



DESTINATION  
BRITISH COLUMBIA®

BC Residents' Public Perceptions:  
COVID-19 Travel and Tourism  
Wave 30: July 7, 2021

Report prepared by Insights West

# Table of Contents



<b>BACKGROUND AND METHODOLOGY</b>	<b>3</b>
<b>KEY HIGHLIGHTS</b>	<b>4</b>
<b>DETAILED FINDINGS</b>	<b>6</b>
Travel Intent	6
Concern Welcoming Visitors	11
Comfort Levels by Activity/Transportation/Accommodation	14
Current Ad-Hoc Metrics	19
<b>APPENDIX: METRICS BY DEMOGRAPHICS</b>	<b>22</b>
<b>APPENDIX: PAST AD-HOC FINDINGS</b>	<b>25</b>

## 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%
29	June 23-27, 2021	808	+/-3.4%
30	July 7-10, 2021	822	+/-3.4%

# KEY HIGHLIGHTS – WHAT’S NEW OR CHANGED



## TRAVEL INTENTIONS

- BC residents’ intentions to travel to nearby communities for a day trip in the next 4 weeks is up 4 points to 71%. Intentions to travel to nearby communities in the next 2-3 months is up 2 points to 86%.
- Travel intent for an overnight trip within BC within the next 4 weeks is up 5 points to 42%. BC residents’ travel intentions to other parts of the province over the next 2-3 months is up 1 point to 69%.
- There is no significant change in BC residents’ intention to travel to the US or other countries in either the 4-week or 2-3 month time frame reported.

## REASONS FOR NOT TRAVELLING IN BC

- Asked periodically, those who are not planning a trip in BC (overnight or day) in the next three months were asked reasons for not travelling with an aided list. Compared to the last time this question was asked in April, reasons for not travelling have shifted significantly among this subgroup. While direct safety concerns about COVID-19 remain important to more non-travellers than other reasons, they are less wide-spread. Financial concerns not related to COVID is up 9 points to 25%, whereas financial concerns related to COVID is up 8 points to 25%. Concerns about trip cancellation costs due to changing COVID-19 conditions is up 9 points to 26%.

## CONCERN WELCOMING VISITORS

- There are significant decreases in BC residents’ concern welcoming visitors from all 5 regions measured this wave, resuming a downward decline seen over the past several weeks.
- The most significant decline in concern was for welcoming visitors from other provinces (down 8 points to 62% concerned), then concern welcoming visitors from other regions of BC for an overnight trip (down 6 points to 37%), followed by concern welcoming visitors from other countries (down 4 points to 85%).

# 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 remained relatively steady since two weeks ago. However, there were two significant increases seen:
  - Comfort with visiting non-essential retailers is up 7 points to 92%.
  - Comfort visiting indoor tourist attractions is up 5 points to 64%.

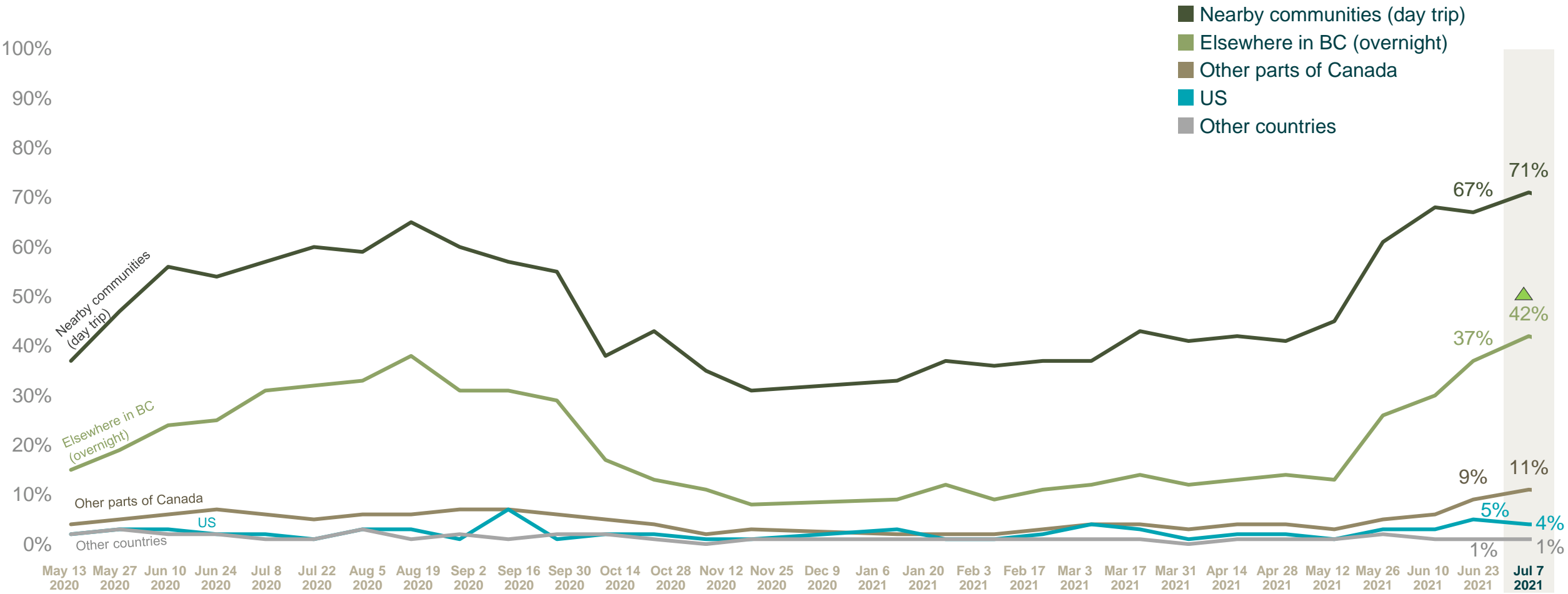
## PAST TRAVEL

- As another three-month time period has passed, past travel was asked this wave for the Apr-June 2021 time period.
  - 35% of BC residents made one or more overnight trips within BC from April-June 2021 compared to 18% from Jan-March 2021 and 28% for the April-June time period in 2020.
  - 8% of BC residents made one or more overnight trips to other provinces from April-June 2021 compared to 3% from Jan-March 2021 and 3% for the April-June time period in 2020 .
  - Trips to both the US and other countries remained stable at 1% for April-June 2021, the same results seen in both the Jan-March 2021 and April-June 2020 timeframes.

# TRAVEL INTENT

# Tracking British Columbians' Travel Intent Within Next 4 Weeks

(By Destination)

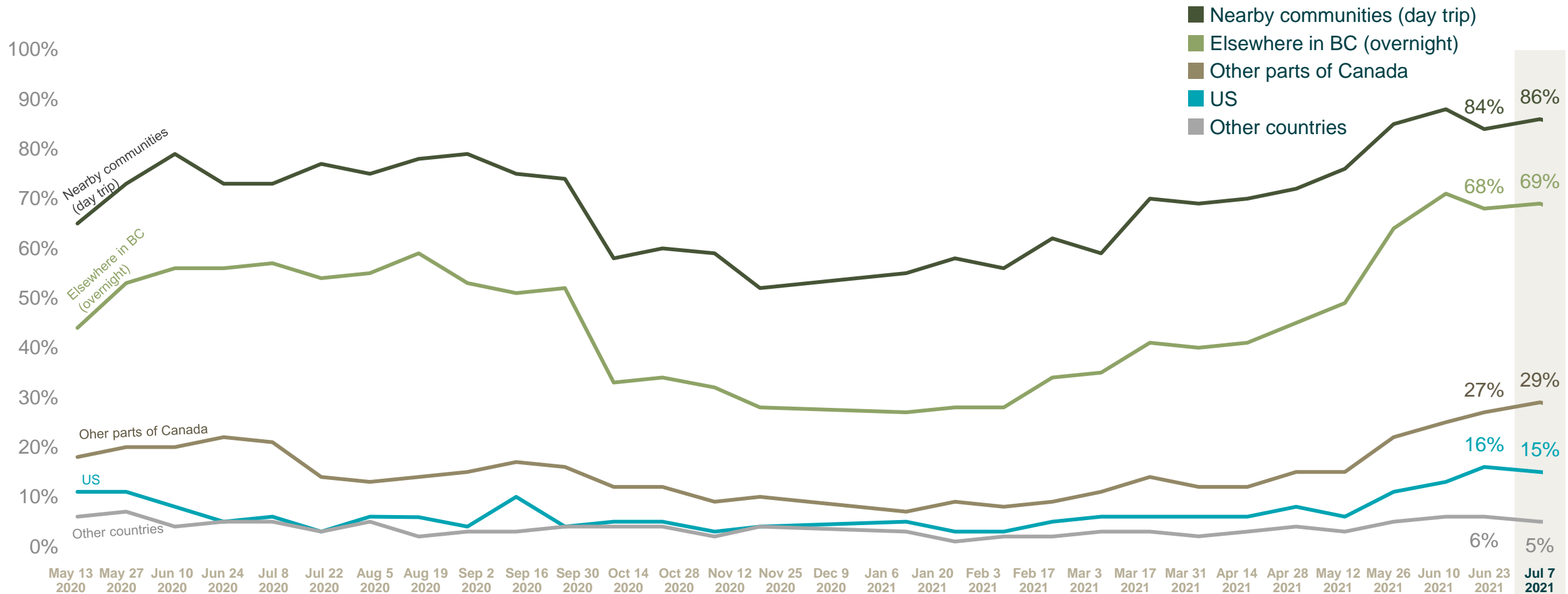


▲ Statistically significantly **higher** than previous wave.  
 ▼ Statistically significantly **lower** than previous wave.

