



DESTINATION
BRITISH COLUMBIA®

BC Residents' Public Perceptions:
COVID-19 Travel and Tourism
Wave 28: June 10, 2021

Report prepared 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 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%
26	May 12-15, 2021	831	+/-3.4%
27	May 26-30, 2021	831	+/-3.4%
28	June 10-13, 2021	830	+/-3.4%

KEY HIGHLIGHTS – WHAT’S NEW OR CHANGED



TRAVEL INTENTIONS

- BC residents' travel intent within the next 4 weeks and the next 2-3 months has continued to rise quickly. This increased optimism regarding summer travel is likely in part due to the anticipation of BC's Restart Plan entering into Step 2 on June 15 which would remove provincial travel restrictions.
- 68% of BC residents plan on travelling to nearby communities within the next 4 weeks (up +7% from the previous wave) and 88% plan on travelling to nearby communities sometime within the next 2-3 months (up +3% from the previous wave).
- 71% of BC residents plan on travelling elsewhere in the province within the next 2-3 months, up +7% from the previous wave. This is the highest of any period since tracking began. Travel intent over the next 2-3 months to other provinces and to the US is also up +3% and +2, respectively, to 25% and 13%.

CONCERN WELCOMING VISITORS

- BC residents' level of concern in welcoming visitors has decreased significantly from last wave for visitors from nearly all locations – this includes from nearby communities (down -9% to 30% concerned), from within BC (down -12% to 45%), from Canada but outside BC (down -7% to 72%), from the US (down -3% to 78%), and from other countries (down -4% to 87%).

KEY HIGHLIGHTS – WHAT’S NEW OR CHANGED

COMFORT WITH ACTIVITIES/MODES OF TRANSPORTATION

- BC residents' comfort levels with various activities, transportation modes and accommodation types has increased again this wave; showing a steady upward trend over the last 3 waves.
- The largest increases in comfort participating in various activities over the next few weeks were seen for accommodation types, where comfort with staying at a hotel/motel was up +11% to 58% and comfort staying at a shared economy rental was up +9% to 48%. Comfort with various transportation modes was also up significantly, including comfort travelling by car (up +8% to 77%), comfort travelling by ferry (up +7% to 58%), and comfort travelling by airplane (up +7% to 30%).

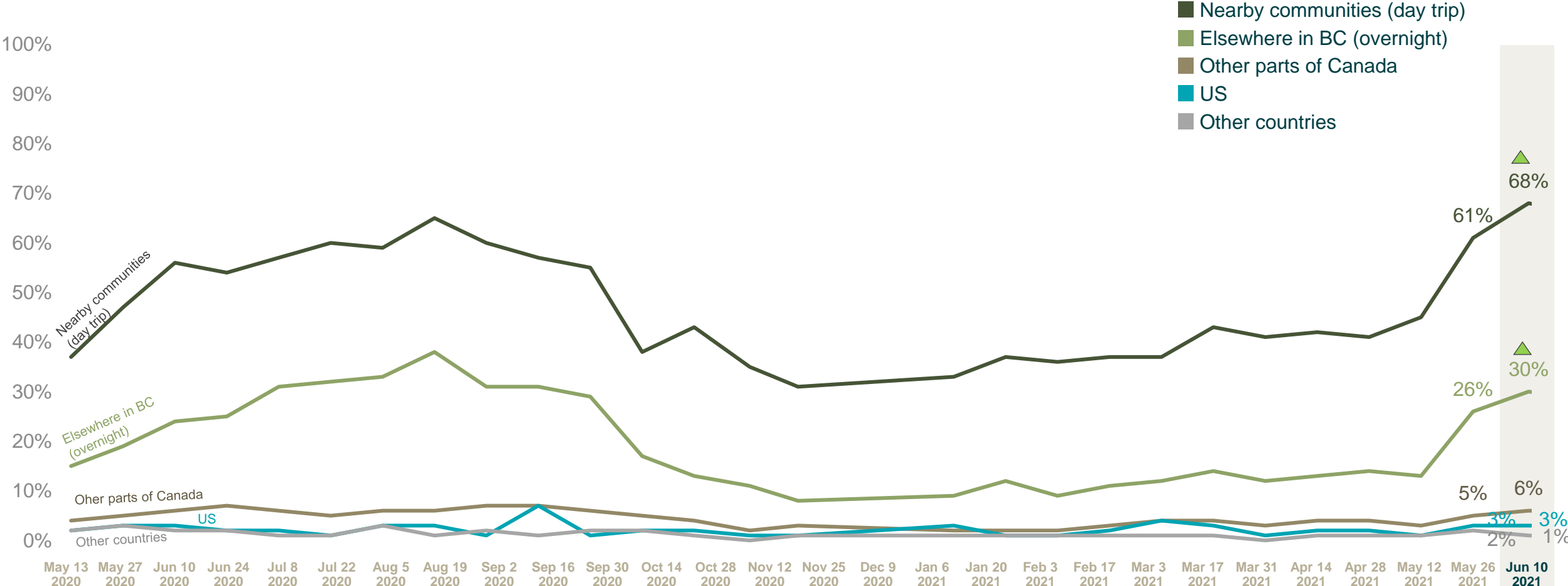
COMFORT WITH VISITORS UNDER VARIOUS CIRCUMSTANCES

- Comfort with visitors under various circumstances is an ad-hoc question that has now been tracked for four waves. The question monitors the level of comfort British Columbians have in welcoming visitors given specific circumstances around vaccinations and adherence to COVID-19 protocols.
- For the first time since tracking began, there is a significant increase in comfort levels, with the proportion of BC residents reporting they would be comfortable welcoming visitors rising for all five measured circumstances.

TRAVEL INTENT

Tracking British Columbians' Travel Intent Within Next 4 Weeks

(By Destination)

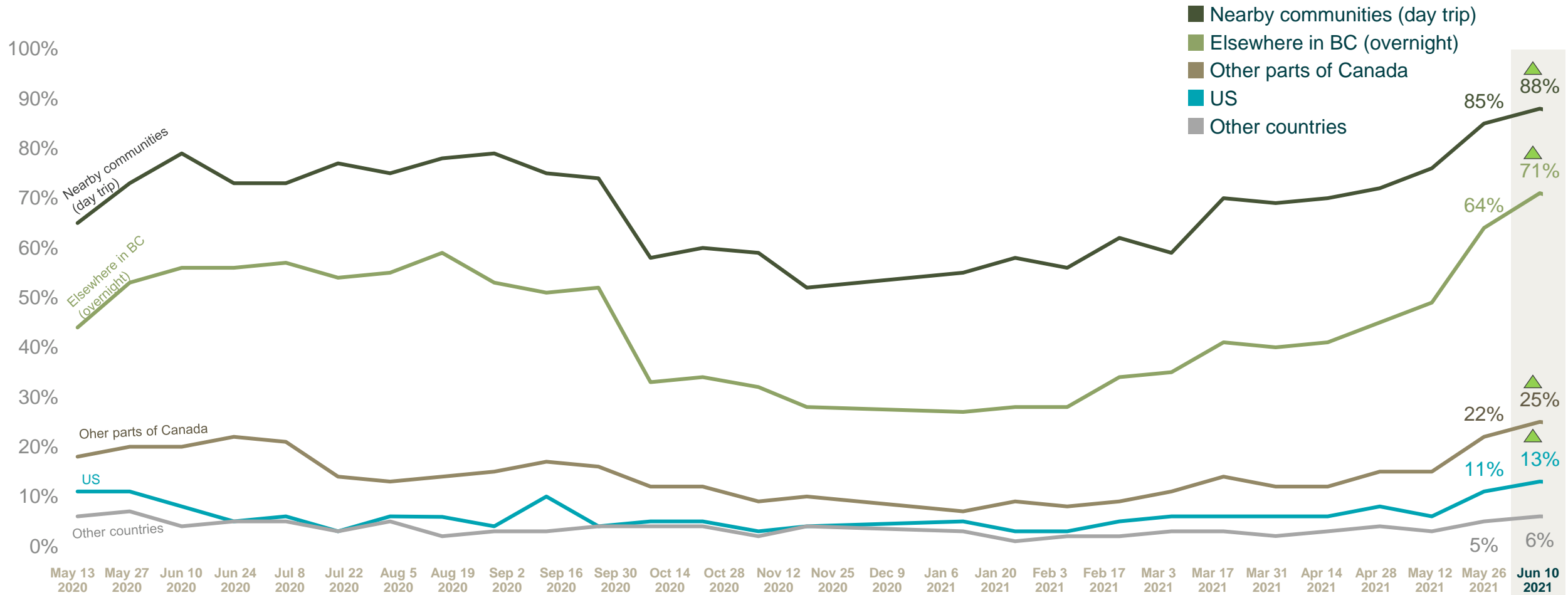


▲ Statistically significantly **higher** than previous wave.
 ▼ Statistically significantly **lower** than previous wave.

