



BC Residents' Public Perceptions: COVID-19 Travel and Tourism Wave 19 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%
19	February 3-7, 2021	813	+/-3.4%

PAST TRAVEL

(Asked 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

- Wave 19, February 3, 2021 indicates that travel intentions remain very much flat over the past several waves. Despite some small ups and downs, there is no sense of trending in either the short term (next 4 weeks) or long term (next 12 months) since October 2020.
- BC residents' intentions to travel in the next 4 weeks continues to be greatest for day trips to surrounding areas (36%), compared to other areas, such as to other parts of the province for an overnight trip (9%), to other provinces within Canada (2%), to the US (1%), or to other countries (1%).
- BC residents who indicated intentions to travel in the next 4 weeks within BC for 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+. As also seen in the past. Vancouver Island residents are least likely to take an overnight trip in BC when compared to those who live in Metro Vancouver or the 'Rest of BC'.

REASONS FOR NOT CONSIDERING TRAVEL

(Asked last in 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

- Concern with welcoming visitors into their community has either held steady or edged up again this wave. Currently, 54% of BC residents are concerned with welcoming visitors into their community from surrounding areas, 72% are concerned with welcoming visitors from other parts of the province, and 87% are concerned with welcoming visitors from other parts of Canada.
- The level of concern among BC residents when welcoming BC visitors into their community is rose for visitors from surrounding areas (54% vs 50%), but significantly for those elsewhere in BC compared to last wave (72% vs 65%), eliminating any sense of a downward trend in both metrics that was witnessed in the January 20 wave.
- The level of concern about welcoming visitors from outside of BC (whether from other Canadian provinces or other countries) is statistically unchanged from wave 18 on January 18, and remained stable over the past four-month period.
- Females continue to 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.
- As an alternating question, concern about visitors from various provinces in Canada was asked again this wave and shows a similar lack of trending as above metrics. BC residents remain the most concerned about welcoming visitors from Quebec (89%) and Ontario (88%), followed by Alberta (84%) and Manitoba/Saskatchewan (81%), showing the highest levels of concern to date. Levels of concern regarding Canadian visitors from Atlantic Canada (66%) and Territories (62%) remains relatively lower.

SUMMARY

(continued)



MEASURES TO INCREASE COMFORT WITH VISITORS

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

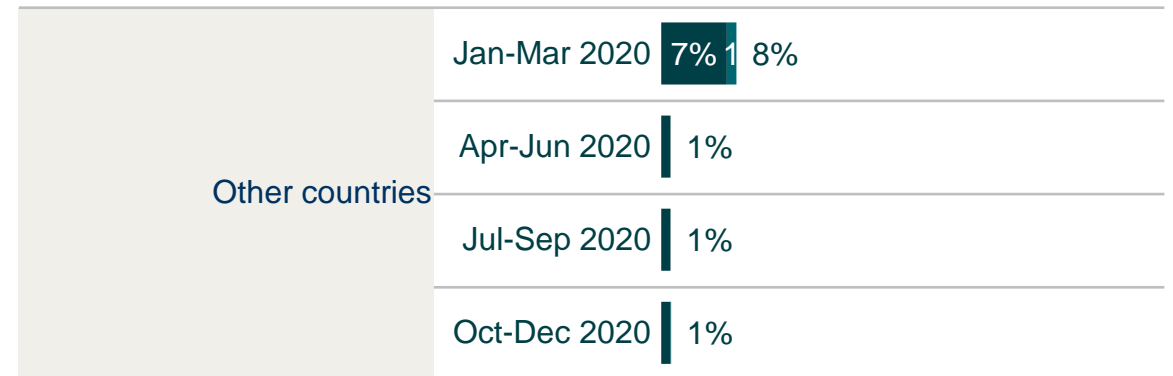
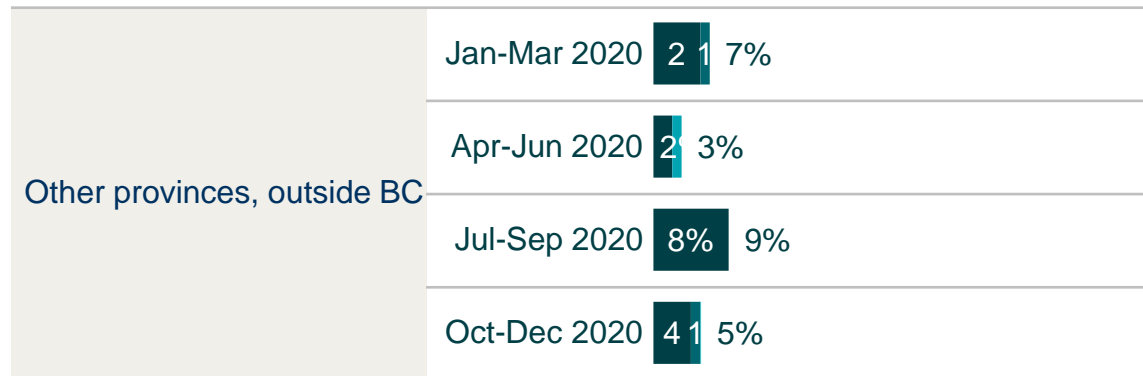
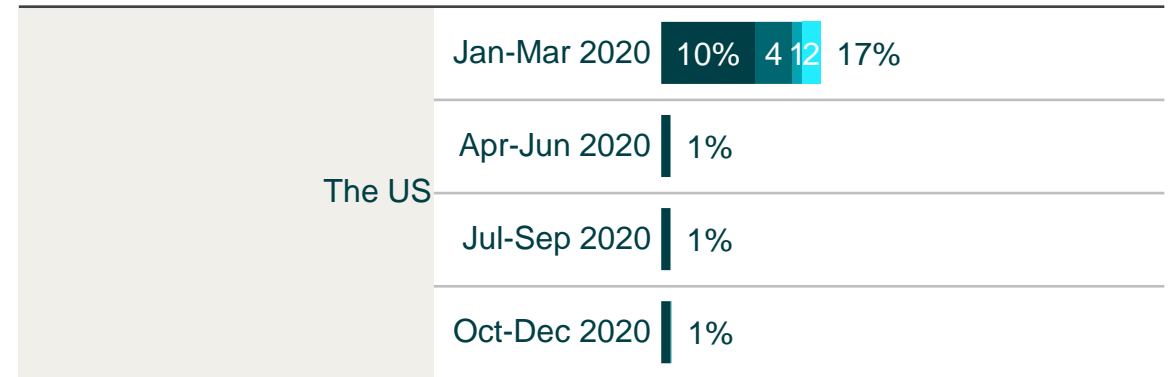
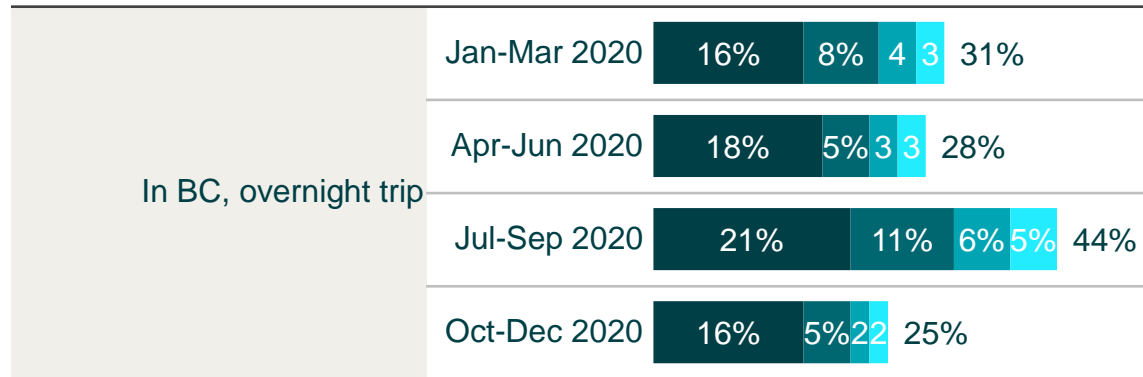
- BC residents were asked what measures, if any, would help to make them more comfortable with visitors coming to their community. All included measures that could be taken to increase comfort with visitors were selected to some degree, with a significant majority (ranging from 67% to 84% of BC residents) 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

