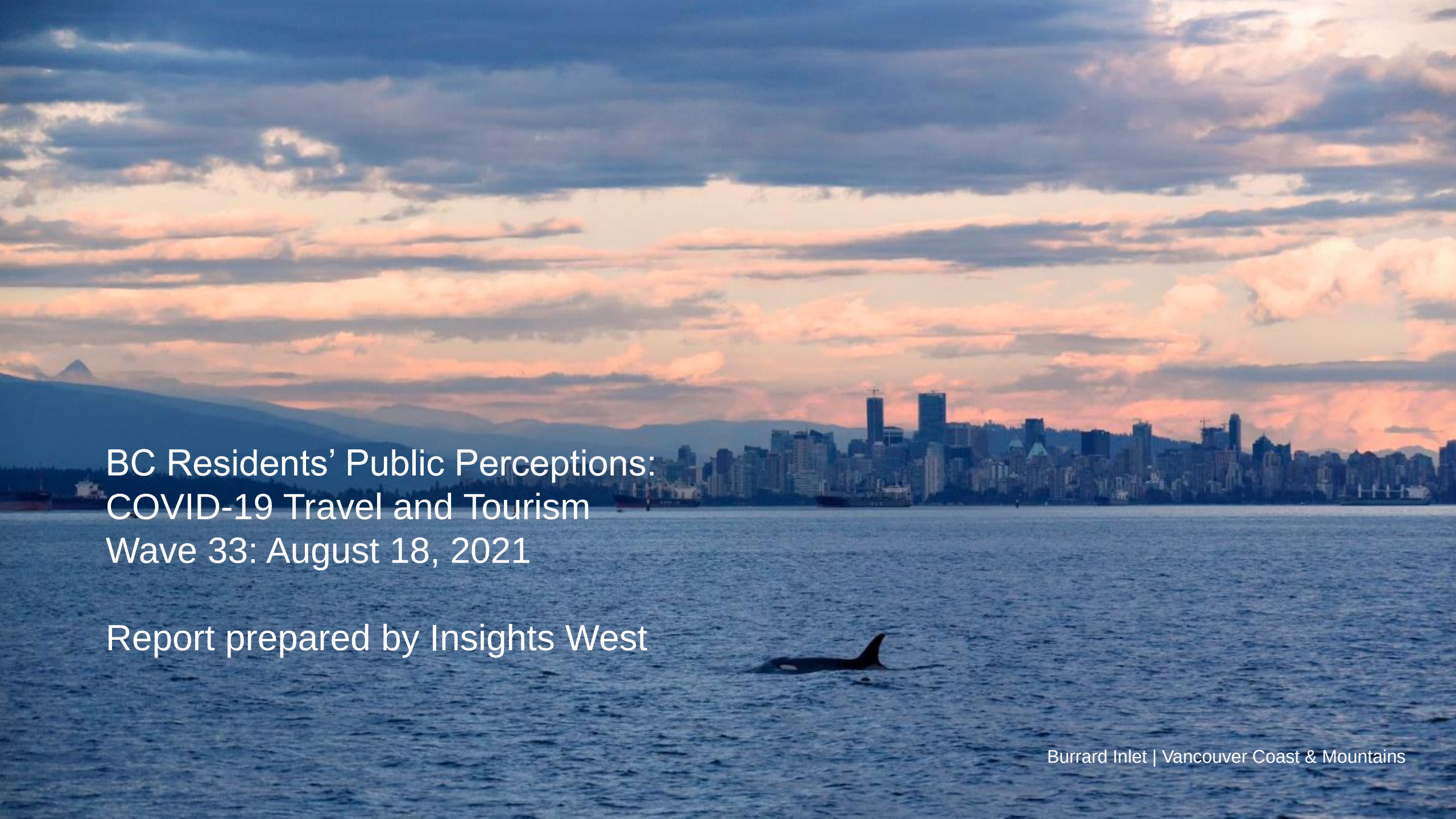

BC Residents' Public Perceptions: COVID-19 Travel and Tourism
Wave 33: August 18, 2021

Report prepared by Insights West

Burrard Inlet | Vancouver Coast & Mountains

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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.

Data Provided by Insights West

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%
31	July 21-24, 2021	830	+/-3.4%
32	Aug 4-8, 2021	832	+/-3.4%
33	Aug 18-21, 2021	830	+/-3.4%

KEY HIGHLIGHTS – WHAT'S NEW OR CHANGED

TRAVEL INTENTIONS

- British Columbians' intention to travel within BC for a day trip has increased since last wave for both the next 4 week period (up +9 points to 73%) and the next 2-3 month period (up +4 points to 86%), putting it at the highest point to date in the study.
- British Columbians' intention to travel within BC for an overnight trips has also increased for both the next 4 week period (up +4 points to 41%) and the next 2-3 month period (up +2 points to 67%).
- Intention to travel to other provinces outside of BC, to the US or other countries remains low and has changed little in both the 4 week and 2-3 month reported time periods.

CONCERN WELCOMING VISITORS

- Concern in welcoming visitors from the US and other countries is mostly unchanged this wave from last and remains at a high level.
- The increase in concern welcoming Canadian visitors that was seen two weeks ago continued this wave and increased +2 points to 67%.
- Monitored every second wave, BC residents' concern welcoming Canadian visitors from specific provinces shows an increase in concern for all provinces versus four weeks ago. Concern is up between +6 to +11 points for each province, with the biggest increase seen for Alberta (up +11 points to 69%).

KEY HIGHLIGHTS – WHAT'S NEW OR CHANGED

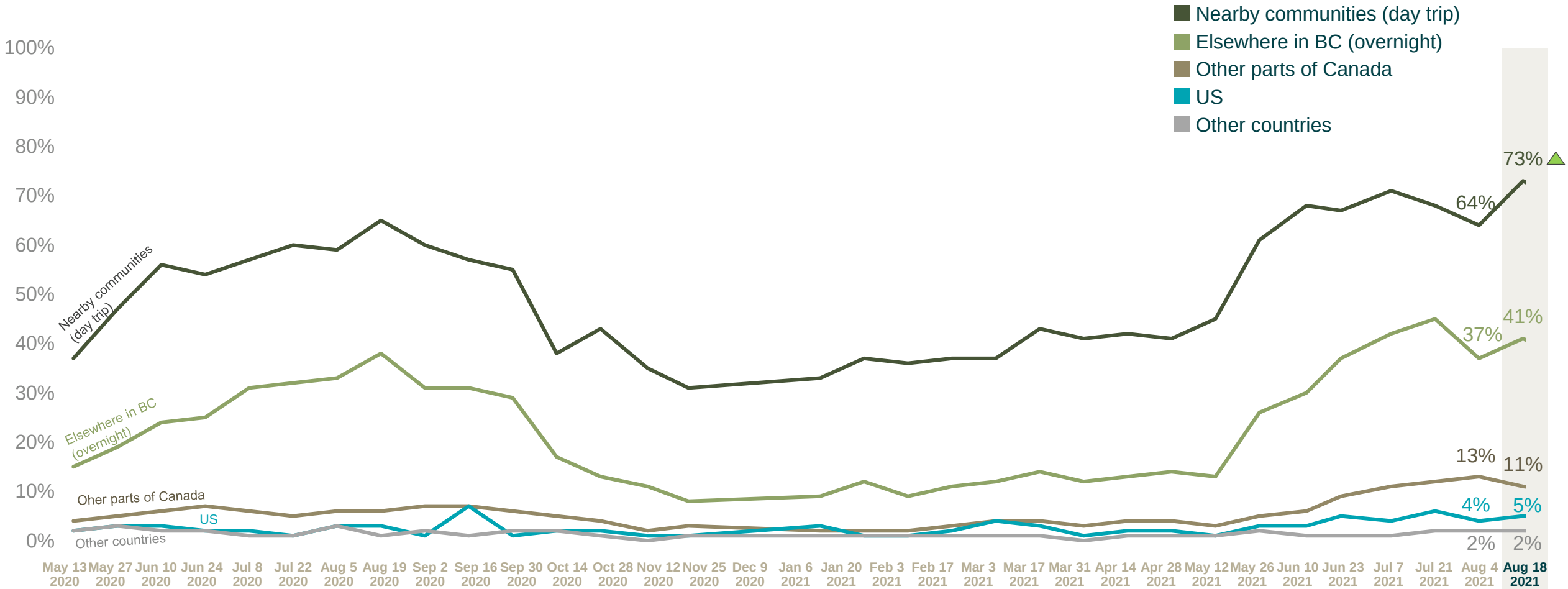
COMFORT WITH ACTIVITIES/MODES OF TRANSPORTATION

- Comfort with most activities and modes of transportation has largely remained flat compared to two weeks ago. Some notable exceptions are listed below.
  - Comfort with staying at a hotel rose +5 points to 72%.
  - Comfort with visiting indoor tourist attractions continued a downward trend from a high comfort level four weeks ago of 68%, decreasing an additional -4 points this wave to 58%.

