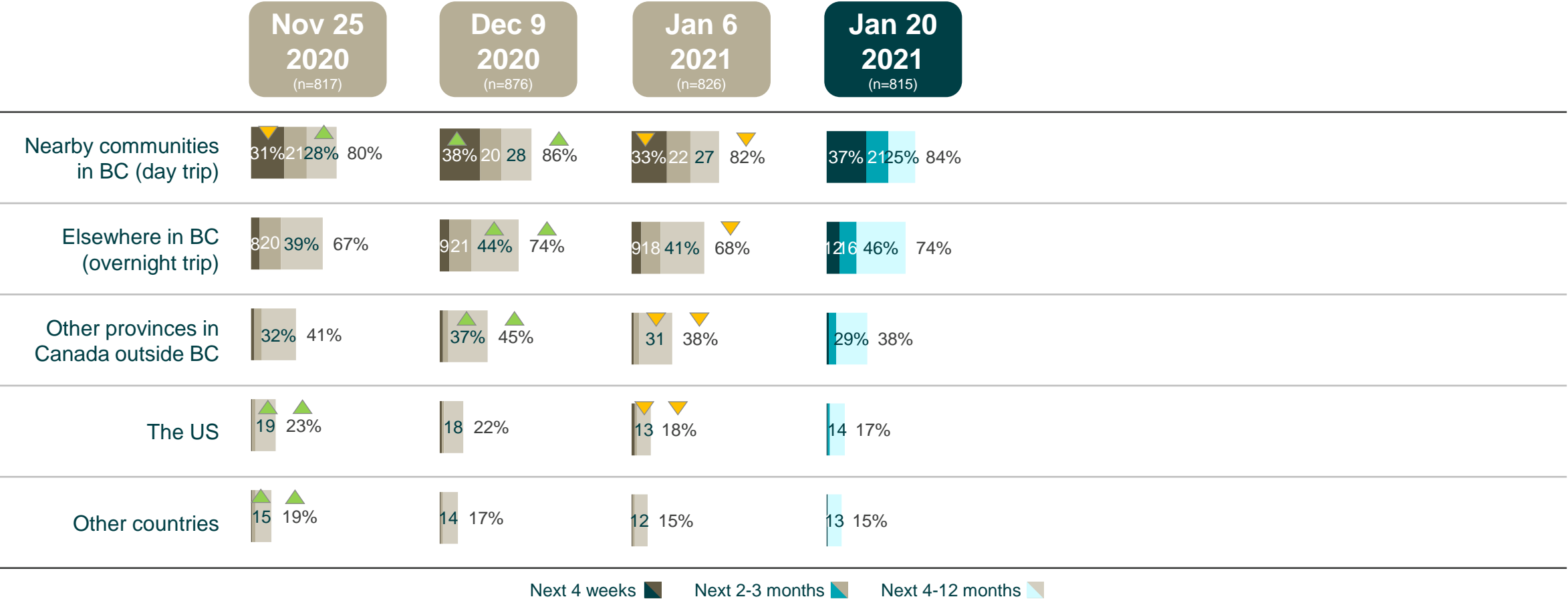
Due to rounding, the total may not equate 100% to the sum of individual values shown.

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

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

Travel Intentions

(Next 12 Months, continued)



Base: All respondents

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

Due to rounding, the total may not equate 100% to the sum of individual values shown.