- Comfort with participating in all activities and modes of transportation has been relatively stable for a number of waves, with small ups and downs not yet demonstrating a changing trend in comfort levels. Compared to Wave 18, January 20, small decreases in comfort were seen for going to a provincial park (down from 78% in the previous wave to 74% this wave), and outdoor tourist attractions (down from 54% to 50%), staying at a hotel/motel (down from 38% to 34%) and staying in sharing economy accommodations (down from 30% to 25%).

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).

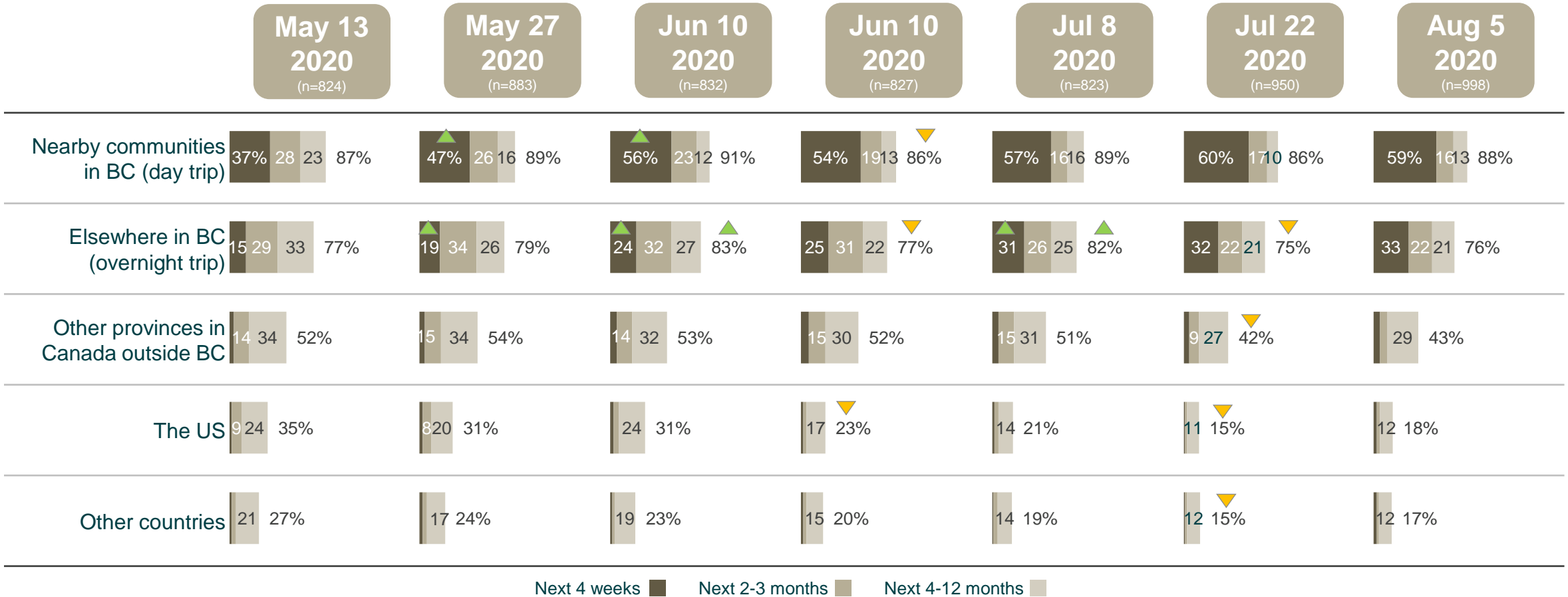
Due to rounding, the total may not equate 100% to the sum of individual values shown.