TRAVEL INTENT

Tracking British Columbians' Travel Intent Within Next 4 Weeks

(By Destination)

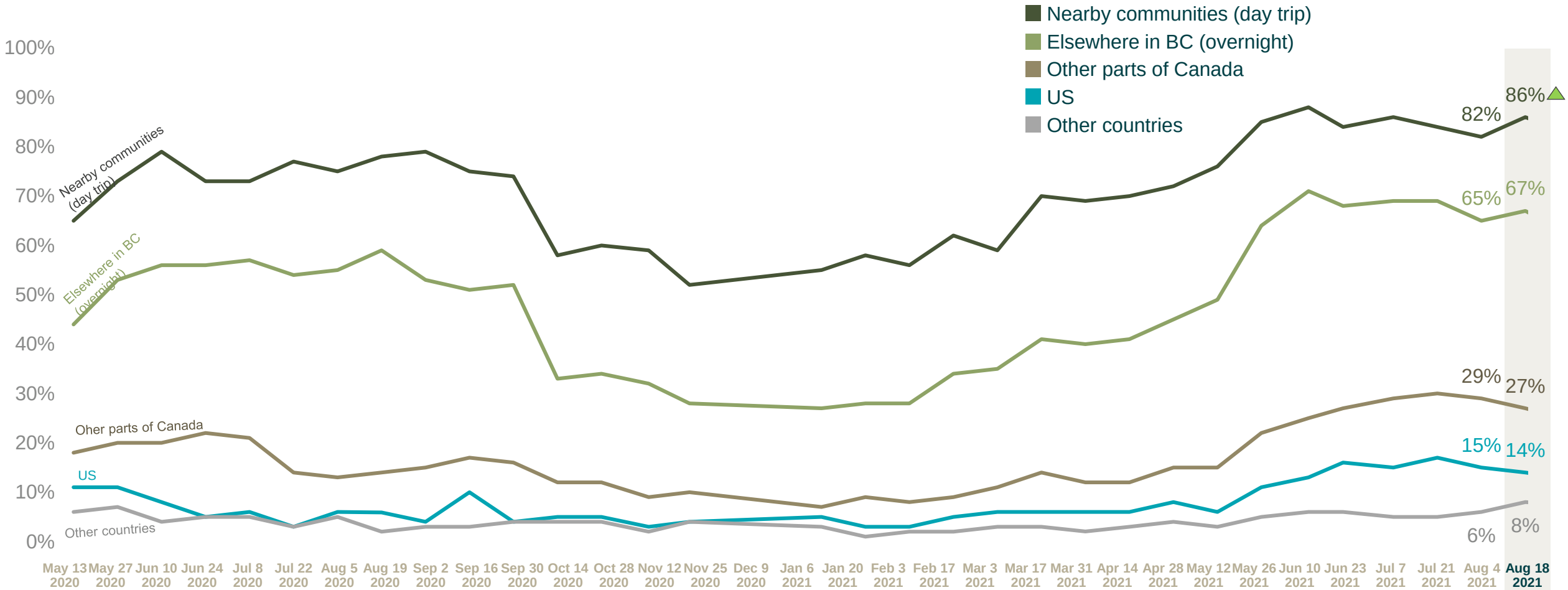


NOTE: Response category "only when vaccine or treatment for COVID-19 available" removed Jun 23, 2021.
Base: All respondents
D3. When, if at all, are you likely to make trips to the following destinations?

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

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

(By Destination)

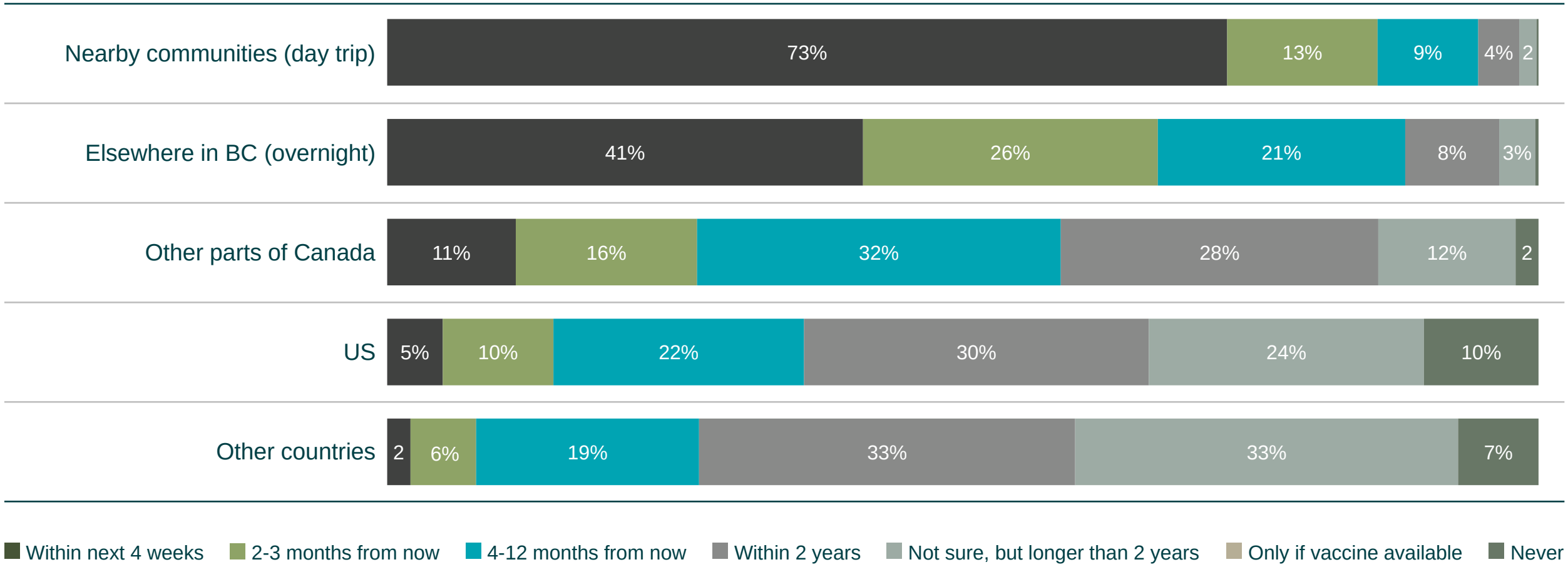


NOTE: Response category "only when vaccine or treatment for COVID-19 available" removed Jun 23, 2021.
Base: All respondents
D3. When, if at all, are you likely to make trips to the following destinations?
Due to rounding, the total may not equal 100% to the sum of individual values shown.

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

Snapshot Of British Columbians' Travel Intentions

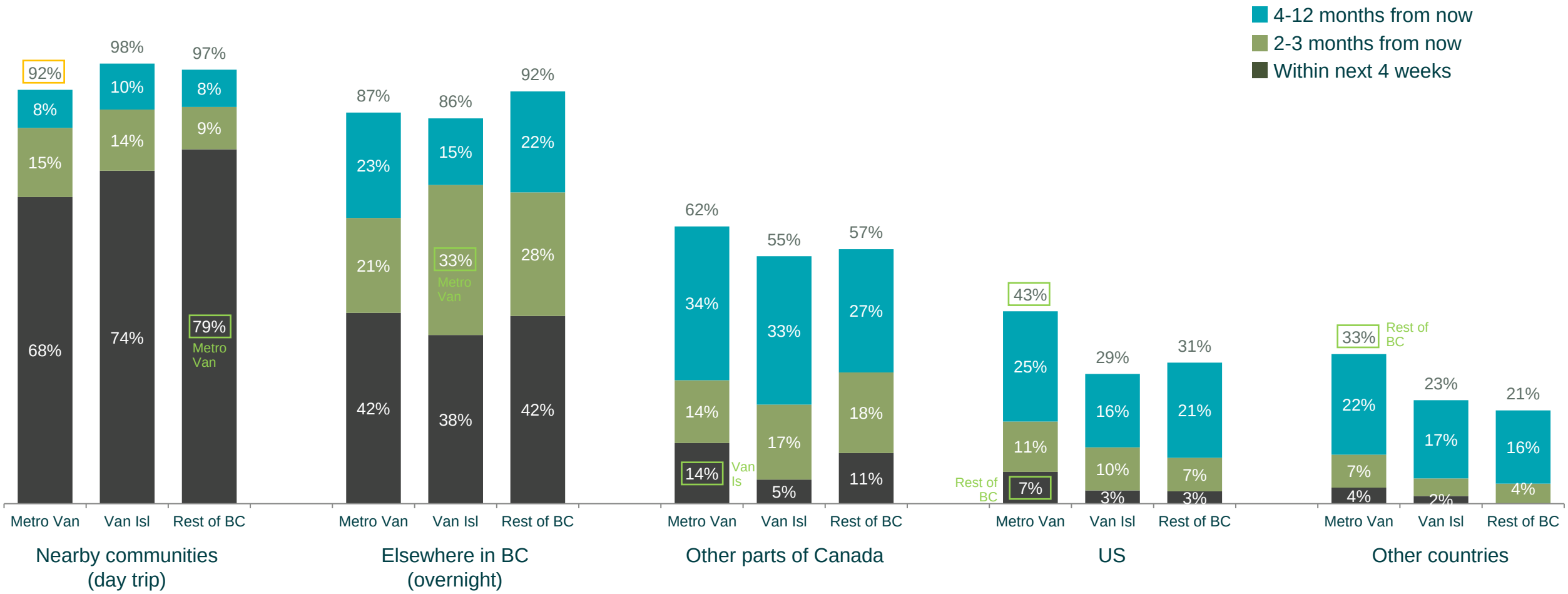
(Wave 33 – Aug 18, 2021)



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 100%.

