



DESTINATION
BRITISH COLUMBIA®

BC Residents' Public Perceptions: COVID-19 Travel and Tourism Wave 25 Report

Report prepared by Insights West
April 28, 2021

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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%
20	February 17-21, 2021	836	+/-3.4%
21	March 3-7, 2021	827	+/-3.4%
22	March 17-19, 2021	1,057	+/-3.0%
23	March 31-Apr 5, 2021	827	+/-3.4%
24	April 6-14, 2021	1,023	+/-3.1%
25	April 28-May 2, 2021	883	+/-3.3%

KEY HIGHLIGHTS – WHAT’S NEW OR CHANGED



TRAVEL INTENTIONS

- Fieldwork for this wave, Wave 25, was undertaken between April 28 and May 2, after orders were given by the Provincial Health and Solicitor General Officers on April 23, 2021 implementing greater travel restrictions.
 - As such, travel intentions have essentially been flat since the last wave, despite the approaching summer season.

CONCERN TO WELCOME VISITORS

- Concern in welcoming visitors from various locations – within BC, from Canada but outside BC, from the US and from other countries – is relatively unchanged this wave, and remains quite high.
- On a monthly basis, BC residents are asked about their level of concern for welcoming visitors from specific regions. This wave revealed higher concern for welcoming visitors from all other regions compared to last month’s wave (Wave 23, March 31). This could be a result of the increased travel restrictions or from British Columbians taking note of how the various provinces and territories manage their own COVID-19 situations.
 - The most significant increases in concern were for visitors from Ontario (total concern up +6% to 89% concerned), Quebec (total concern up +5% to 89% concerned), and Alberta (total concern up +5% to 81% concerned).
 - Current levels for all regions are at or near the highest levels seen since November 2020.

KEY HIGHLIGHTS – WHAT’S NEW OR CHANGED

(continued)



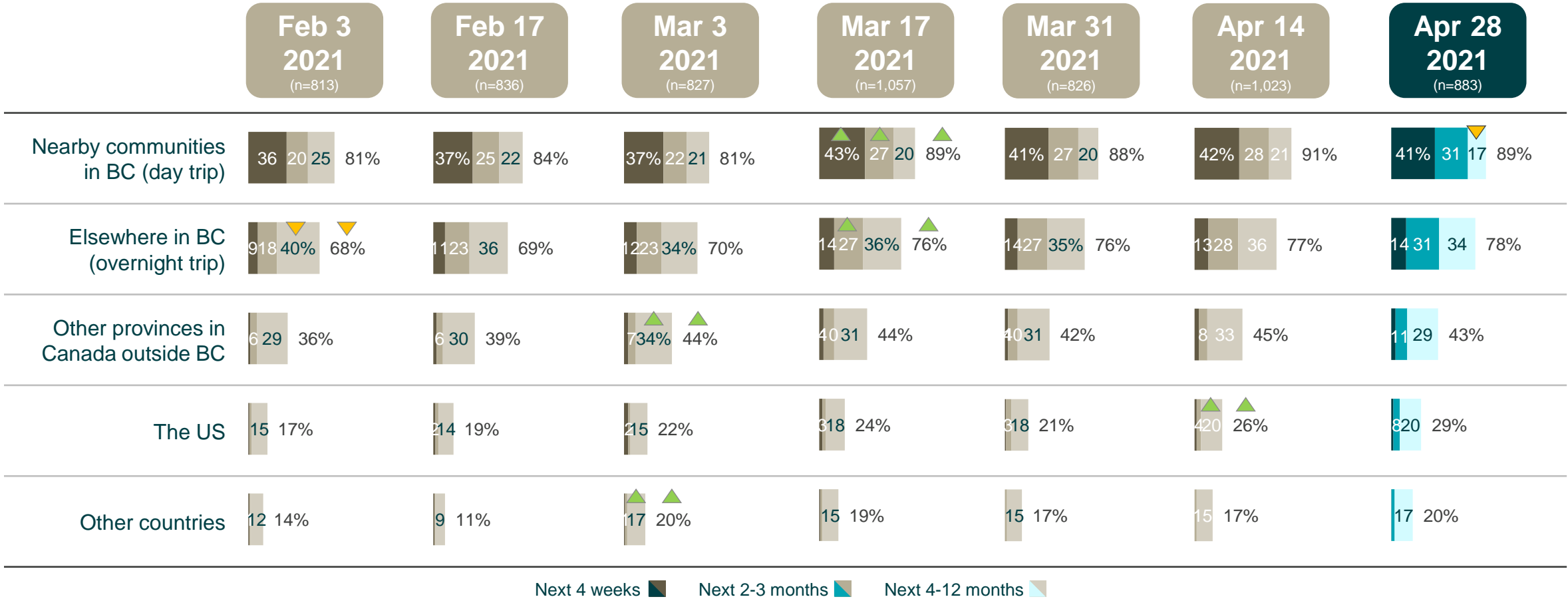
COMFORT WITH ACTIVITIES/MODES OF TRANSPORTATION

- The comfort levels for most activities and modes of transportation has remained mostly unchanged this wave compared to last, which means the gradual decrease that had been witnessed over the previous waves has halted. This suggests that BC residents are looking forward to engaging in activities in the future, but not right now.
- Of note this wave:
 - Comfort with visiting non-essential retailers, which was significantly down last wave (April 14) has risen back up to 69%, similar to levels from Wave 21 (March 3) at the beginning of BC’s third wave of COVID-19.
 - Comfort with dining in a restaurant has risen to 48%, similar to levels from Wave 23 (March 31), but are still well below comfort levels seen in February 2021 and earlier.

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?

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

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

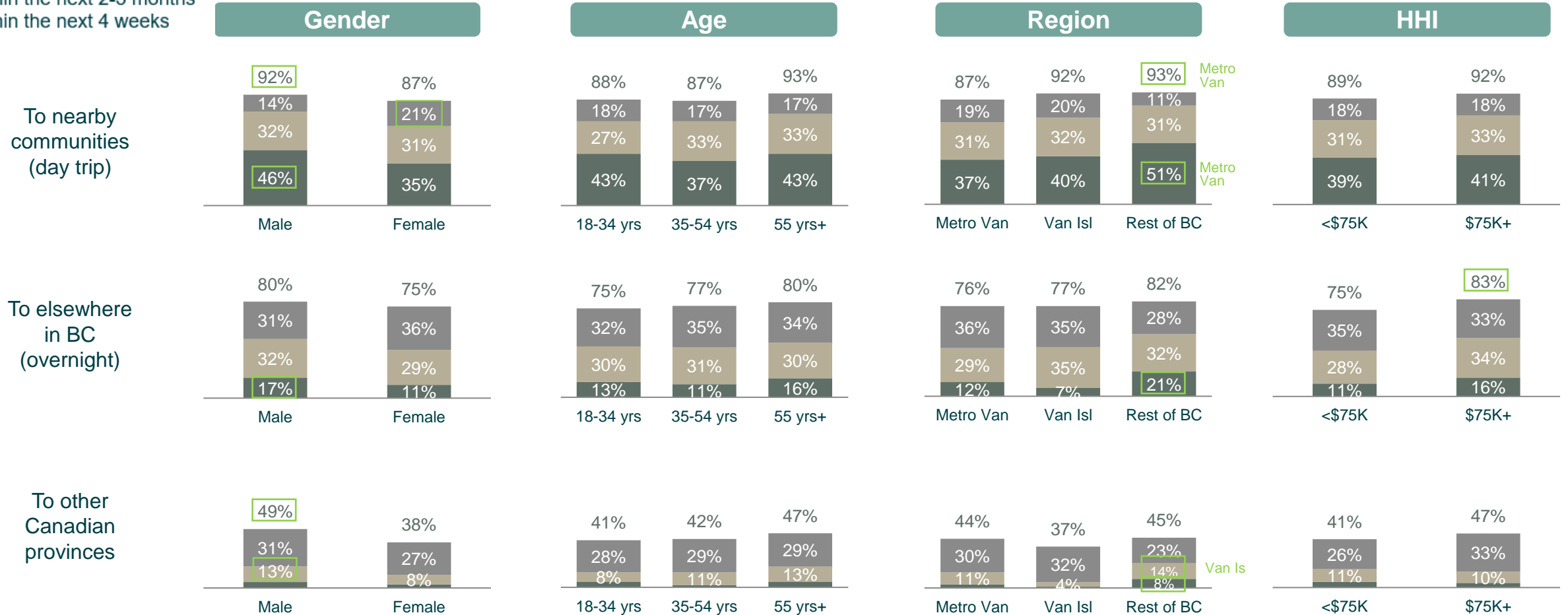
▼ Statistically significantly **lower** than previous wave.