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

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

Travel Intentions

(Next 12 Months)



Base: All respondents

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

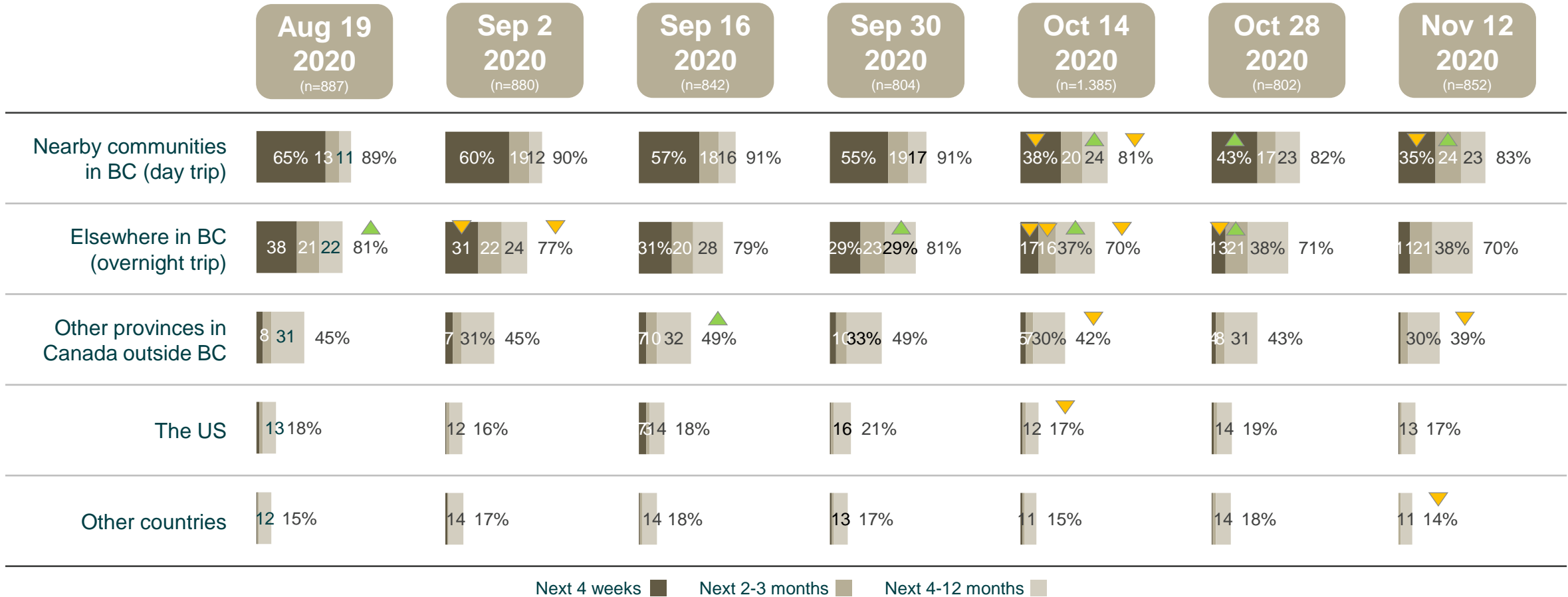
Due to rounding, the total may not equate 100% to the sum of individual values shown.

▲ 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?

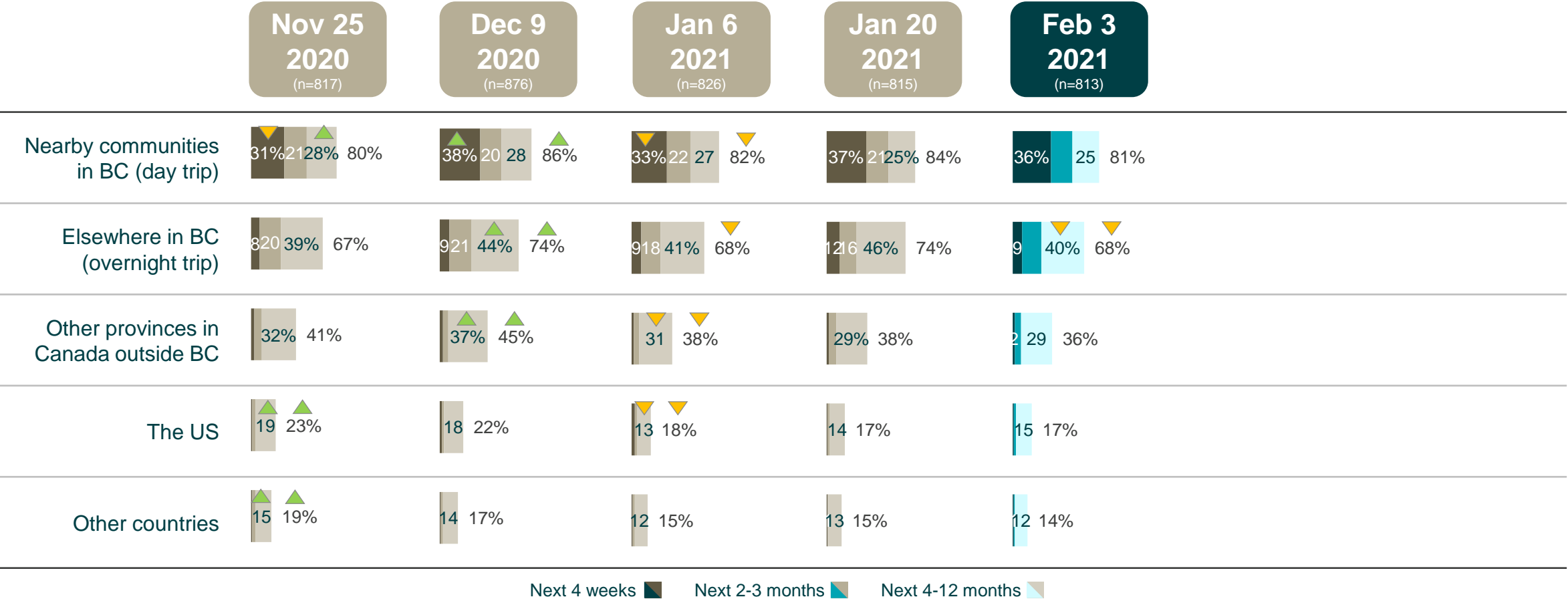
Due to rounding, the total may not equate 100% to the sum of individual values shown.

▲ 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.