Snapshot Of British Columbians' Travel Intentions By Region

(Wave 33 – Aug 18, 2021)



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

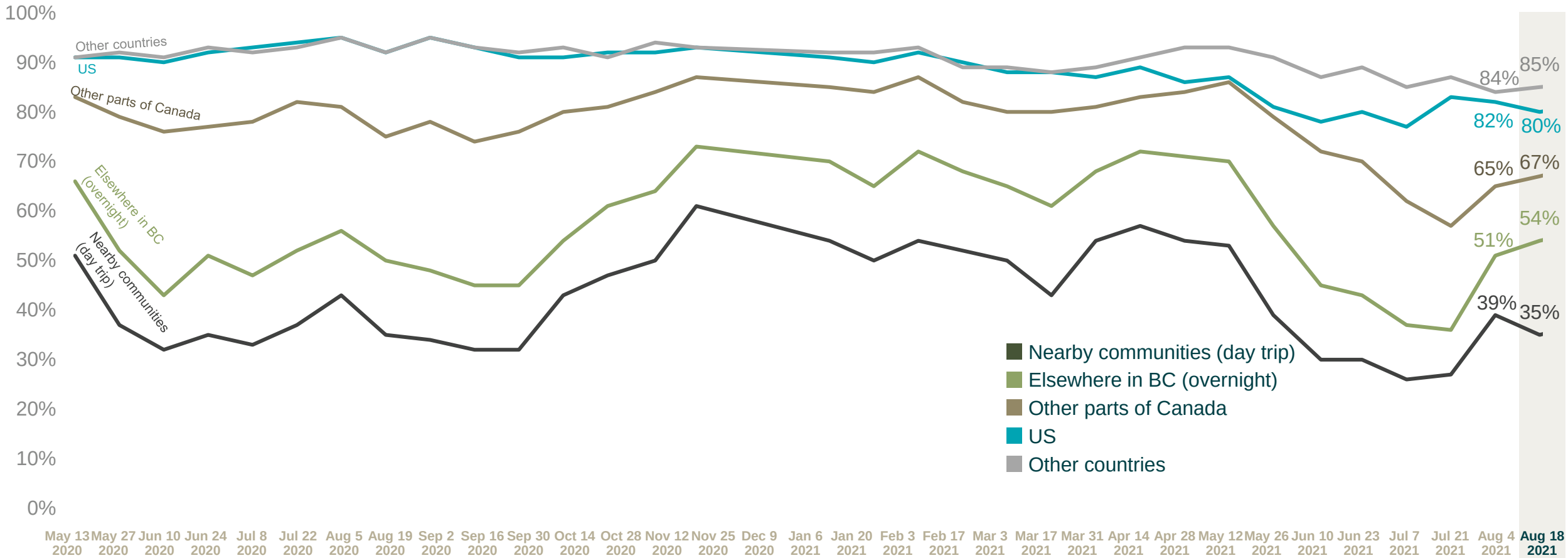
Base: All respondents
D3. When, if at all, are you likely to make trips to the following destinations?
Due to rounding, the sum of the individual values shown may not add up to the total shown.

CONCERN WELCOMING VISITORS

Data Provided by Insights West

Tracking British Columbians' Concern Welcoming Visitors

(Total Very/Somewhat Concerned By Visitor Origin)



Base: All respondents

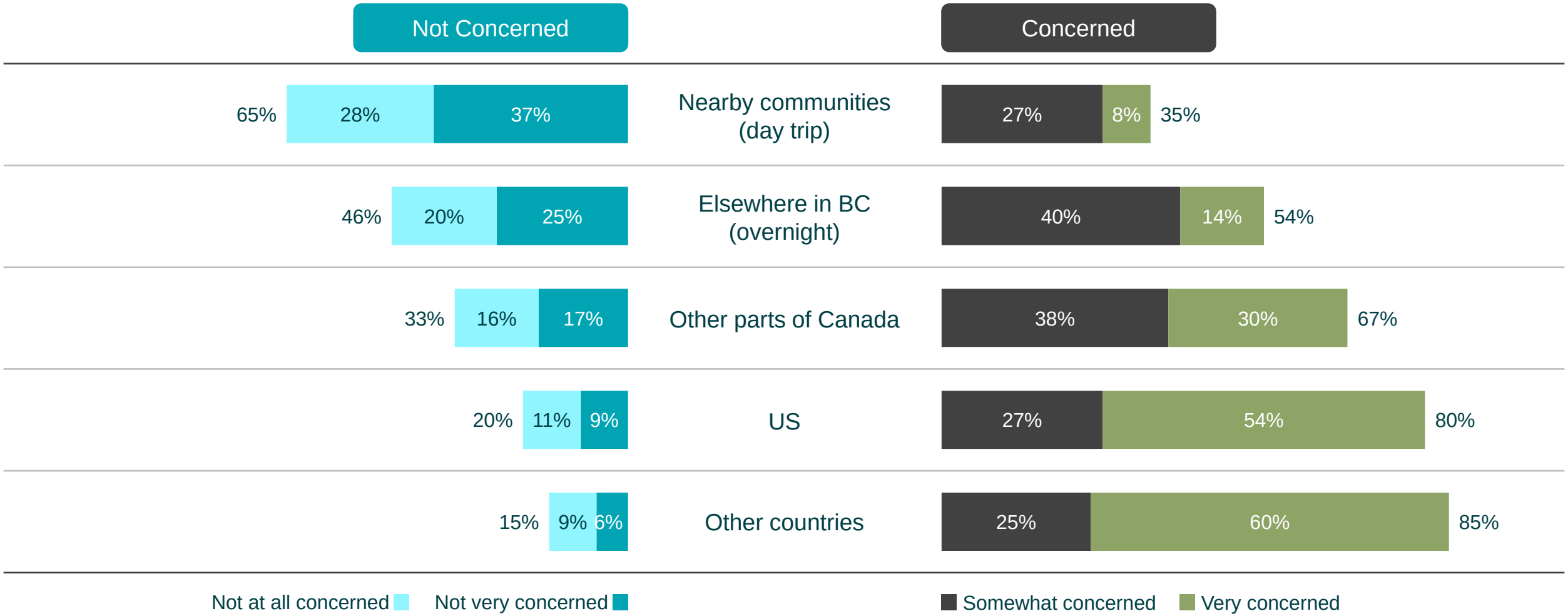
D2. Given the current situation with COVID-19, how concerned would you be with the following types of visitors making non-essential trips into your community over the next few weeks?

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

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

Snapshot Of British Columbians' Concern Welcoming Visitors

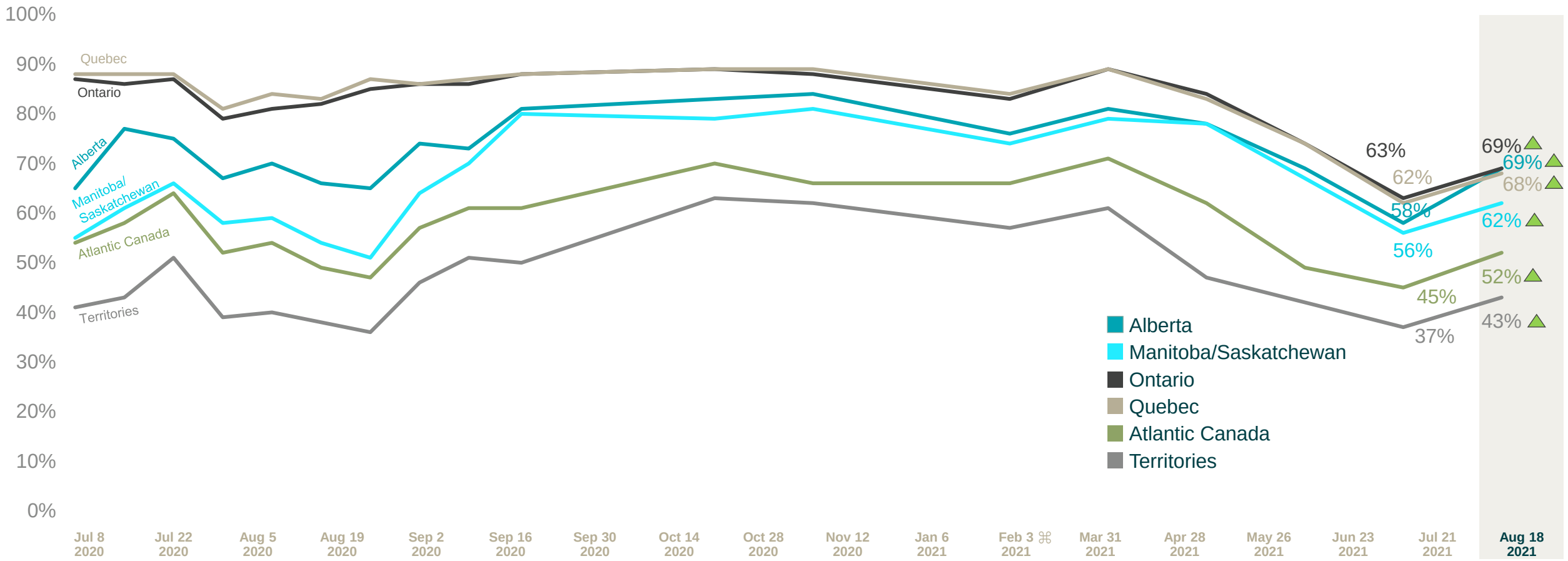
(Wave 33– Aug 18, 2021)



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)