NOTE: Response category "only when vaccine or treatment for COVID-19 available" removed Jun 23, 2021.  
 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)



NOTE: Response category "only when vaccine or treatment for COVID-19 available" removed Jun 23, 2021.

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.

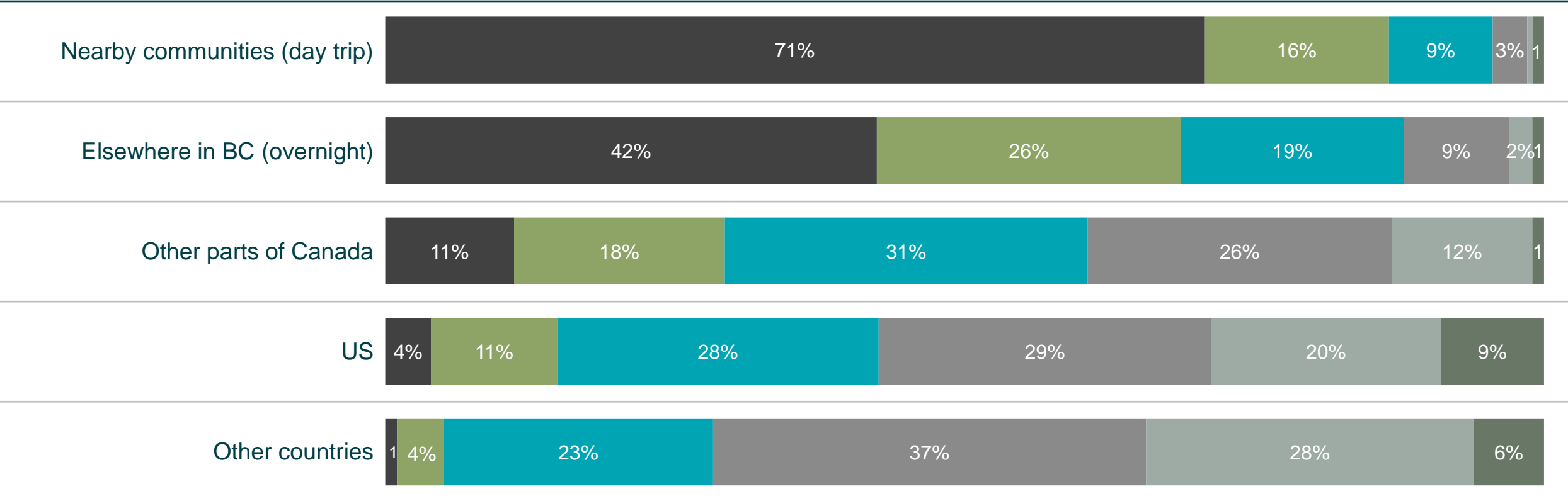
▲ Statistically significantly **higher** than previous wave.

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



# Snapshot Of British Columbians' Travel Intentions

(Wave 30 – July 7, 2021)

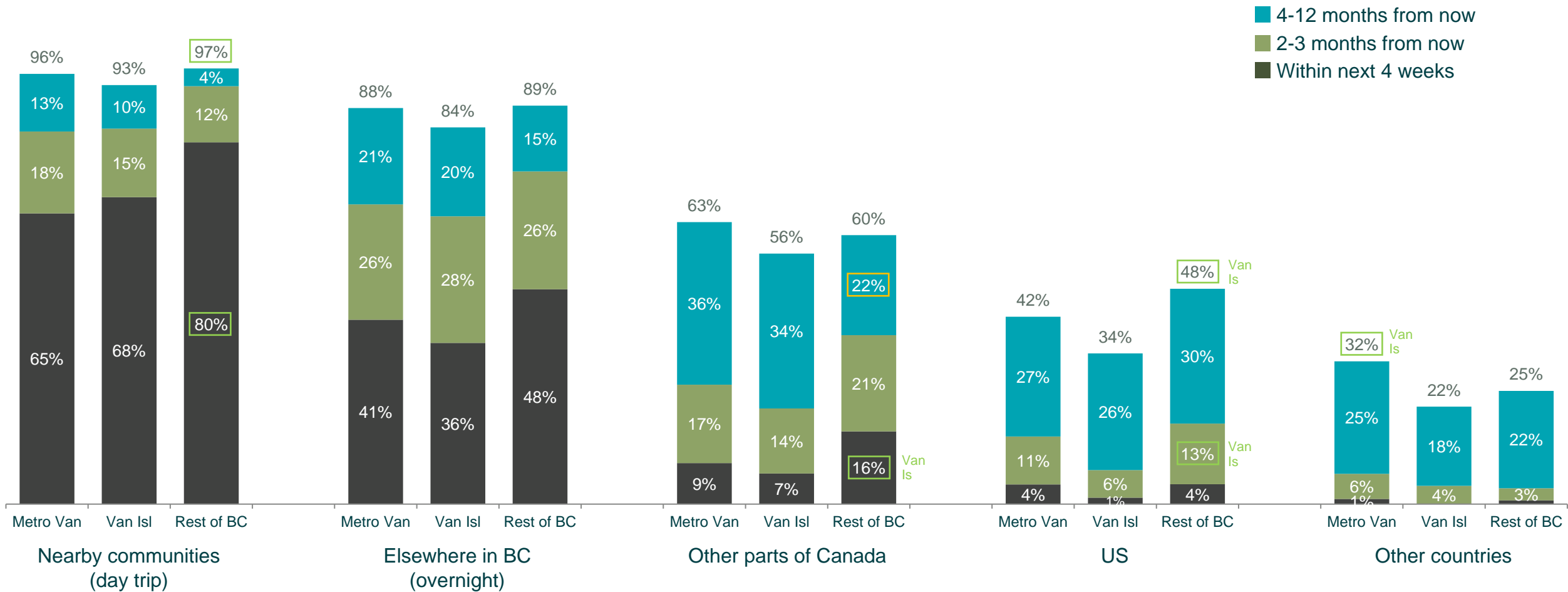


Within next 4 weeks
  2-3 months from now
  4-12 months from now
  Within 2 years
  Not sure, but longer than 2 years
  Only if vaccine available
  Never

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 30 – July 7, 2021)