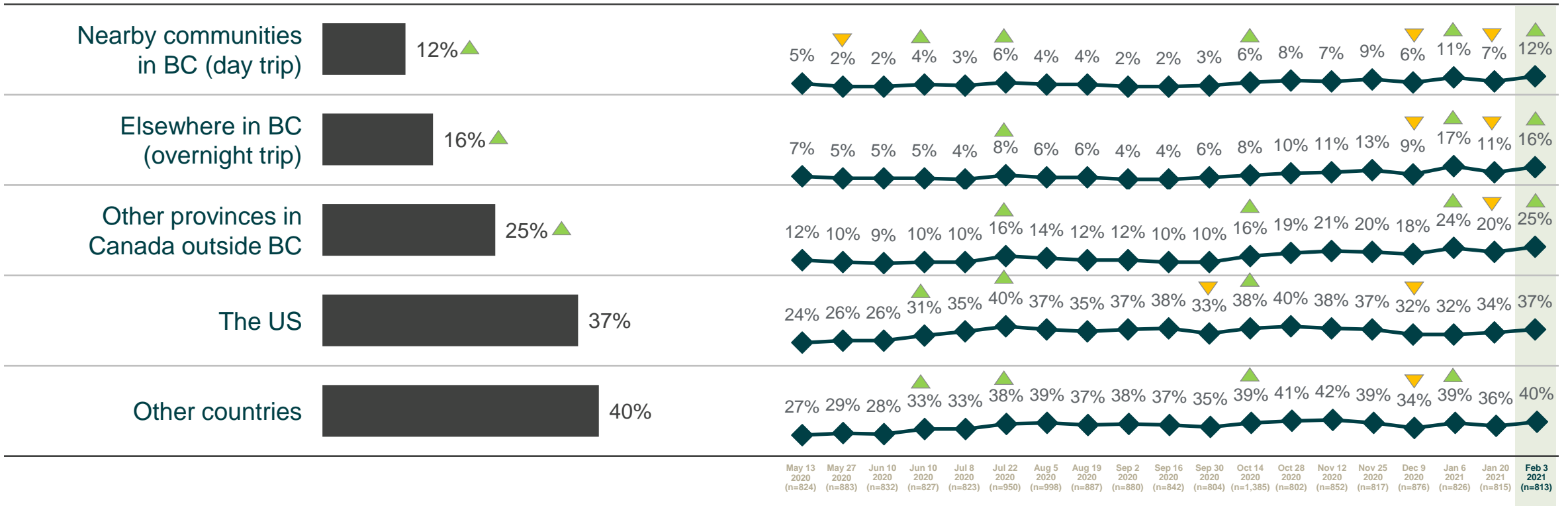
Travel Intentions

(Only if Vaccine/Treatment)



February 3, 2021

Tracking



Base: All respondents

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

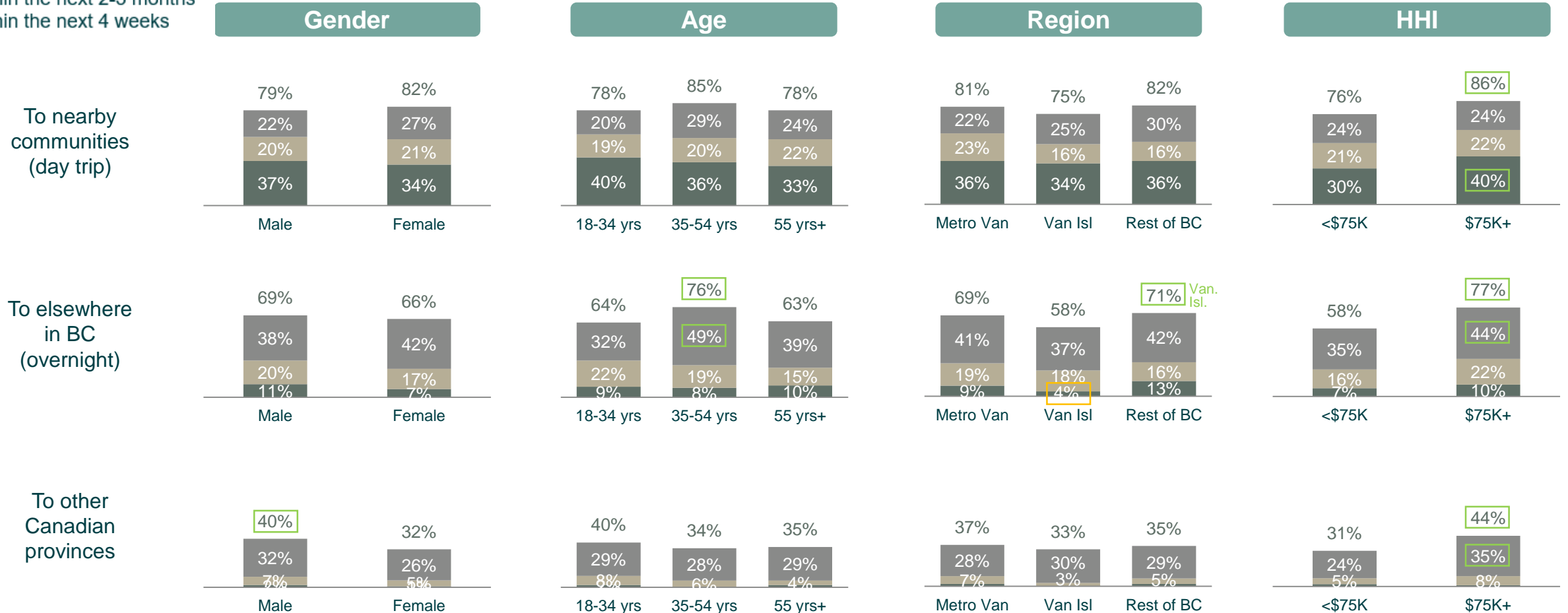
▲ Statistically significantly **higher** than previous wave.
▼ Statistically significantly **lower** than previous wave.

Travel Intentions by Demographics

(Next 12 Months: Wave 19 – February 3, 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?