Travel Intentions by Demographics

(Wave 25 – April 28, 2021)



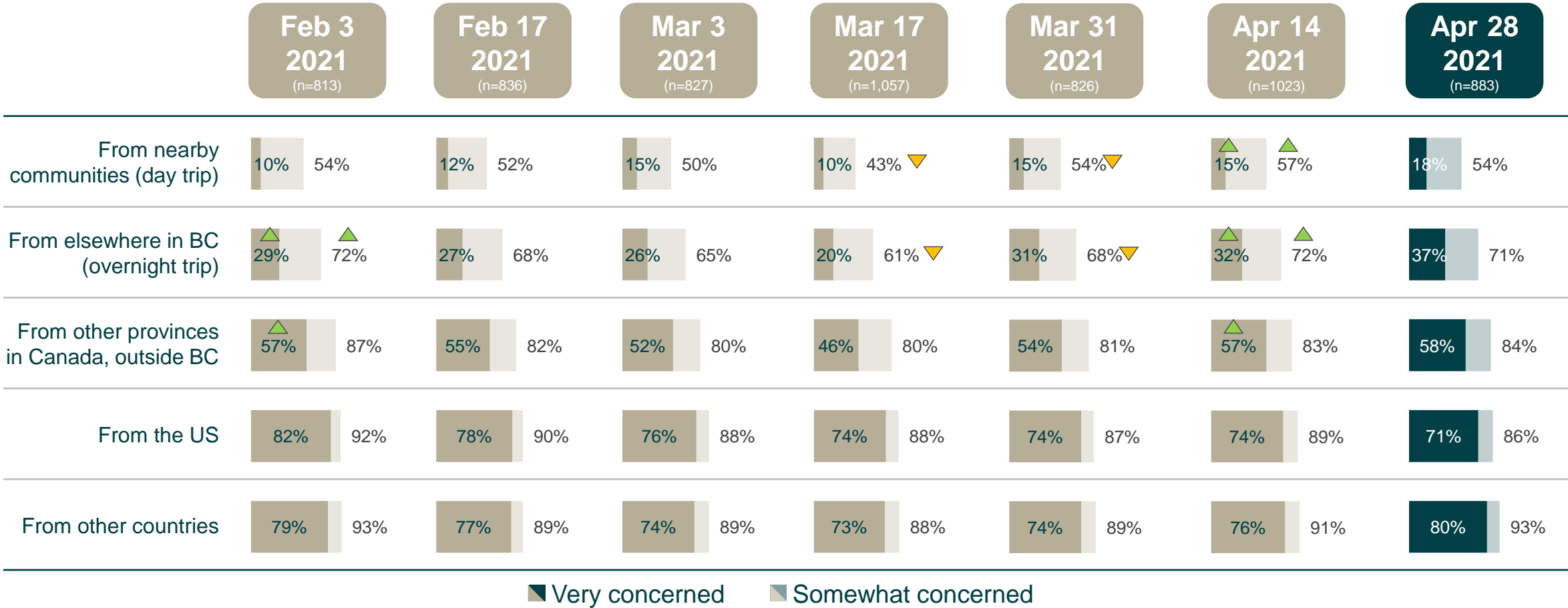
- Within the next 4-12 months
- Within the next 2-3 months
- Within the next 4 weeks



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).

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.

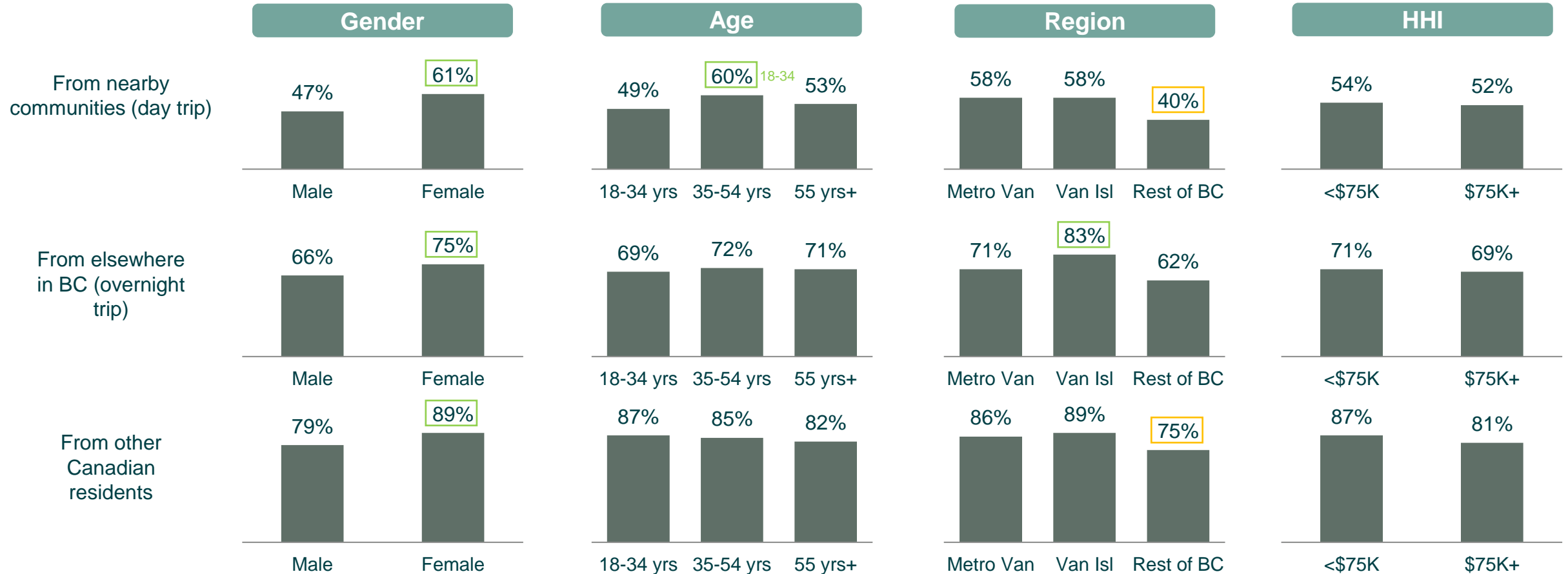
▲ Statistically significantly **higher** than previous wave.
▼ Statistically significantly **lower** than previous wave.