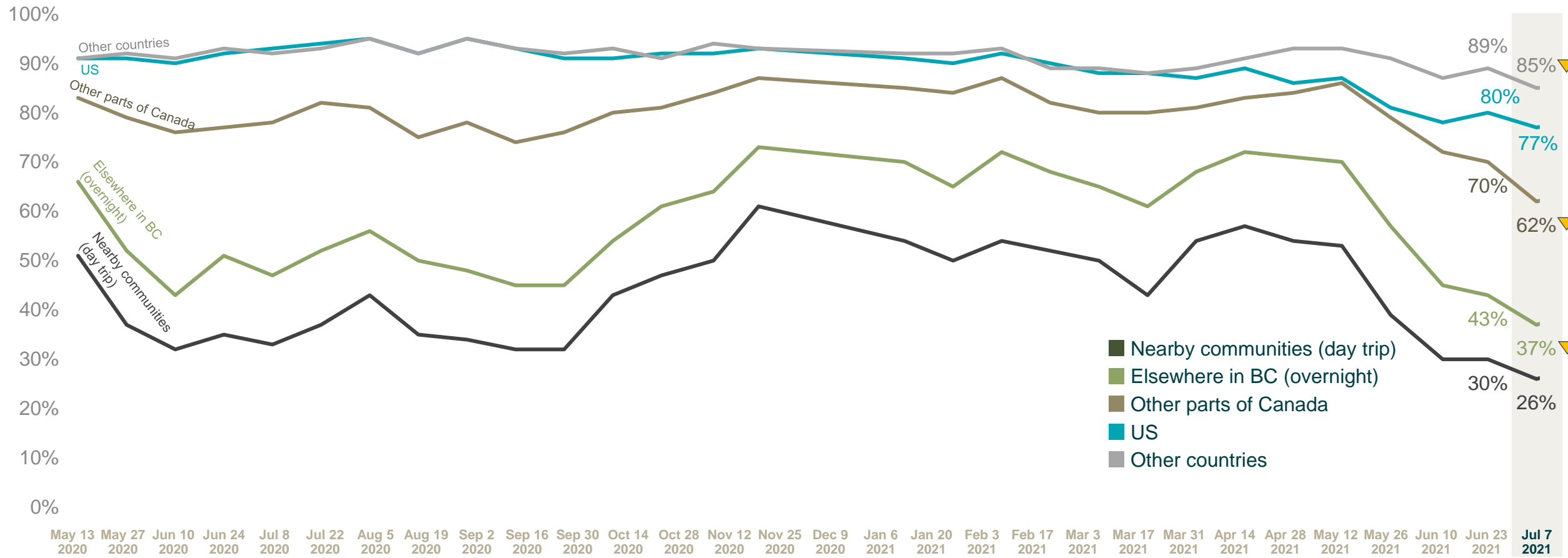
  Statistically significantly **higher** than comparison group(s).  
  Statistically significantly **lower** than comparison group(s).

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

# CONCERN WELCOMING VISITORS

# Tracking British Columbians' Concern Welcoming Visitors

(Total Very/Somewhat Concerned By Visitor Origin)

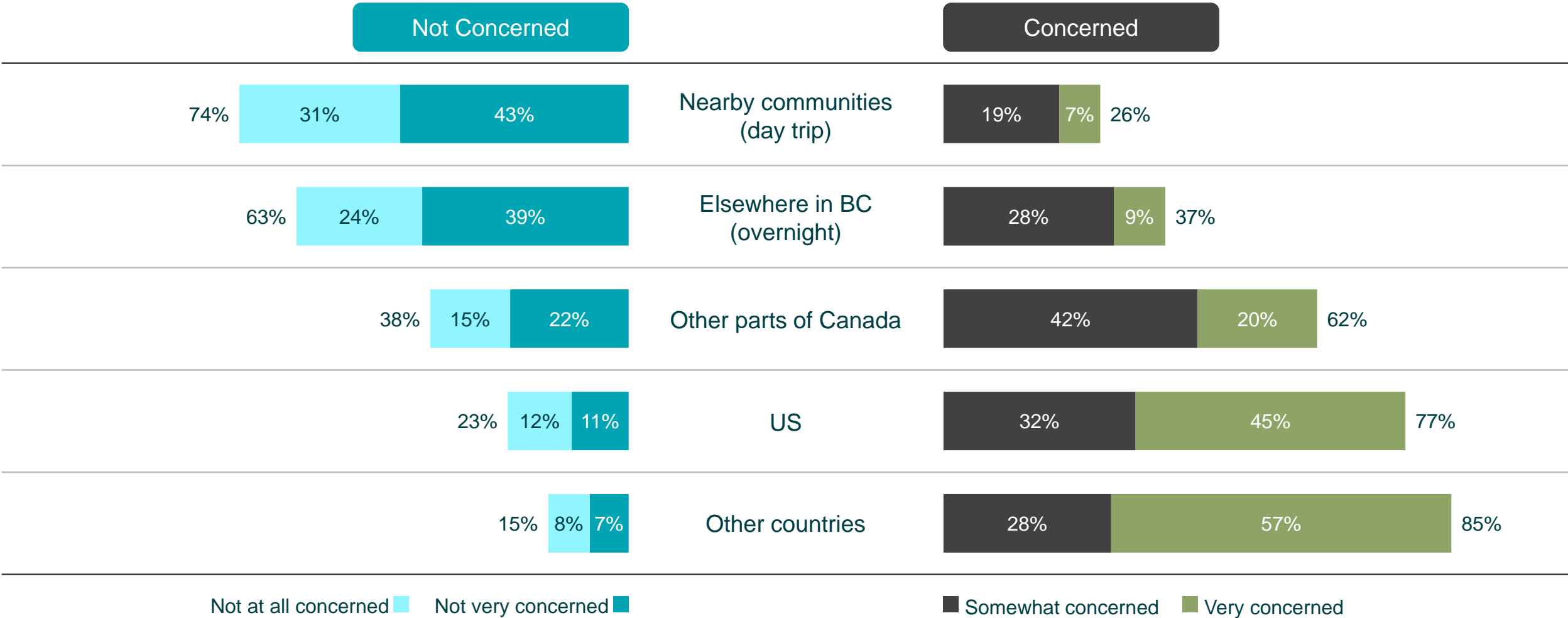


Base: All respondents  
 D2. Given the current situation with COVID-19, how concerned would you be with the following types of visitors making non-essential trips into your community over the next few weeks?

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

# Snapshot Of British Columbians' Concern Welcoming Visitors

(Wave 30– July 7, 2021)

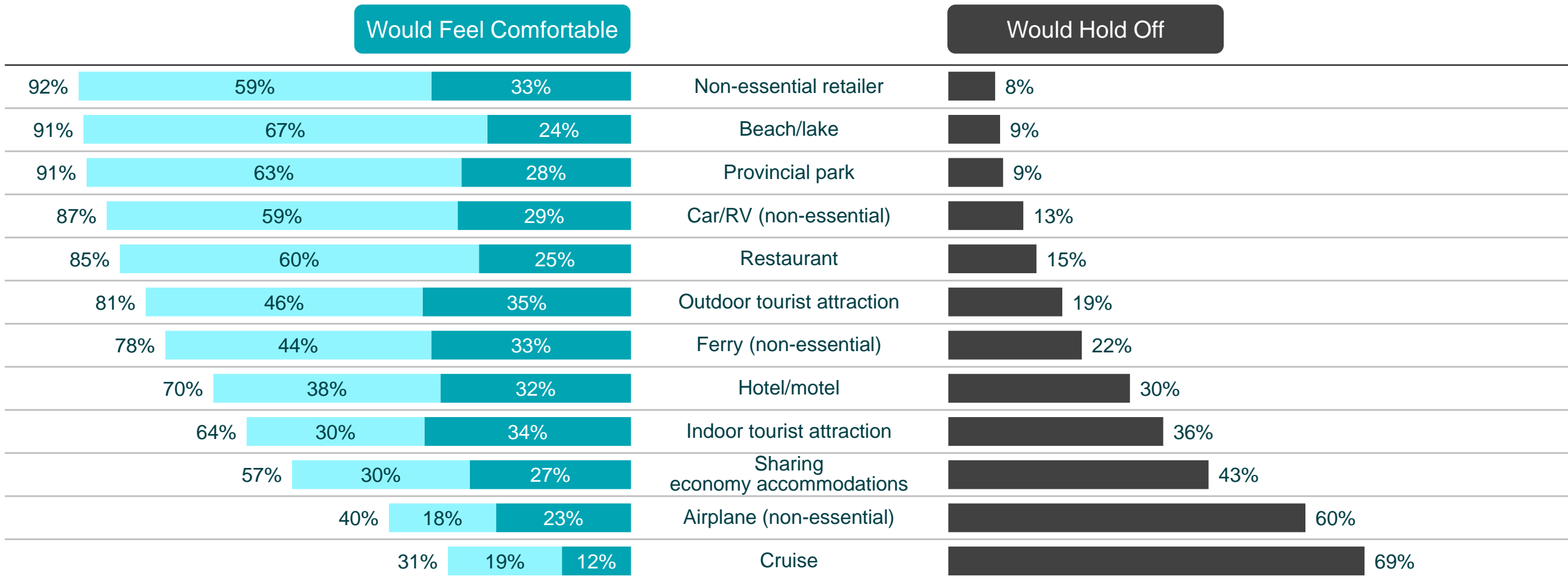


Base: All respondents  
 D2. Given the current situation with COVID-19, how concerned would you be with the following types of visitors making non-essential trips into your community over the next few weeks?  
 D2a. And how concerned would you be with the following types of Canadian visitors making non-essential 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 30 – July 7, 2021)