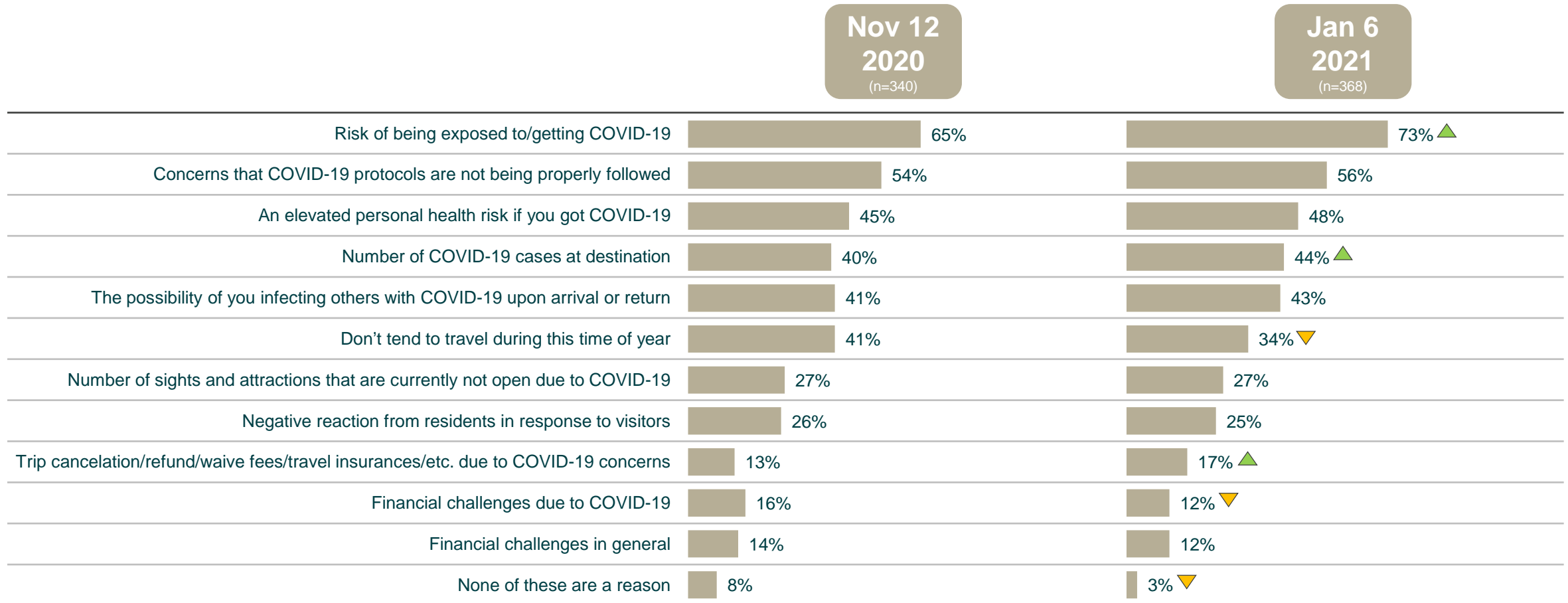
Due to rounding, the total may not equate 100% to the sum of individual values shown.

□ 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)



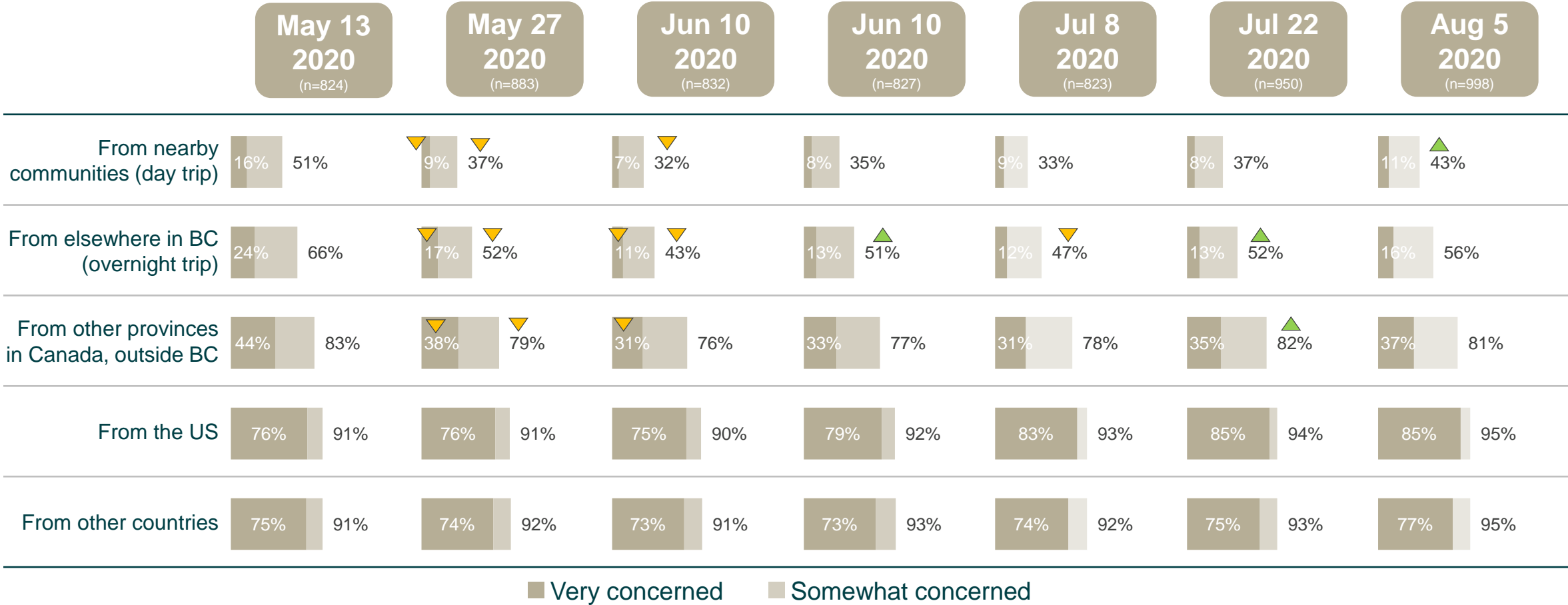
Base: Those who are not likely to take a daytrip in BC or an overnight trip in BC in the next 3 months