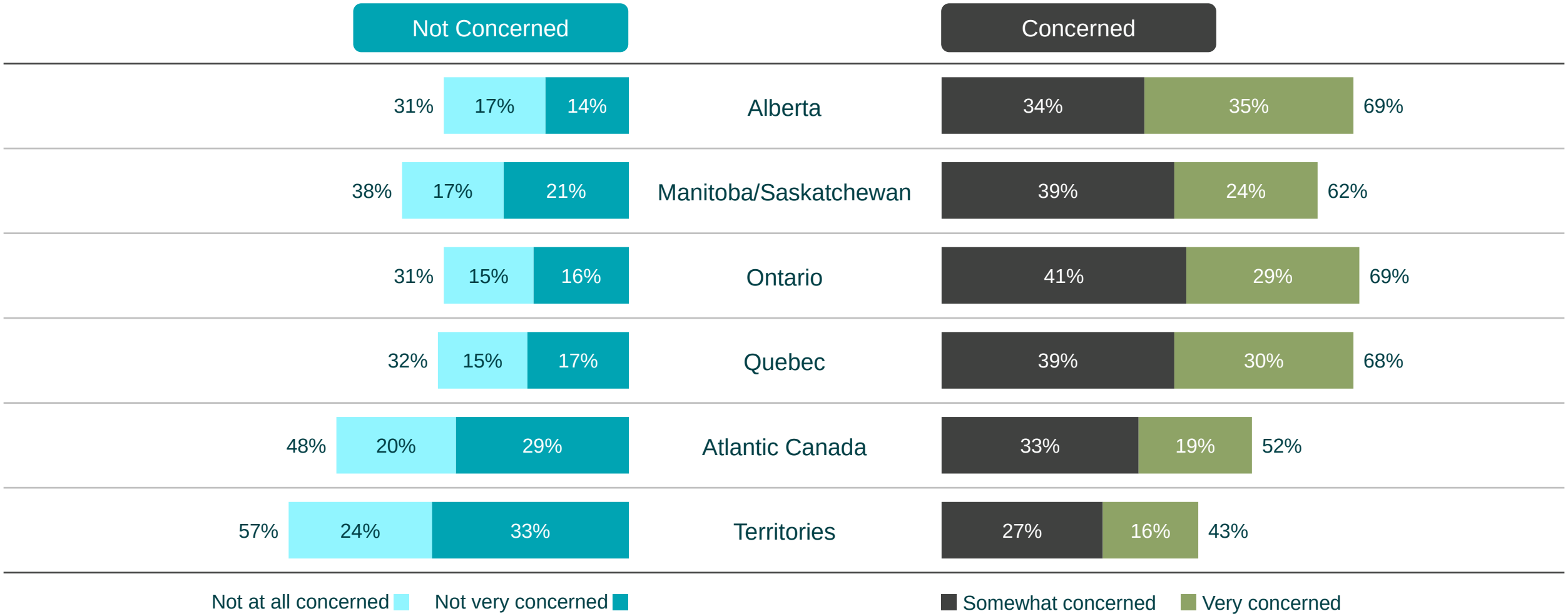


⌘Question frequency changed from bi-weekly to monthly starting November 12, 2021.
Base: All respondents
D2a. And how concerned would you be with the following types of Canadian visitors making non-essential trips into your community over the next few weeks?

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

Snapshot Of British Columbians' Concern Welcoming Canadian Visitors

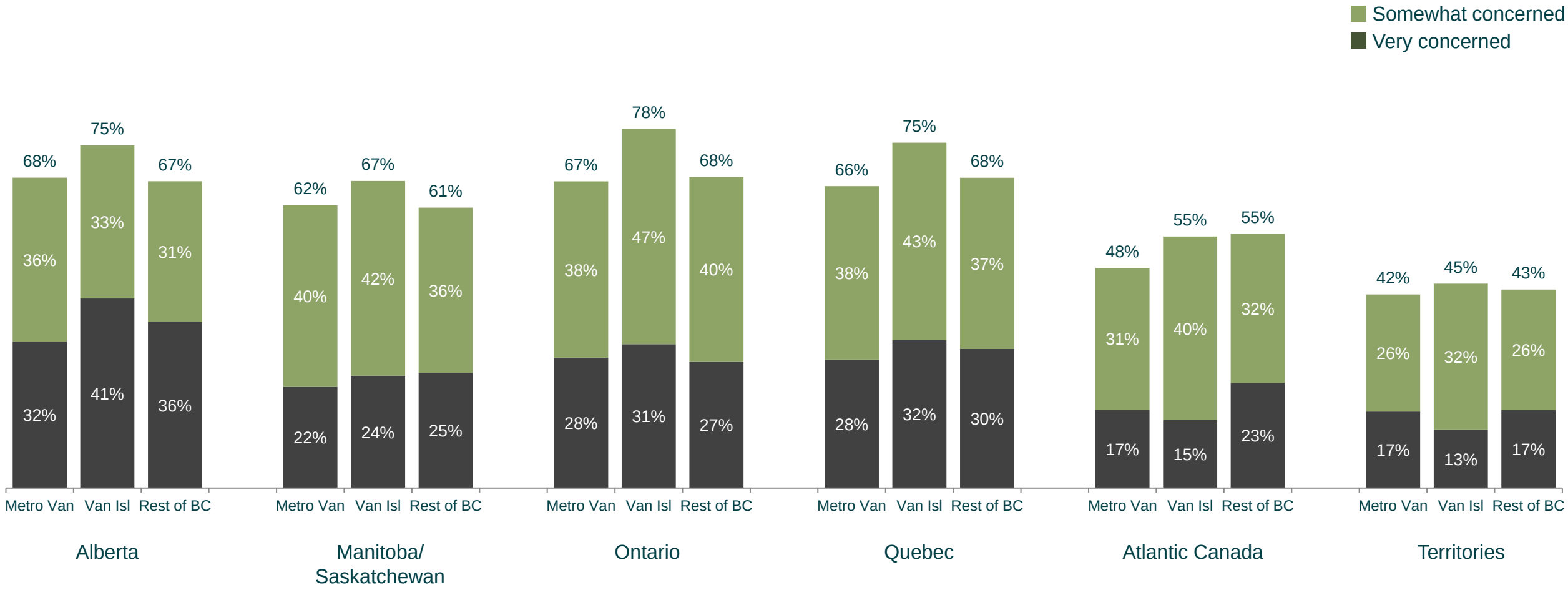
(Wave 33 – Aug 18, 2021)



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?
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 33 – Aug 18, 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?
Due to rounding, the sum of the individual values shown may not add up to the total shown.

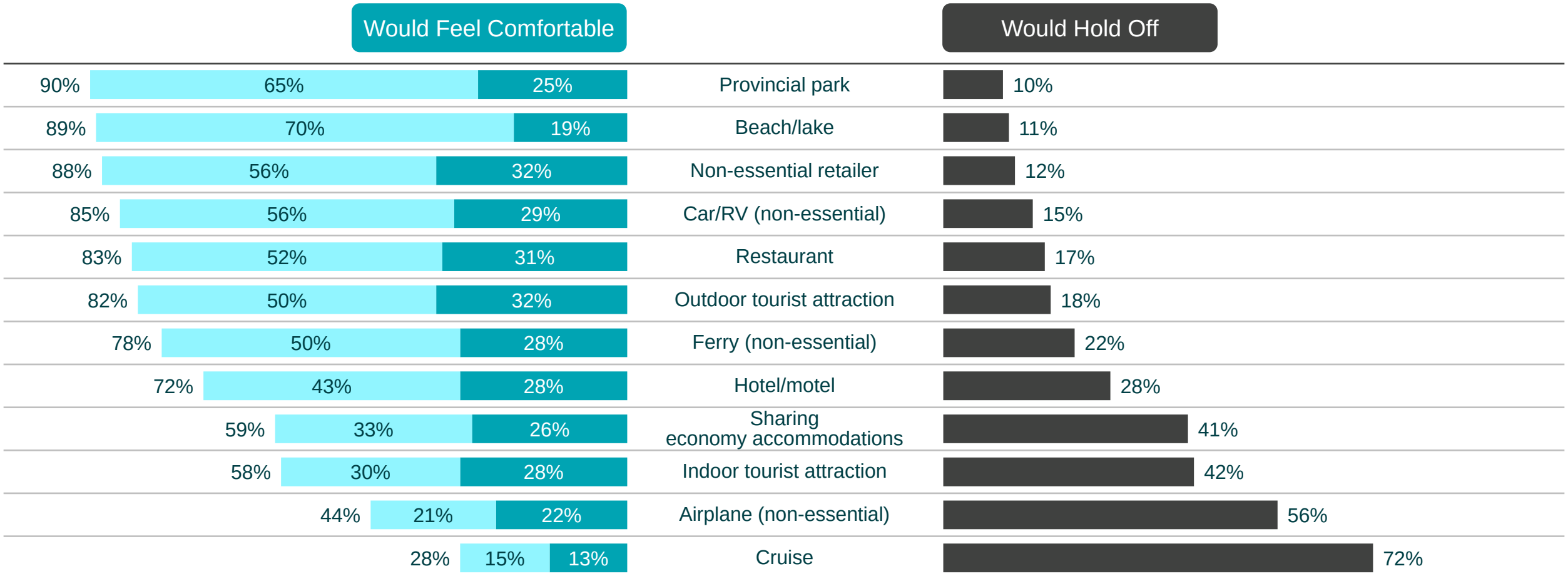
Statistically significantly **higher** than comparison group(s).
Statistically significantly **lower** than comparison group(s).