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

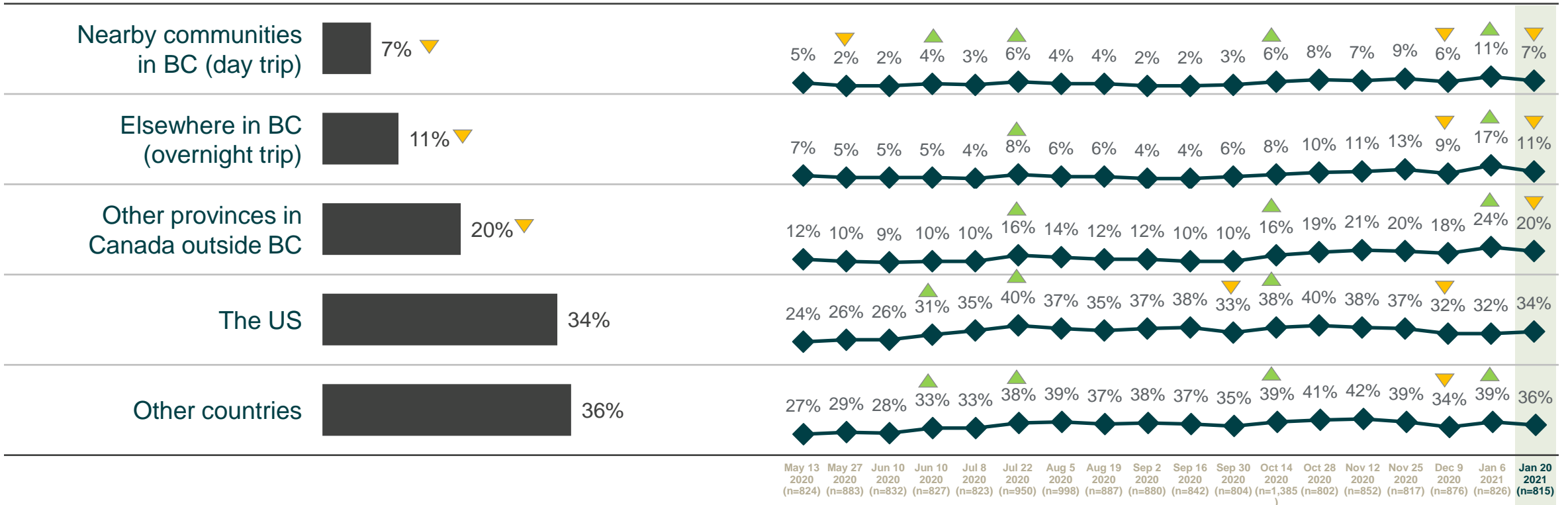
Travel Intentions

(Only if Vaccine/Treatment)



January 20, 2021

Tracking



Base: All respondents

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

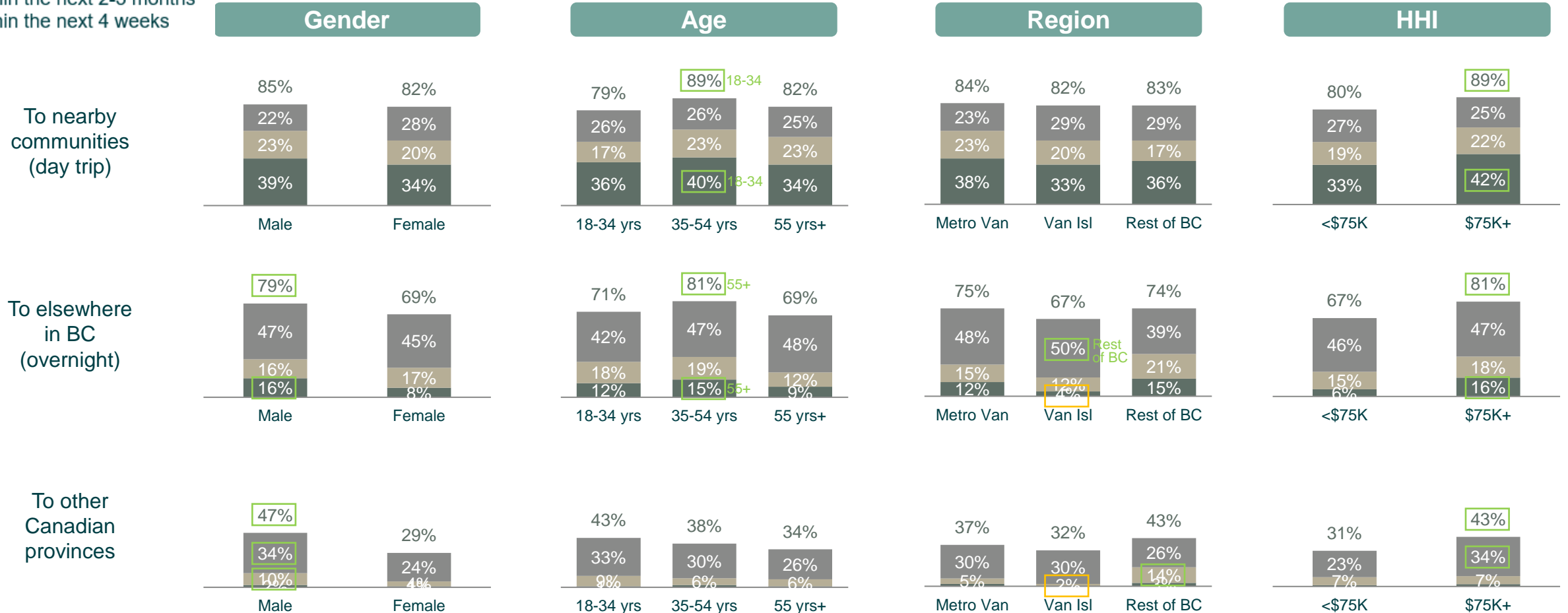
▲ Statistically significantly **higher** than previous wave.
▼ Statistically significantly **lower** than previous wave.