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

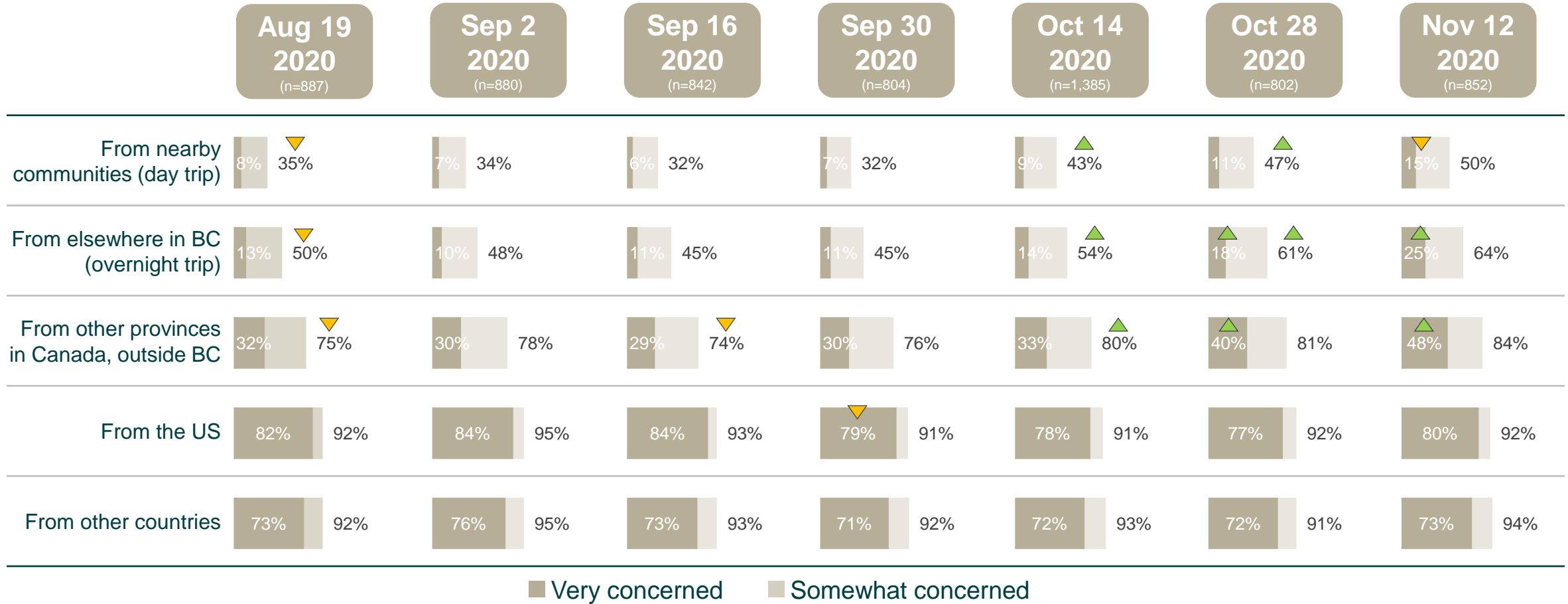
D2. Given the current situation with COVID-19, how concerned would you be with the following types of visitors making non-essential trips into your community over the next few weeks?

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?

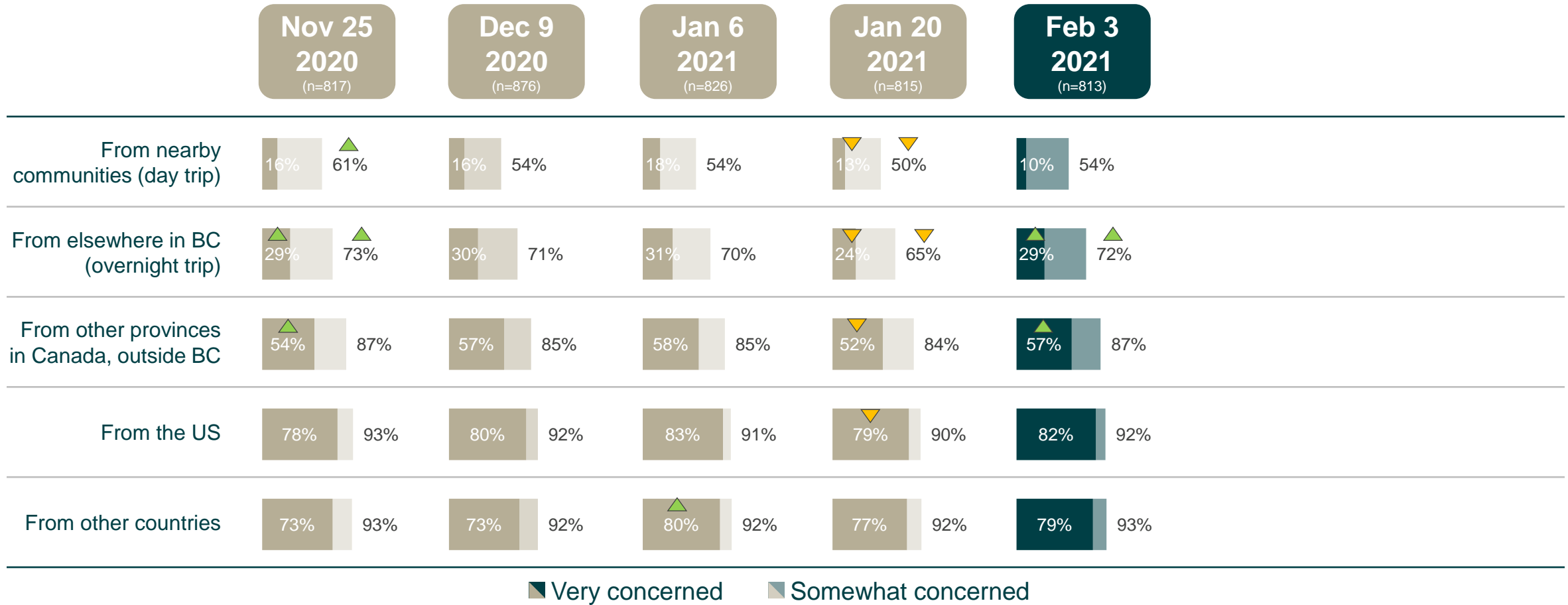
Due to rounding, the total may not equate 100% to the sum of individual values shown.

▲ 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.

