

BC Residents' Public Perceptions:
COVID-19 Travel and Tourism
Wave 29: June 23, 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%
29	June 23-27, 2021	808	+/-3.4%

KEY HIGHLIGHTS – WHAT’S NEW OR CHANGED



TRAVEL INTENTIONS

- BC residents' intent to travel to nearby communities has not changed considerably from the last wave (June 10) with 67% of BC residents intending to visit nearby communities in the next 4 weeks and 84% within the next 2-3 months.
- BC residents' intent to travel for an overnight trip in BC in the next 4 weeks has increased again this wave, up +7 points to 37%, whereas BC residents' travel intentions to other parts of the province over the next 2-3 months remained relatively stable at 68%.
- There is no significant change in intention to travel to the US or other countries in either the 4-week or 2-3 month time frame reported although both continue to trend upwards.

CONCERN WELCOMING VISITORS

- The significant decreases in concern welcoming visitors from various regions seen in previous waves was not seen this wave. Concern welcoming visitors from BC, other parts of Canada, US, and other countries remaining stable from last wave (June 10).
- Measured every 2 waves, concern with welcoming visitors from specific regions in Canada shows BC residents' level of concern has decreased significantly from 4 weeks ago. Concern for welcoming Ontario visitors is down -10 points to 74%, concern for Quebec visitors is down -9 points to 74%, concern for Manitoba/Saskatchewan visitors is down -11 points to 69%, concern for Atlantic provinces visitors is down -13 points to 49%, and concern for Territories visitors is down -5 points to 42%.

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 4 waves. Currently, the largest increases tend to be for those items where comfort has been lower overall:
 - For participating in activities, this includes eating in a restaurant (up +8 points to 82%), participating in outdoor tourist activities (up +9 points to 81%), and participating in indoor tourist activities (up +9 points to 59%).
 - Comfort with all transportation modes is up, especially comfort for ferries for non-essential travel (up +17 points to 75%), but also for cruises (up +10 points to 32%), airplanes for non-essential travel (up +9 points to 39%), and cars/RVs for non-essential travel (up +9 points to 86%).
 - Comfort with both accommodation types is also up significantly again this wave, with staying at a hotel/motel up +12 points to 70% and comfort staying at a shared economy rental up +12 points to 60%.

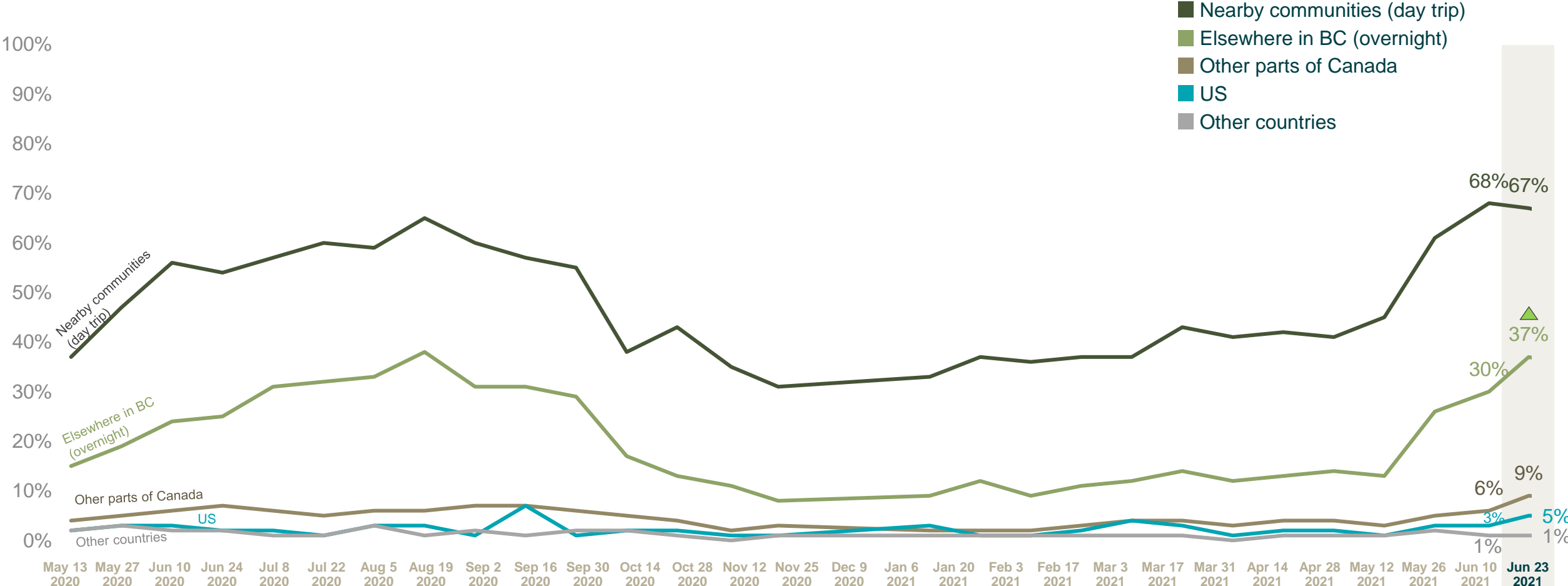
CIRCUMSTANCES TO VISIT BC ATTRACTIONS

- In a new ad-hoc question this wave, 6 different health/safety protocols/conditions were tested to determine their relative importance for potential visitors considering whether to visit an indoor or outdoor attraction in BC. Respondents were allowed to choose up to 3 of these items or they could indicate that none were important, that they would not consider visiting BC attractions, or that they were not sure.
- Results are quite different for indoor versus outdoor attractions – a mandatory mask policy is seen as more important for indoor attractions (49% selected it), but not seen as important for outdoor attractions (20% selected it). Additionally, having both vaccine shots is seen as more important for indoor attractions (35% selected it) than for outdoor attractions (22% selected it).

TRAVEL INTENT

Tracking British Columbians' Travel Intent Within Next 4 Weeks

(By Destination)

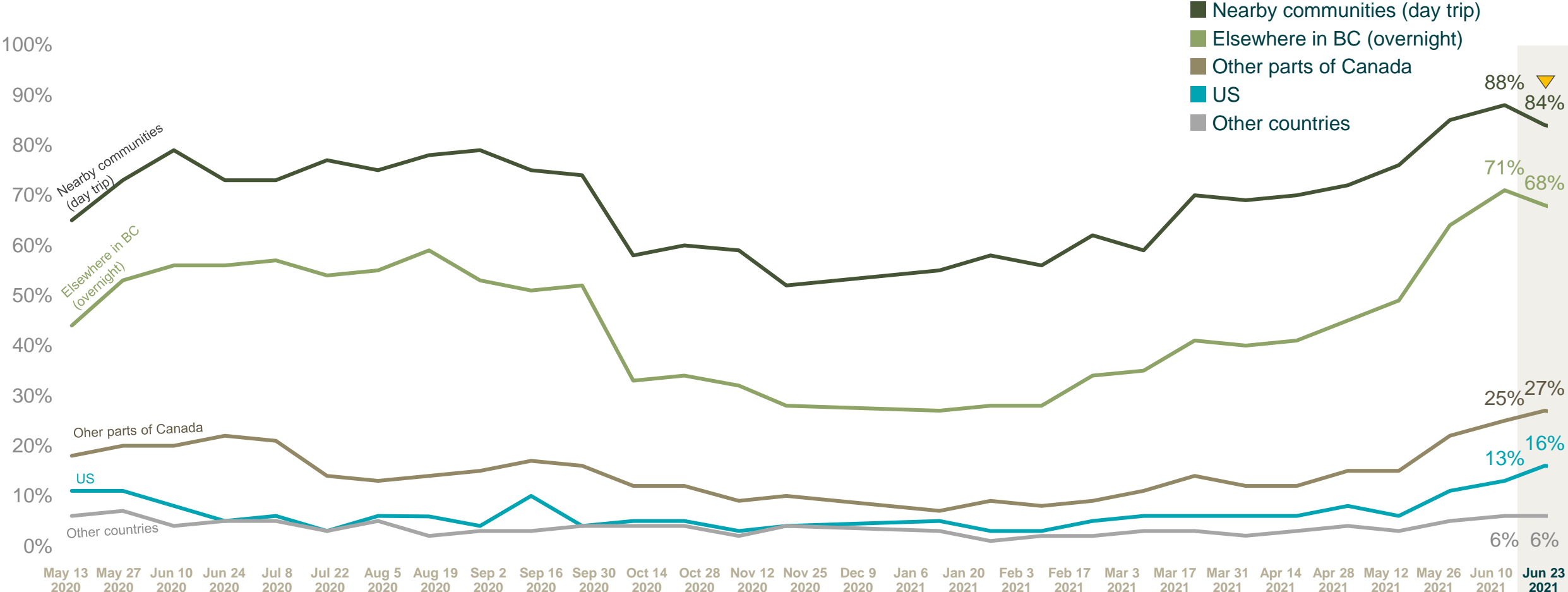


NOTE: Response category "only when vaccine or treatment for COVID-19 available" removed Jun 23, 2021.
 Base: All respondents
 D3. When, if at all, are you likely to make trips to the following destinations?

