

BC Residents' Public Perceptions:  
COVID-19 Travel and Tourism  
Wave 31: July 21, 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%
30	July 7-10, 2021	822	+/-3.4%
31	July 21-24, 2021	830	+/-3.4%

# KEY HIGHLIGHTS – WHAT’S NEW OR CHANGED



## TRAVEL INTENTIONS

- BC residents' intent to travel to all destinations has not changed in a statistically significant way from two weeks ago.
- Intent to travel within BC for day trips in the next 4 weeks fell -3 points to 68%, whereas intent to travel for a day trip in BC within the next 2-3 months fell -2 points to 84%. Intent to travel within BC for an overnight trip in the next 4 weeks rose +3 points to 45%, whereas intent to travel for an overnight trip in BC within the next 2-3 months remained unchanged at 69%.
- Intent to travel to other provinces outside of BC in the next 4 weeks rose +1 point to 12%, and intent to travel to other provinces outside of BC in the next 2-3 months rose +1 point to 30%.
- There is no significant change in intent to travel to the US or other countries in either the 4-week or 2-3 month time frame reported.

## CONCERN WELCOMING VISITORS

- BC residents' concern welcoming visitors from elsewhere in the province fell -1 point to 36%, and concern welcoming Canadian visitors fell -5 points to 57%.
- In contrast, concern welcoming US visitors is up +6 points to 83%, reversing declines seen over the past two months. Concern welcoming international visitors is up +2 points to 87%.
- Asked every second wave, concern for welcoming visitors from specific provinces fell between -4 and -12 points for each province, demonstrating growing comfort levels welcoming visitors from across Canada over the past month.

# KEY HIGHLIGHTS – WHAT'S NEW OR CHANGED



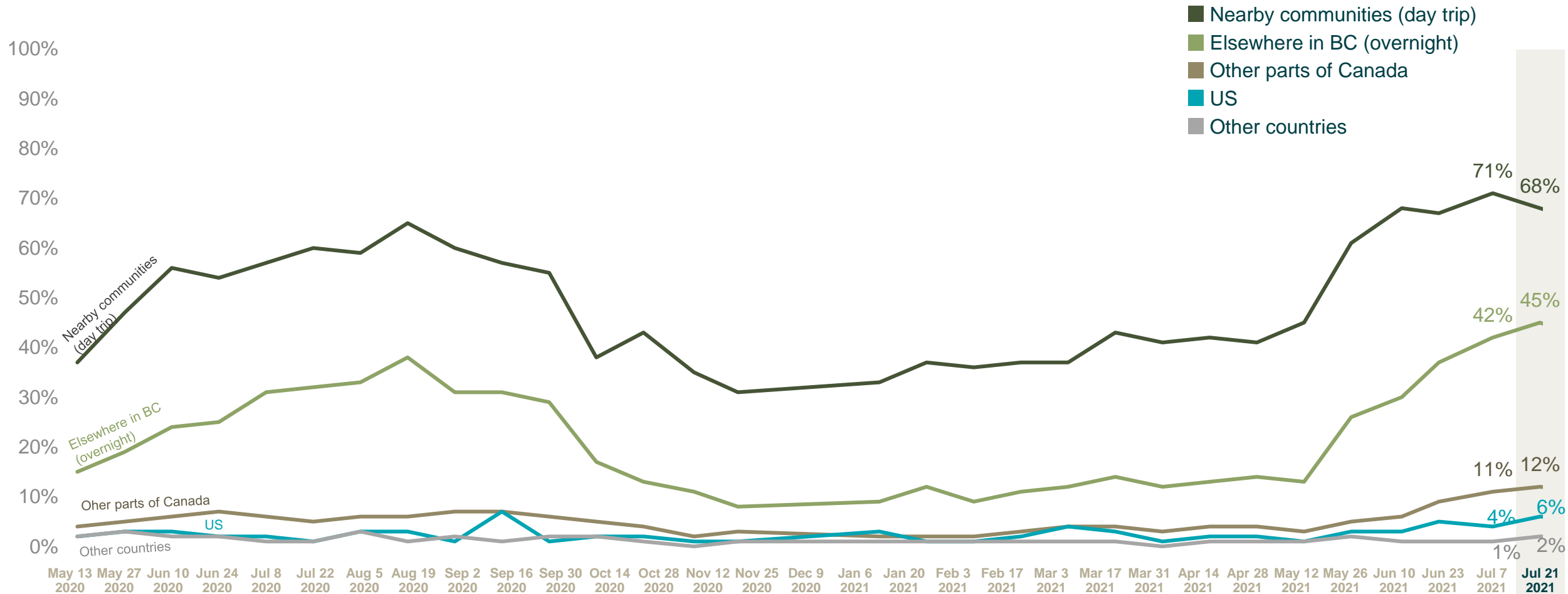
## COMFORT WITH ACTIVITIES/MODES OF TRANSPORTATION

- During this wave, BC residents' comfort levels with various activities, transportation modes and accommodation types remained relatively unchanged. The only exception is comfort visiting outdoor tourist attractions which rose +5 points to 86%.