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

Tracking British Columbians' Travel Intent Within Next 2-3 Months

(By Destination)

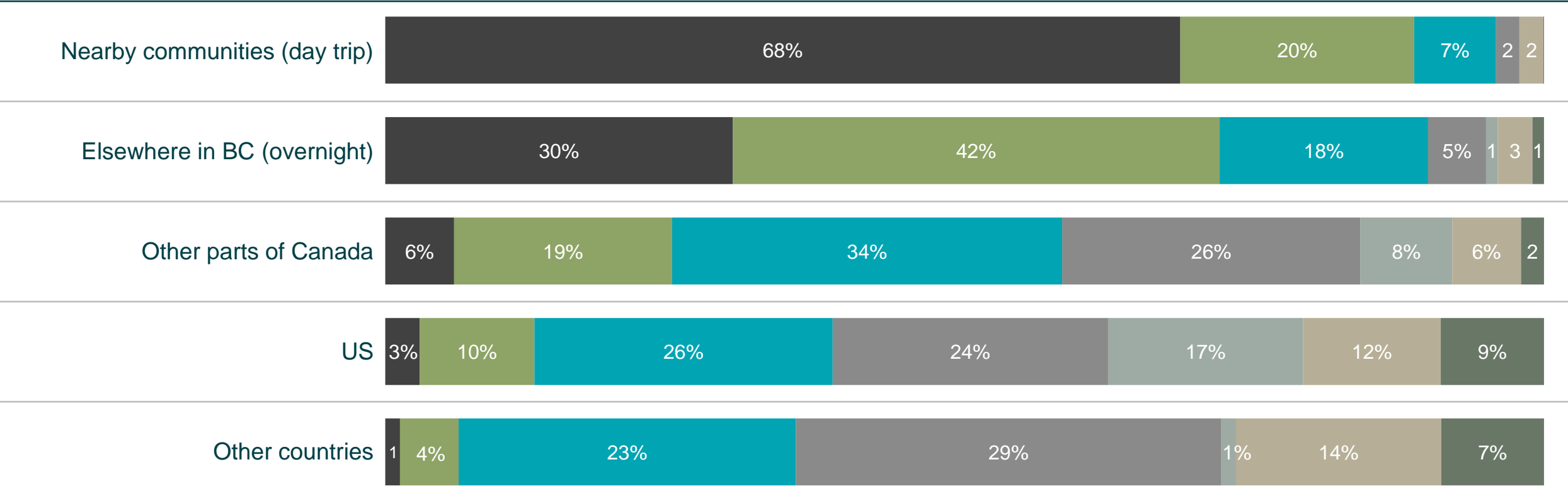


Base: All respondents
 D3. When, if at all, are you likely to make trips to the following destinations?
 Due to rounding, the total may not equal 100% to the sum of individual values shown.

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

Snapshot Of British Columbians' Travel Intentions

(Wave 28 – June 10, 2021)

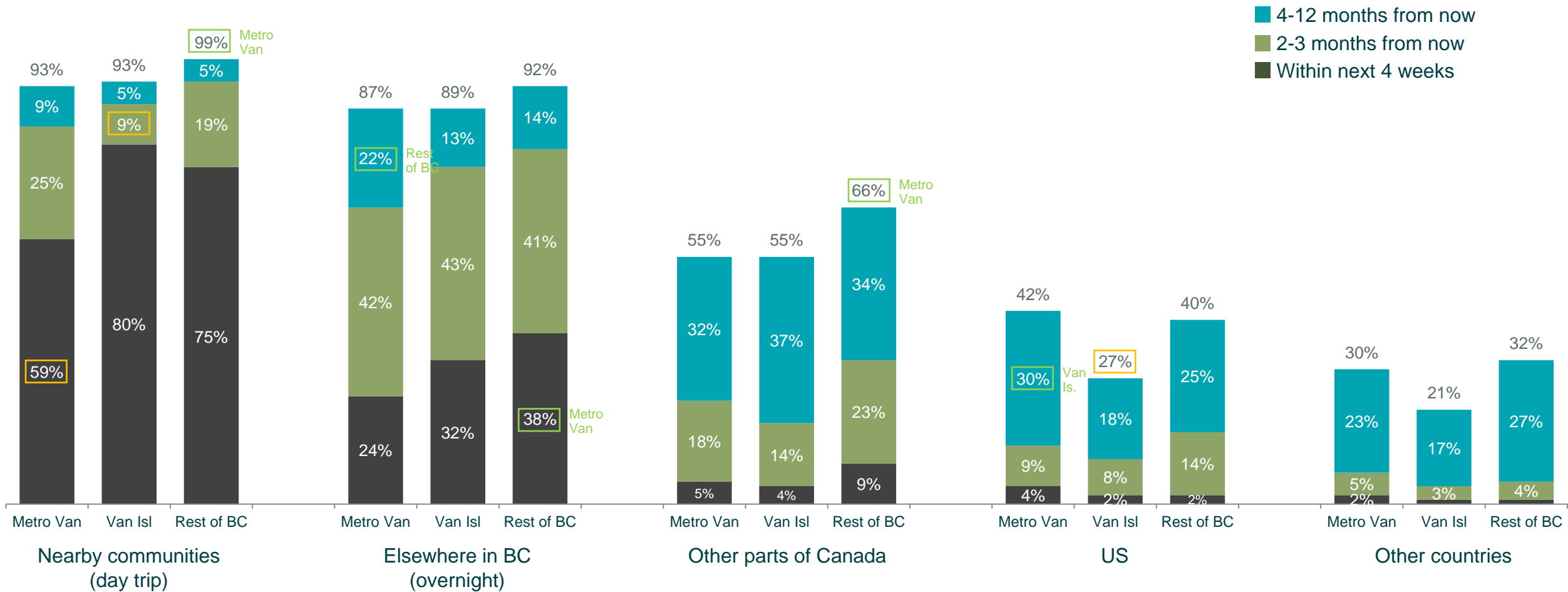


Within next 4 weeks
 2-3 months from now
 4-12 months from now
 Within 2 years
 Not sure, but longer than 2 years
 Only if vaccine available
 Never

Base: All respondents
 D3. When, if at all, are you likely to make trips to the following destinations?
 Due to rounding, the sum of the individual values shown may not add up to 100%.