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

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

(By Destination)

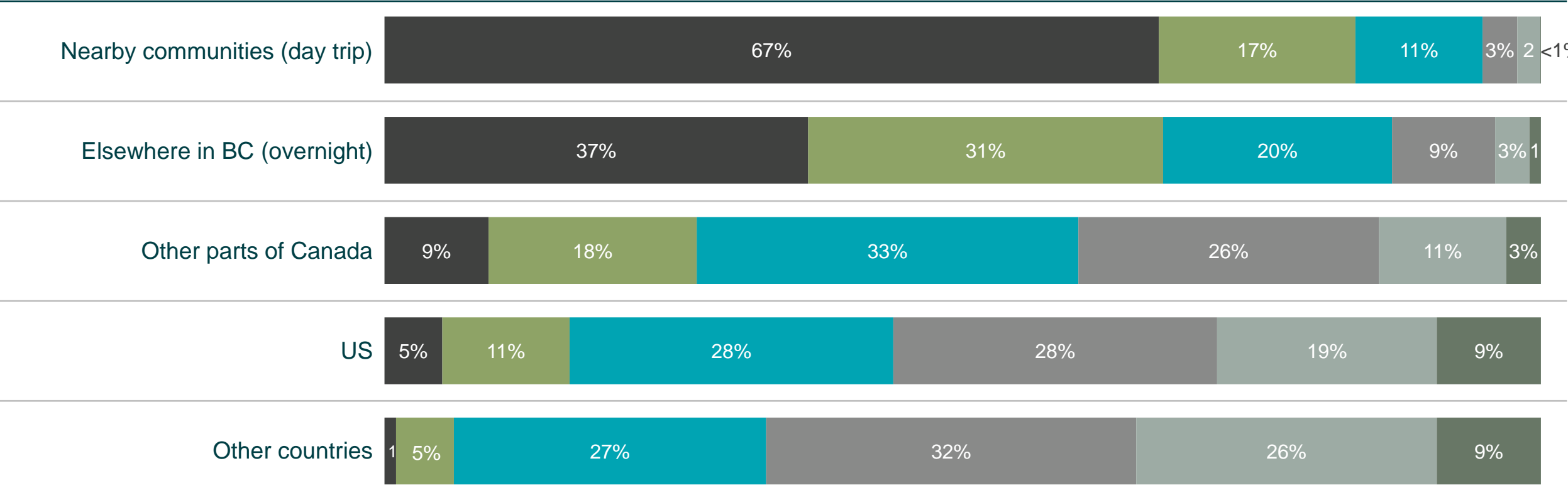


NOTE: Response category "only when vaccine or treatment for COVID-19 available" removed Jun 23, 2021.
 Base: All respondents
 D3. When, if at all, are you likely to make trips to the following destinations?
 Due to rounding, the total may not equal 100% to the sum of individual values shown.

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

Snapshot Of British Columbians' Travel Intentions

(Wave 29 – June 23, 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

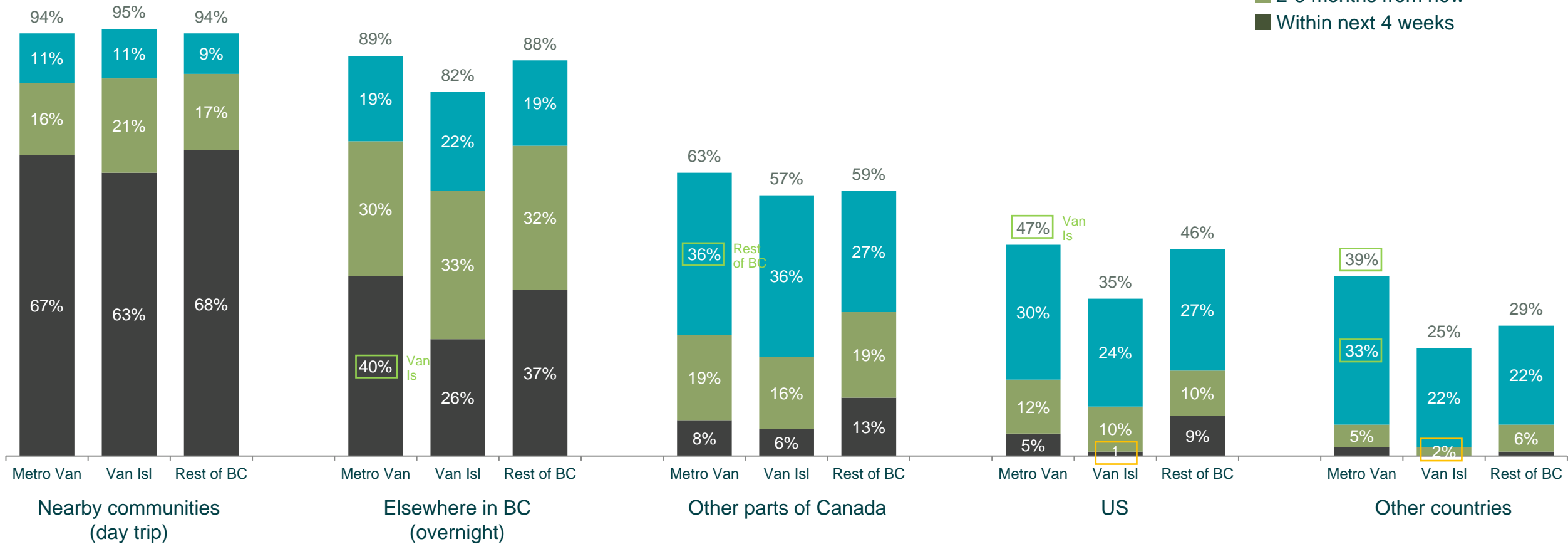
Base: All respondents
 D3. When, if at all, are you likely to make trips to the following destinations?
 Due to rounding, the sum of the individual values shown may not add up to 100%.

Snapshot Of British Columbians' Travel Intentions By Region

(Wave 29 – June 23, 2021)



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



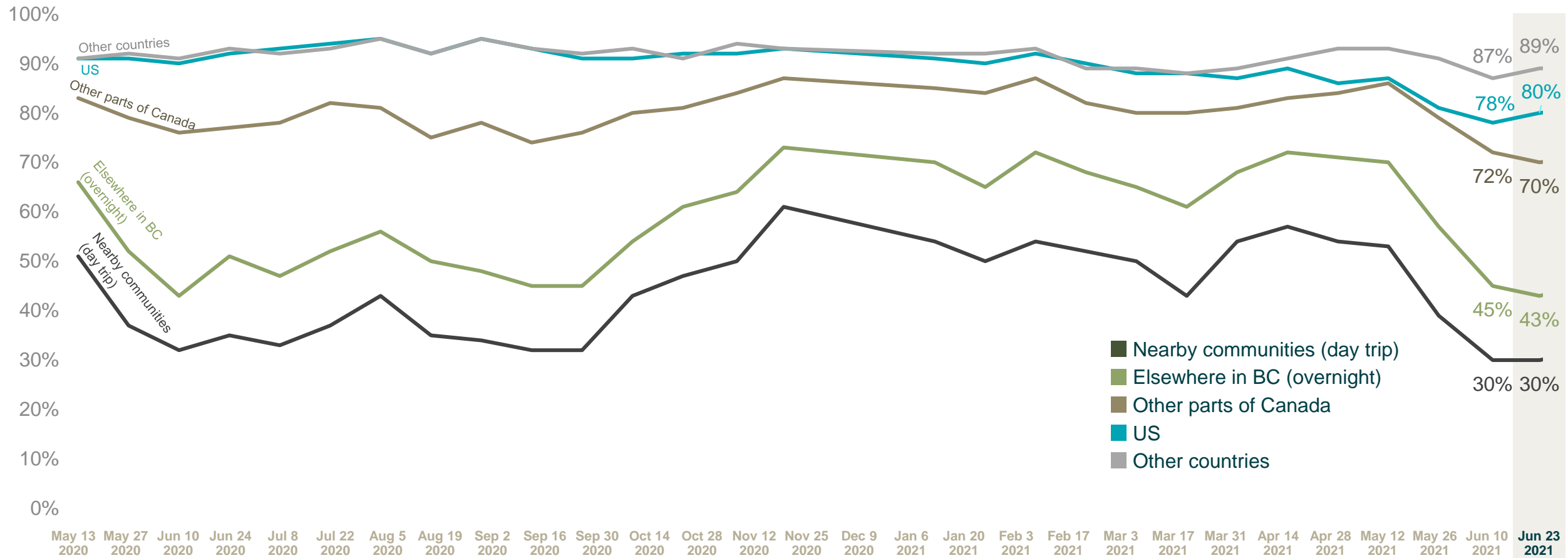
- Statistically significantly **higher** than comparison group(s).
- Statistically significantly **lower** than comparison group(s).