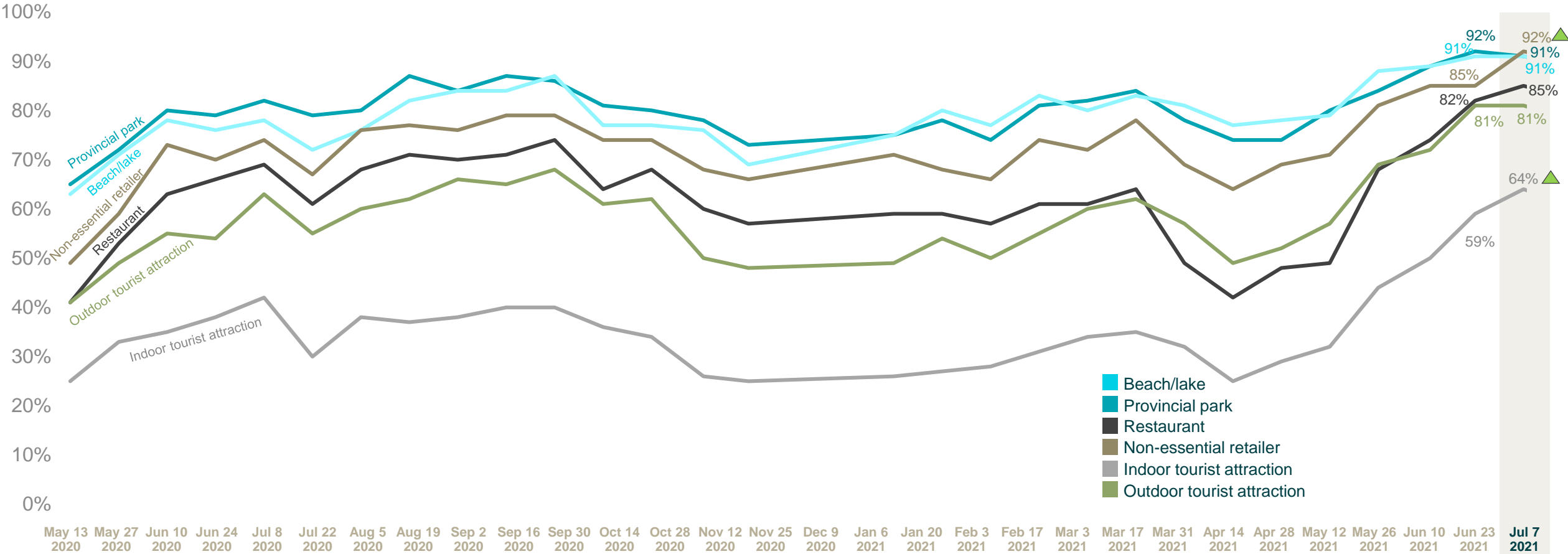


Definitely would feel comfortable ■ Probably would feel comfortable ■ Would hold off longer due to concerns ■

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)



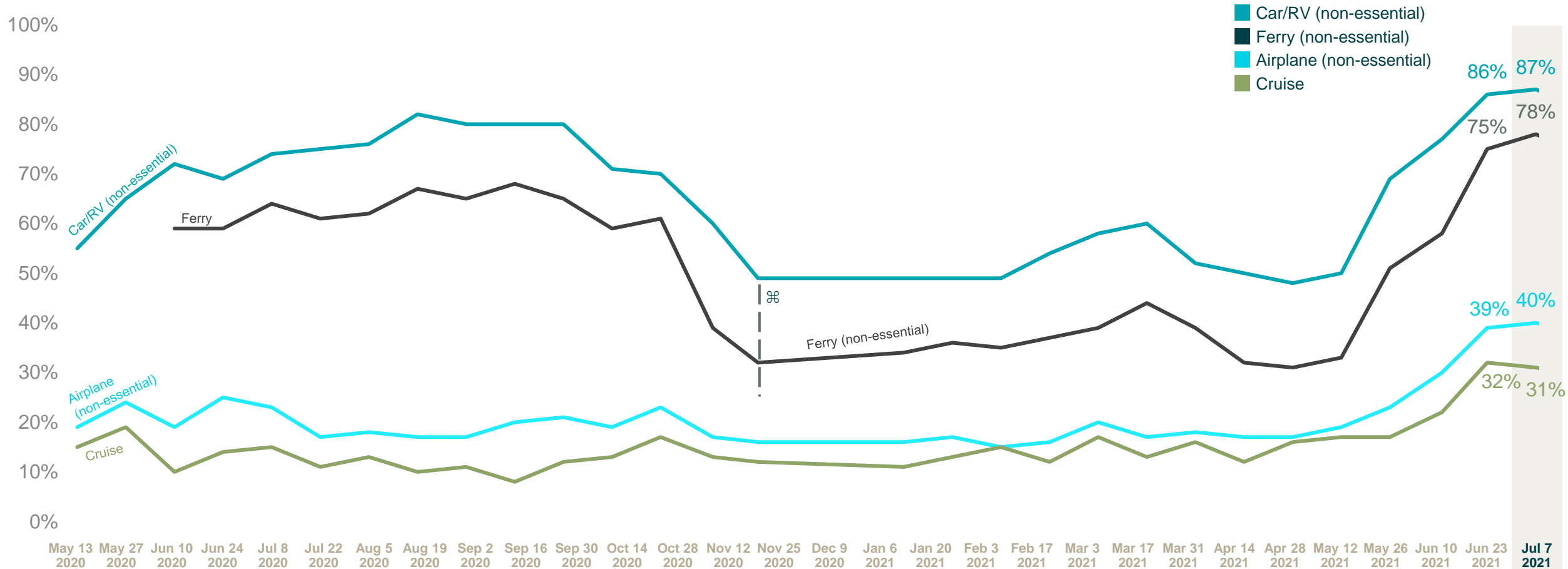
▲ Statistically significantly **higher** than previous wave.  
▼ Statistically significantly **lower** than previous wave.

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?



# 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

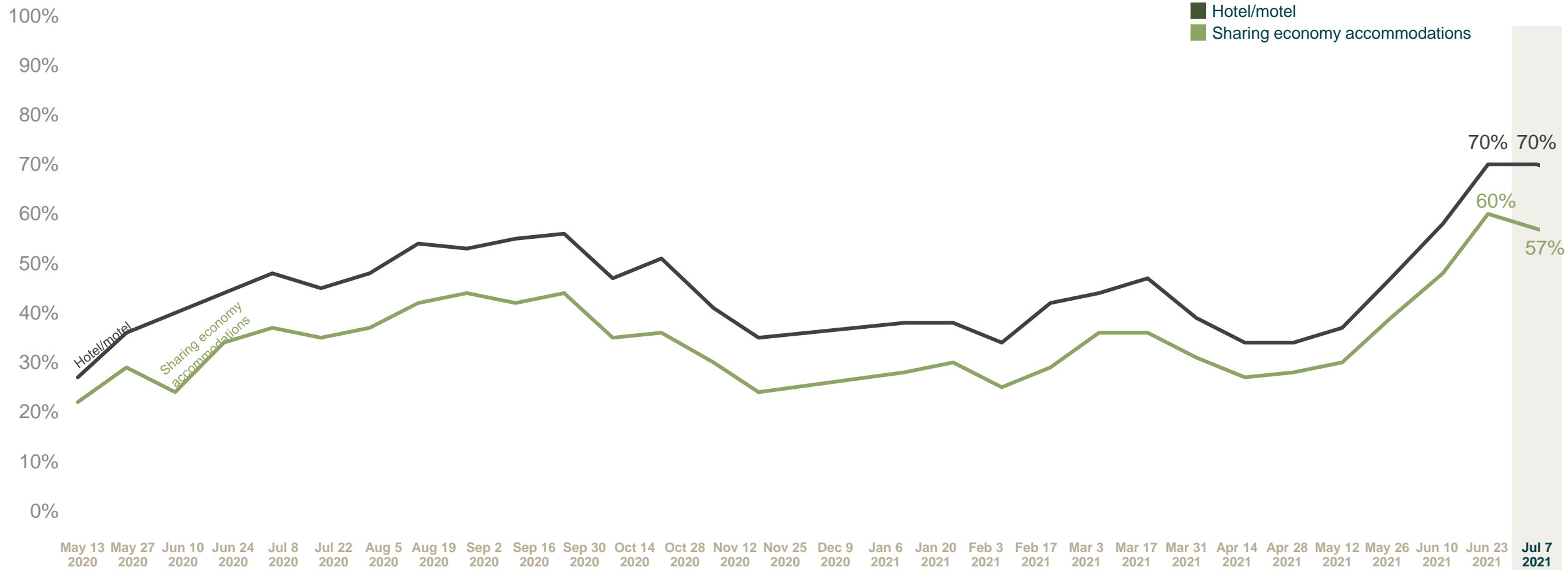
D1. Would be comfortable doing/using each of the following in the next few weeks, or are you likely to hold off longer due to concerns about COVID-19?