Snapshot Of British Columbians' Travel Intentions By Region

(Wave 28 – June 10, 2021)



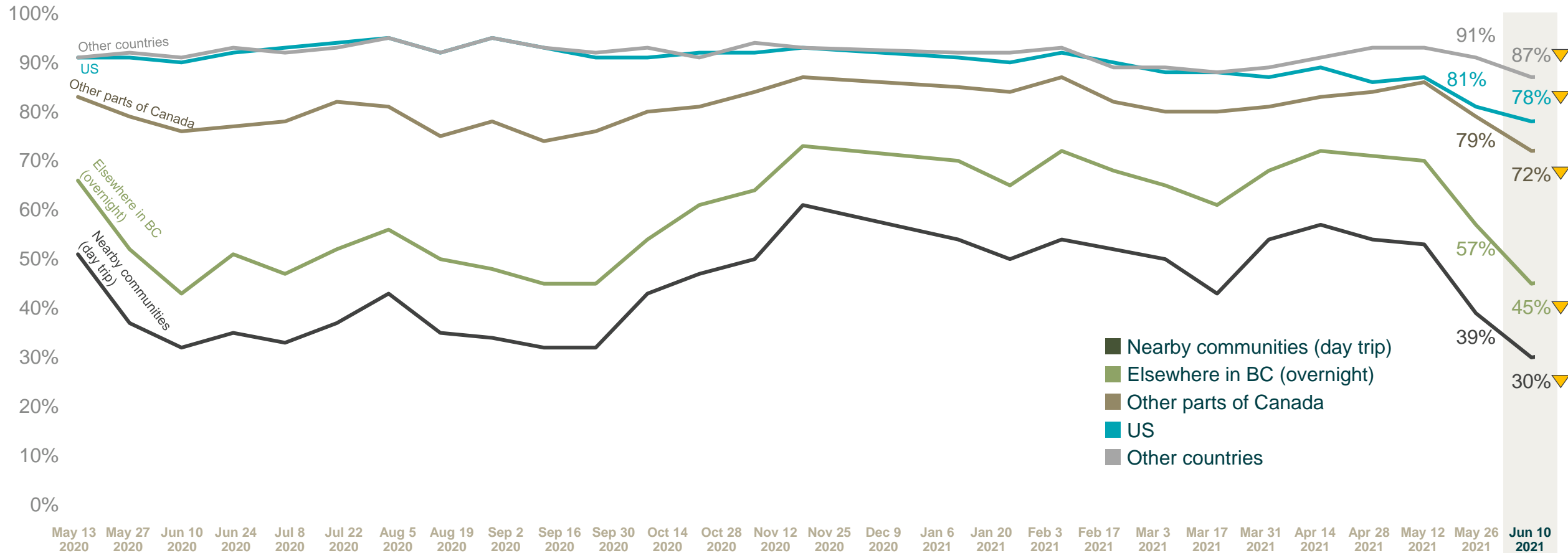
Base: All respondents
 D3. When, if at all, are you likely to make trips to the following destinations?
 Due to rounding, the sum of the individual values shown may not add up to the total shown.

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

CONCERN WELCOMING VISITORS

Tracking British Columbians' Concern Welcoming Visitors

(Total Very/Somewhat Concerned By Visitor Origin)

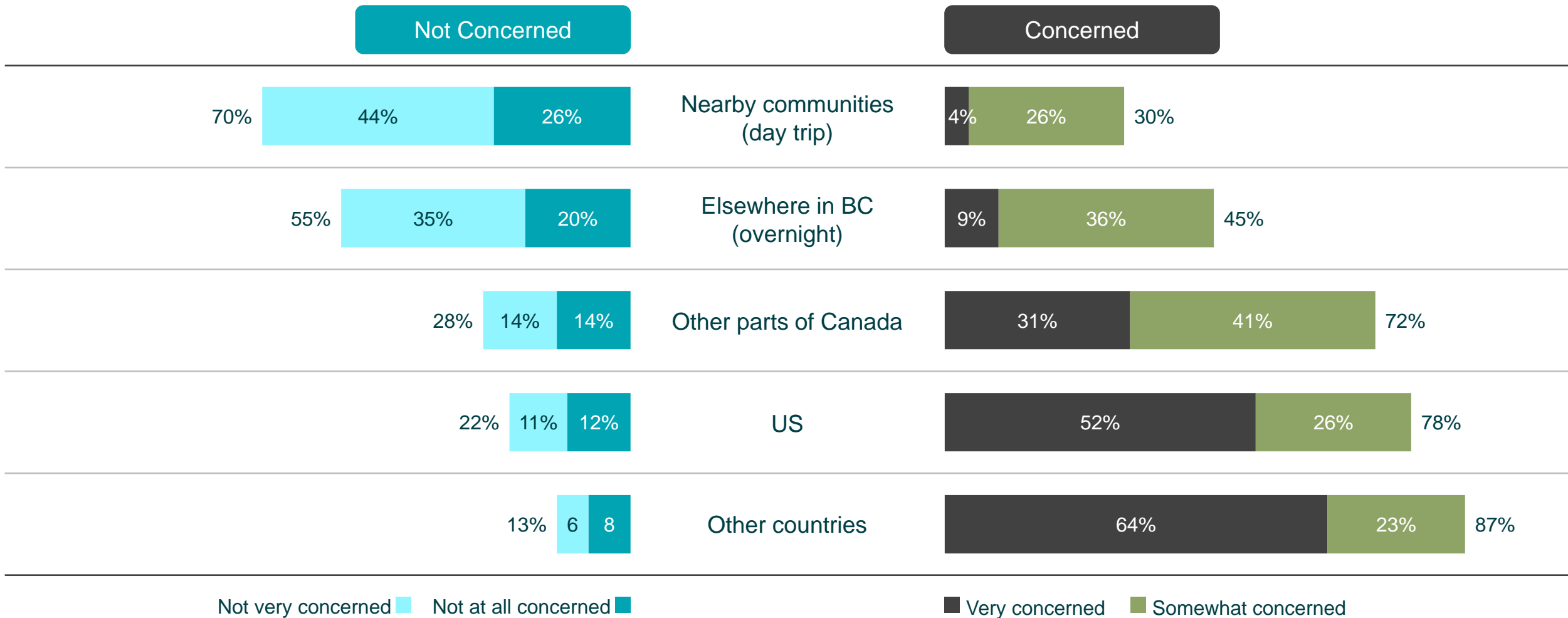


▲ Statistically significantly **higher** than previous wave.
 ▼ Statistically significantly **lower** than previous wave.

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?

Snapshot Of British Columbians' Concern Welcoming Visitors

(Wave 28 – June 10, 2021)



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?

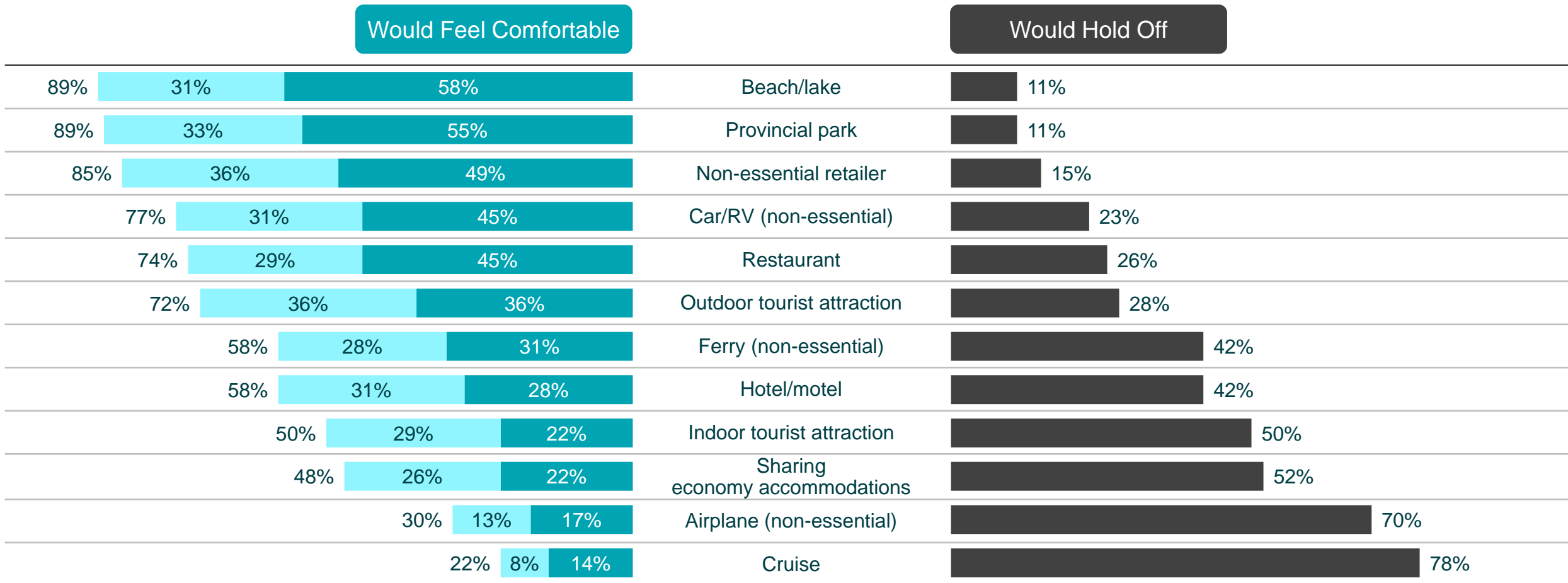
D2a. And how concerned would you be with the following types of Canadian visitors making non-essential trips into your community over the next few weeks?