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)

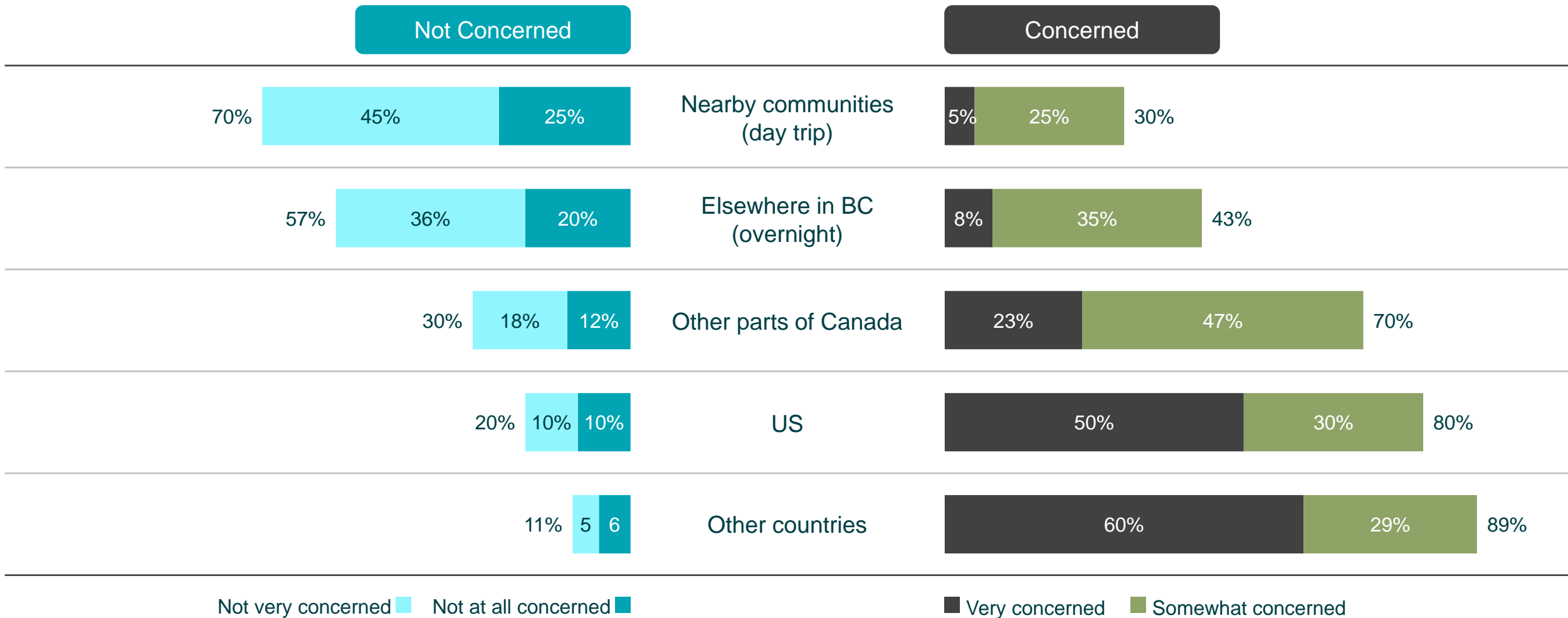


▲ Statistically significantly **higher** than previous wave.
 ▼ Statistically significantly **lower** than previous wave.

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 289– June 23, 2021)



Base: All respondents

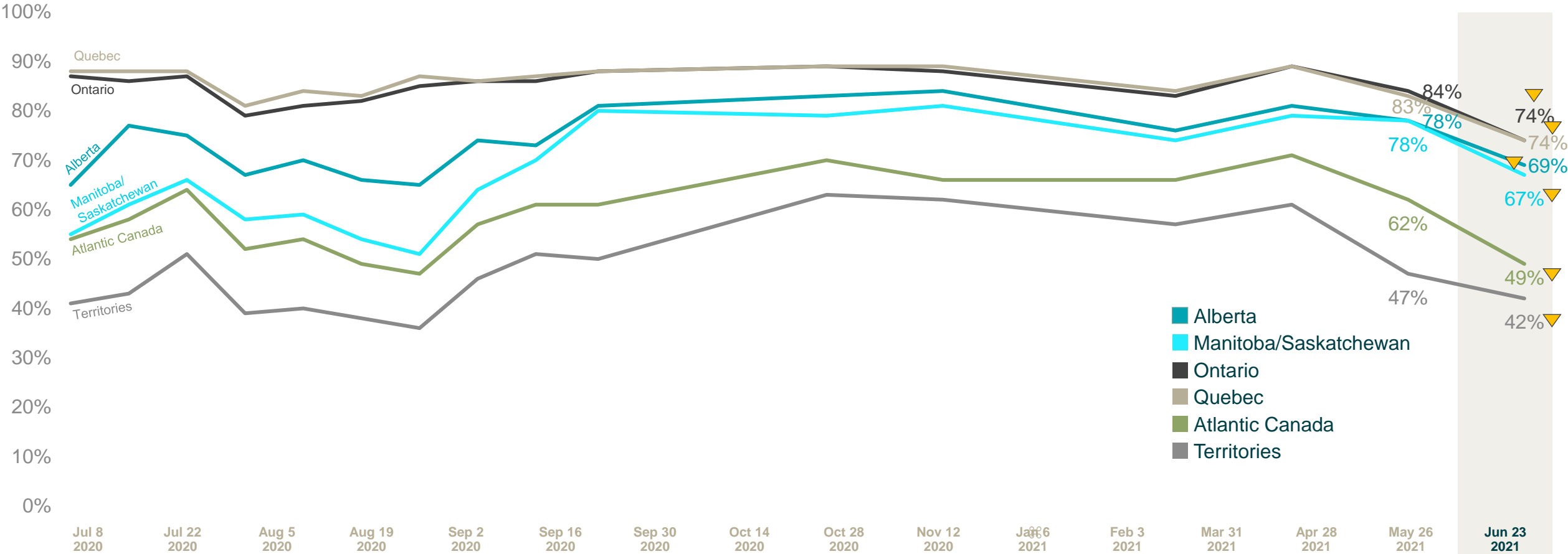
D2. Given the current situation with COVID-19, how concerned would you be with the following types of visitors making non-essential trips into your community over the next few weeks?

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.