▲ 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.

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?

# CURRENT AD-HOC METRICS

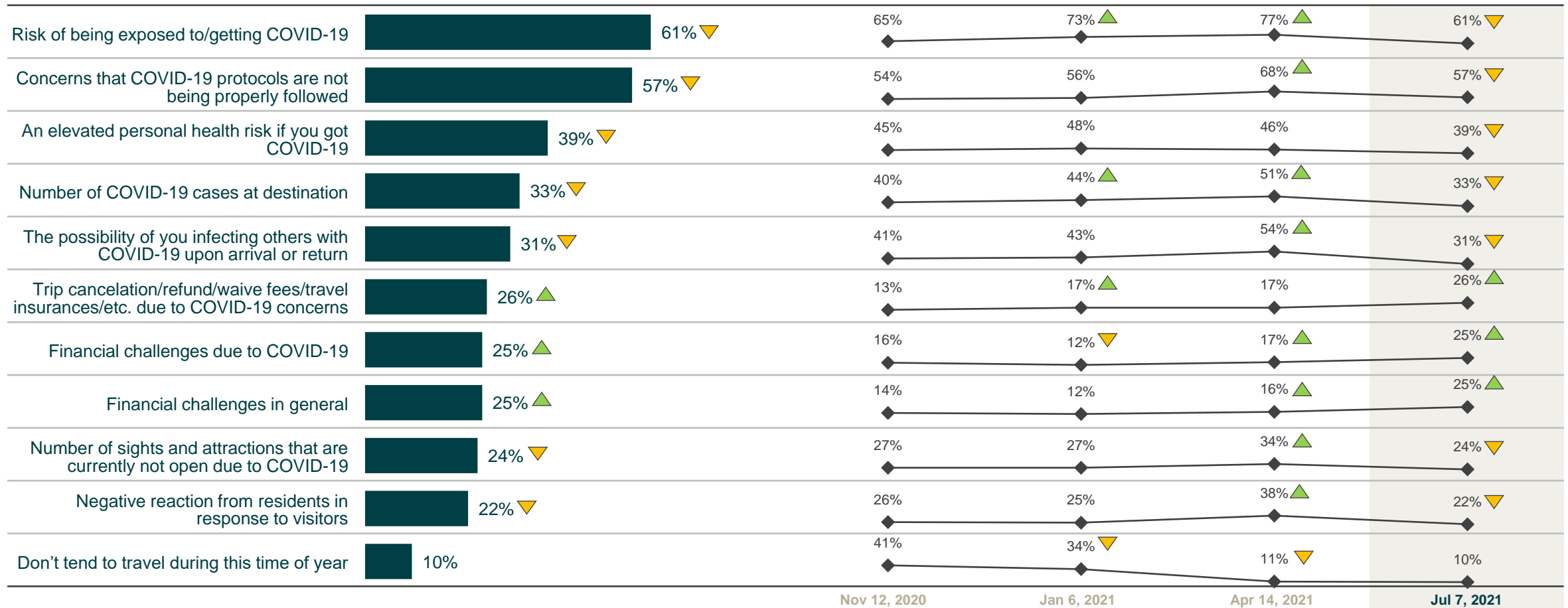
# Reasons For Not Considering Future BC Travel (Aided)

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



July 7, 2021

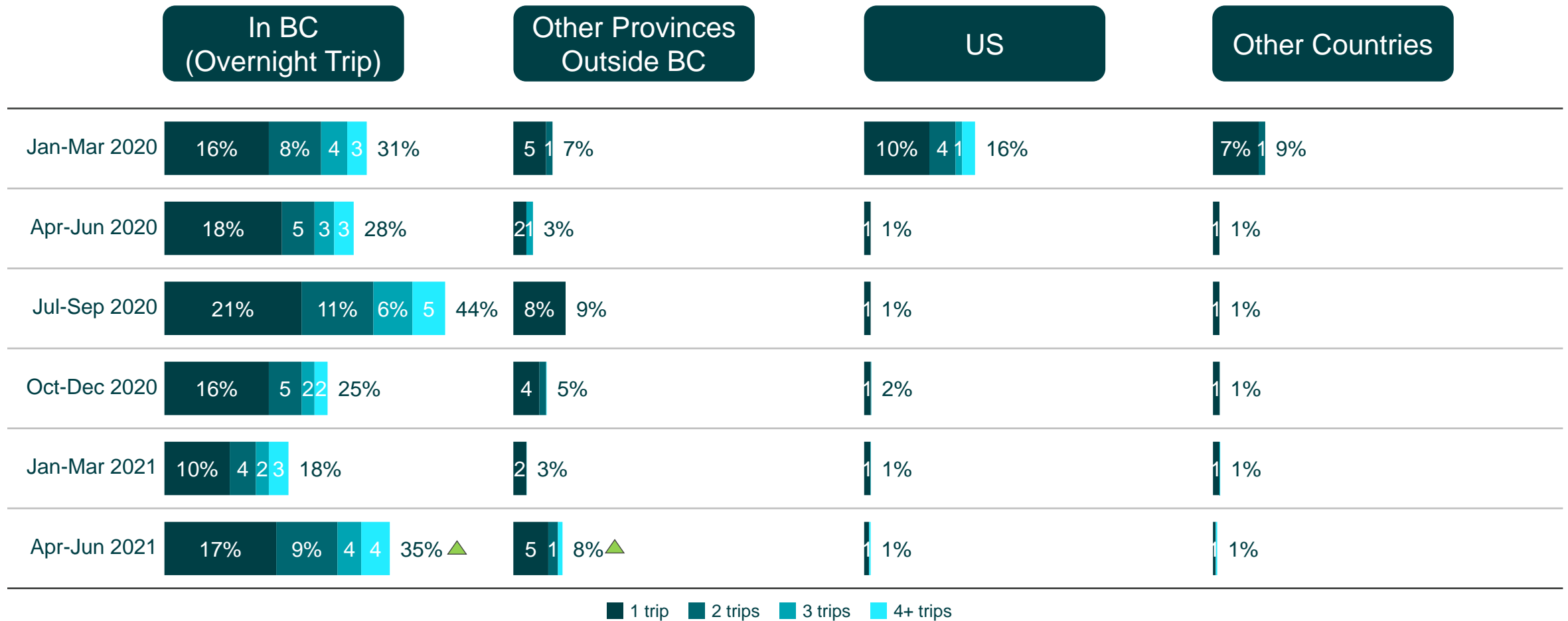
Tracking



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.

# 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; Apr-Jun 2021 asked in Wave 30/July 7, 2021.

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.