Due to rounding, the sum of the individual values shown may not add up to the total shown.

COMFORT LEVELS BY ACTIVITY / TRANSPORTATION / ACCOMMODATION

Snapshot Of British Columbians' Comfort Levels with Activities, Transportation and Accommodation

(Wave 28 – June 10, 2021)



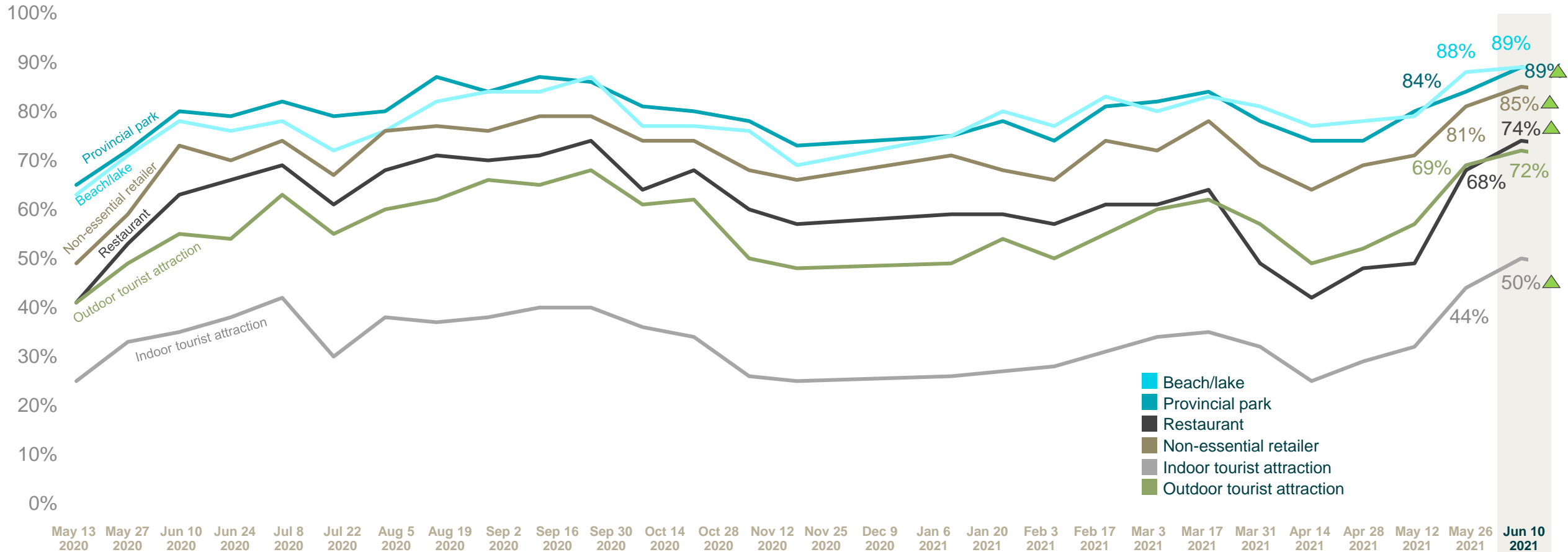
Probably would feel comfortable ■ Definitely would feel comfortable ■

■ Would hold off longer due to concerns

Base: All respondents, excluding not applicable/don't do this in general and not applicable/wouldn't do this at this time of year
 D1. Would 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?
 Due to rounding, the sum of the individual values shown may not add up to the total shown.

Tracking British Columbians' Comfort Levels With Activities

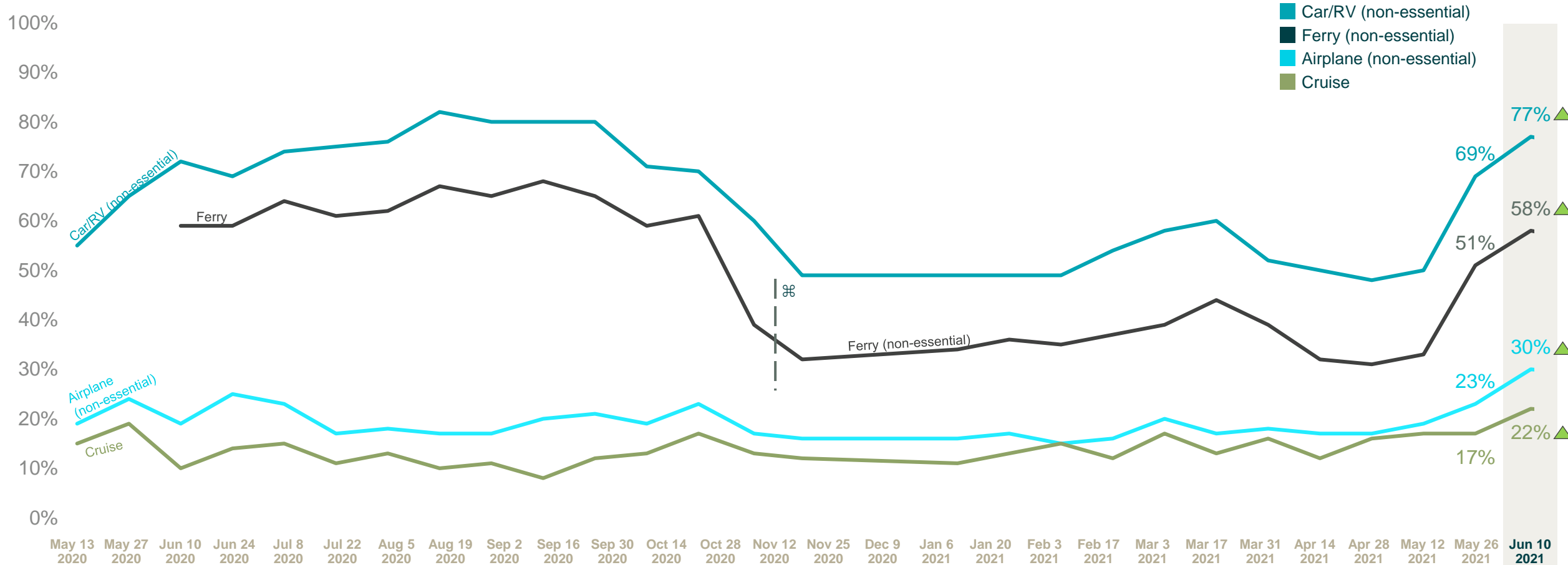
(Total Definitely/Probably Would By Activity)



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

Tracking British Columbians' Comfort Levels With Transportation Modes

(Total Definitely/Probably Would By Transportation)



⌘ Changed from “ferry” to “ferry for non-essential travel” November 12, 2020 wave.

Base: All respondents, excluding not applicable/don't do this in general and not applicable/wouldn't do this at this time of year