Concern to Welcome Visitors by Demographics

(Wave 25 – April 28, 2021)



■ Total concerned



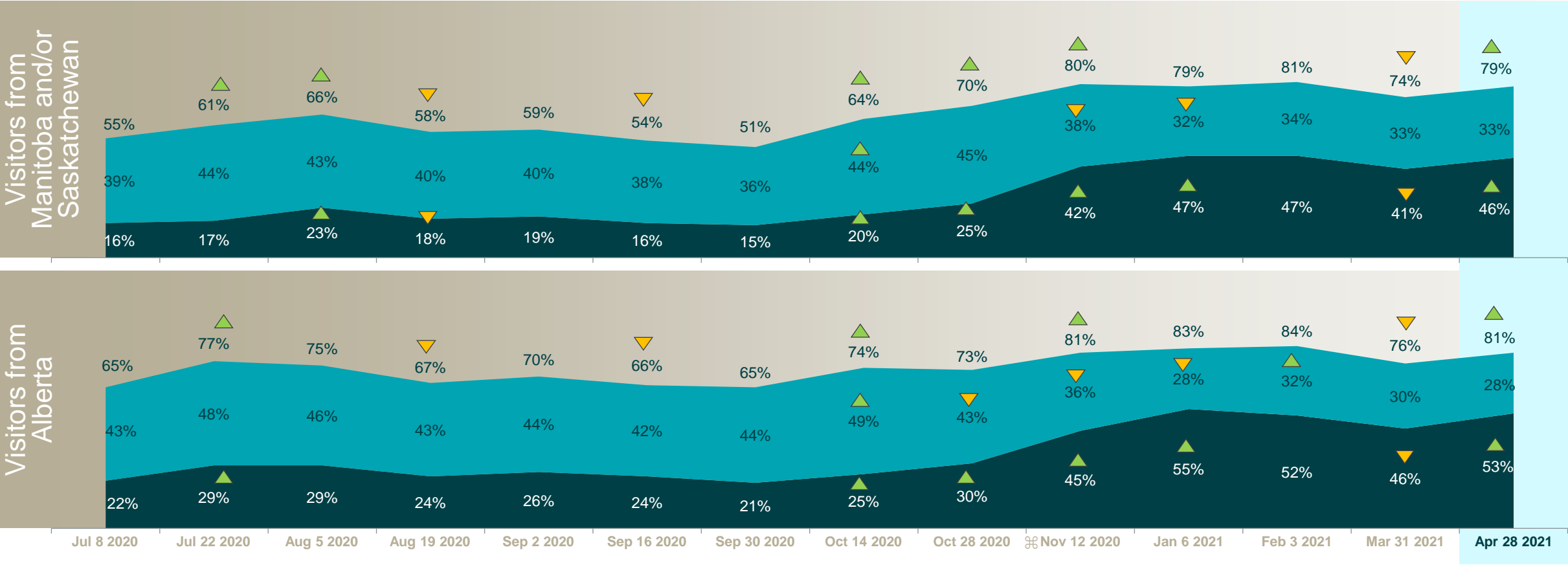
Base: All respondents
 D2. Given the current situation with COVID-19, how concerned would you be with the following types of visitors making non-essential trips into your community over the next few weeks?

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

Concern to Welcome Canadian Visitors



■ Somewhat concerned
■ Very concerned



⌘ Question frequency changed starting November 12 from bi-weekly to monthly.

Base: All respondents

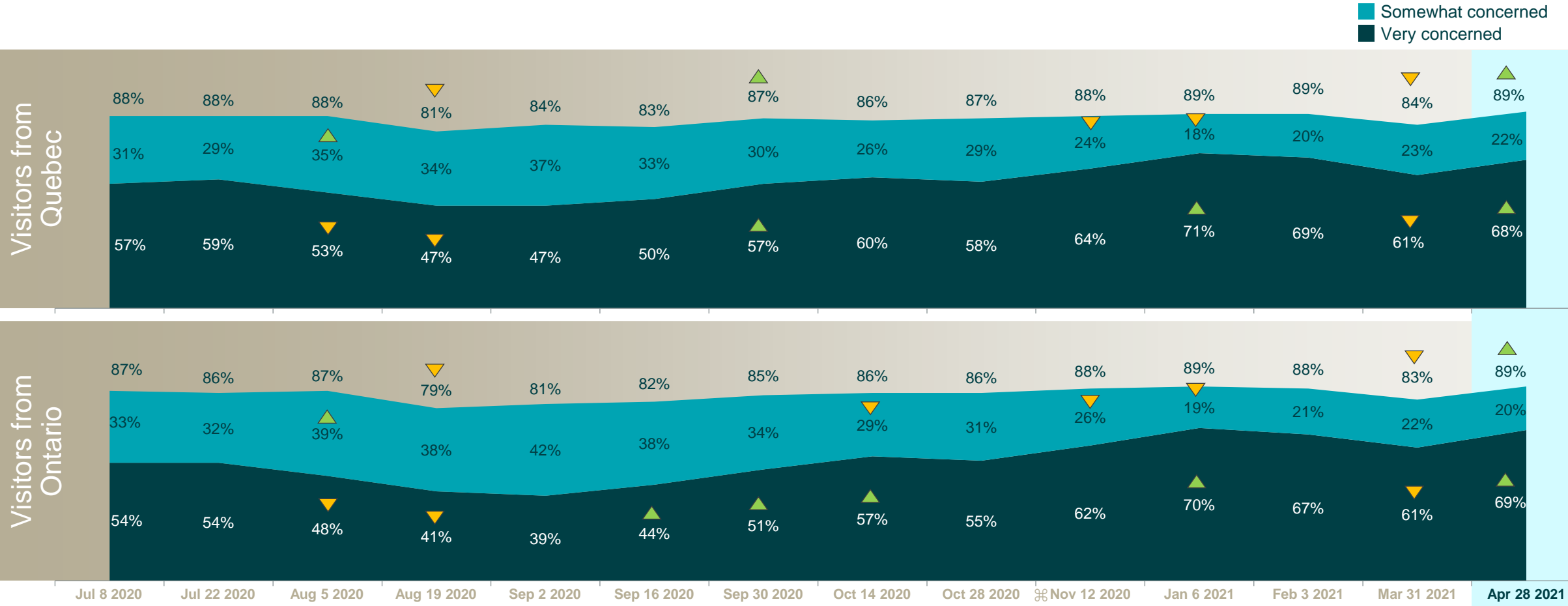
D2a. And how concerned would you be with the following types of **Canadian** visitors making non-essential trips into your community over the next few weeks?

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 Canadian Visitors



⌘ Question frequency changed starting November 12 from bi-weekly to monthly.

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?