Travel Intentions by Demographics

(Next 12 Months: Wave 18 – January 20, 2021)



- 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?

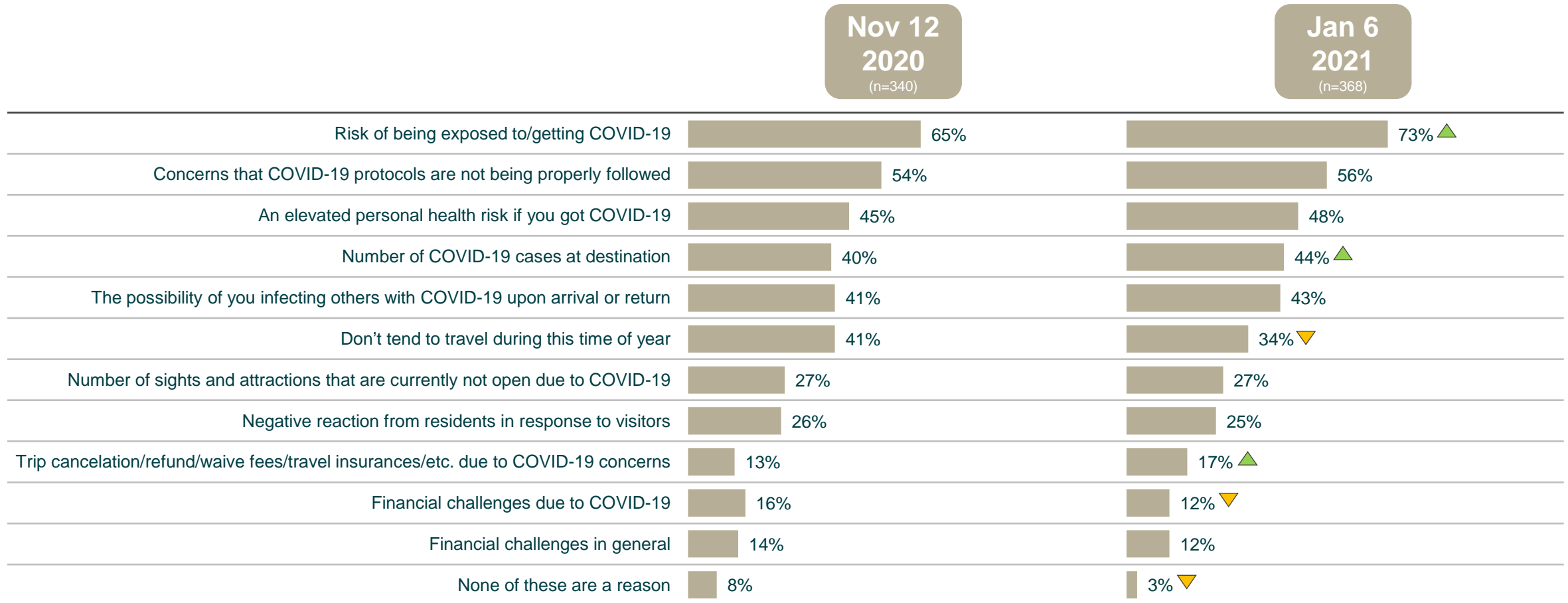
Due to rounding, the total may not equate 100% to the sum of individual values shown.