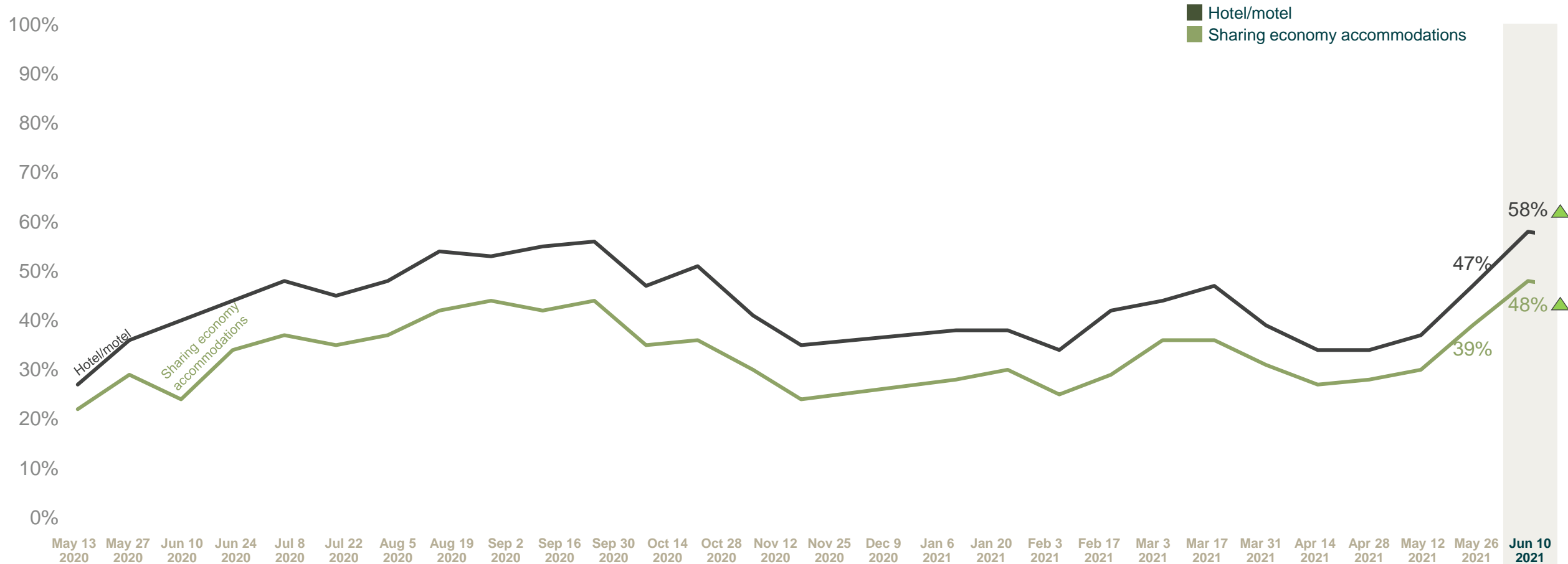
D1. Would be comfortable doing/using each of the following in the next few weeks, or are you likely to hold off longer due to concerns about COVID-19?

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

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

Tracking British Columbians' Comfort Levels With Accommodation

(Total Definitely/Probably Would By Accommodation Type)



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

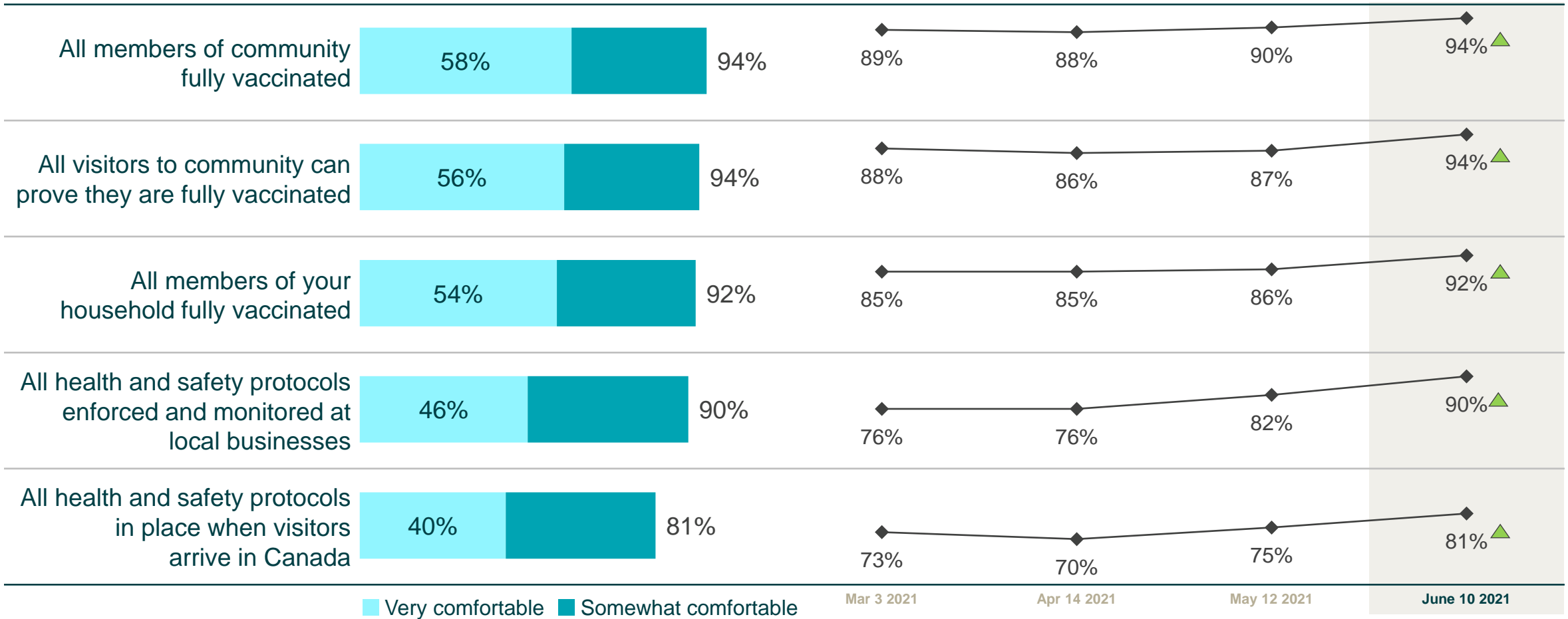
CURRENT AD-HOC METRICS

Comfort With Welcoming Visitors Under Various Circumstances



June 10, 2021

Tracking



Very comfortable Somewhat comfortable

Mar 3 2021

Apr 14 2021

May 12 2021

June 10 2021

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

APPENDIX: METRICS BY DEMOGRAPHICS

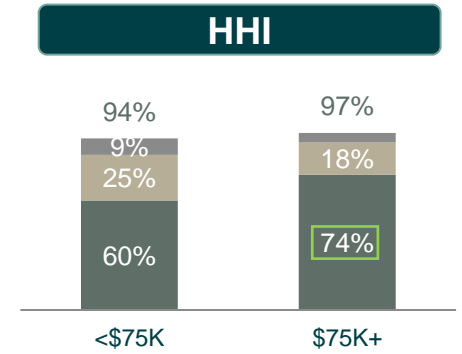
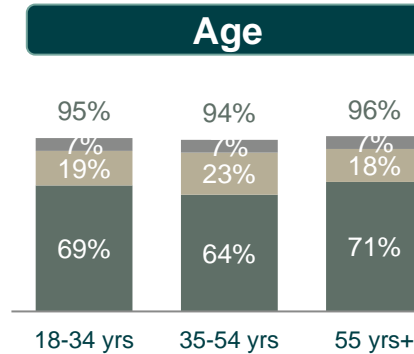
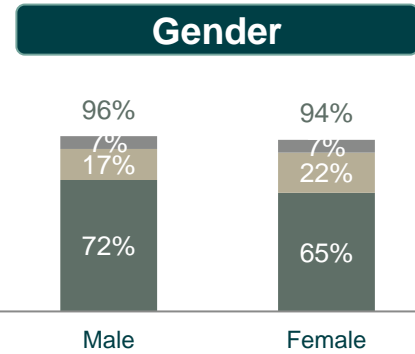
Snapshot Of British Columbians' Travel Intent By Demographics

(Wave 28 – June 10, 2021)

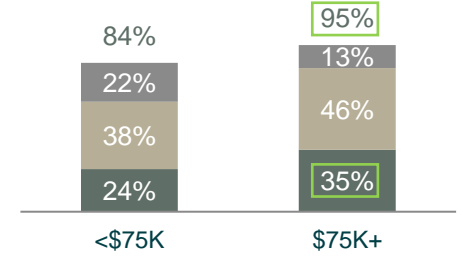
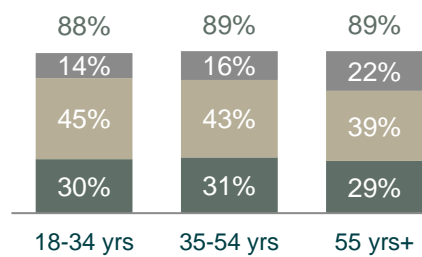
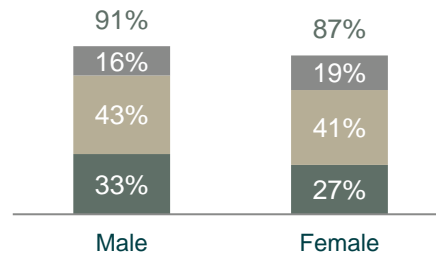