COMFORT LEVELS BY ACTIVITY / TRANSPORTATION / ACCOMMODATION

Data Provided by Insights West

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

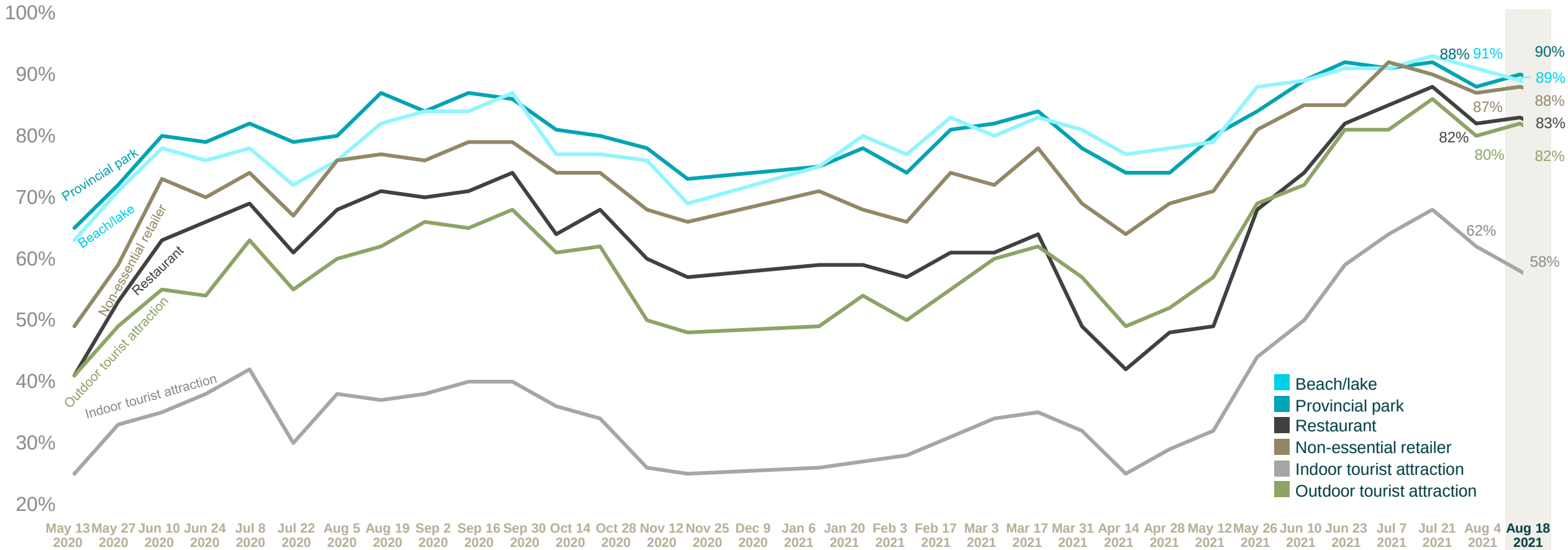
(Wave 33 – Aug 18, 2021)



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)

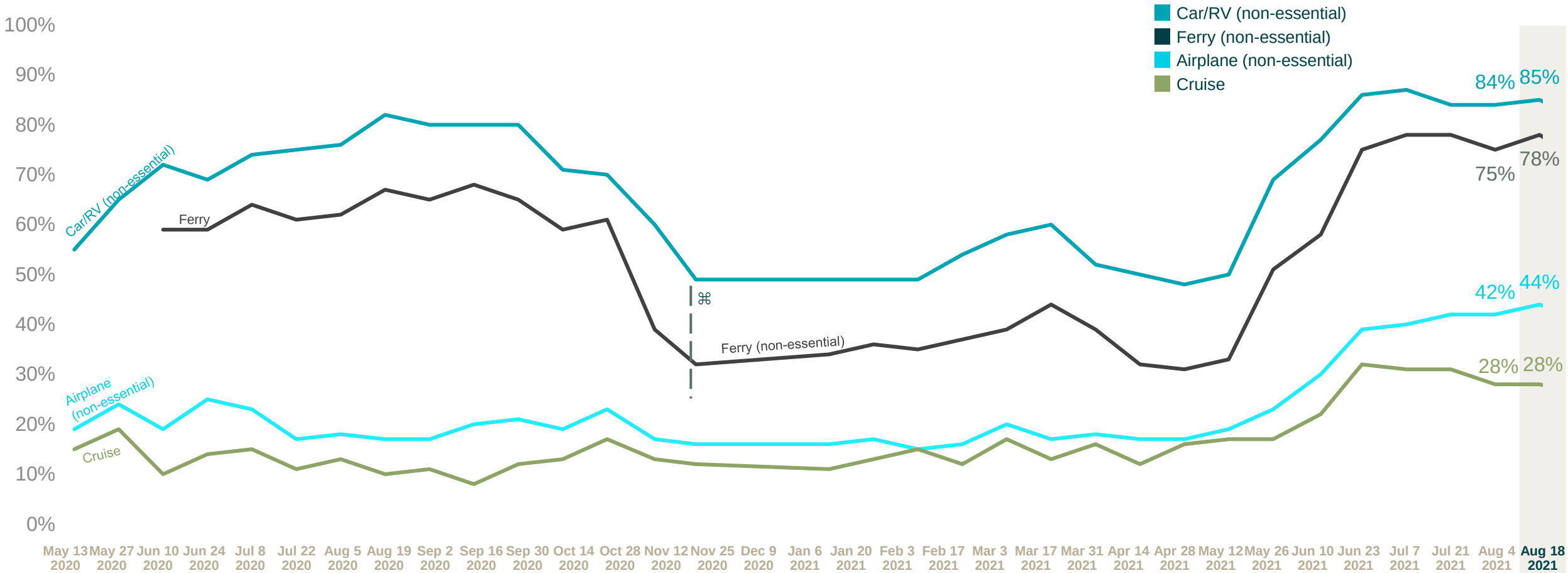


Base: All respondents, excluding not applicable/don't do this in general and not applicable/wouldn't do this at this time of year
D1. Would be comfortable doing/using each of the following in the next few weeks, or are you be likely to hold off longer due to concerns about COVID-19?

△ Statistically significantly **higher** than previous wave.
▽ Statistically significantly **lower** than previous wave.

Tracking British Columbians' Comfort Levels With Transportation Modes

(Total Definitely/Probably Would By Transportation)

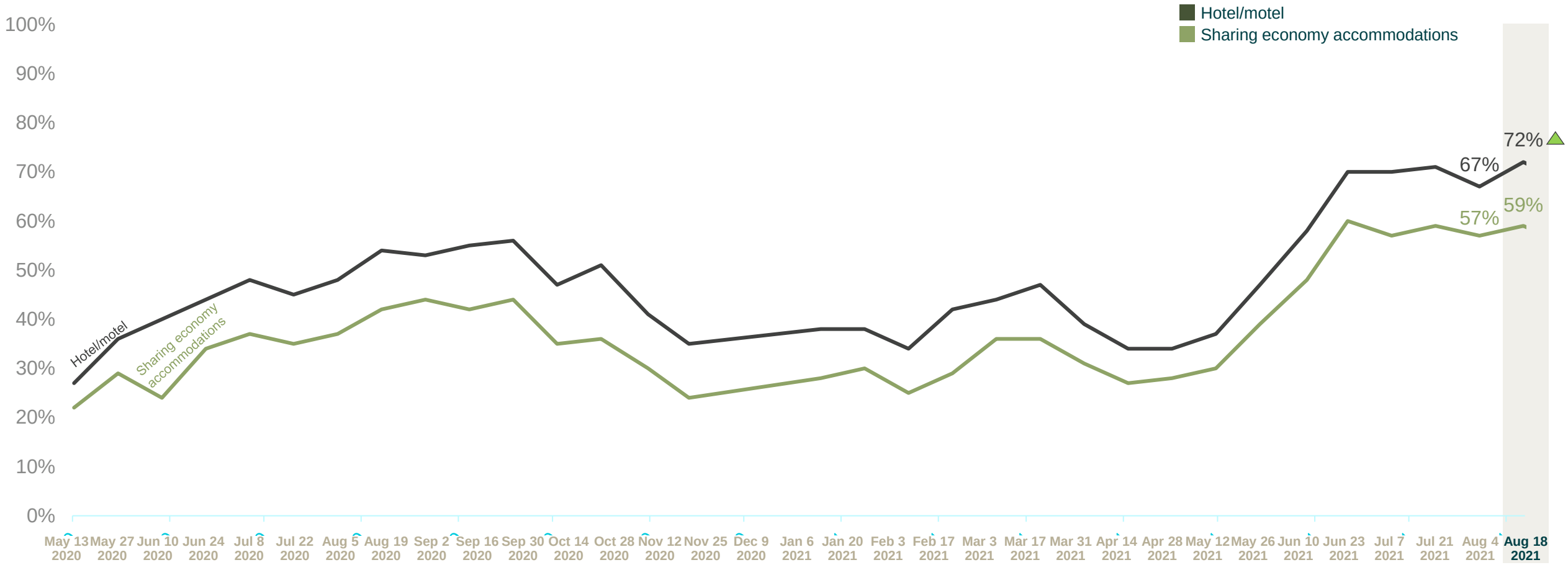


⌘ Changed from "ferry" to "ferry for non-essential travel" November 12, 2020 wave.
Base: All respondents, excluding not applicable/don't do this in general and not applicable/wouldn't do this at this time of year
D1. Would be comfortable doing/using each of the following in the next few weeks, or are 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.