Tracking British Columbians' Concern Welcoming Canadian Visitors

(Total Very/Somewhat Concerned By Origin)



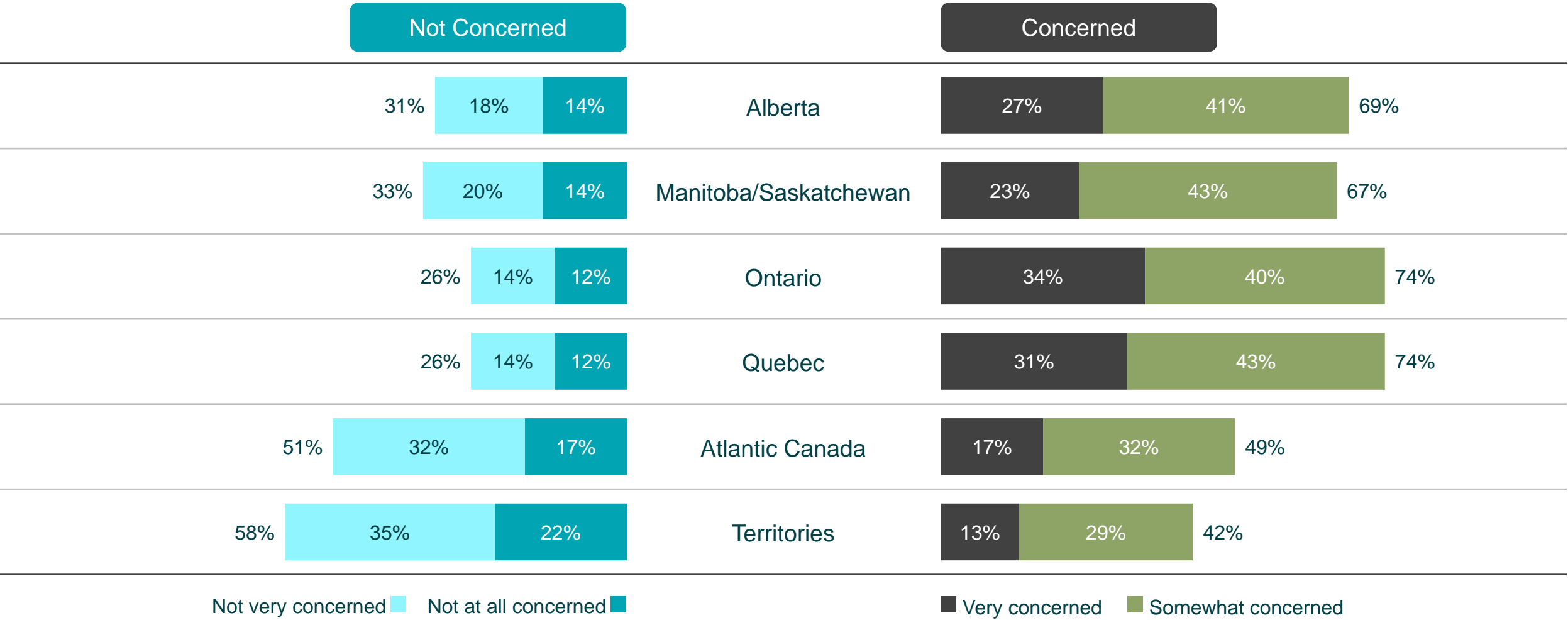
- Alberta
- Manitoba/Saskatchewan
- Ontario
- Quebec
- Atlantic Canada
- Territories

▲ 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 29 – June 23, 2021)



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

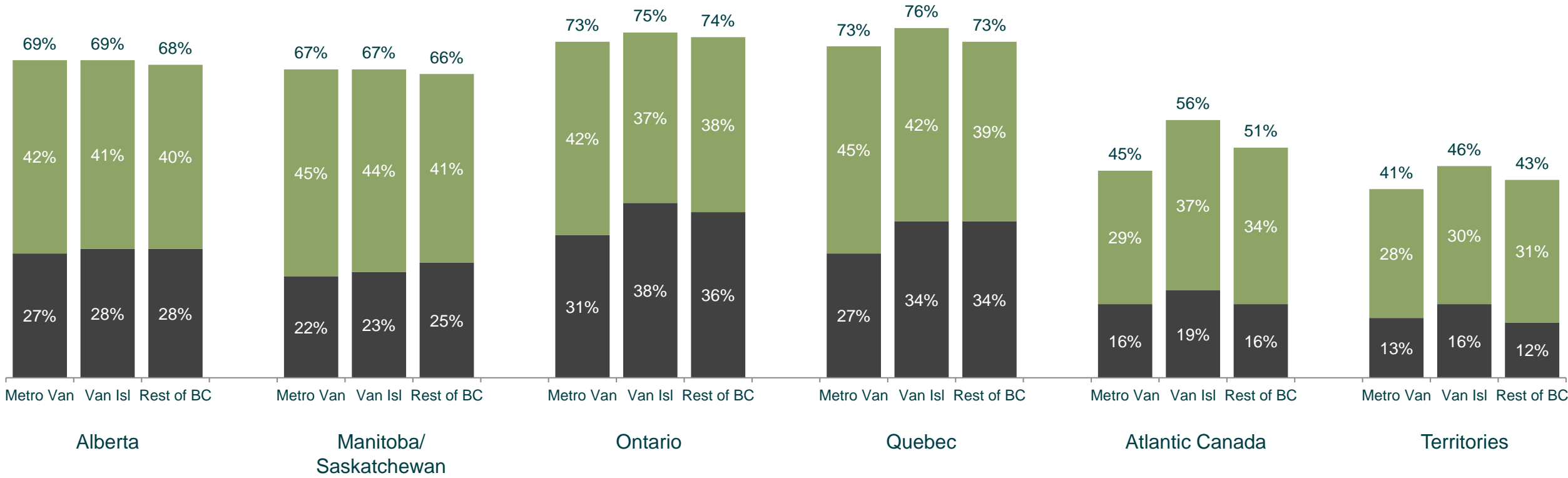
Base: All respondents
 D2a. And how concerned would you be with the following types of Canadian visitors making non-essential trips into your community over the next few weeks?
 Due to rounding, the sum of the individual values shown may not add up to the total shown.

Snapshot Of British Columbians' Concern Welcoming Canadian Visitors By Region

(Wave 29 – June 23, 2021)



■ Somewhat concerned
■ Very concerned



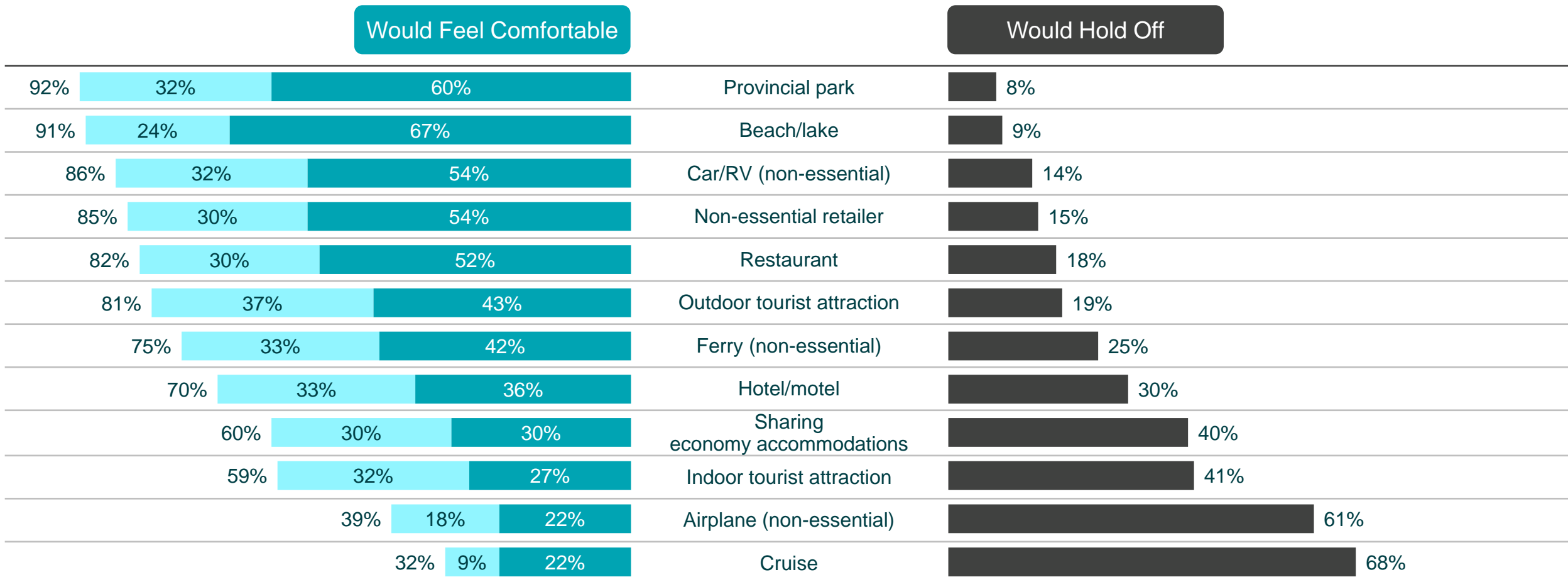
□ Statistically significantly **higher** than comparison group(s).
□ Statistically significantly **lower** than comparison group(s).