# TRAVEL INTENT

# Tracking British Columbians' Travel Intent Within Next 4 Weeks

(By Destination)

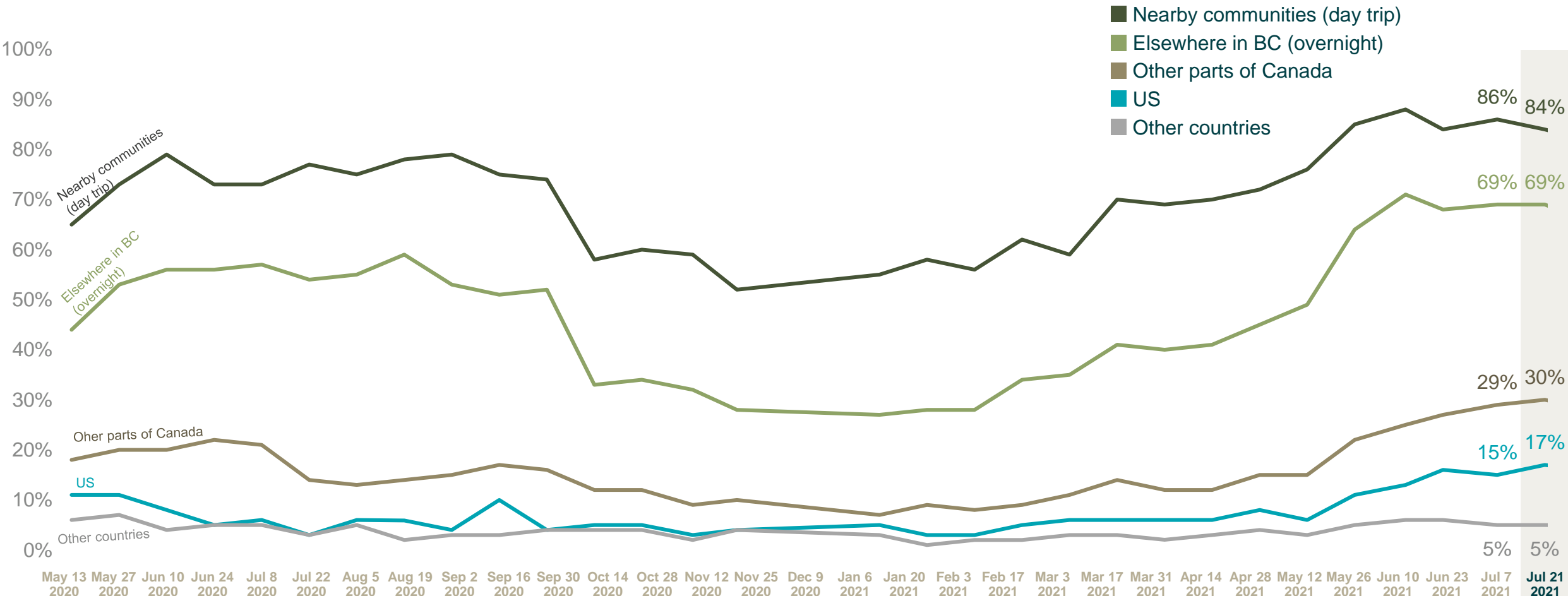


▲ Statistically significantly **higher** than previous wave.  
 ▼ Statistically significantly **lower** than previous wave.