- 4-12 months from now
- 2-3 months from now
- With next 4 weeks

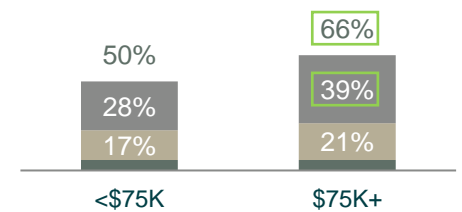
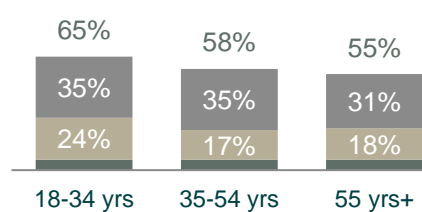
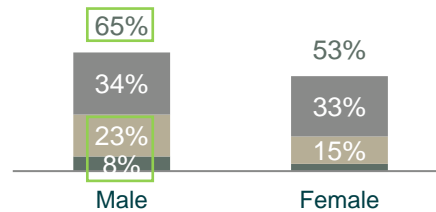
Nearby communities
(day trip)



Elsewhere in BC
(overnight)



Other parts of Canada

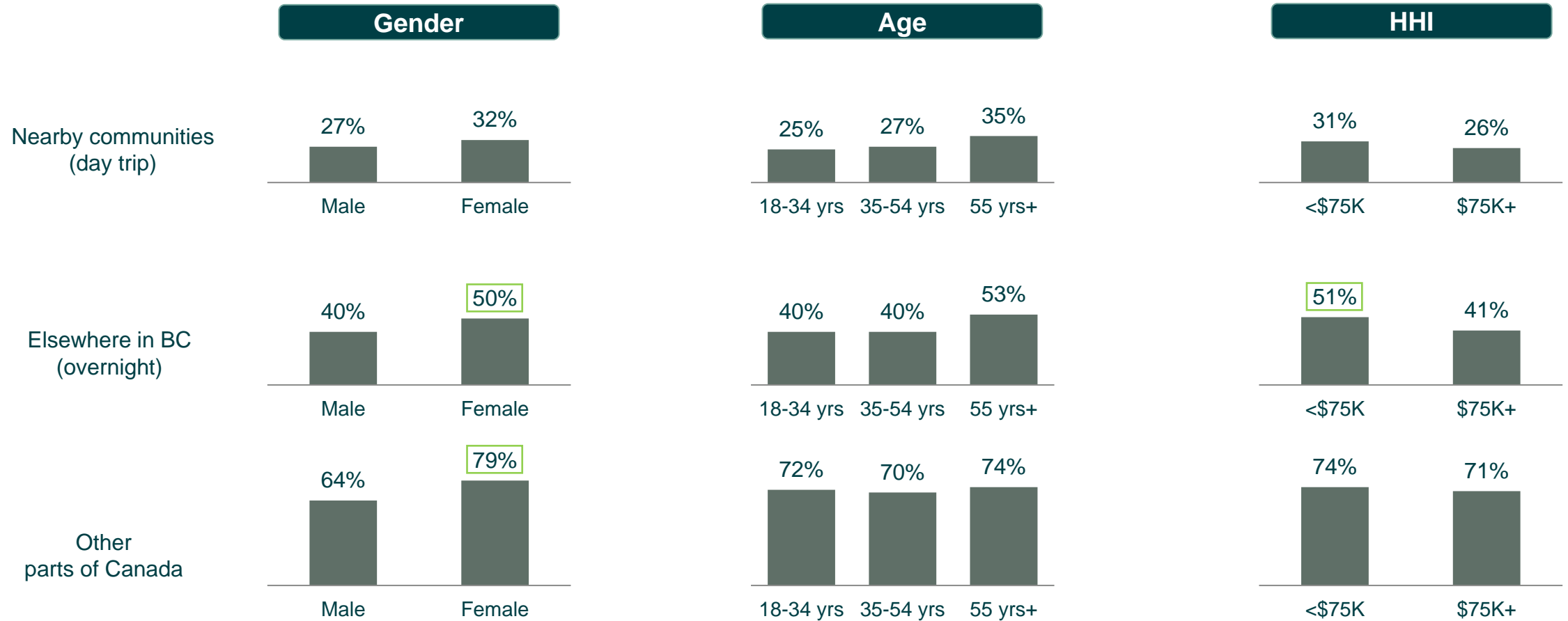


65% Statistically significantly **higher** than comparison group(s).
8% Statistically significantly **lower** than comparison group(s).

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 equal 100% to the sum of individual values shown.

Snapshot Of British Columbians' Concern Welcoming Visitors By Demographics

(Total Very/Somewhat Concerned, Wave 28 – June 10, 2021)

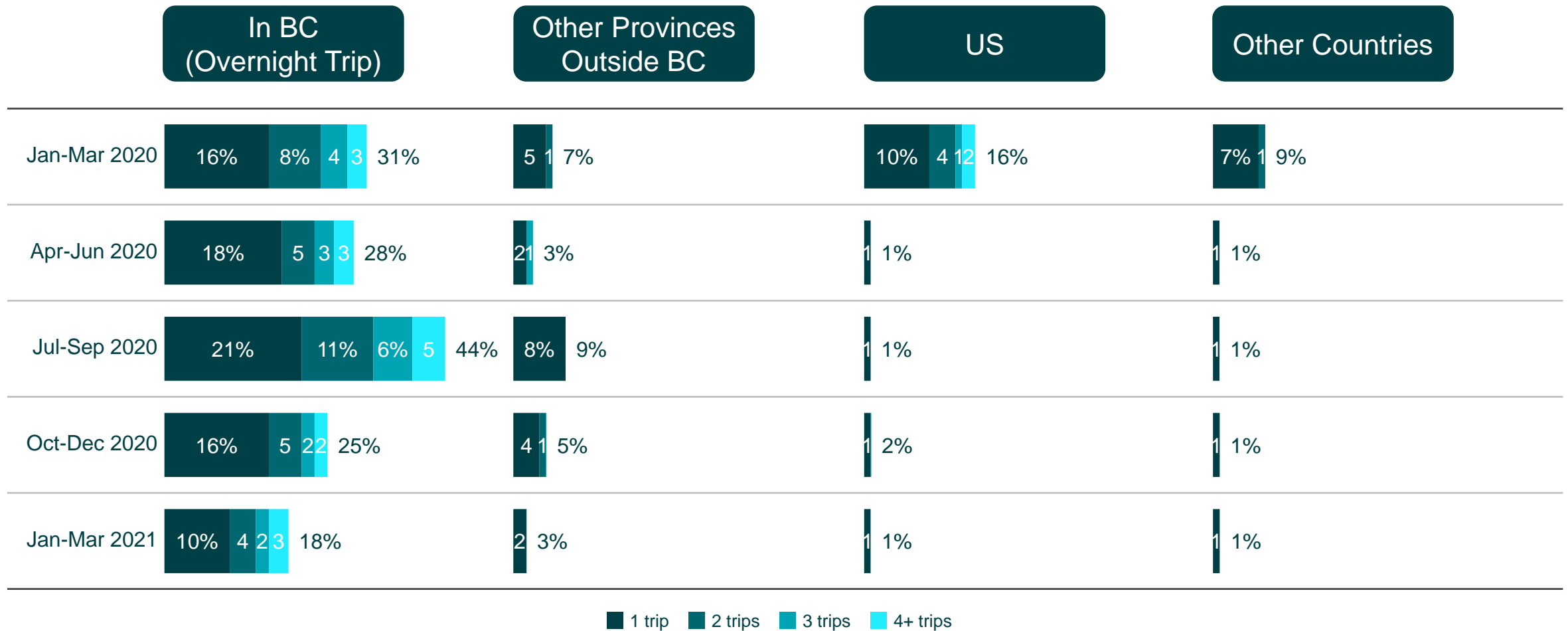


Base: All respondents
 D2. Given the current situation with COVID-19, how concerned would you be with the following types of visitors making non-essential trips into your community over the next few weeks?