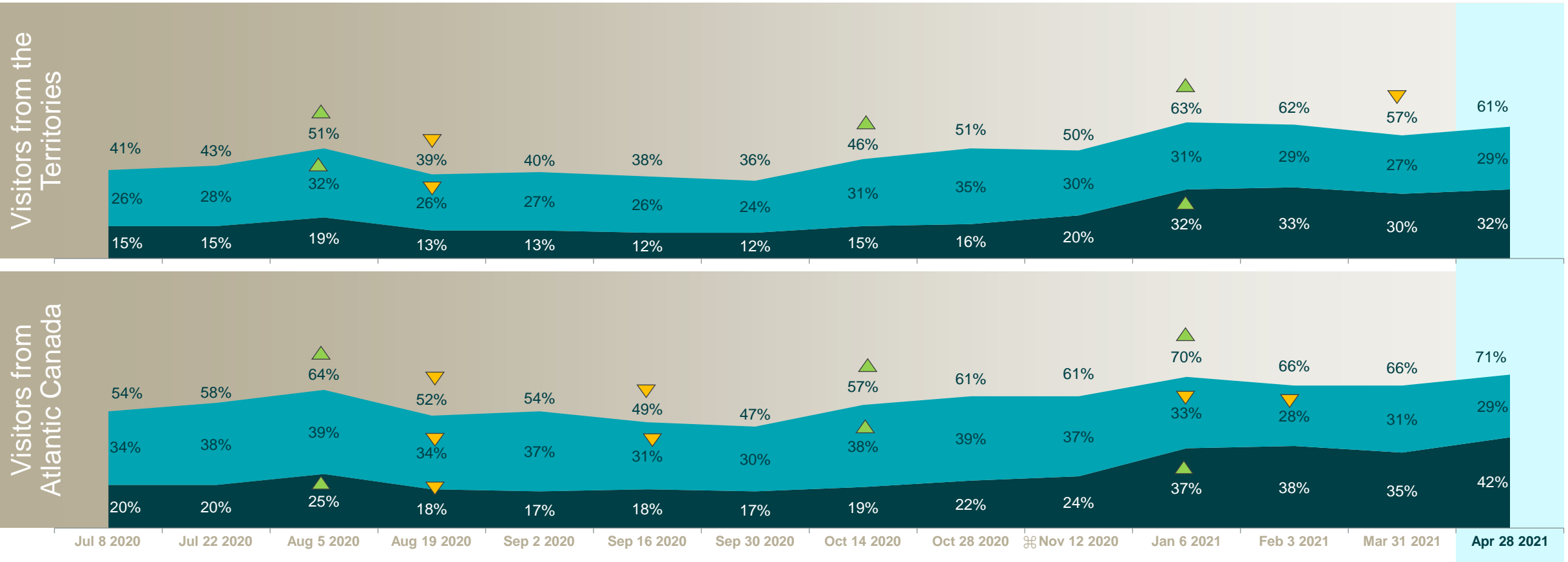
Due to rounding, the total may not equate 100% to the sum of individual values shown.

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

Concern to Welcome Canadian Visitors



■ Somewhat concerned
■ Very concerned



⌘ Question frequency changed starting November 12 from bi-weekly to monthly.

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?

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.

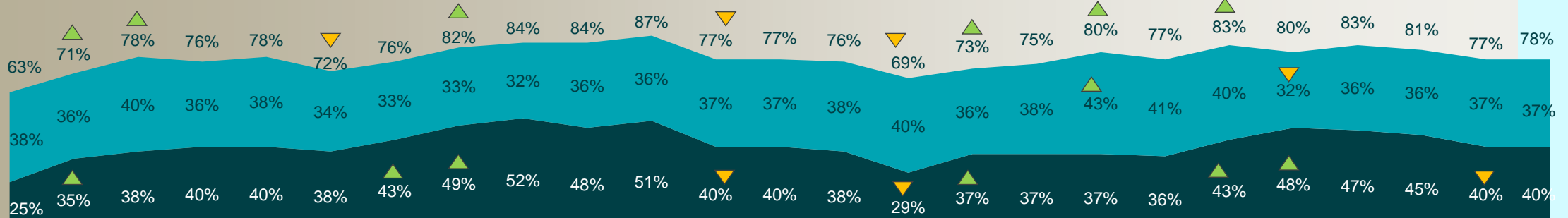
Comfort With Activities/Modes of Transportation [⌘]

(Among Those Who Do Each)

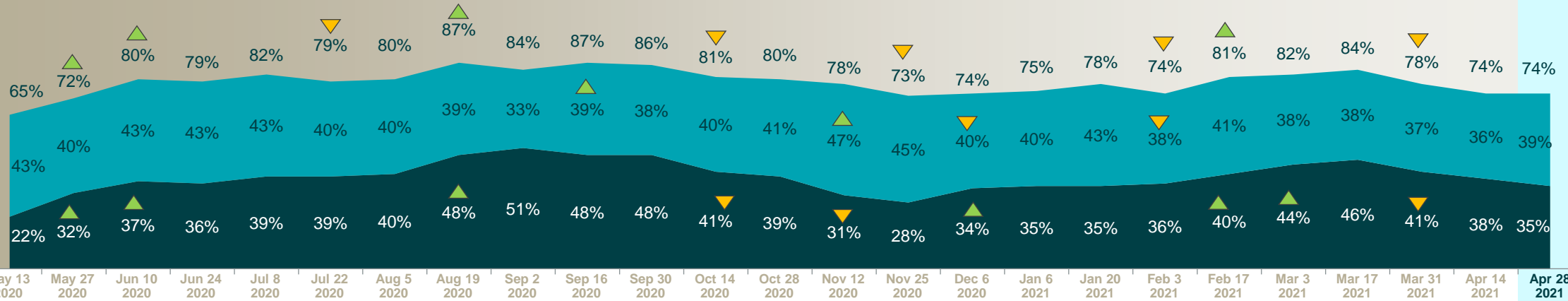


Probably would
Definitely would

Visit a beach and/or lake



Visit a provincial park



[⌘] 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 (varies for each activity/mode of transportation each wave).

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.

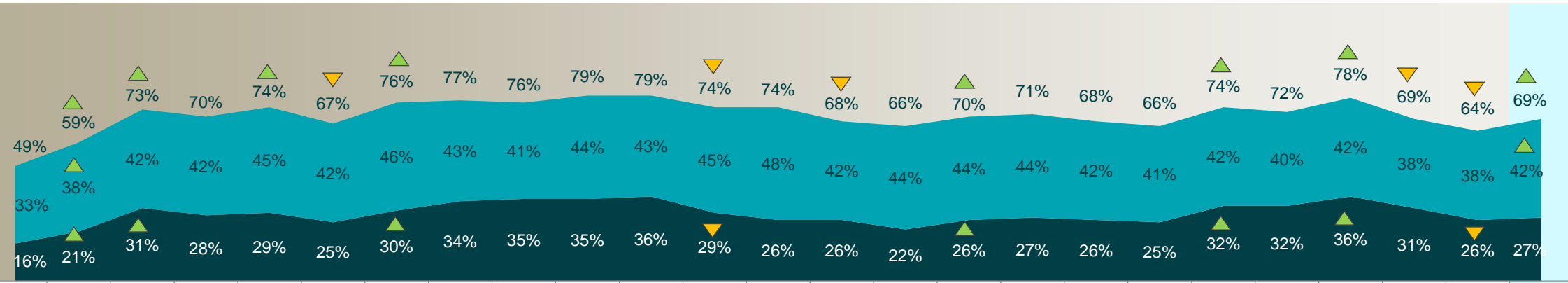
Comfort With Activities/Modes of Transportation [⌘]