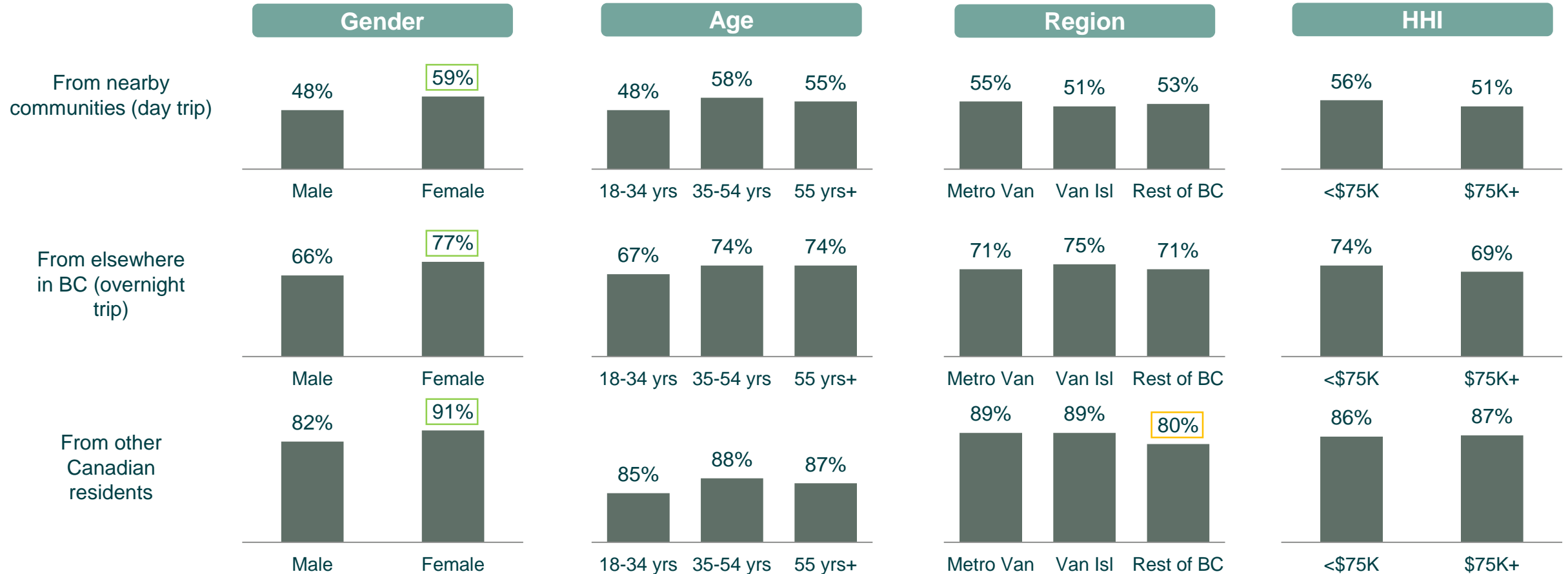
▼ Statistically significantly **lower** than previous wave.

Concern to Welcome Visitors by Demographics

(Wave 19 – February 3, 2021)



■ Total concerned



Base: All respondents

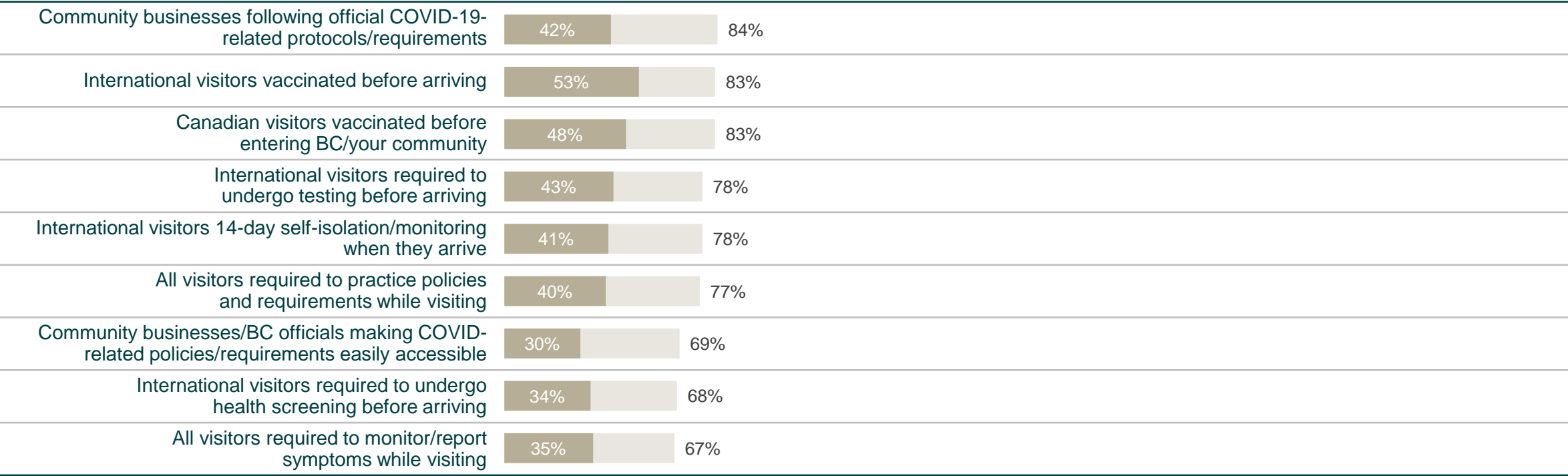
D2. Given the current situation with COVID-19, how concerned would you be with the following types of visitors making non-essential trips into your community over the next few weeks?

 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[⌘]

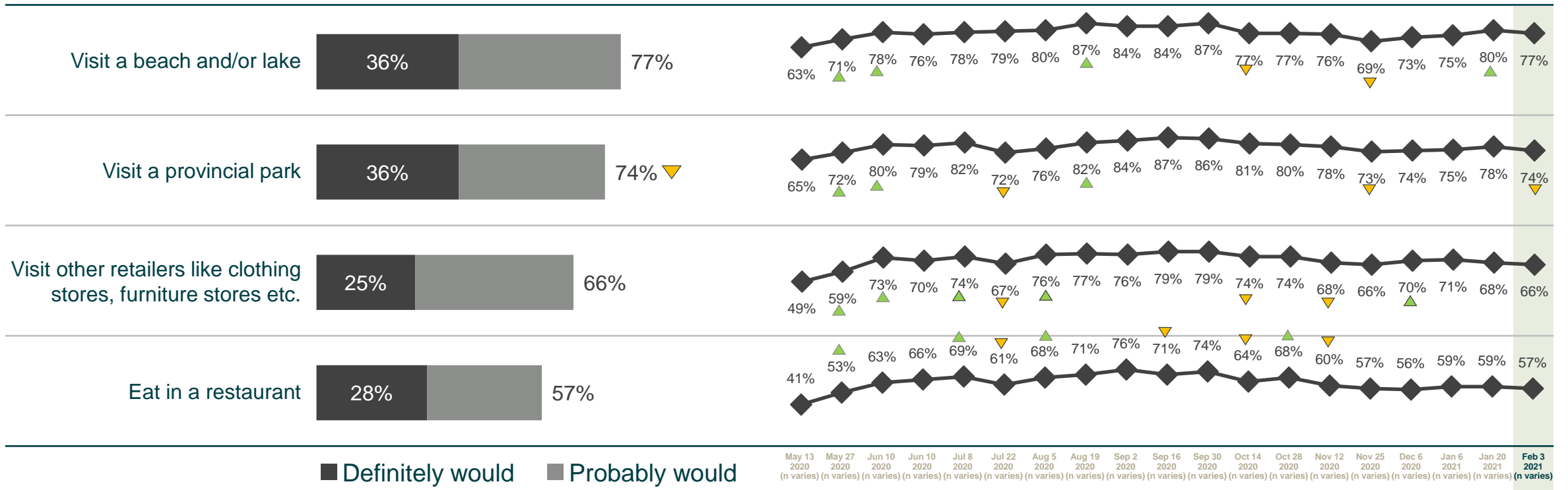
(Among Those Who Do Each)



February 3, 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?