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

APPENDIX: PAST AD-HOC FINDINGS

Past Travel



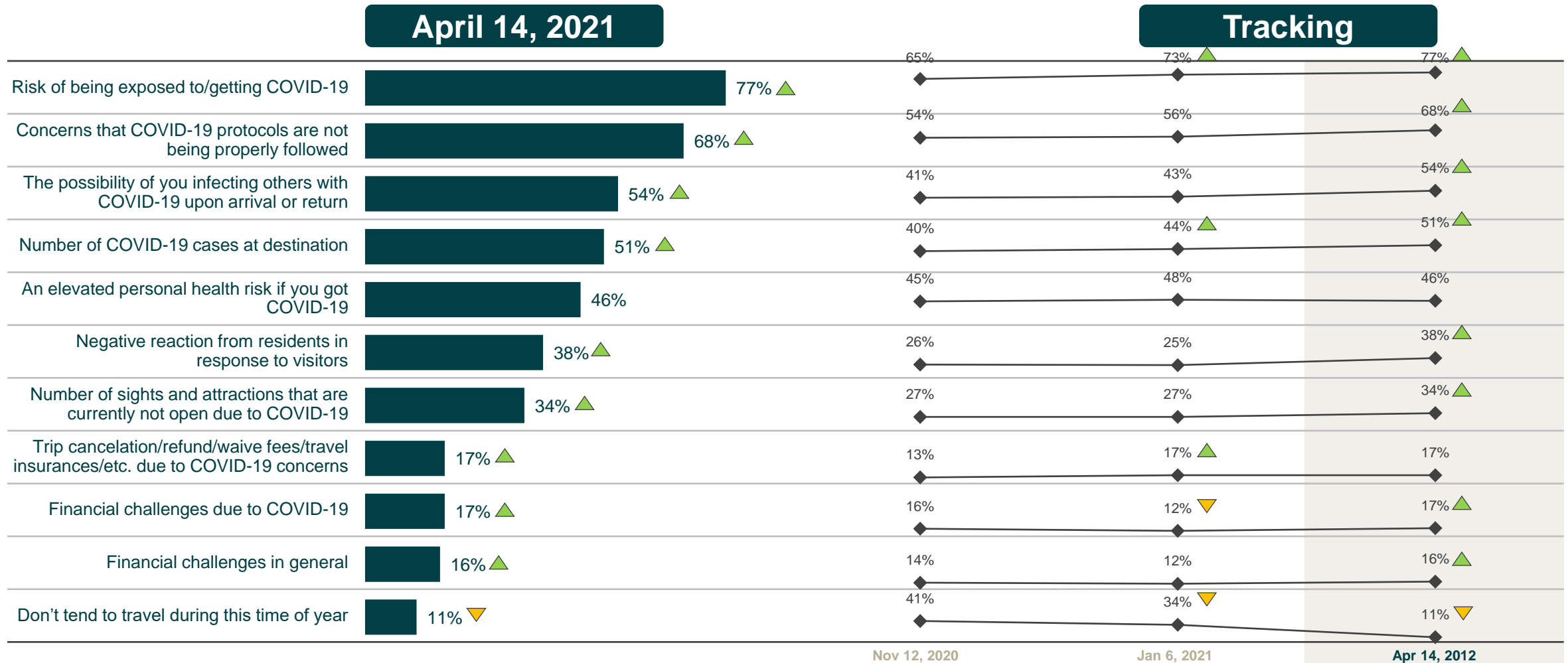
■ 1 trip ■ 2 trips ■ 3 trips ■ 4+ trips

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; Jan-Mar 2021 asked in Wave 23/Mar 31.
 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 sum of the individual values shown may not add up to the total shown.

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

Reasons For Not Considering BC Travel (Aided)

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

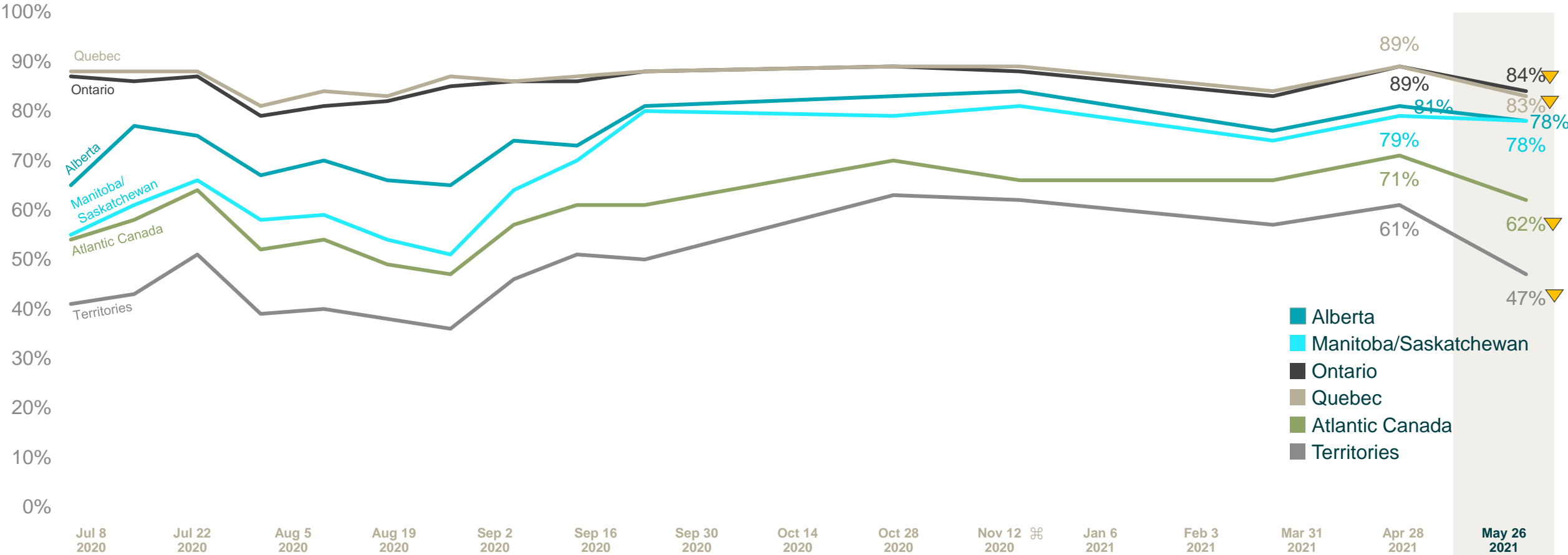


Base: Those who are not likely to take a daytrip in BC or an overnight trip in BC in the next 3 months
 D4. Why are you not likely to travel in BC for a day trip or an overnight trip in the next 3 months?

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

Tracking British Columbians' Concern Welcoming Canadian Visitors

(Total Very/Somewhat Concerned By Origin)