# APPENDIX: METRICS BY DEMOGRAPHICS

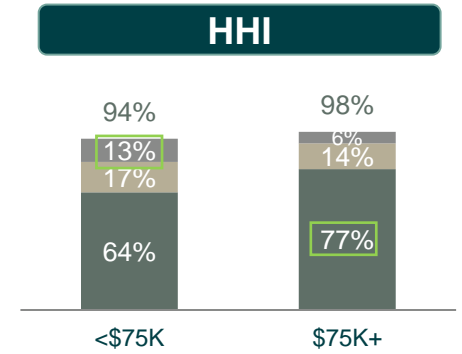
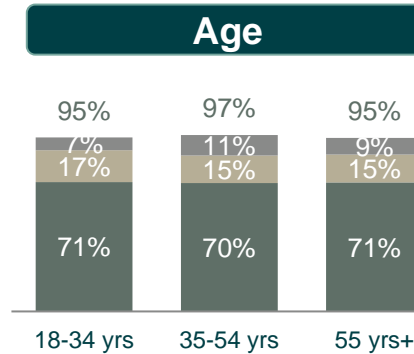
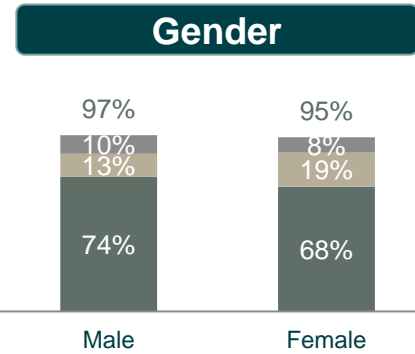
# Snapshot Of British Columbians' Travel Intent By Demographics

(Wave 30 – July 7, 2021)

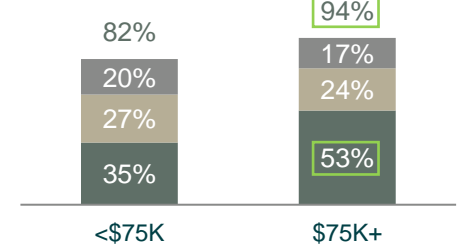
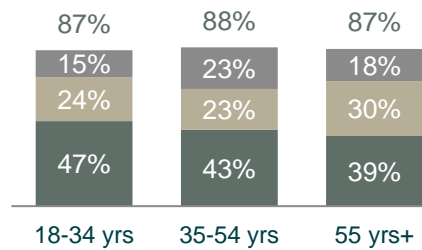
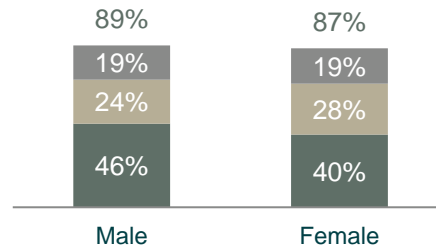


- 4-12 months from now
- 2-3 months from now
- With next 4 weeks

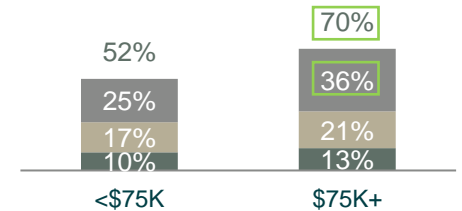
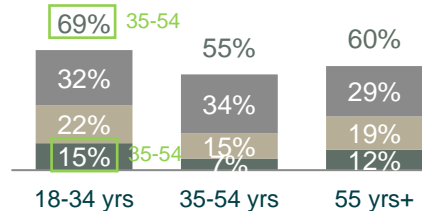
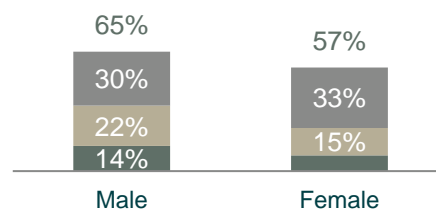
Nearby communities  
(day trip)



Elsewhere in BC  
(overnight)



Other parts of Canada

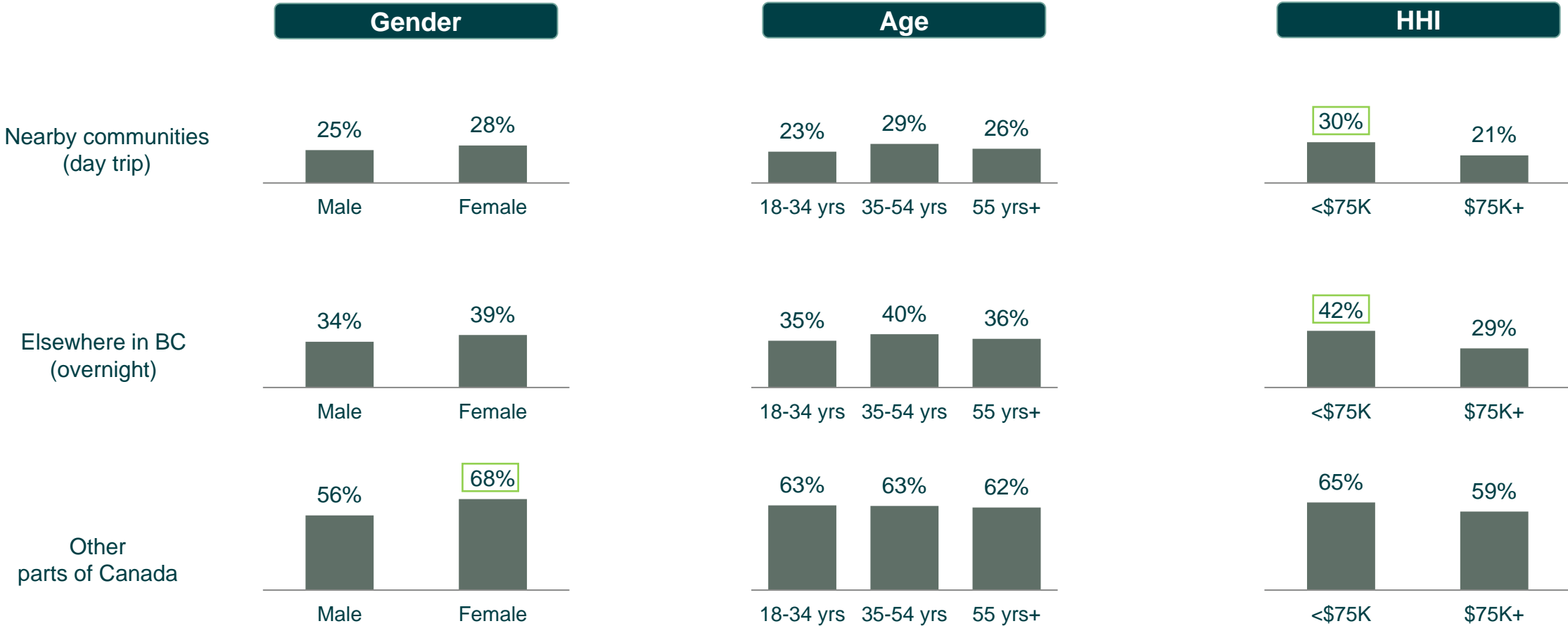


   Statistically significantly **higher** than comparison group(s).  
   Statistically significantly **lower** than comparison group(s).

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 30 – July 7, 2021)



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

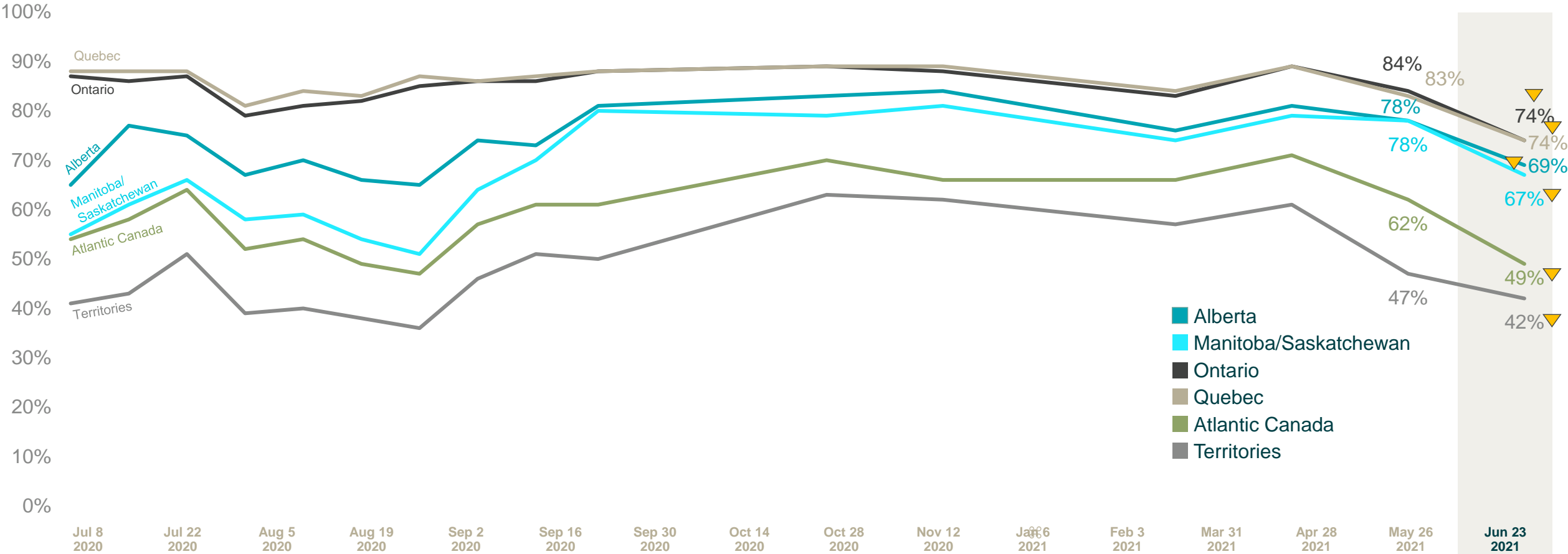
Base: All respondents  
 D2. Given the current situation with COVID-19, how concerned would you be with the following types of visitors making non-essential trips into your community over the next few weeks?