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)



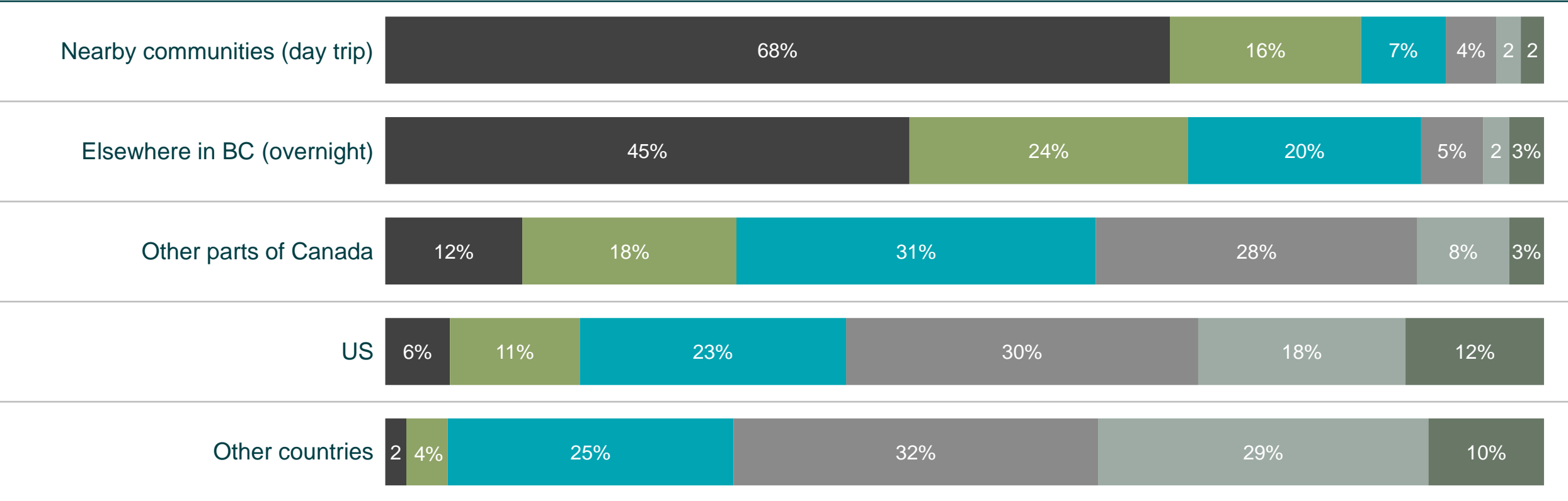
NOTE: Response category "only when vaccine or treatment for COVID-19 available" removed Jun 23, 2021.  
 Base: All respondents  
 D3. When, if at all, are you likely to make trips to the following destinations?  
 Due to rounding, the total may not equal 100% to the sum of individual values shown.

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



# Snapshot Of British Columbians' Travel Intentions

(Wave 31 – July 21, 2021)