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

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

Reasons for Not Considering BC Travel (Aided)

(Among Those Not Intending to Travel in BC in the Next 3 Months)



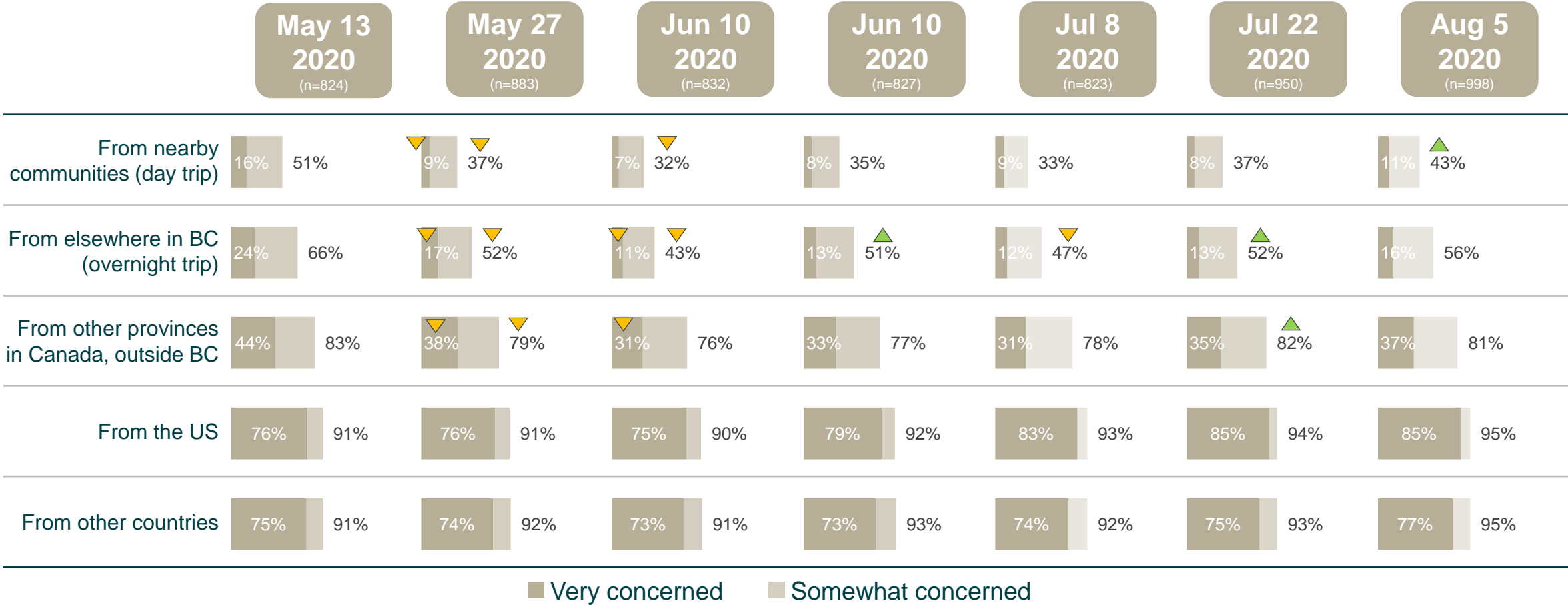
Base: Those who are not likely to take a daytrip in BC or an overnight trip in BC in the next 3 months

D4. Why are you **not** likely to travel in BC for a day trip or an overnight trip in the next 3 months?