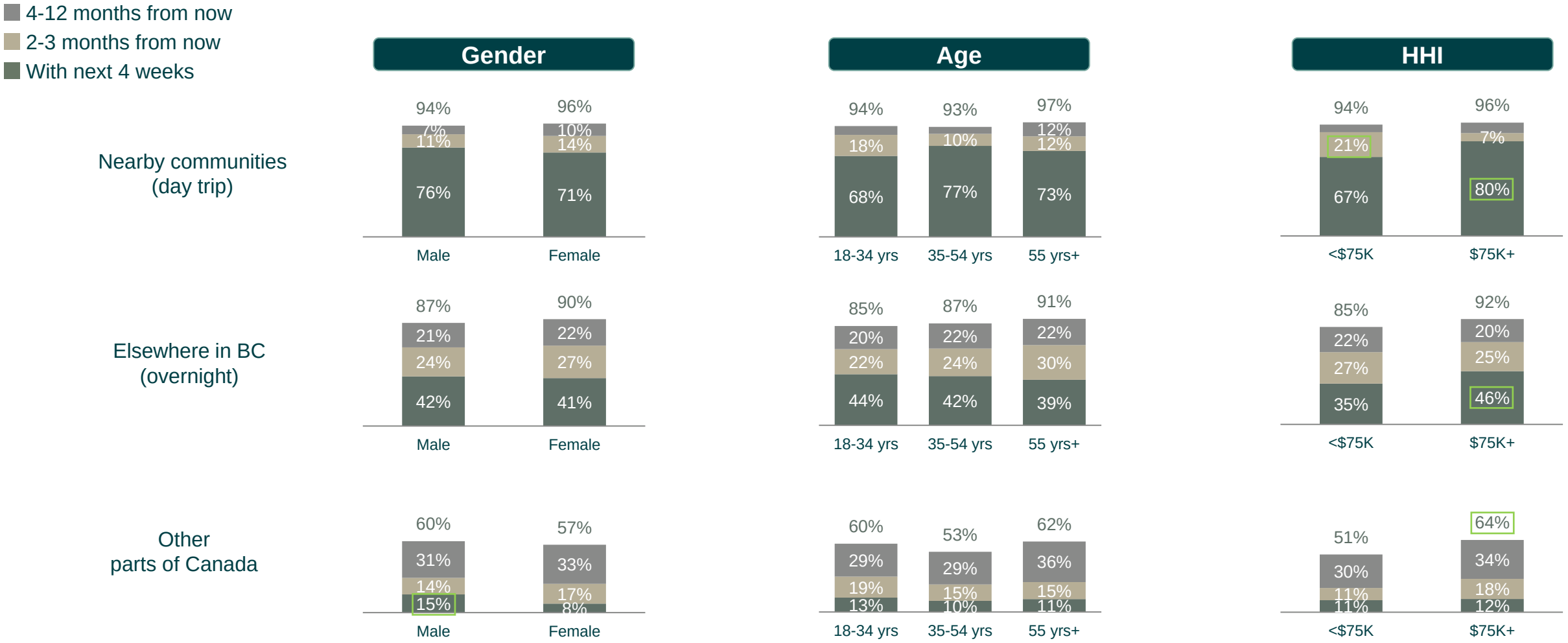
Base: All respondents, excluding not applicable/don't do this in general and not applicable/wouldn't do this at this time of year
D1. Would be comfortable doing/using each of the following in the next few weeks, or are you be likely to hold off longer due to concerns about COVID-19?

APPENDIX: METRICS BY DEMOGRAPHICS

Data Provided by Insights West

Snapshot Of British Columbians' Travel Intent By Demographics

(Wave 33 – Aug 18, 2021)

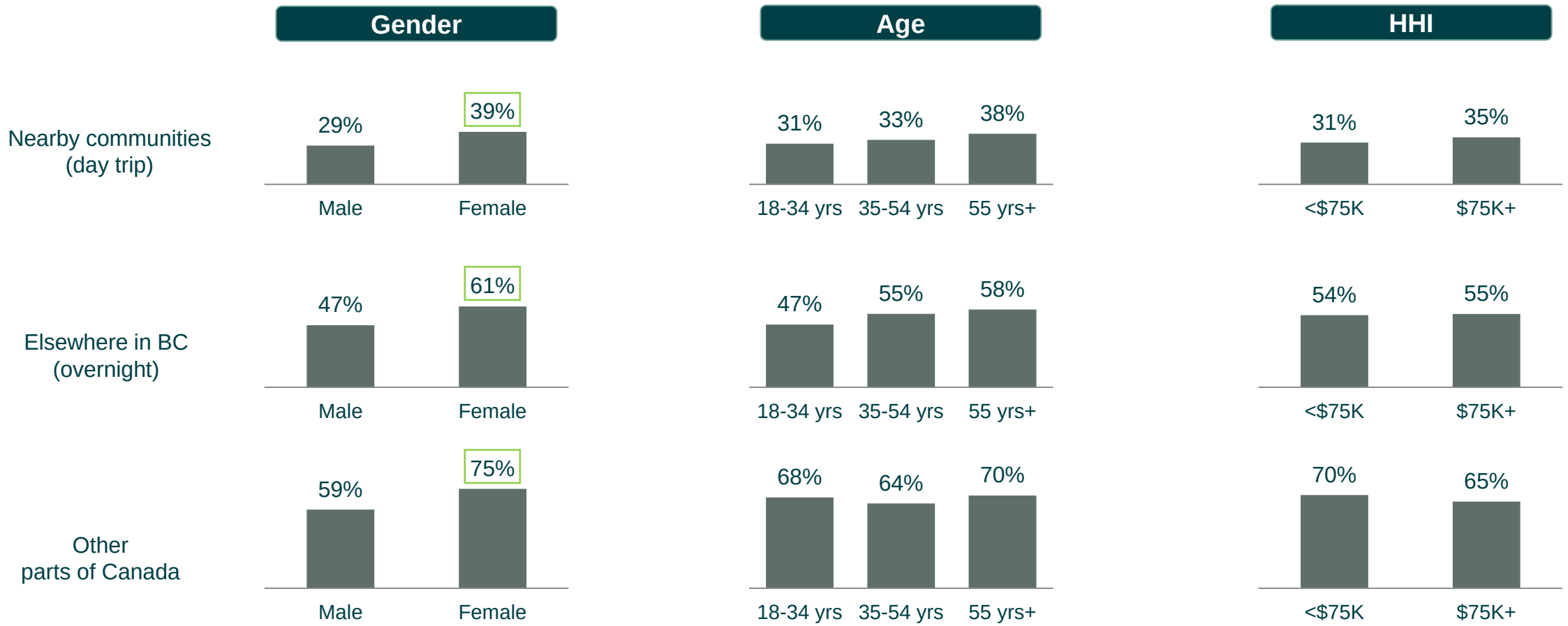


Base: All respondents
D3. When, if at all, are you likely to make trips to the following destinations?
Due to rounding, the total may not equal 100% to the sum of individual values shown.

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

Snapshot Of British Columbians' Concern Welcoming Visitors By Demographics

(Total Very/Somewhat Concerned, Wave 33 – Aug 18, 2021)

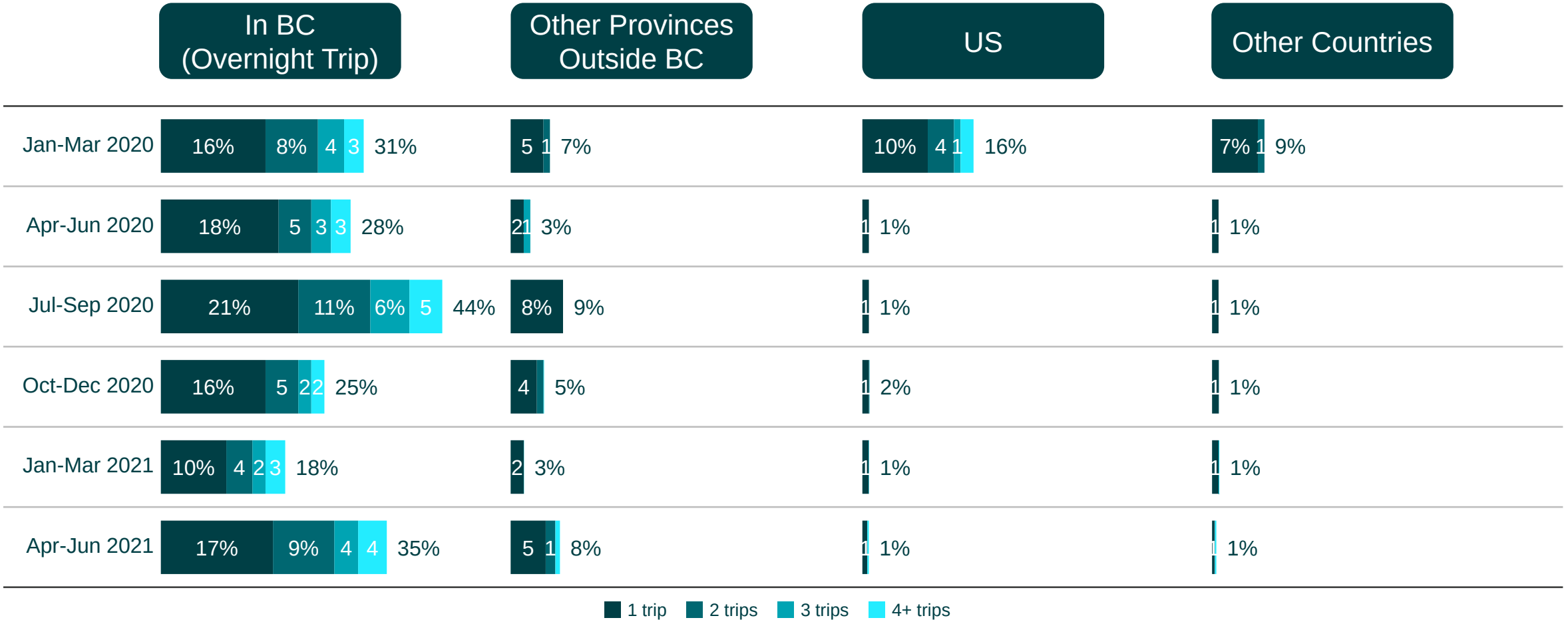


Base: All respondents
D2. Given the current situation with COVID-19, how concerned would you be with the following types of visitors making non-essential trips into your community over the next few weeks?