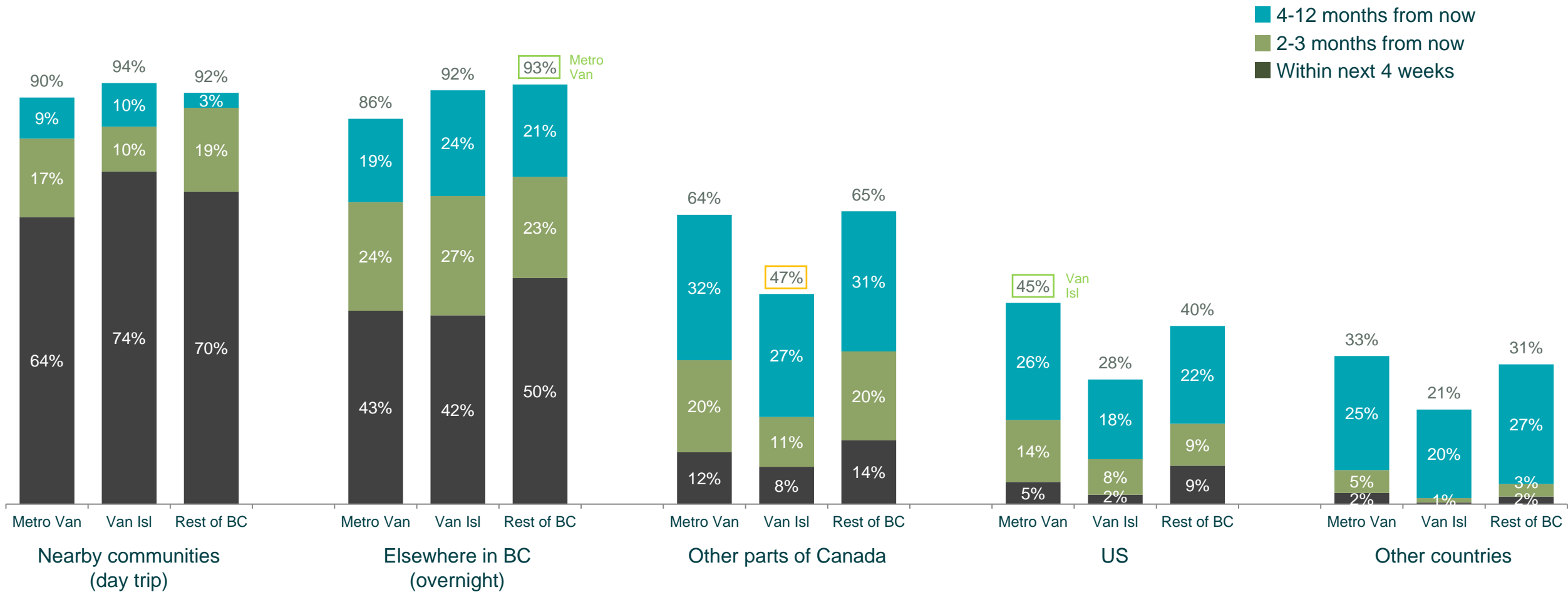


Within next 4 weeks
  2-3 months from now
  4-12 months from now
  Within 2 years
  Not sure, but longer than 2 years
  Only if vaccine available
  Never

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 31 – July 21, 2021)



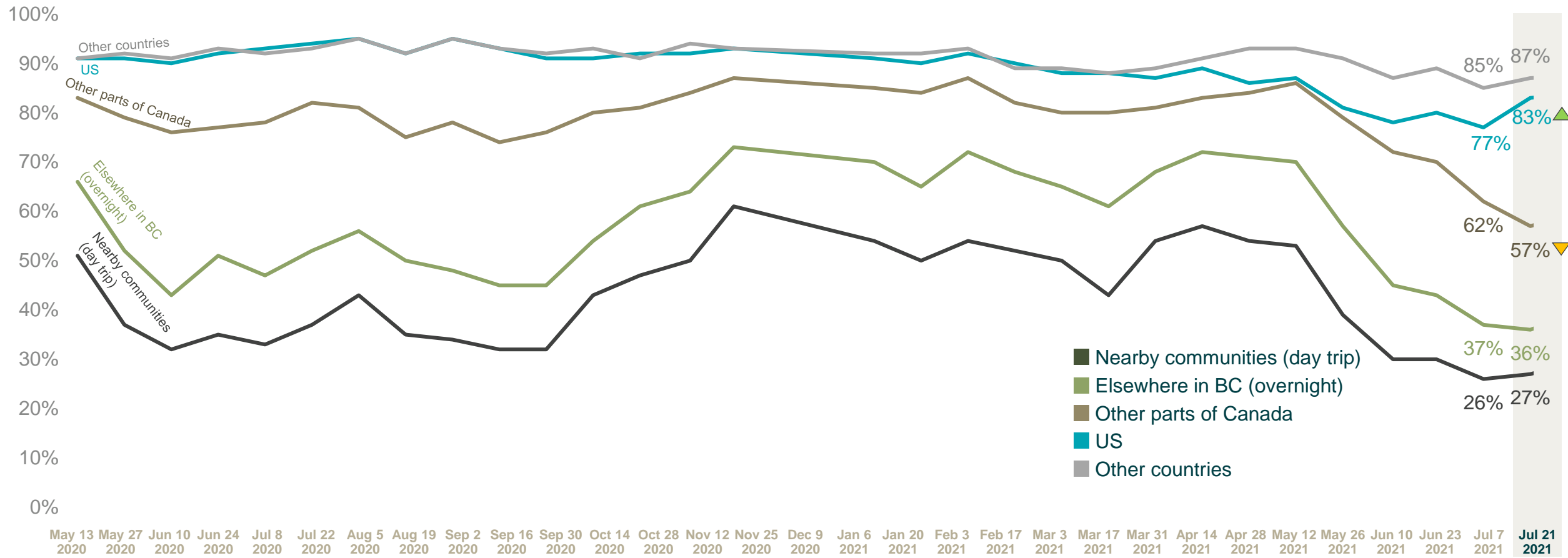
Base: All respondents  
 D3. When, if at all, are you likely to make trips to the following destinations?  
 Due to rounding, the sum of the individual values shown may not add up to the total shown.