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

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

Concern to Welcome Visitors



Base: All respondents

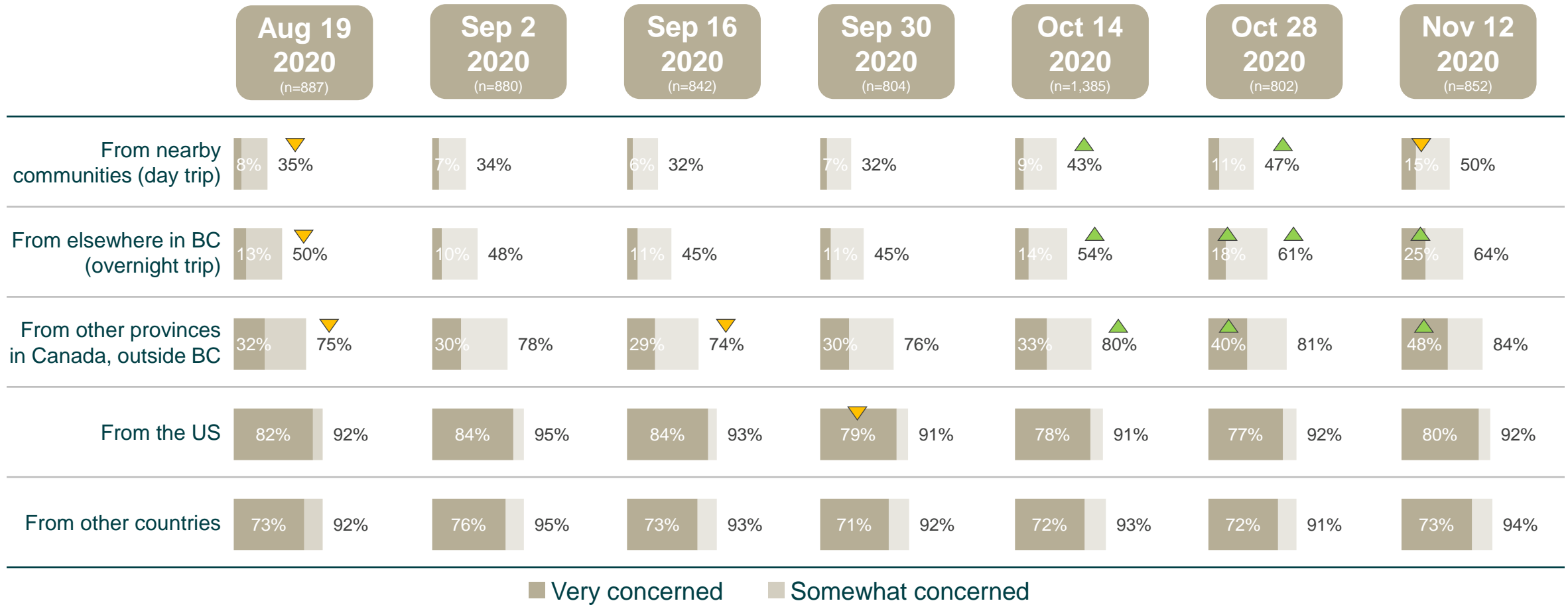
D2. Given the current situation with COVID-19, how concerned would you be with the following types of visitors making non-essential trips into your community over the next few weeks?

Due to rounding, the total may not equate 100% to the sum of individual values shown.

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

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?

Due to rounding, the total may not equate 100% to the sum of individual values shown.

Statistically significantly **higher** than previous wave.

Statistically significantly **lower** than previous wave.

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?

Due to rounding, the total may not equate 100% to the sum of individual values shown.

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

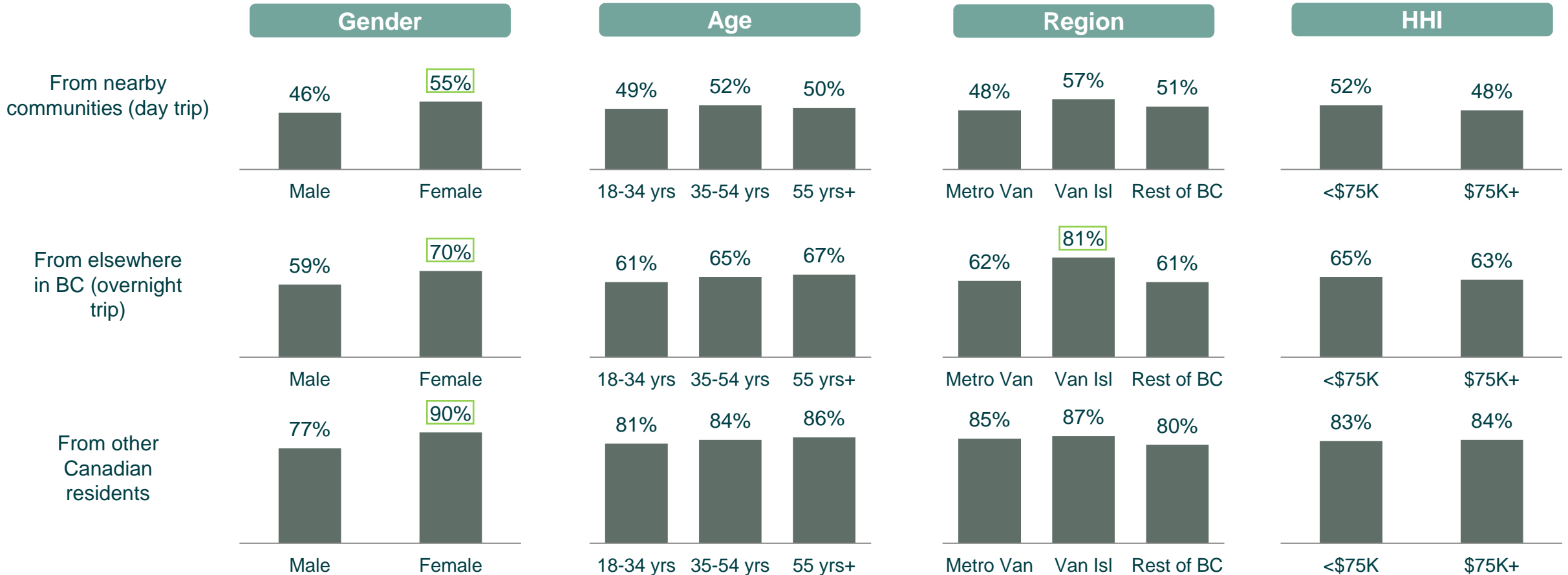
▼ Statistically significantly **lower** than previous wave.