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 LEVELS BY ACTIVITY / TRANSPORTATION / ACCOMMODATION

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

(Wave 29 – June 23, 2021)



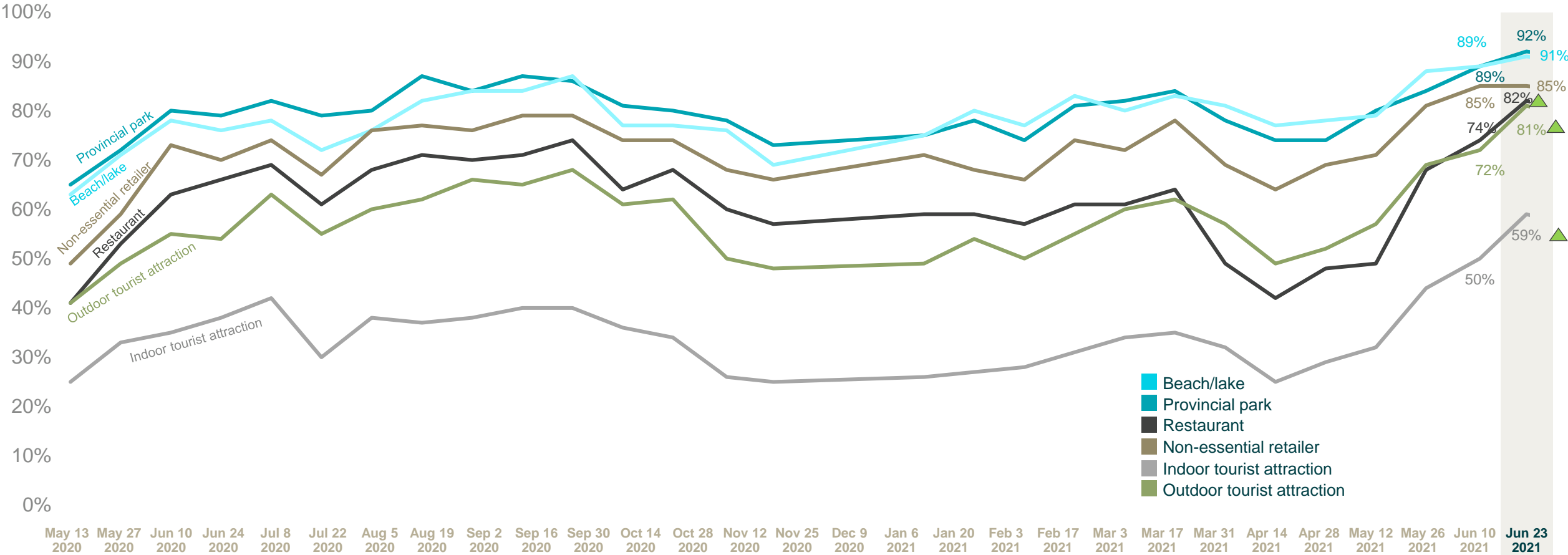
Probably would feel comfortable ■ Definitely would feel comfortable ■ ■ Would hold off longer due to concerns

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)



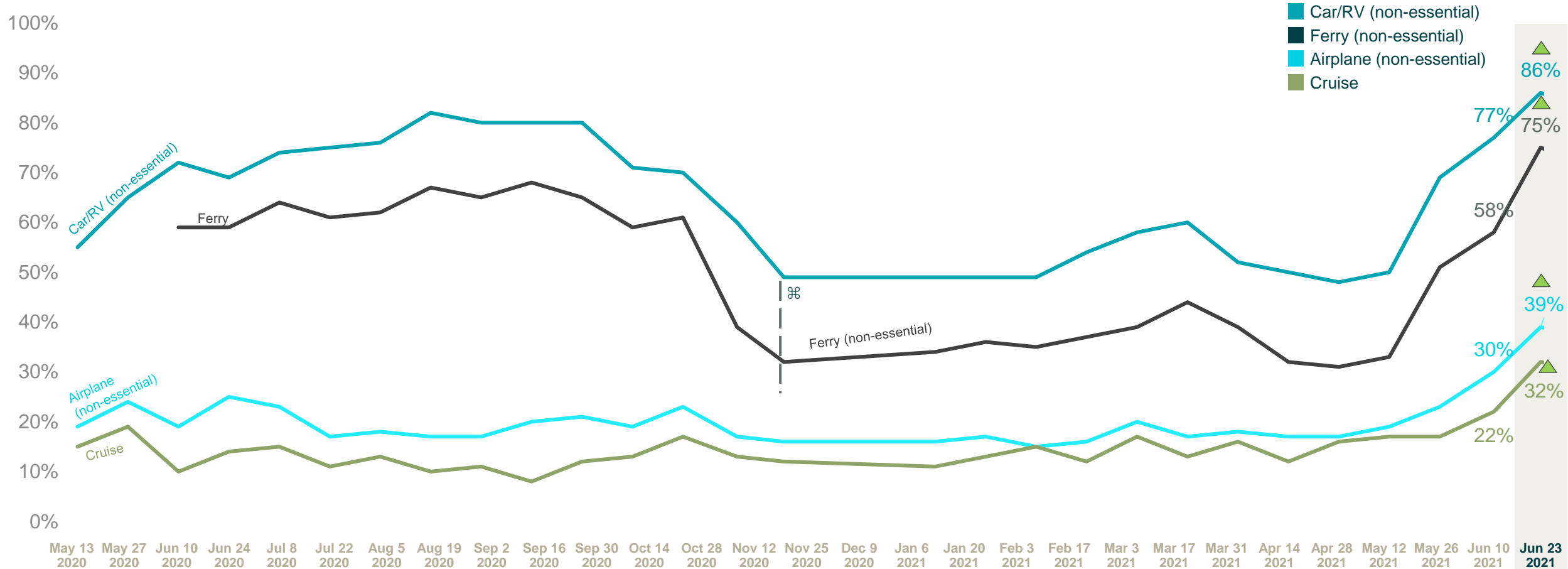
▲ Statistically significantly **higher** than previous wave.
▼ Statistically significantly **lower** than previous wave.

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?

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

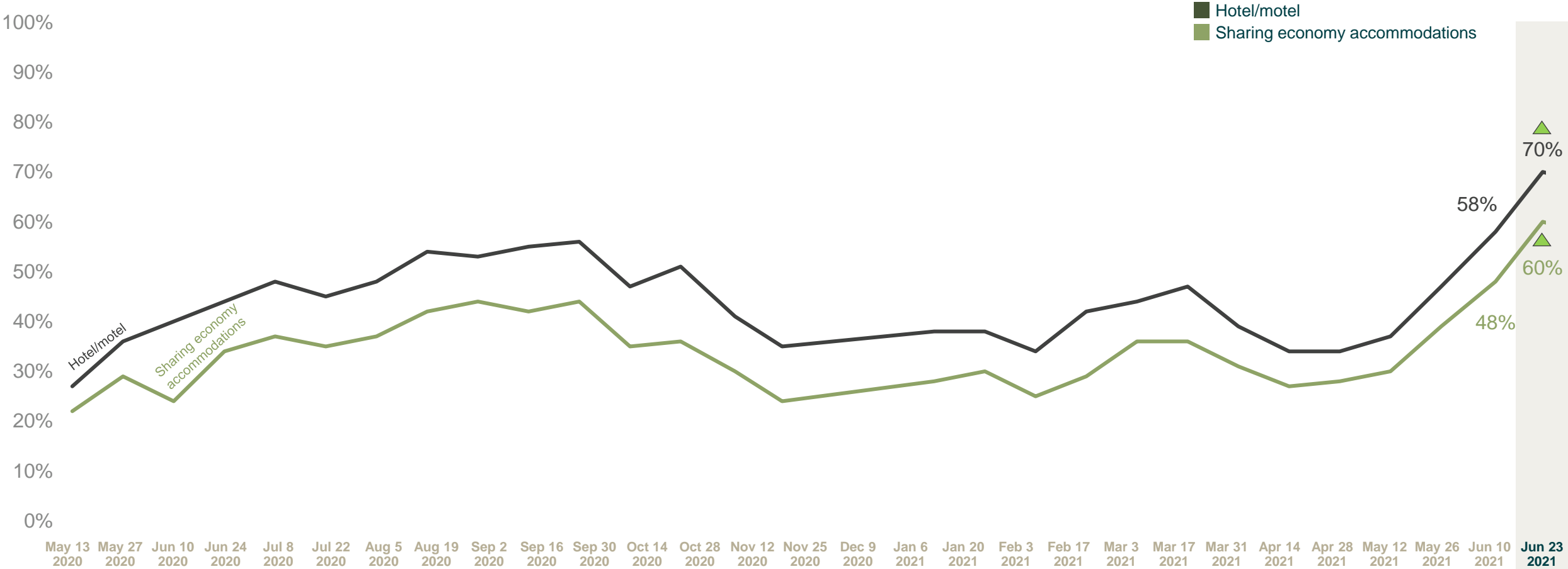
D1. Would be comfortable doing/using each of the following in the next few weeks, or are you be likely to hold off longer due to concerns about COVID-19?