   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)

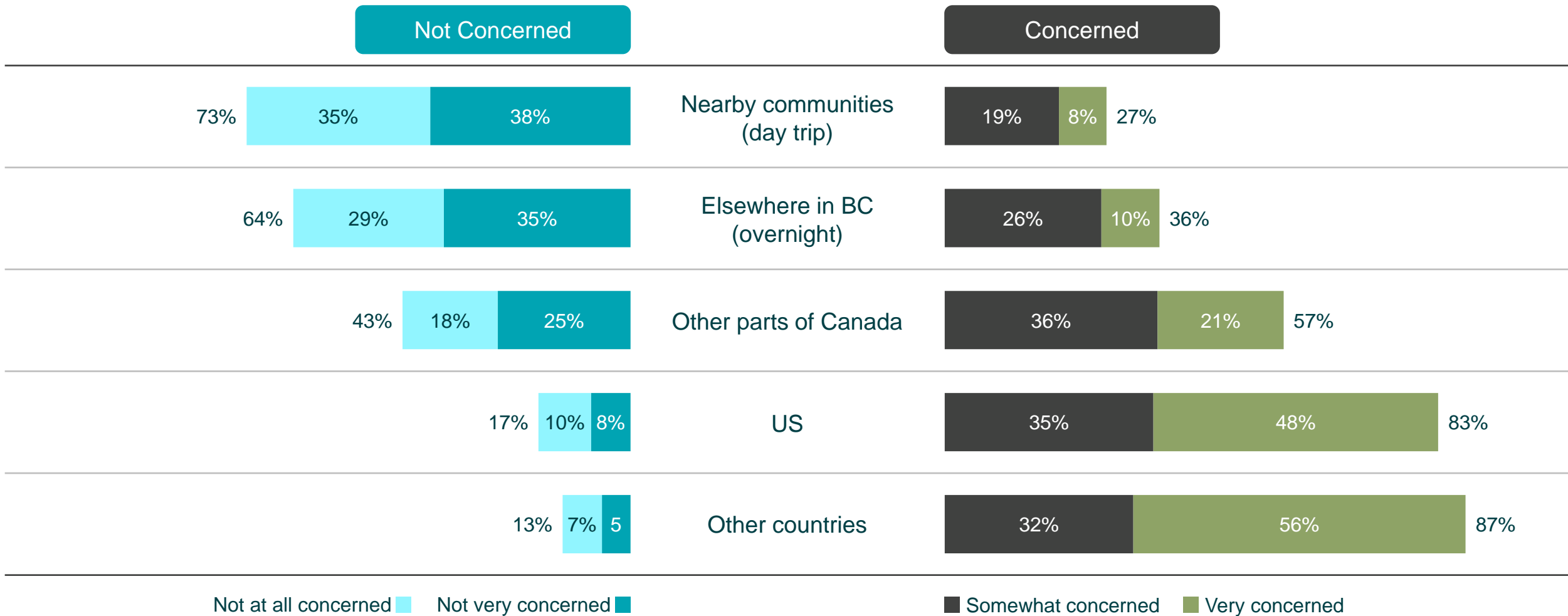


▲ Statistically significantly **higher** than previous wave.  
 ▼ Statistically significantly **lower** than previous wave.

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 31– July 21, 2021)



Base: All respondents

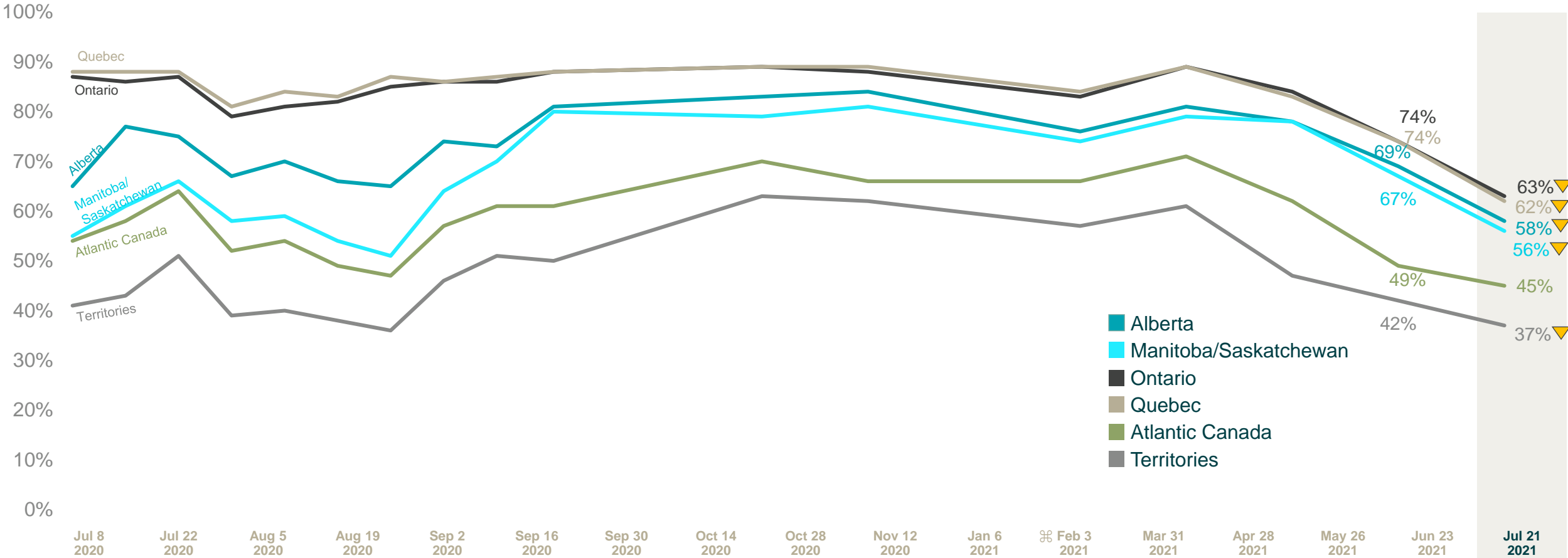
D2. Given the current situation with COVID-19, how concerned would you be with the following types of visitors making non-essential trips into your community over the next few weeks?