Comfort With Activities/Modes of Transportation

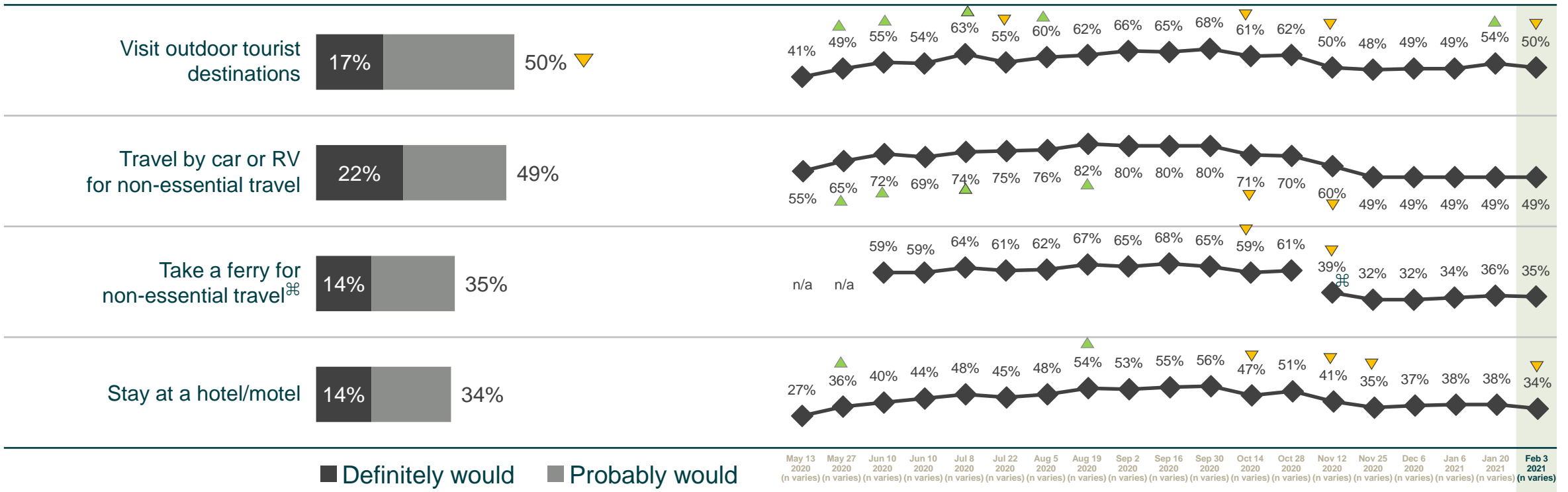
(Among Those Who Do Each, continued)



February 3, 2021

Tracking

(Total Would)



■ Definitely would ■ Probably would

May 13 2020 (n varies) May 27 2020 (n varies) Jun 10 2020 (n varies) Jun 24 2020 (n varies) Jul 8 2020 (n varies) Jul 22 2020 (n varies) Aug 5 2020 (n varies) Aug 19 2020 (n varies) Sep 2 2020 (n varies) Sep 16 2020 (n varies) Sep 30 2020 (n varies) Oct 14 2020 (n varies) Oct 28 2020 (n varies) Nov 12 2020 (n varies) Nov 25 2020 (n varies) Dec 6 2020 (n varies) Jan 6 2021 (n varies) Jan 20 2021 (n varies) Feb 3 2021 (n varies)

[⌘] 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 be likely to hold off longer due to concerns about COVID-19?

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

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

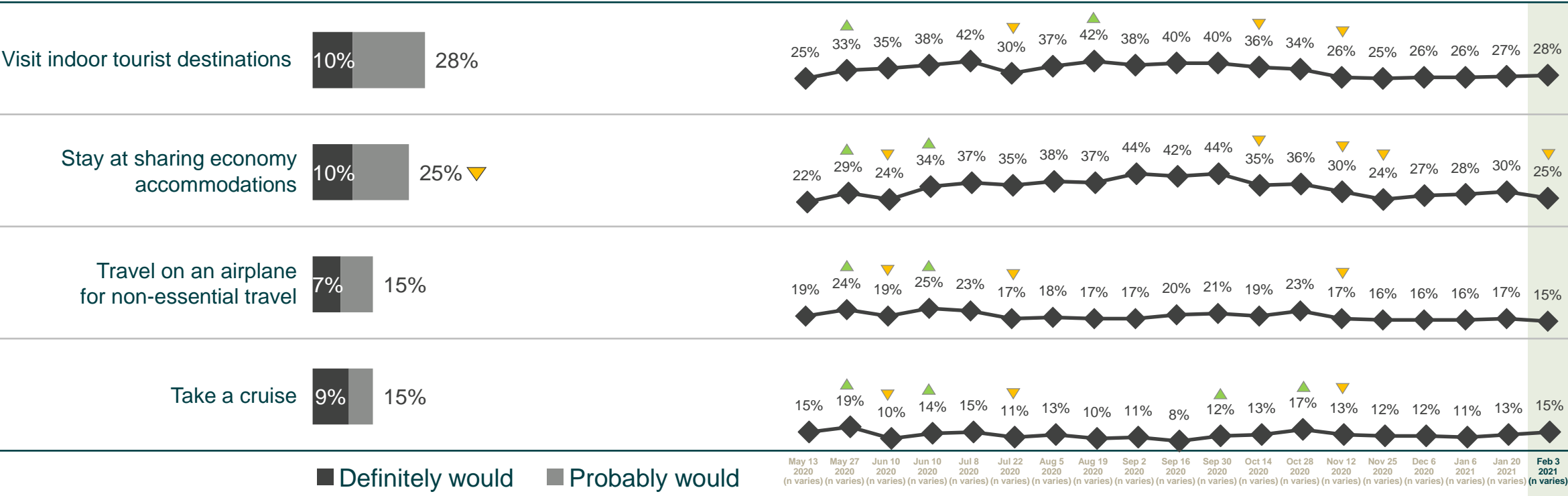
Comfort With Activities/Modes of Transportation

(Among Those Who Do Each, continued)



February 3, 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?

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



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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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