# APPENDIX: PAST AD-HOC FINDINGS

# Tracking British Columbians' Concern Welcoming Canadian Visitors

(Total Very/Somewhat Concerned By Origin)



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

Base: All respondents

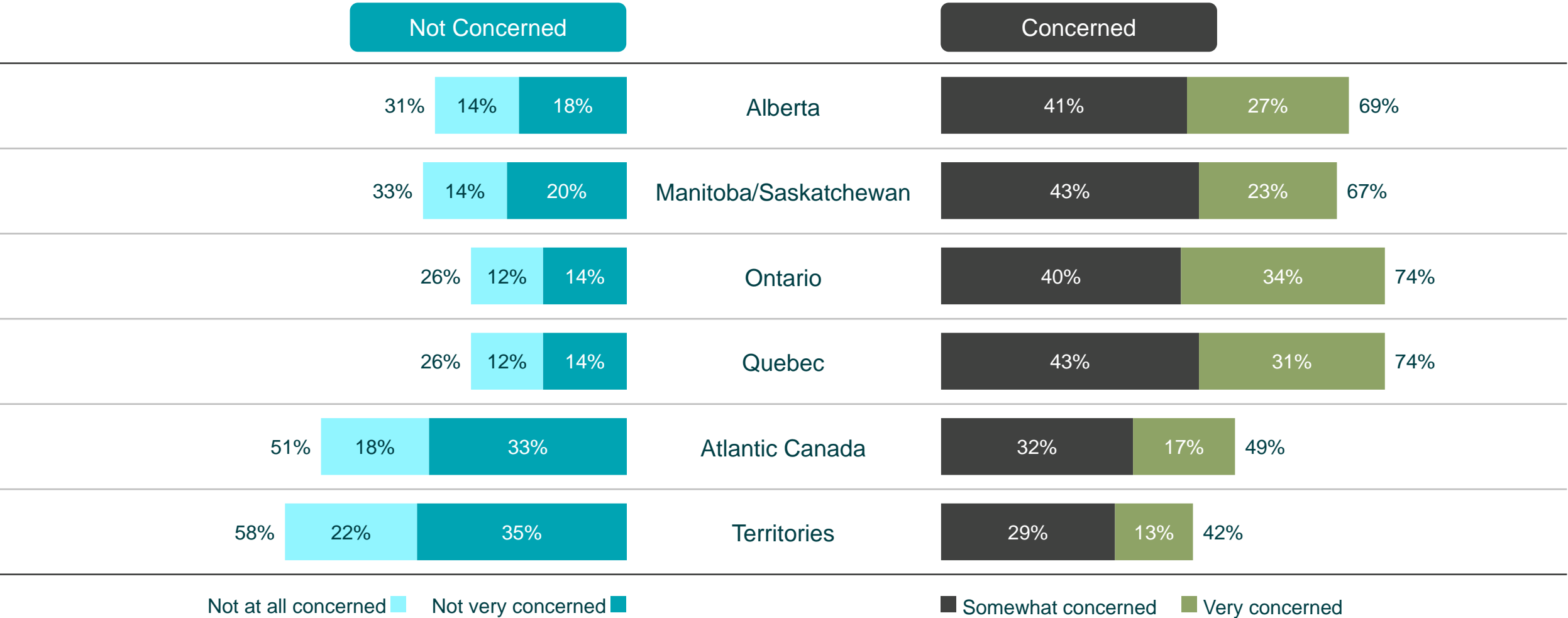
D2a. And how concerned would you be with the following types of Canadian visitors making non-essential trips into your community over the next few weeks?

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

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

# Snapshot Of British Columbians' Concern Welcoming Canadian Visitors

(Wave 29 – June 23, 2021)



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

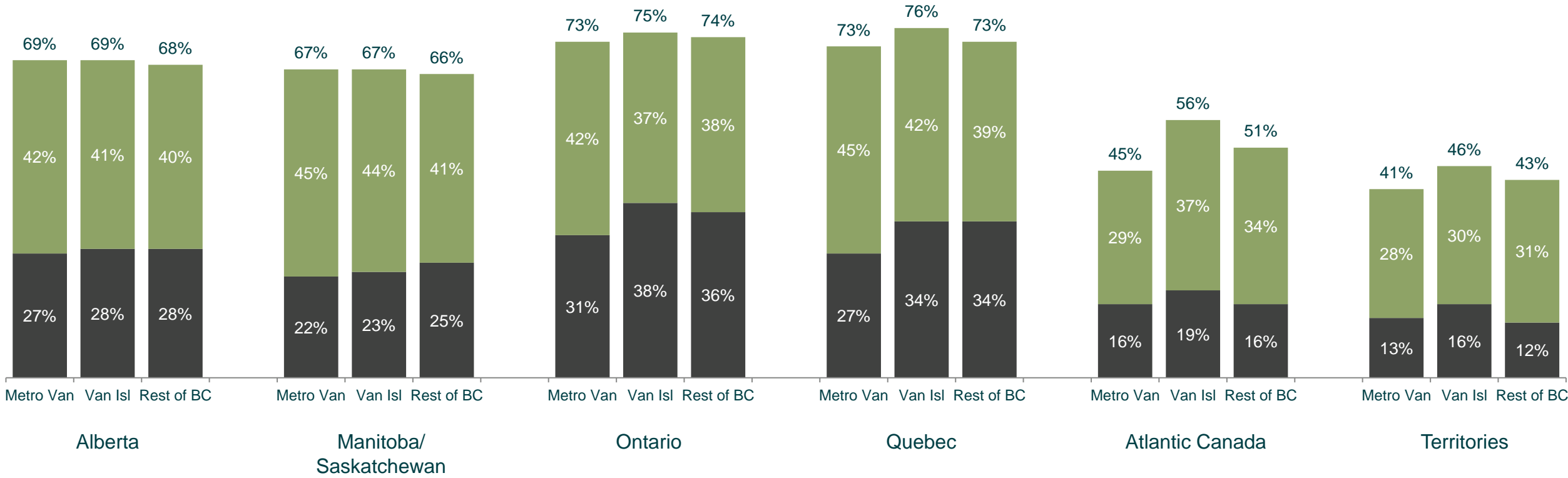
Base: All respondents  
 D2a. And how concerned would you be with the following types of Canadian visitors making non-essential trips into your community over the next few weeks?  
 Due to rounding, the sum of the individual values shown may not add up to the total shown.

# Snapshot Of British Columbians' Concern Welcoming Canadian Visitors By Region

(Wave 29 – June 23, 2021)