▲ 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)



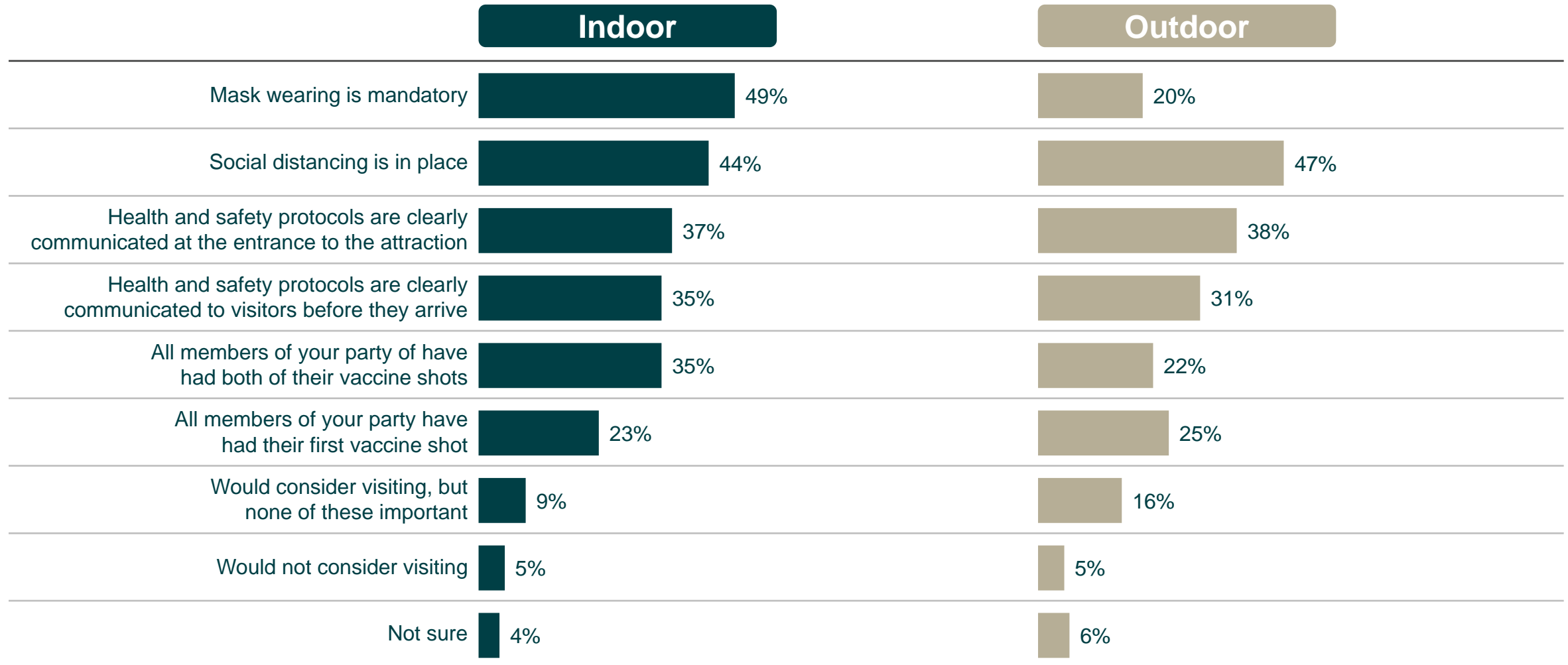
▲ Statistically significantly **higher** than previous wave.
▼ Statistically significantly **lower** than previous wave.

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 likely to hold off longer due to concerns about COVID-19?

CURRENT AD-HOC METRICS

Important Circumstances In Visiting BC Attractions (Aided)

(Wave 29 – June 23, 2021)



APPENDIX: METRICS BY DEMOGRAPHICS

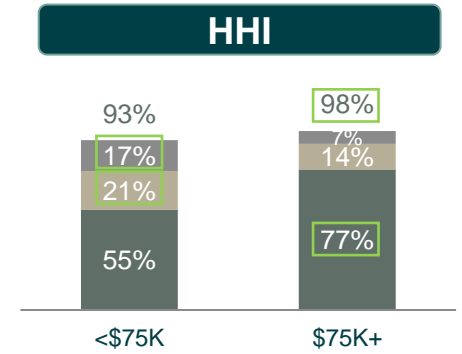
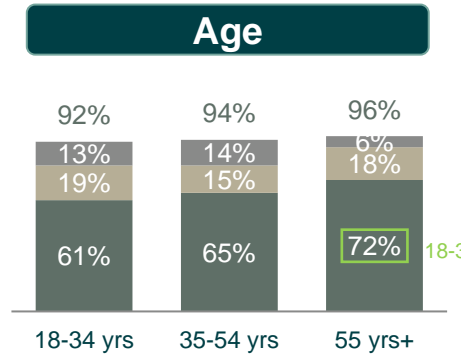
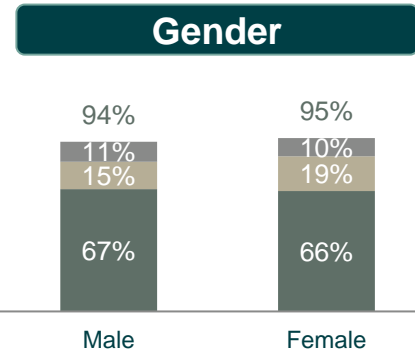
Snapshot Of British Columbians' Travel Intent By Demographics

(Wave 29 – June 23, 2021)

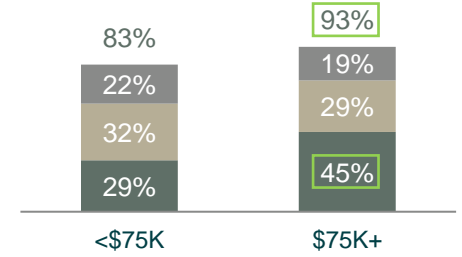
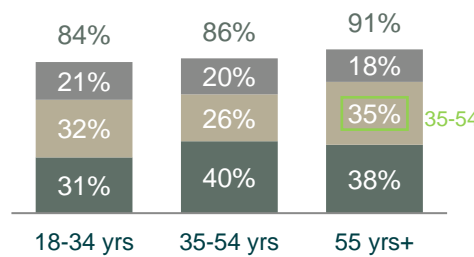
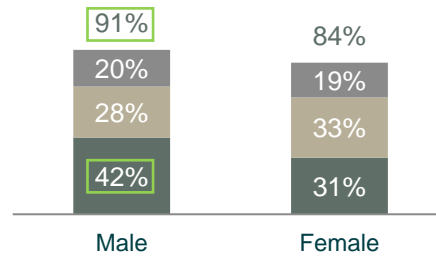