Concern to Welcome Visitors by Demographics

(Wave 18 – January 20, 2021)



■ Total concerned



Base: All respondents

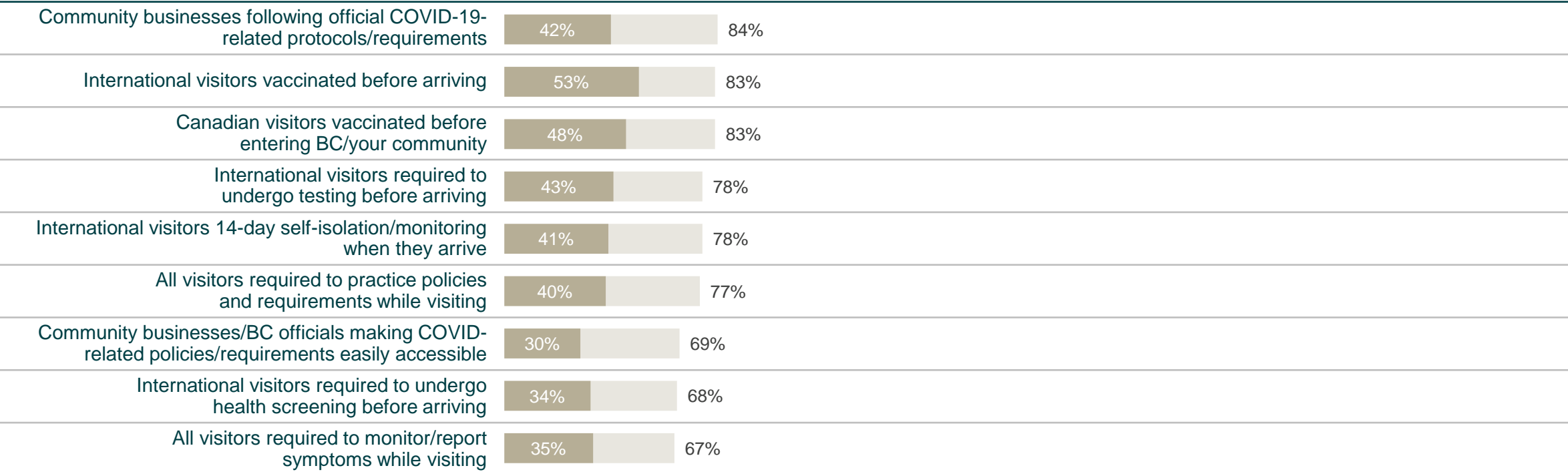
D2. Given the current situation with COVID-19, how concerned would you be with the following types of visitors making non-essential trips into your community over the next few weeks?

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

Measures to Increase Comfort With Visitors (Aided)



Jan 6
2021
(n=826)



▲ A lot more comfortable ▲ A little more comfortable

Base: All respondents

D5. To what extent would each of the following make you feel more comfortable with visitors making non-essential trips into your community once travel restrictions are lifted?