■ Somewhat concerned  
■ Very concerned



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

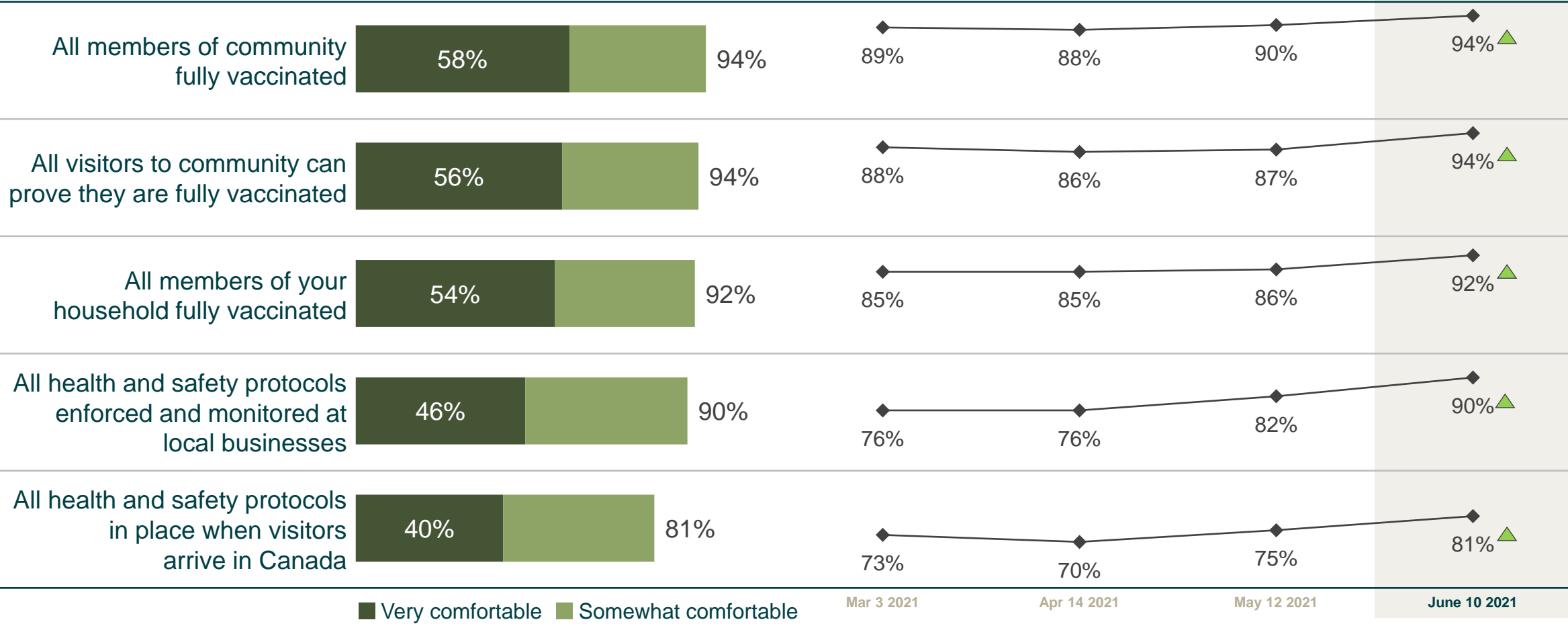
Base: All respondents  
D2a. And how concerned would you be with the following types of Canadian visitors making non-essential trips into your community over the next few weeks?  
Due to rounding, the sum of the individual values shown may not add up to the total shown.

# Comfort With Welcoming Visitors Under Various Circumstances



**June 10, 2021**

**Tracking**



Very comfortable Somewhat comfortable

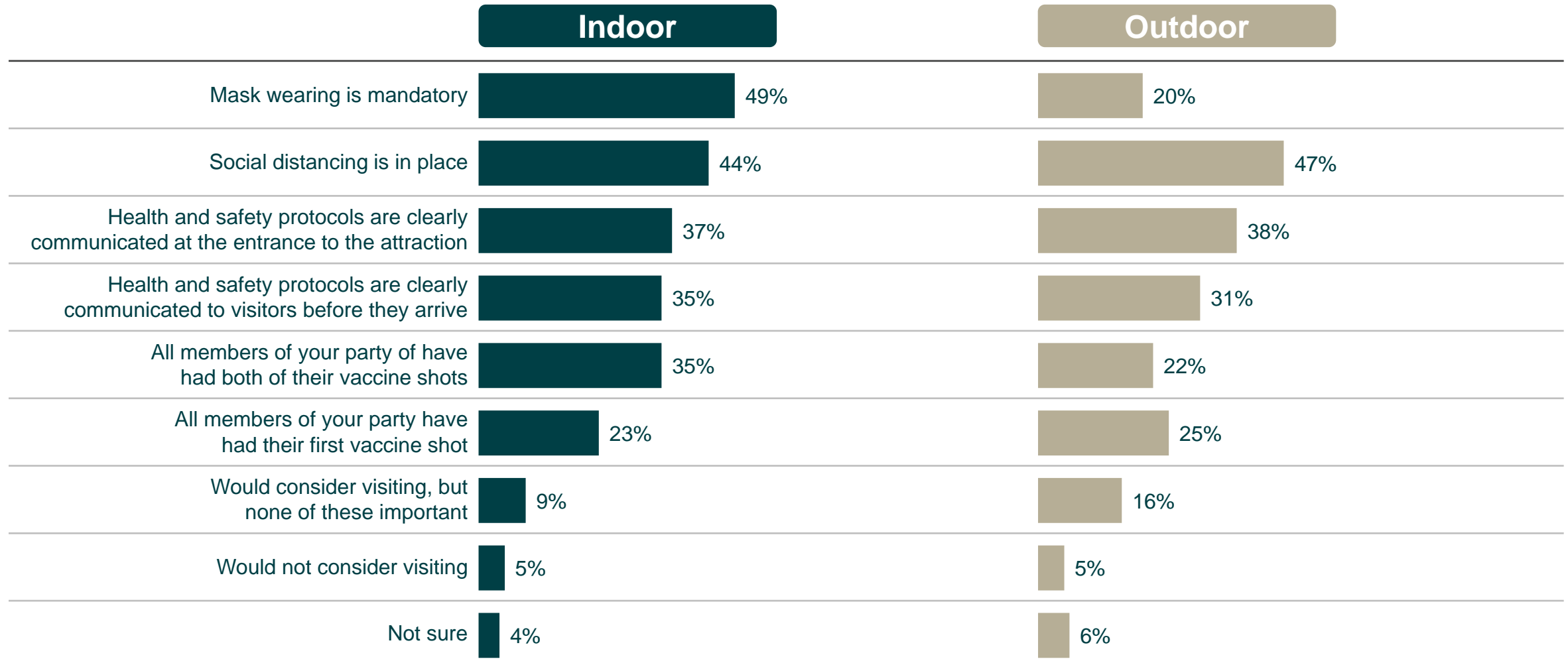
Mar 3 2021 Apr 14 2021 May 12 2021 June 10 2021

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

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

# Important Circumstances In Visiting BC Attractions (Aided)

(Wave 29 – June 23, 2021)

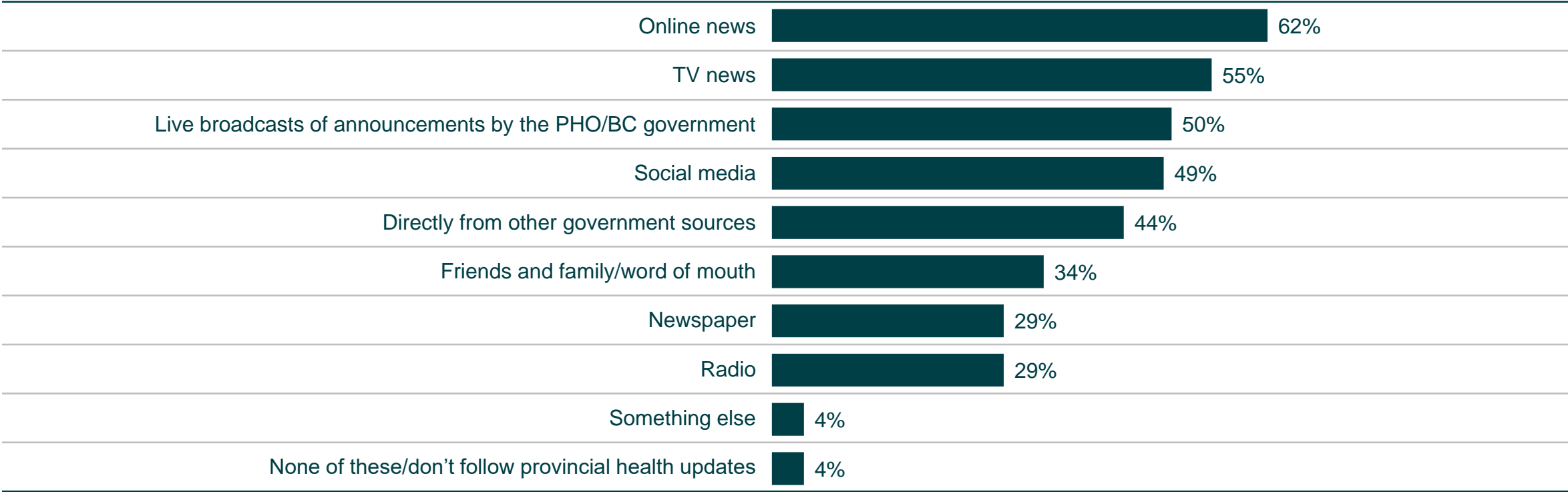


# Source Of Provincial COVID-19 Health Updates

(Wave 21 - March 3, 2021)



**March 3, 2021**  
(n=827)





DESTINATION  
BRITISH COLUMBIA®

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

**For more information, please contact:**

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