(Among Those Who Do Each)

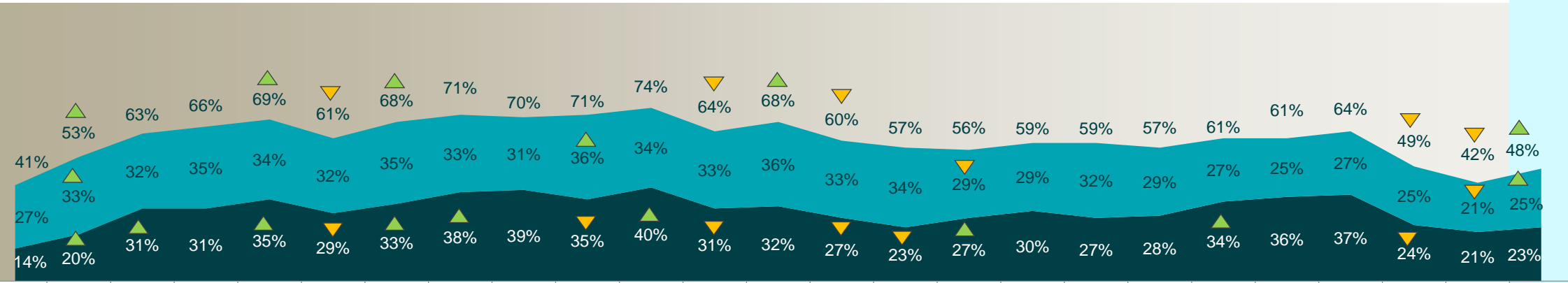


Probably would
Definitely would

Visit retailers like clothing stores, furniture stores etc.



Eat in a restaurant



⌘ 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 (varies for each activity/mode of transportation each wave).
 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?

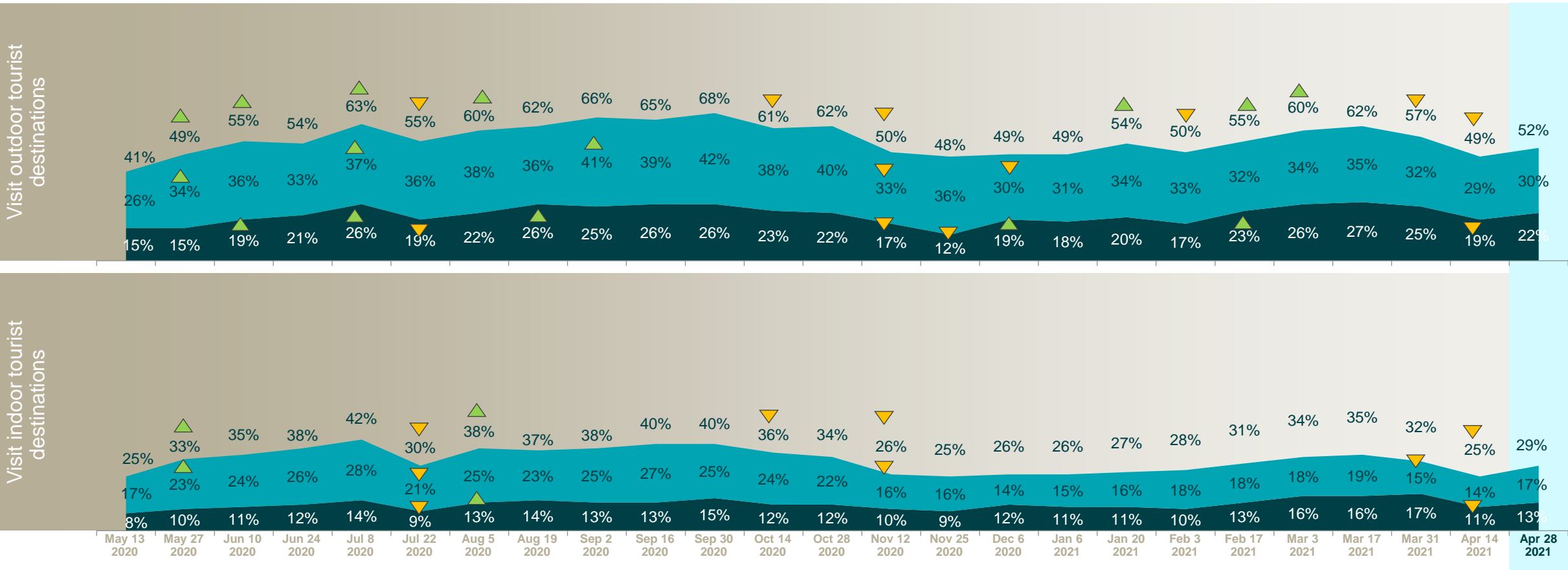
▲ Statistically significantly **higher** than previous wave.
 ▼ Statistically significantly **lower** than previous wave.

Comfort With Activities/Modes of Transportation [‡]

(Among Those Who Do Each)



Probably would
Definitely 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 (varies for each activity/mode of transportation each wave).

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?

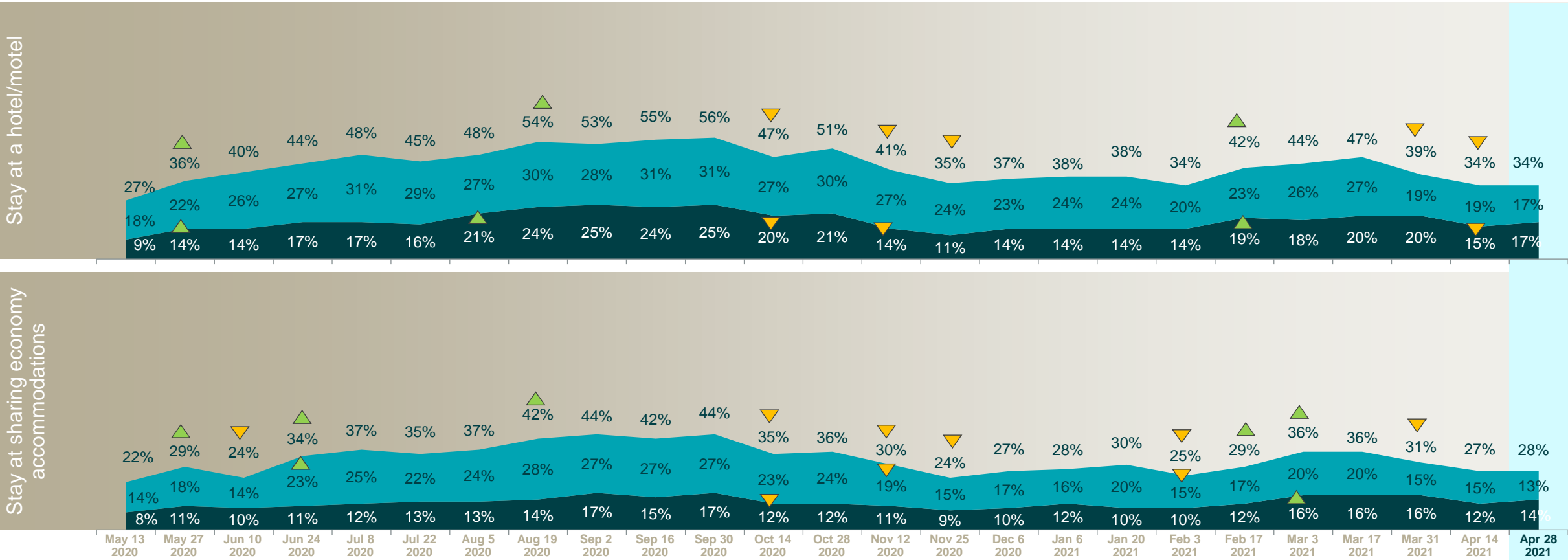
▲ Statistically significantly **higher** than previous wave.
▼ Statistically significantly **lower** than previous wave.