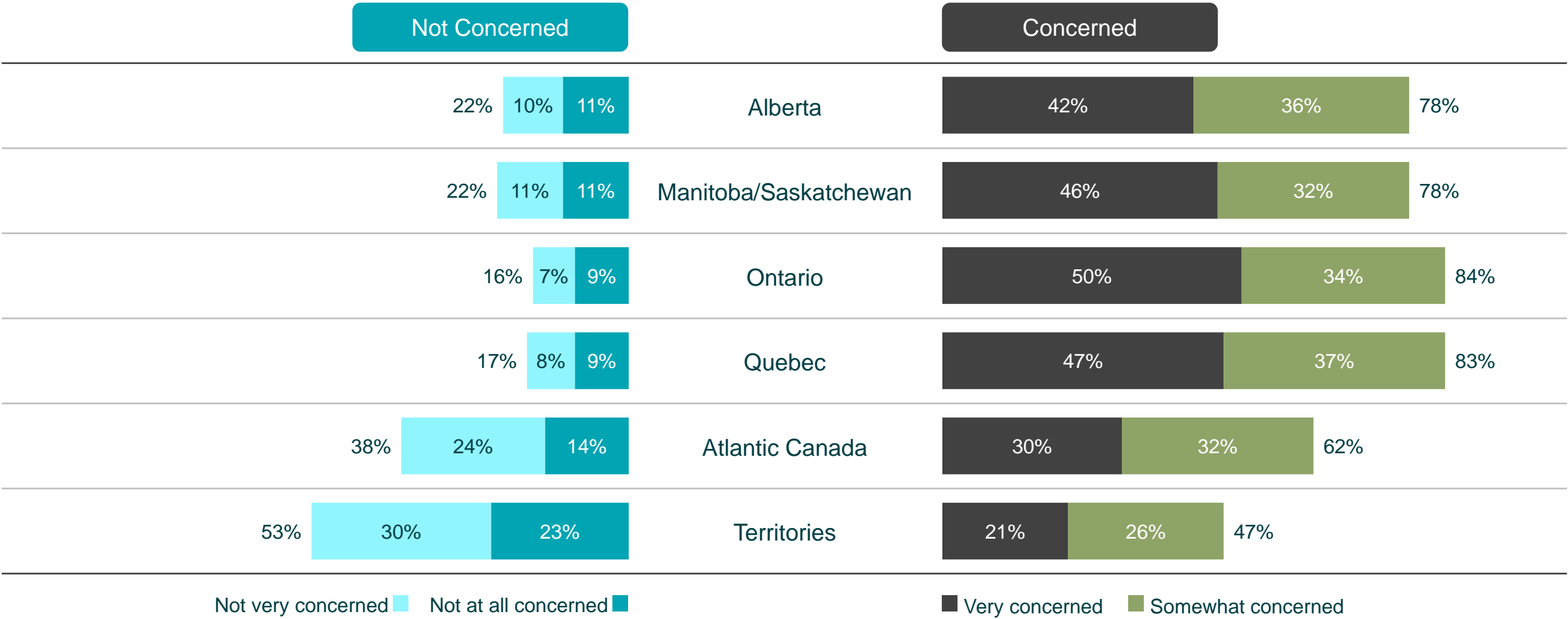
- Alberta
- Manitoba/Saskatchewan
- Ontario
- Quebec
- Atlantic Canada
- Territories

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

⌘ Question frequency changed from bi-weekly to monthly starting November 12, 2021.
 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?

Snapshot Of British Columbians' Concern Welcoming Canadian Visitors

(Wave 27 – May 26, 2021)



Not very concerned ■ Not at all concerned ■ Very concerned ■ Somewhat concerned

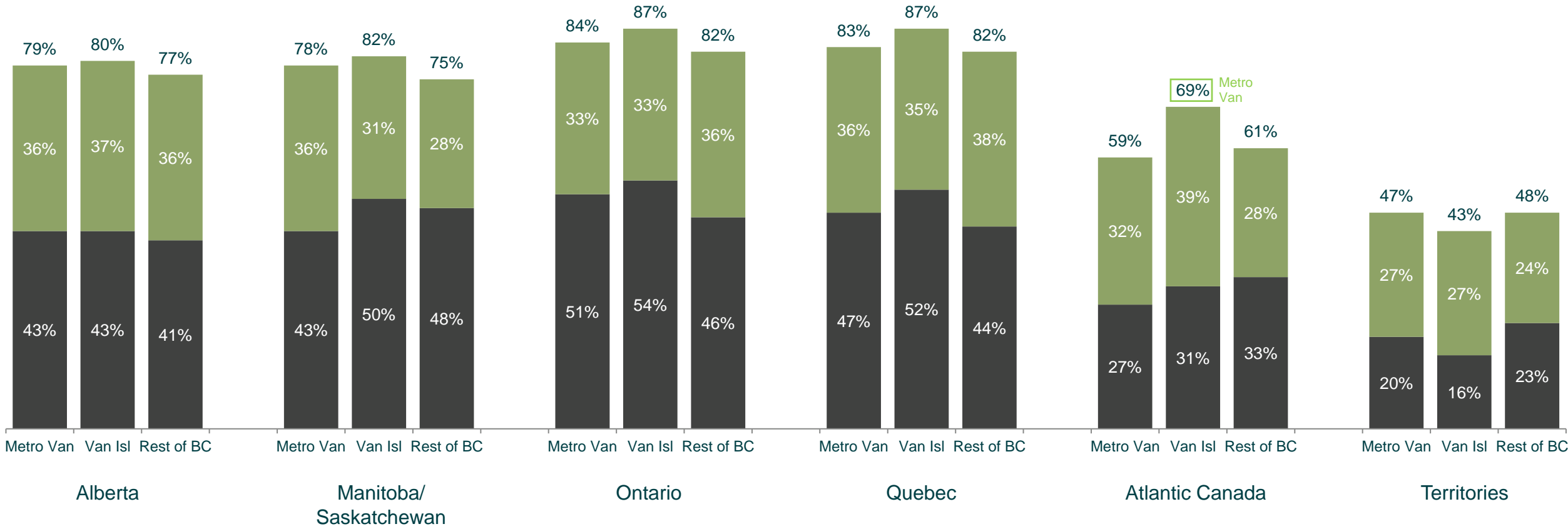
Base: All respondents
 D2a. And how concerned would you be with the following types of Canadian visitors making non-essential trips into your community over the next few weeks?
 Due to rounding, the sum of the individual values shown may not add up to the total shown.

Snapshot Of British Columbians' Concern Welcoming Canadian Visitors By Region

(Wave 27 – May 26, 2021)



■ Somewhat concerned
■ Very 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?
Due to rounding, the sum of the individual values shown may not add up to the total shown.

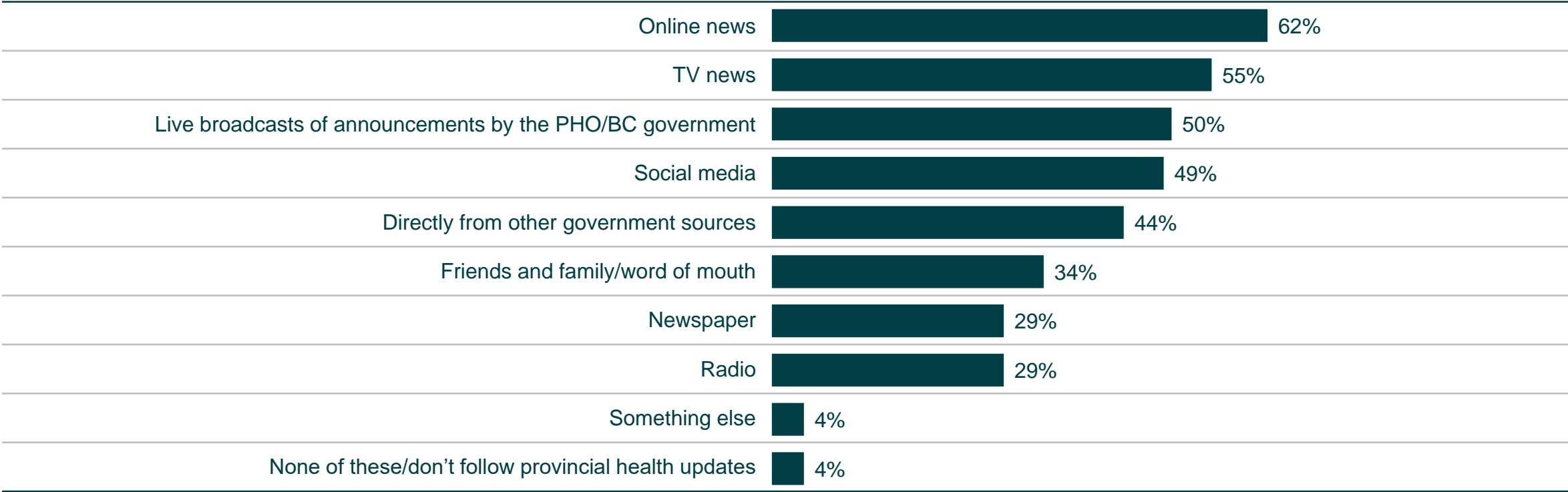
□ Statistically significantly **higher** than comparison group(s).
□ Statistically significantly **lower** than comparison group(s).

Source Of Provincial COVID-19 Health Updates

(Wave 21: March 3, 2021)



March 3, 2021
(n=827)





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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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Tourism.Research@DestinationBC.ca