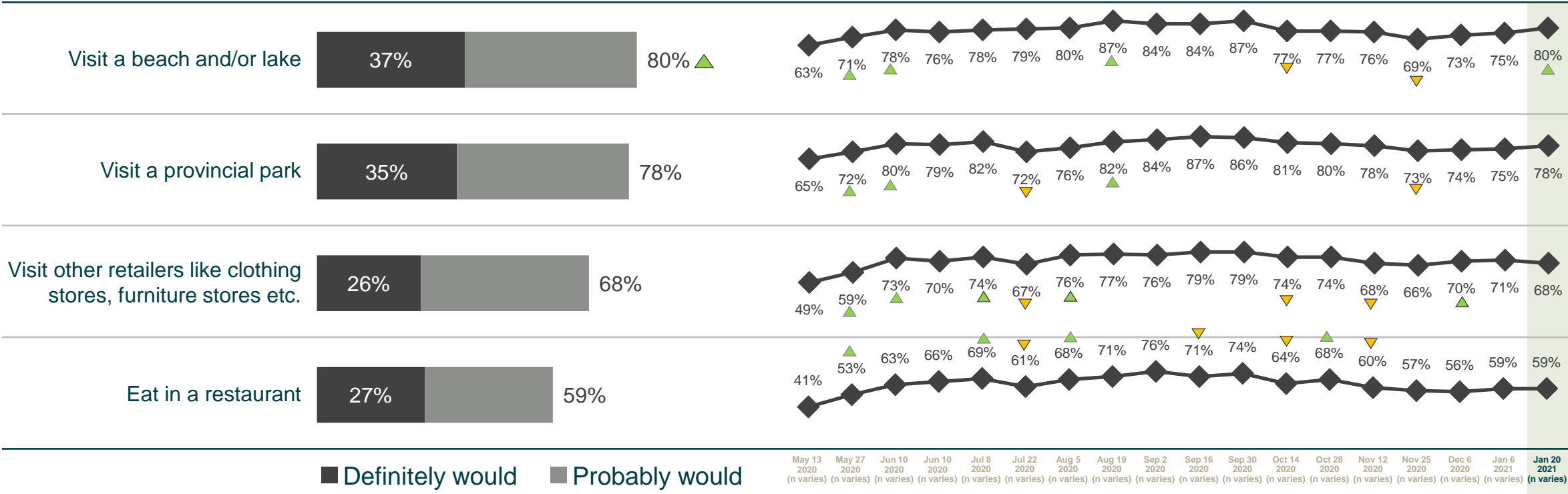
Comfort With Activities/Modes of Transportation

(Among Those Who Do Each)



January 20, 2021

Tracking
(Total Would)



⌘ Question wording change starting November 12: new response category “not applicable/wouldn’t do this at this time of year” added.
 Base: All respondents, excluding not applicable/don’t do this in general and starting November 12 also excluding not applicable/wouldn’t do this at this time of year.
 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

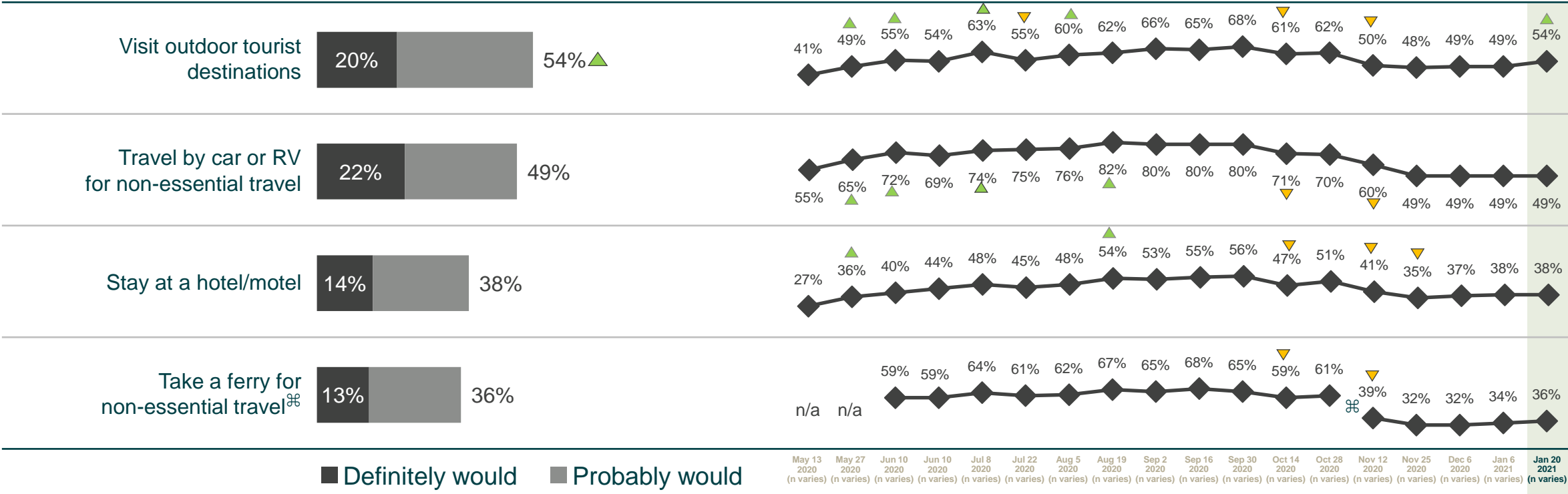
(Among Those Who Do Each, continued)