- 4-12 months from now
- 2-3 months from now
- With next 4 weeks

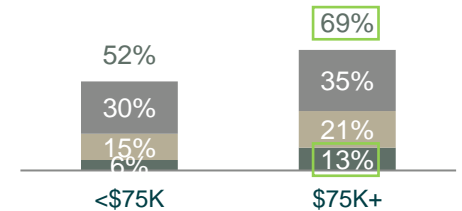
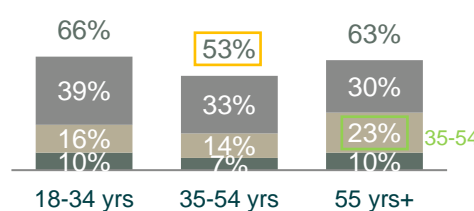
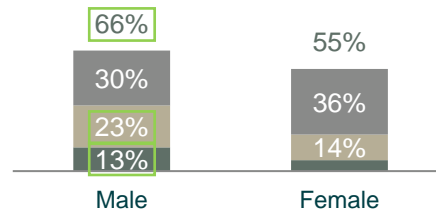
Nearby communities
(day trip)



Elsewhere in BC
(overnight)



Other parts of Canada

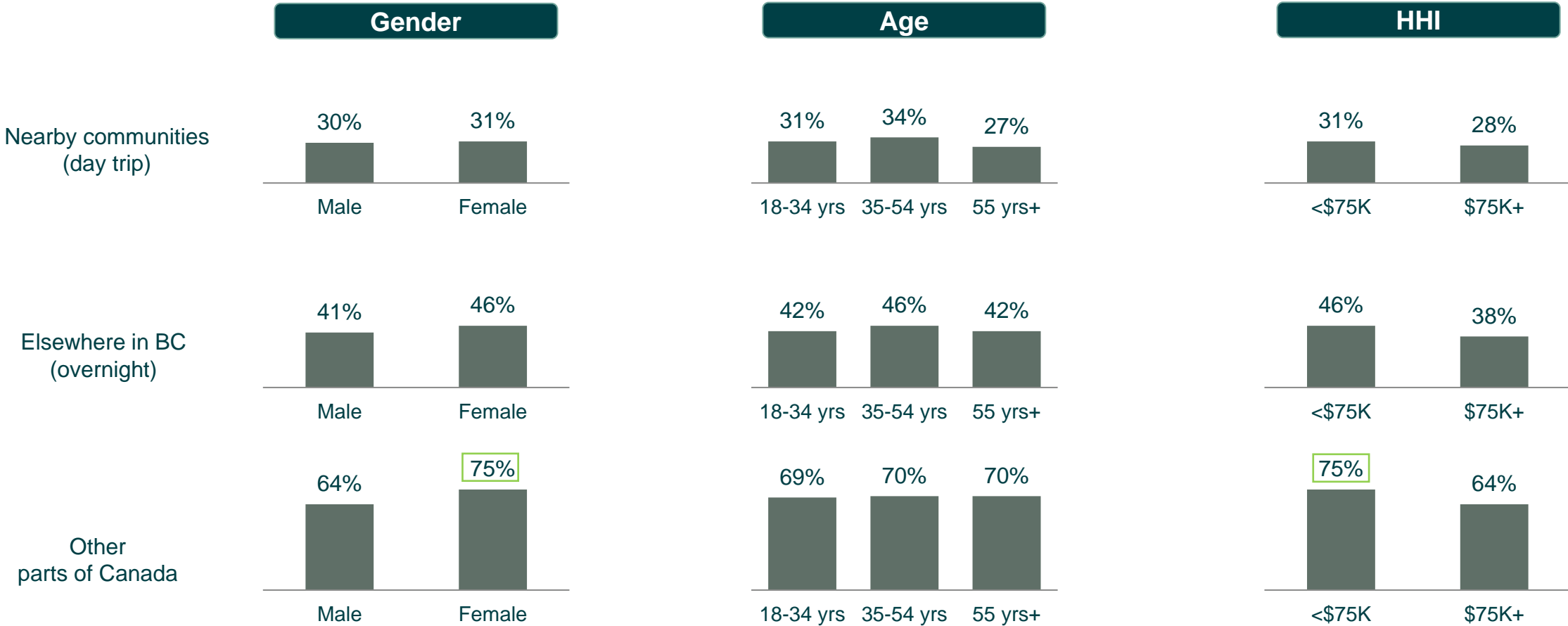


 Statistically significantly **higher** than comparison group(s).
 Statistically significantly **lower** than comparison group(s).

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 29 – June 23, 2021)

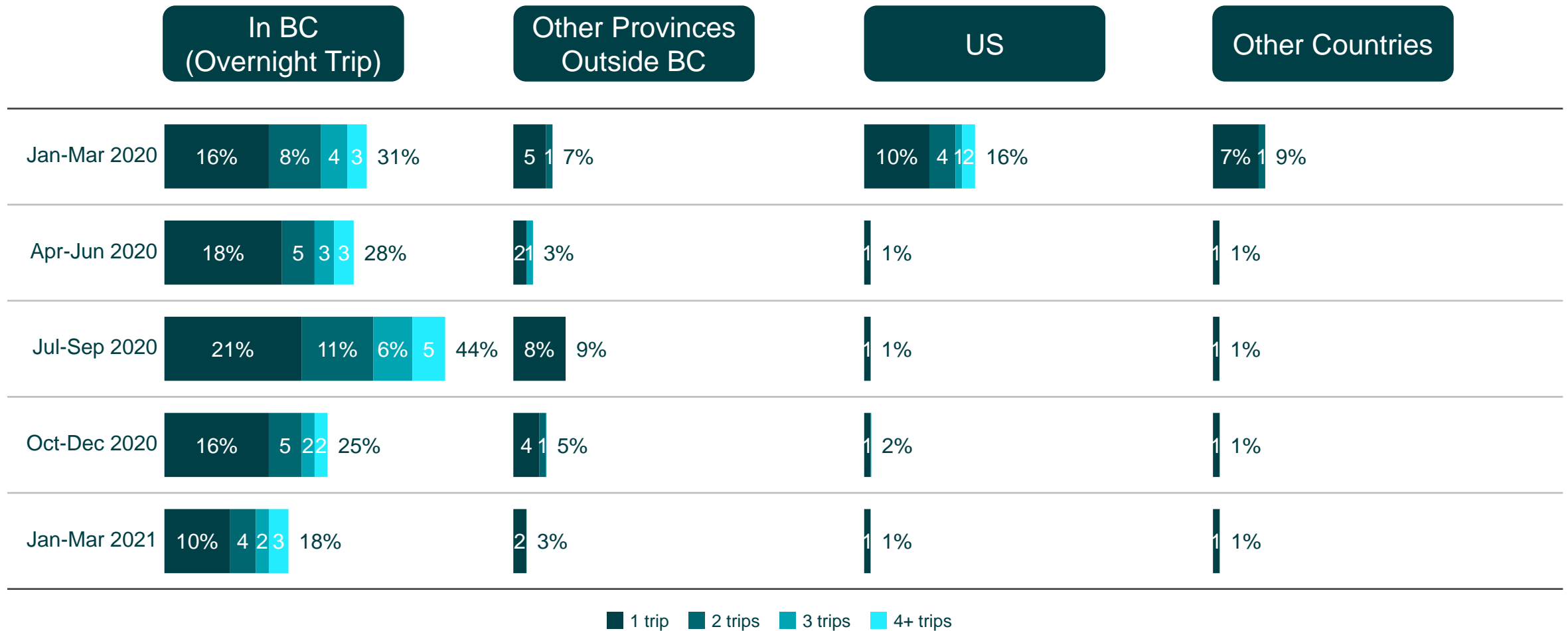


Base: All respondents
 D2. Given the current situation with COVID-19, how concerned would you be with the following types of visitors making non-essential trips into your community over the next few weeks?

75% Statistically significantly **higher** than comparison group(s).
75% Statistically significantly **lower** than comparison group(s).

APPENDIX: PAST AD-HOC FINDINGS

Past Travel



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.