Comfort With Activities/Modes of Transportation [⌘]

(Among Those Who Do Each)



Probably would
Definitely 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 (varies for each activity/mode of transportation each wave).

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?

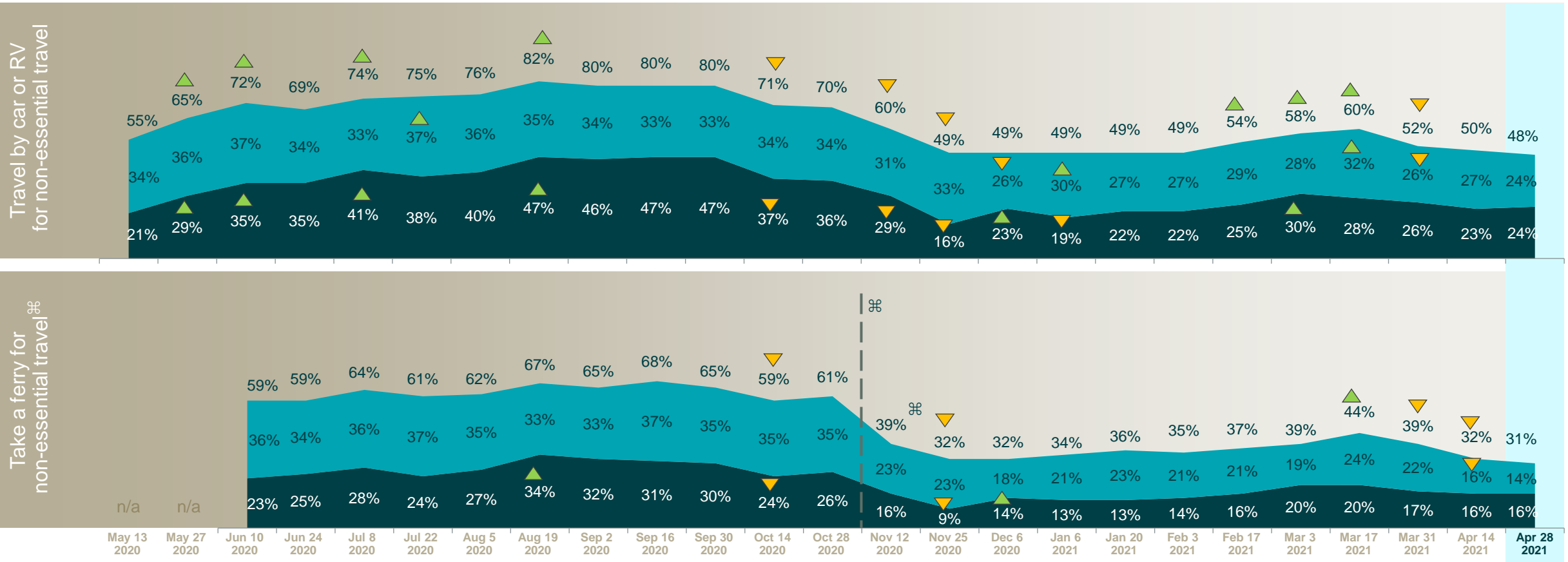
▲ Statistically significantly **higher** than previous wave.
▼ Statistically significantly **lower** than previous wave.

Comfort With Activities/Modes of Transportation [⌘]

(Among Those Who Do Each)



Probably would
Definitely would



[⌘] Question wording change starting November 12: new response category “not applicable/wouldn’t do this at this time of year” added and “non-essential travel” added to 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 (varies for each activity/mode of transportation each wave).

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.

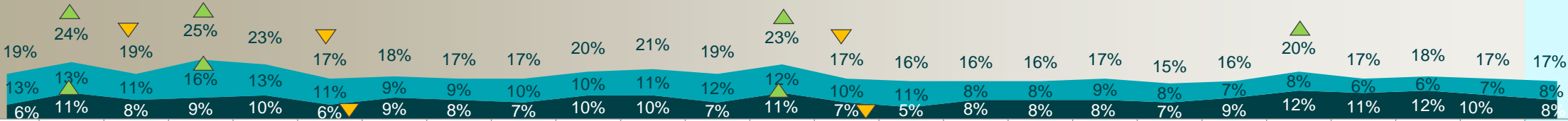
Comfort With Activities/Modes of Transportation

(Among Those Who Do Each)

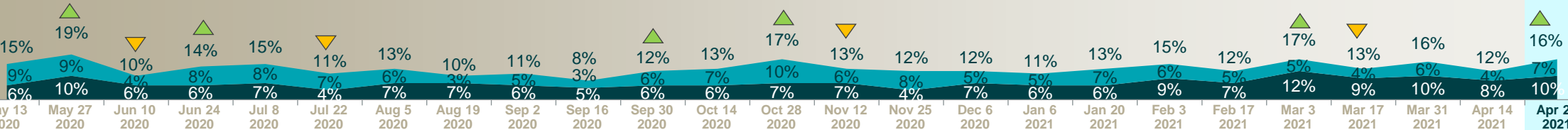


Probably would
Definitely would

Travel on an airplane for non-essential travel



Take a cruise



⌘ 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 (varies for each activity/mode of transportation each wave).