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

APPENDIX: PAST AD-HOC FINDINGS

Past Travel

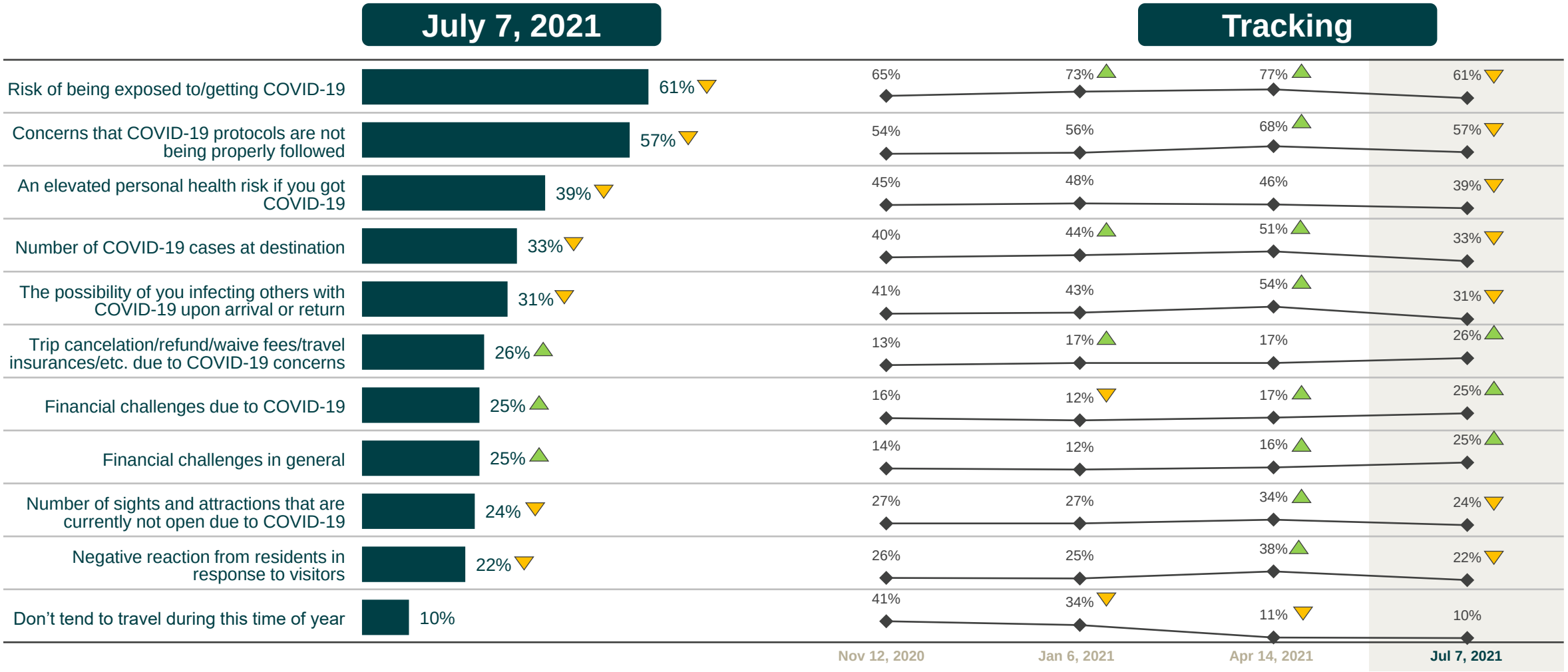


Base: All respondents
Note: Jan-Mar, Apr-Jun and Jul-Sep asked in Wave 14/Nov 12; Oct-Dec asked in Wave 17/Jan 6; Jan-Mar 2021 asked in Wave 23/Mar 31; Apr-Jun 2021 asked in Wave 30/July 7, 2021.
D0. In the following time periods, how many trips, if any, did you take to the following destinations for 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.

Reasons For Not Considering Future BC Travel (Aided)

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

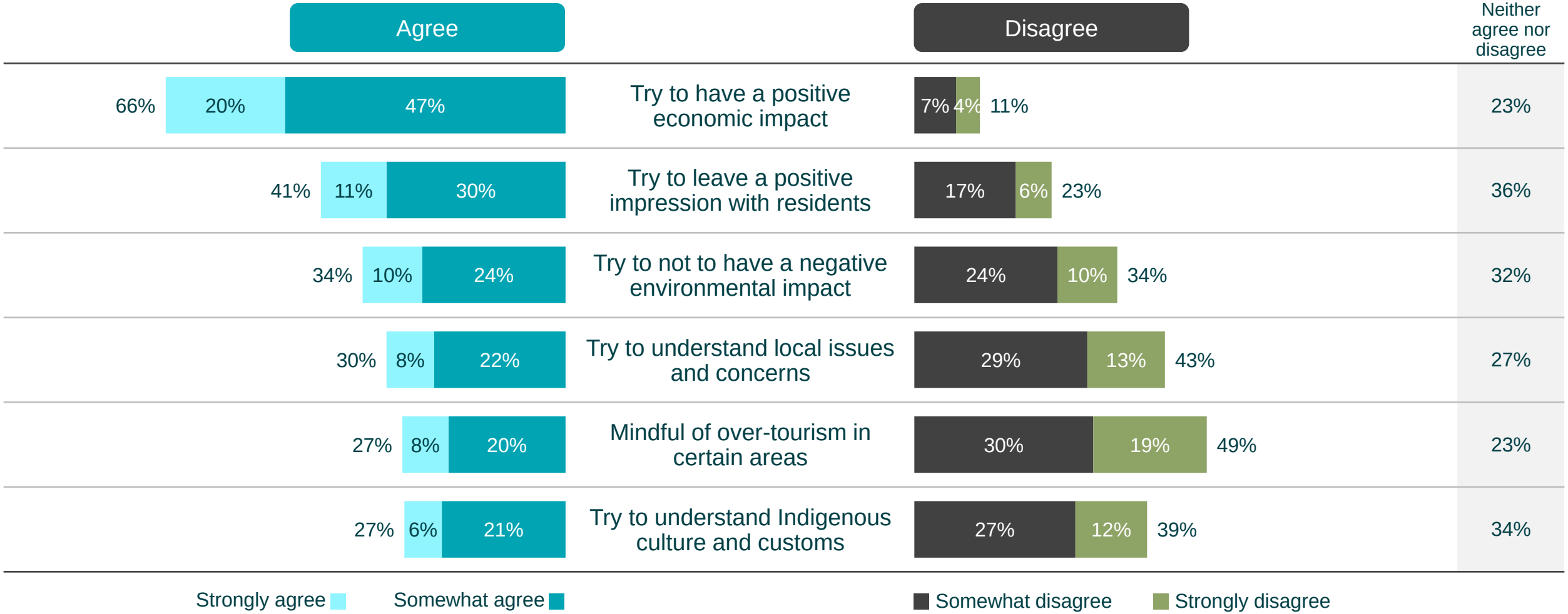


Base: Those who are not likely to take a daytrip in BC or an overnight trip in BC in the next 3 months
D4. Why are you **not** likely to travel in BC for a day trip or an overnight trip in the next 3 months?