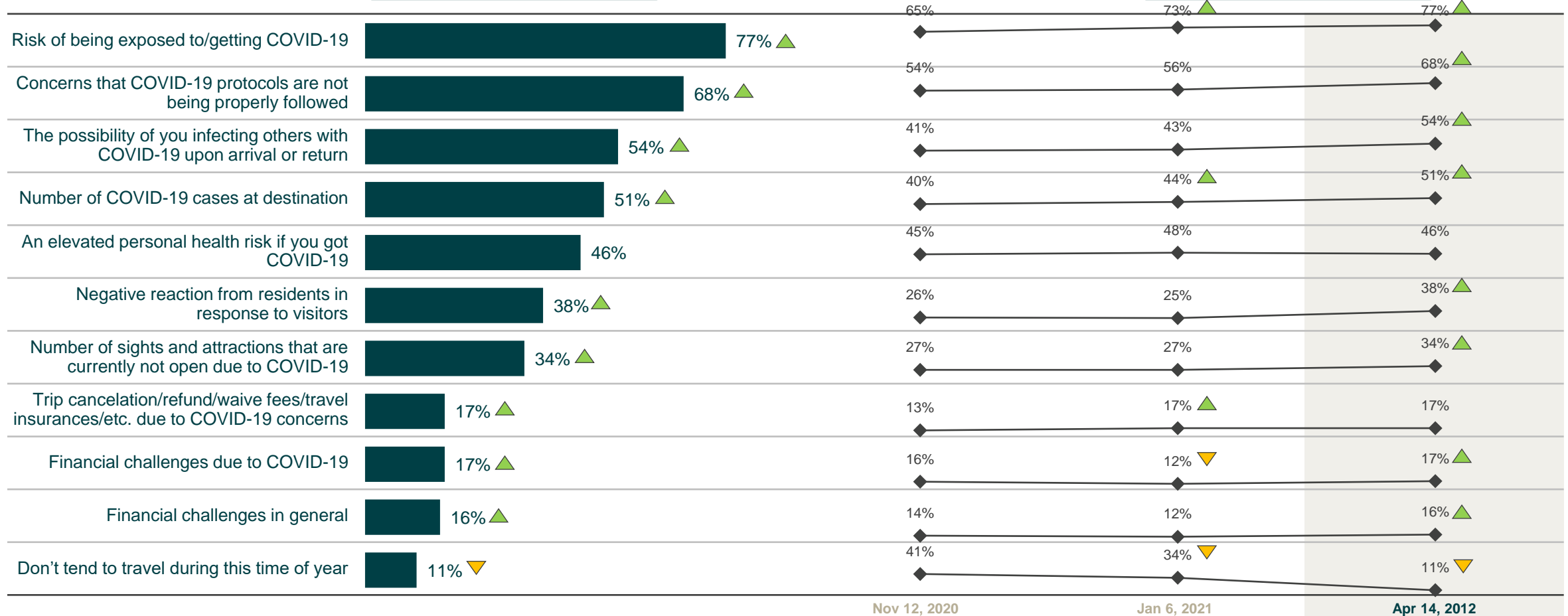
Reasons For Not Considering BC Travel (Aided)

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



April 14, 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?

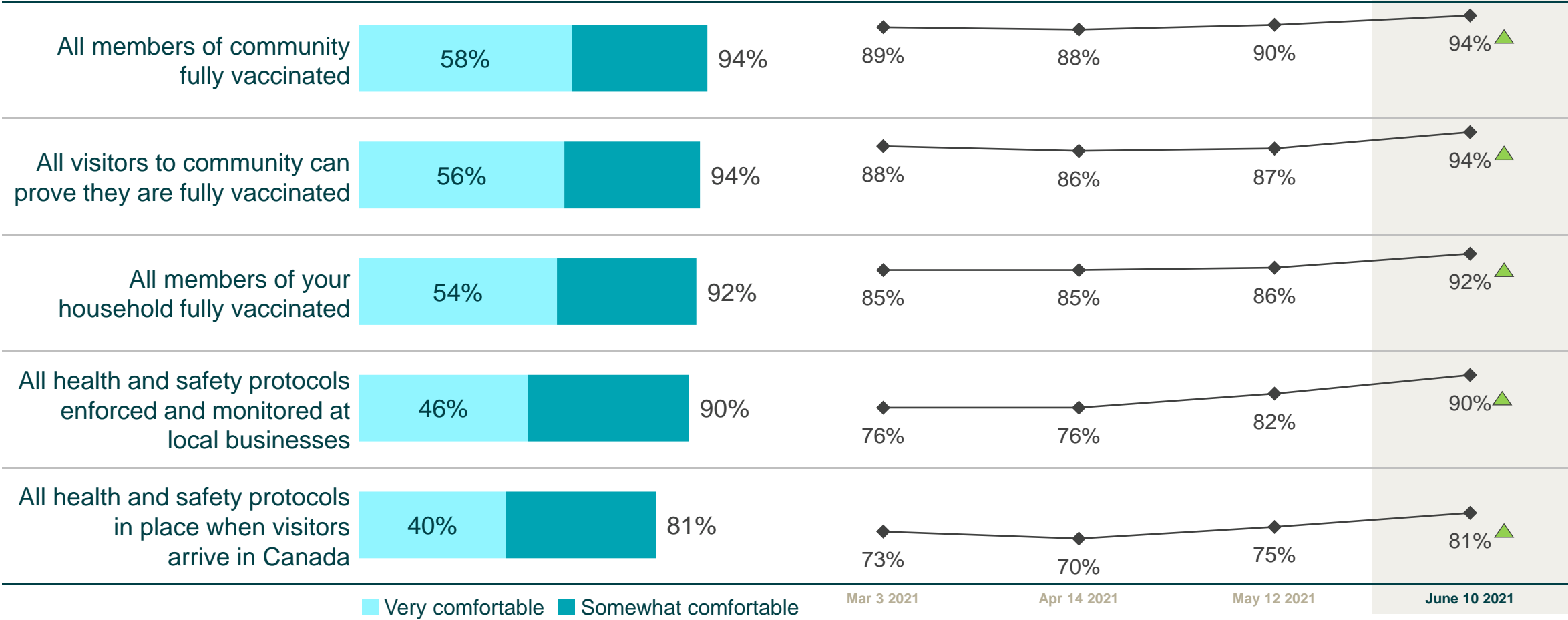
▲ Statistically significantly **higher** than previous wave.
 ▼ Statistically significantly **lower** than previous wave.

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.

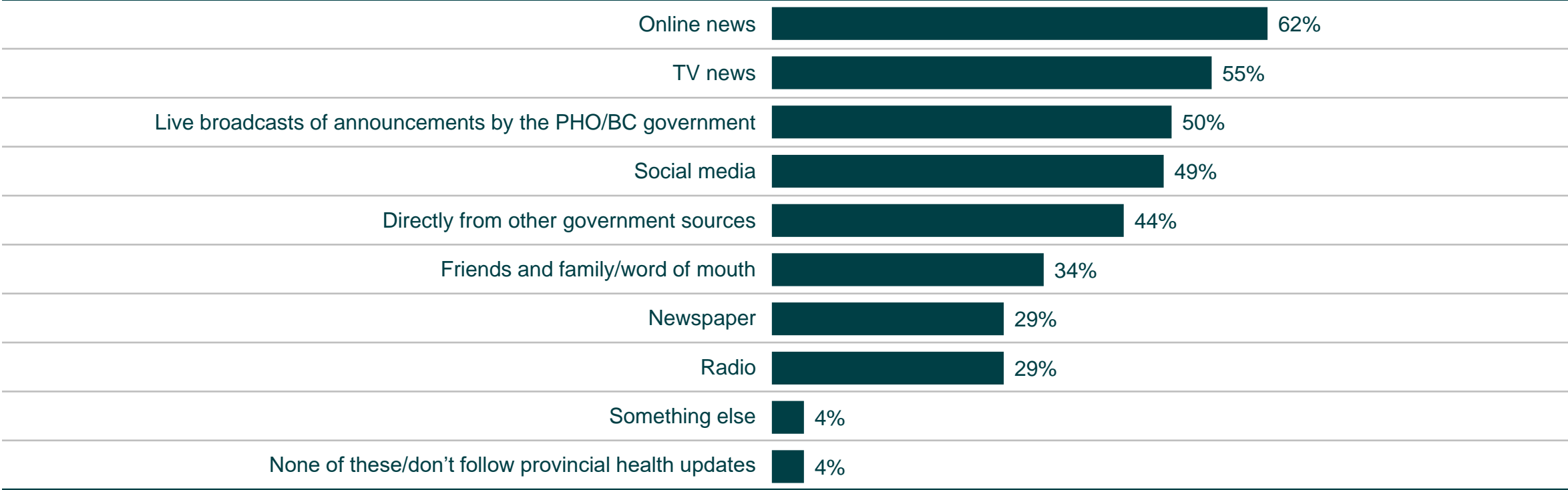
Base: All respondents
 D5. How comfortable would you be with visitors making non-essential trips into your community under each of the following circumstances?

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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