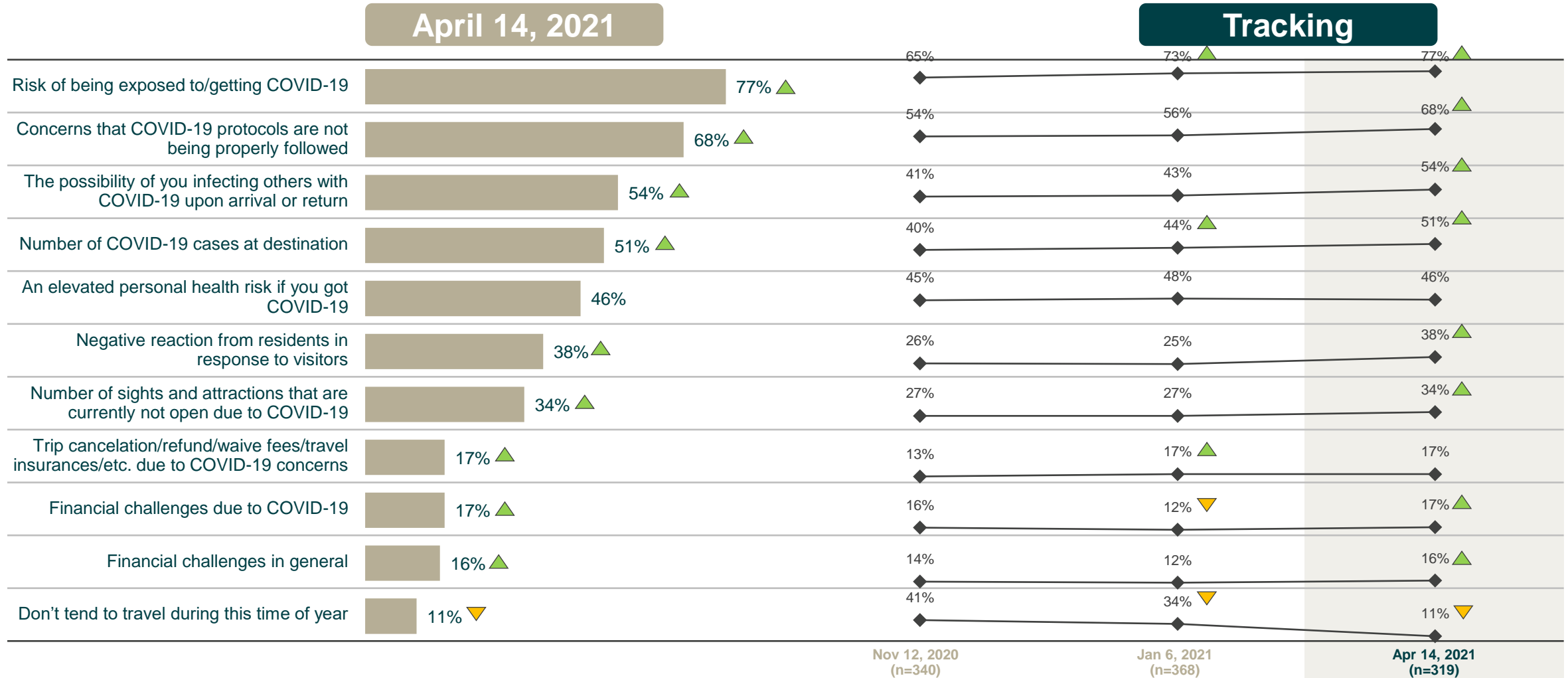
D1. Would you be comfortable doing/using each of the following in the next few weeks, or are you be likely to hold off longer due to concerns about COVID-19?

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

APPENDIX: PAST AD-HOC/OCCASIONAL METRICS

Reasons for Not Considering BC Travel (Aided)

(Among Those Not Intending to Travel in BC in the Next 3 Months) (Wave 24: April 14, 2021)



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.

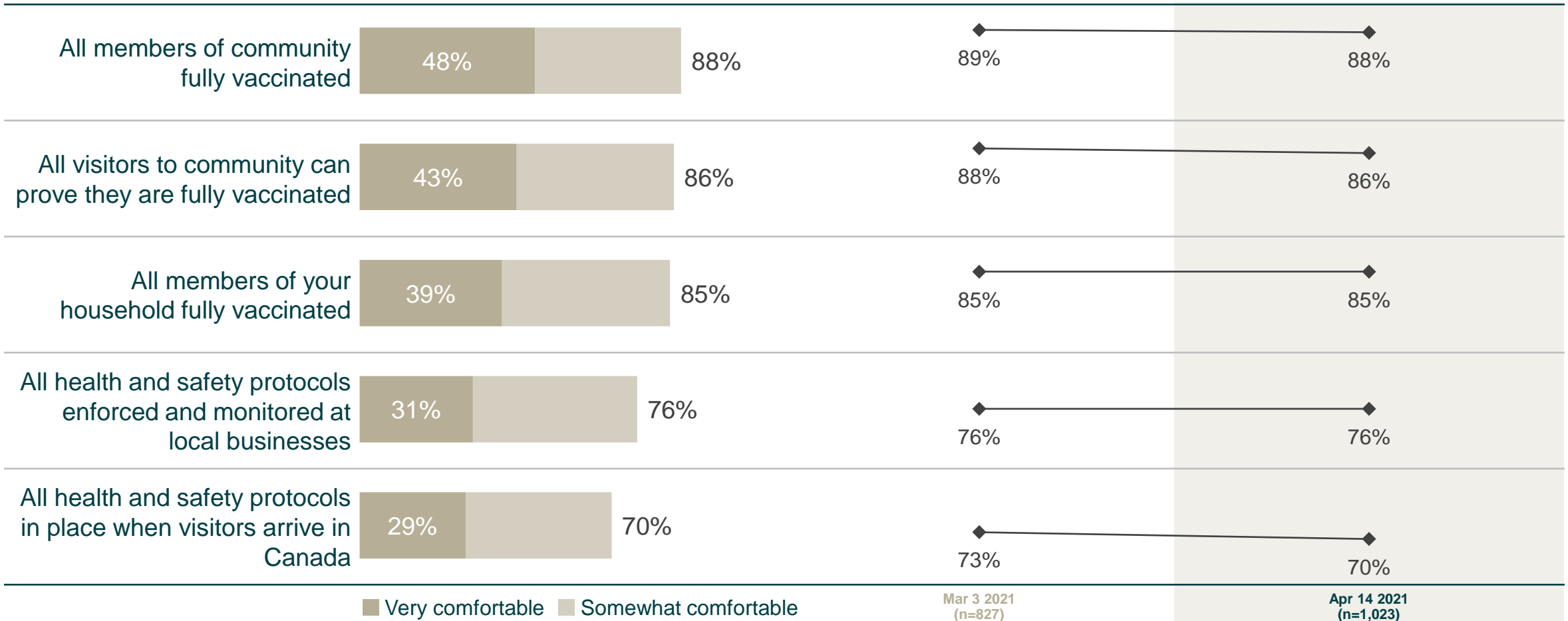
Comfort With Welcoming Visitors Under Various Circumstances

(Wave 24: April 14, 2021)



April 14, 2021

Tracking



Base: All respondents

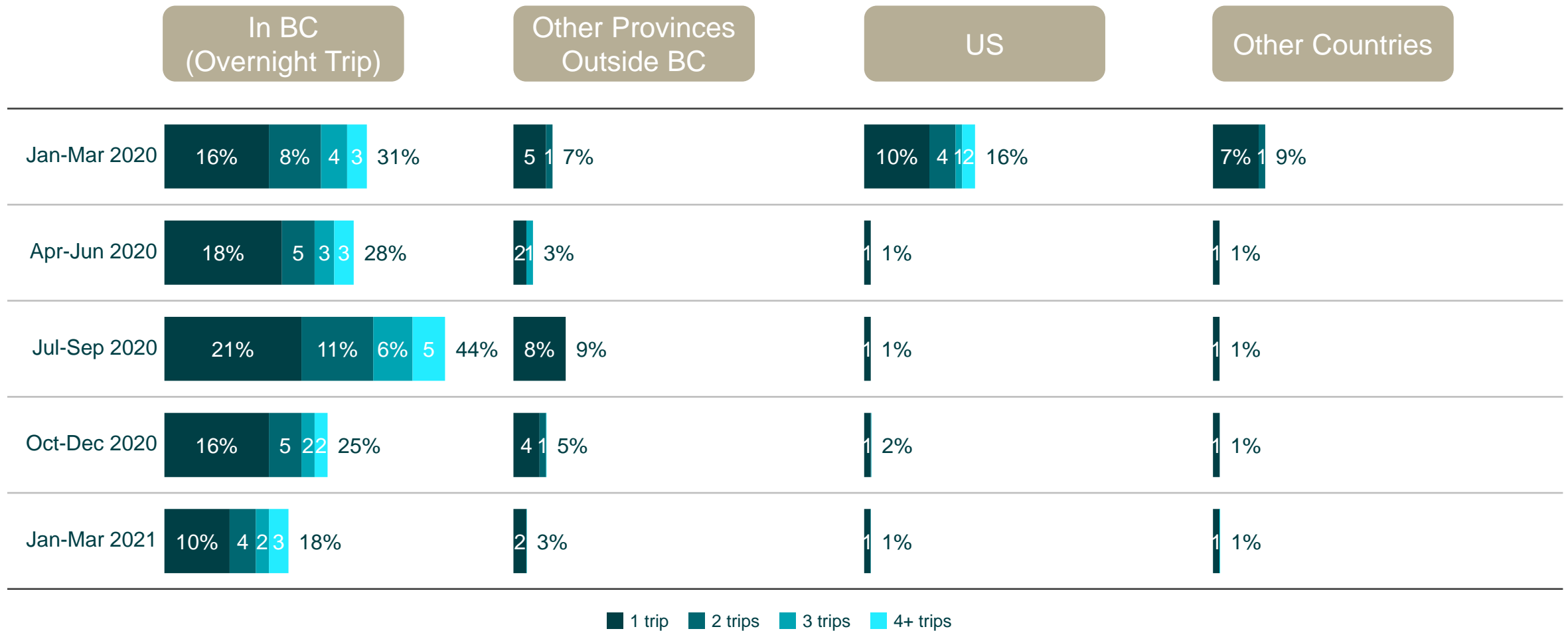
D5. How comfortable would you be with visitors making non-essential trips into your community under each of the following circumstances?