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

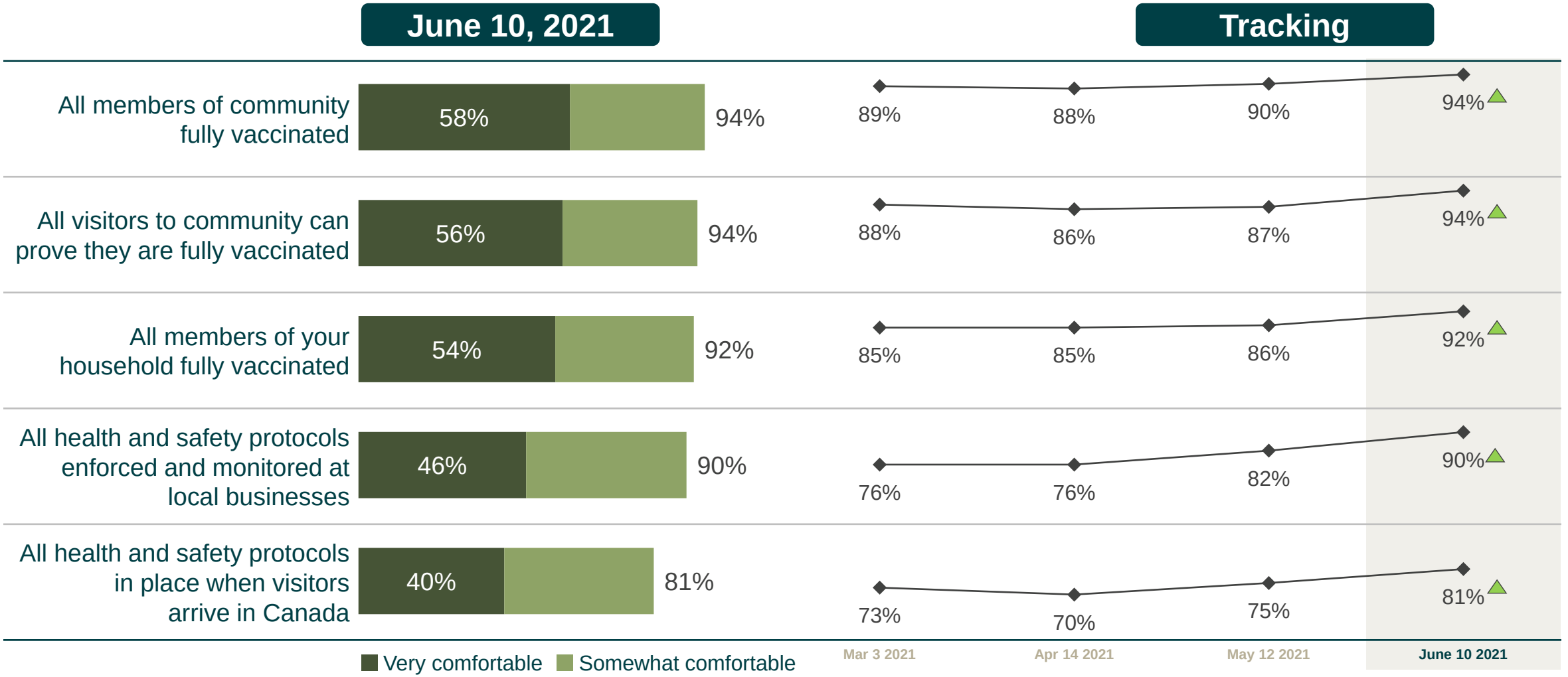
British Columbians' Views On Visitors

(Wave 32 – August 4, 2021)



Base: All respondents
D11. How much do you agree or disagree with each of the following statements?
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

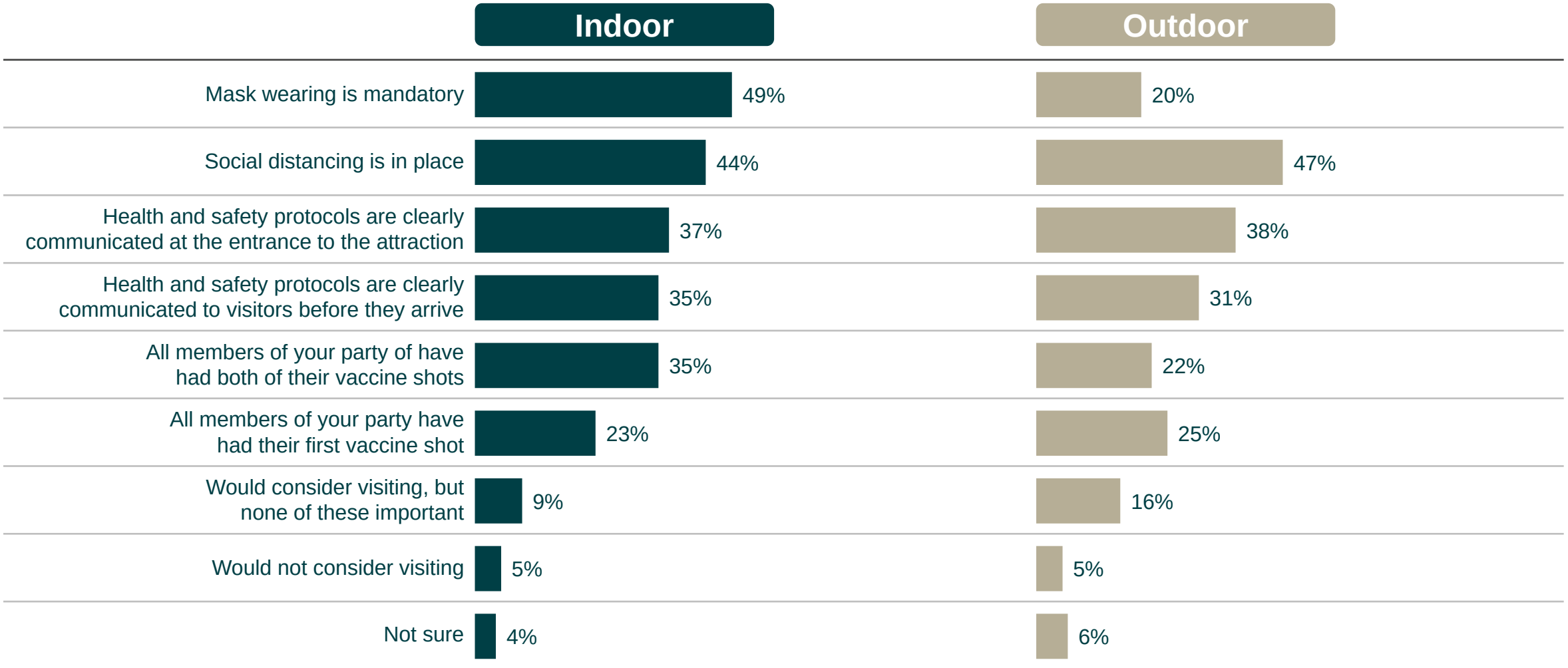


Statistically significantly **higher** than previous wave.
Statistically significantly **lower** than previous wave.

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)

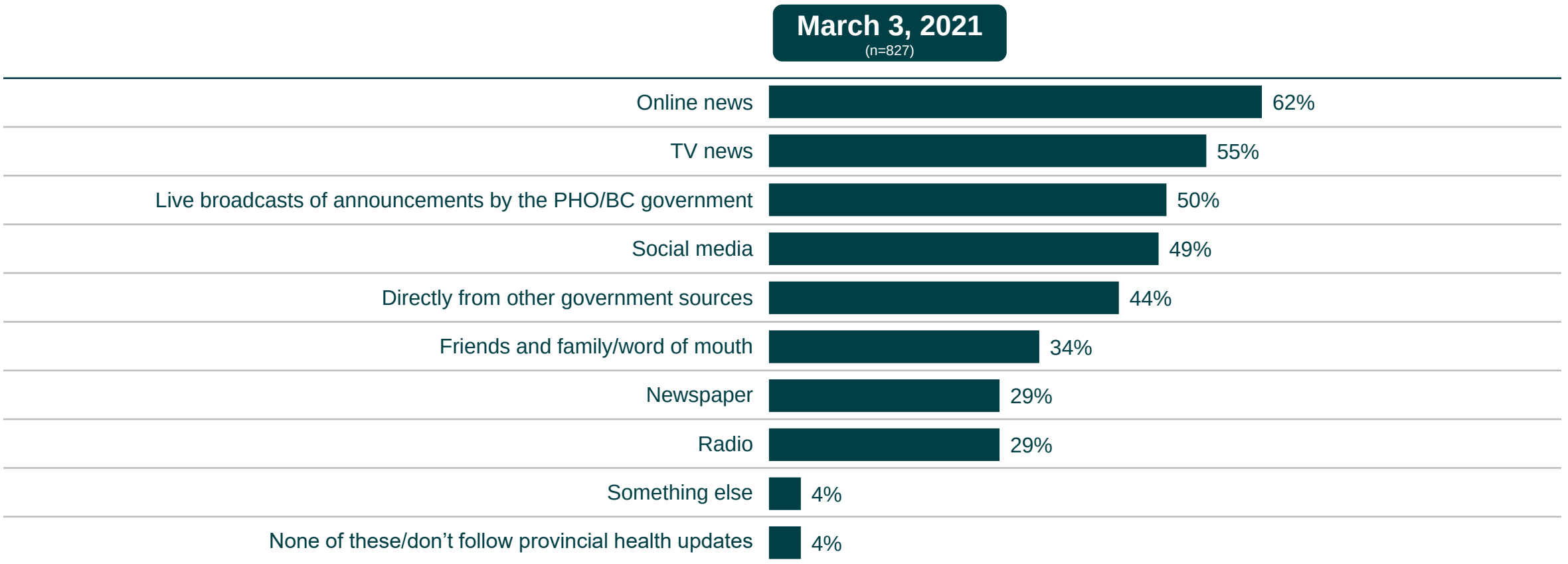
(Wave 29 – June 23, 2021)



Base: All respondents
D10. If you were considering visiting a tourist attraction in BC in the next few weeks, which of the following, if any, would be important to you in deciding whether to visit or not?

Source Of Provincial COVID-19 Health Updates

(Wave 21 - March 3, 2021)



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?

DESTINATION BRITISH COLUMBIA®

Find this report on Destination BC's COVID-19 Research & Insights webpage.

For more information, please contact:

Destination BC's Research and Analytics Team

Tourism.Research@DestinationBC.ca