January 20, 2021

Tracking

(Total Would)



■ Definitely would ■ Probably would

⌘ Question wording change starting November 12: new response category “not applicable/wouldn’t do this at this time of year” and “non-essential travel” added to “Take a ferry”.
 Base: All respondents, excluding not applicable/don’t do this in general and starting November 12 also excluding not applicable/wouldn’t do this at this time of year.
 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.

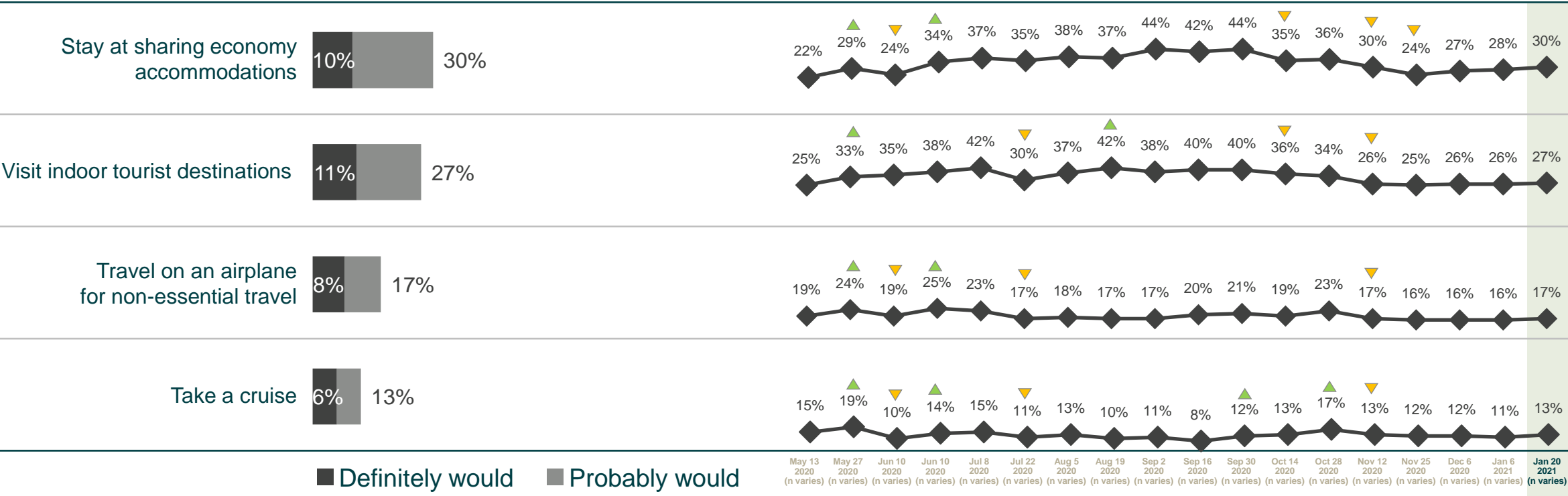
Comfort With Activities/Modes of Transportation

(Among Those Who Do Each, continued)



January 20, 2021

Tracking
(Total Would)



⌘ Question wording change starting November 12: new response category “not applicable/wouldn’t do this at this time of year” added.
 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?

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

For more information, please contact:

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