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

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

Past Travel

(Wave 23: March 31, 2021)



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; Jan-Mar 2021 asked in Wave 23/Mar 31.
 DO. 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.

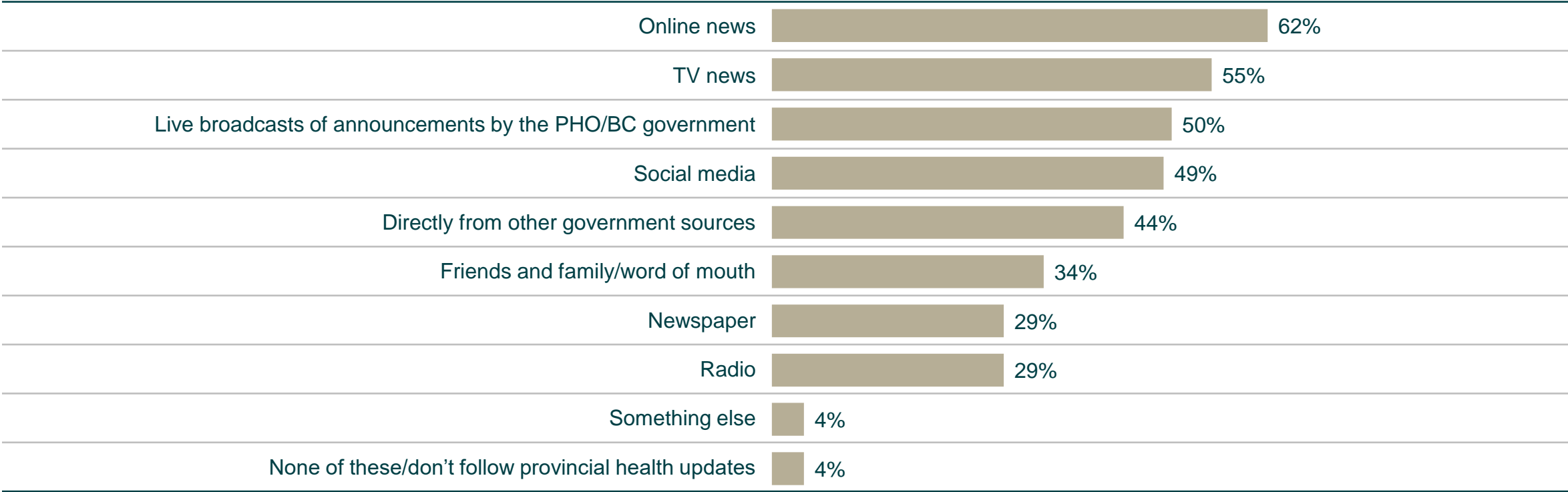
▲ Statistically significantly **higher** than previous wave.
▼ Statistically significantly **lower** than previous wave.

Source of Provincial COVID-19 Health Updates

(Wave 21: March 3, 2021)



Mar 3
2021
(n=827)



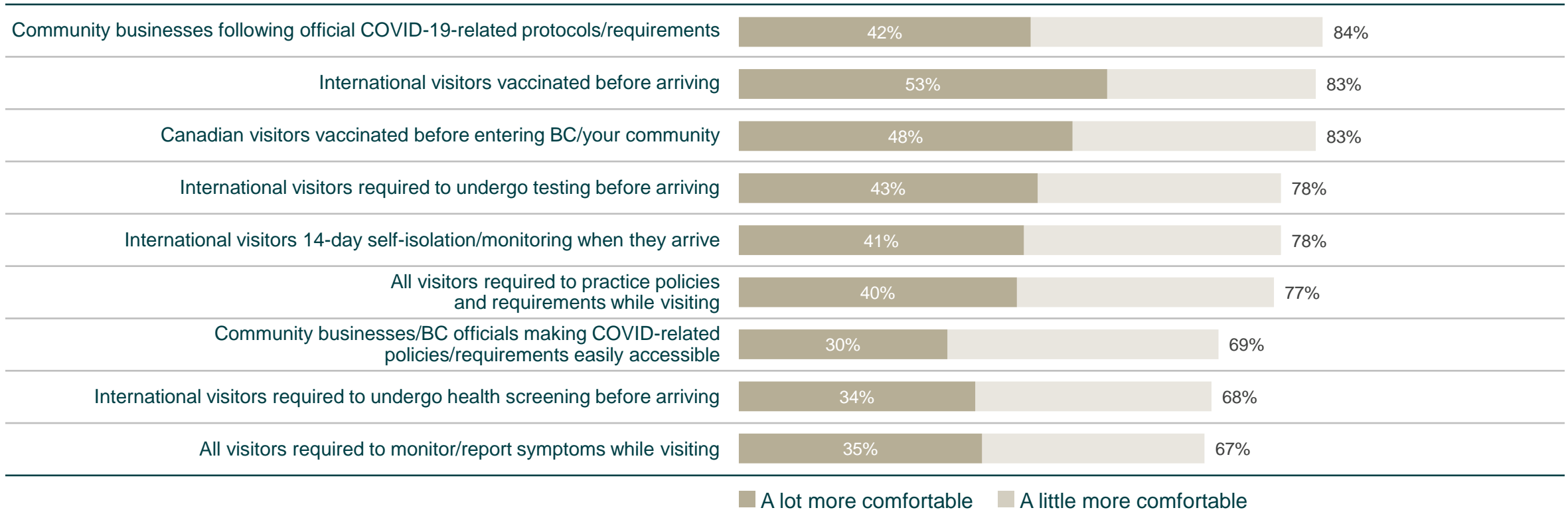
Base: All respondents
D6 . Which of the following information sources do you use on a weekly basis or more often to learn about provincial health updates regarding COVID-19?

Measures to Increase Comfort With Visitors (Aided)

(Wave 17: January 6, 2021)



Jan 6
2021
(n=826)



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?



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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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