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)

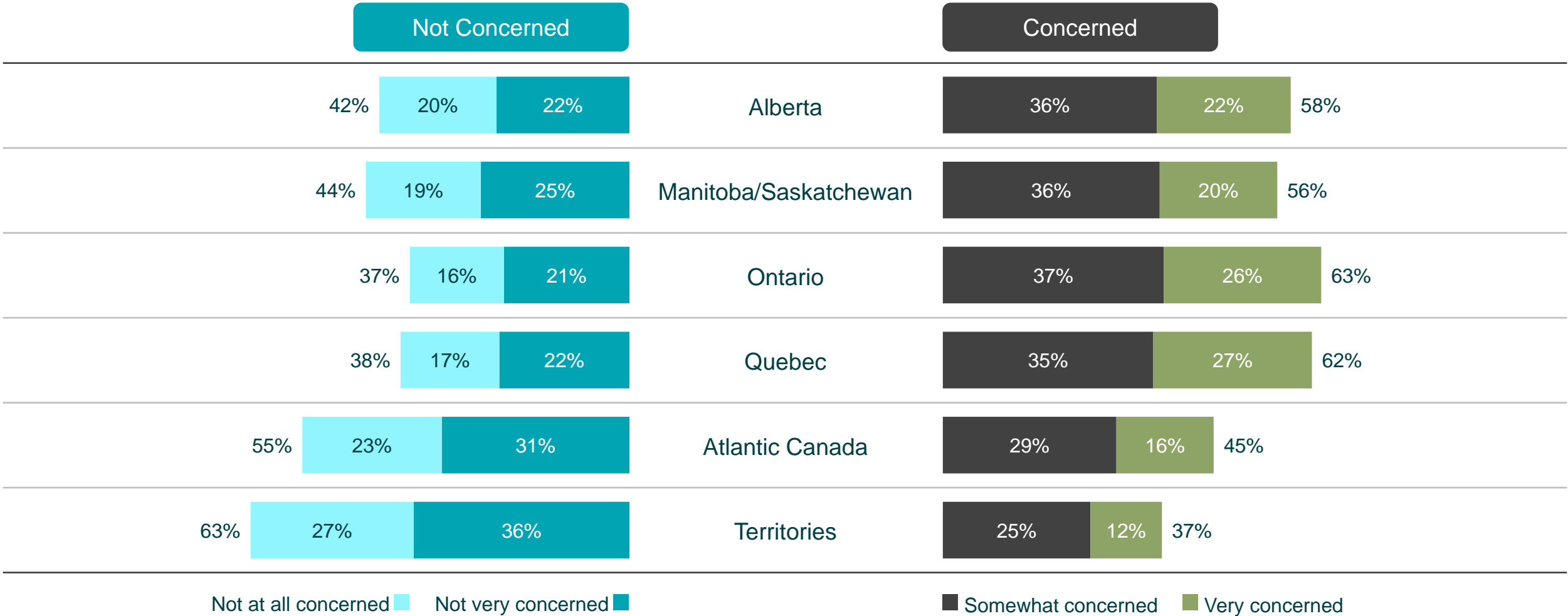


▲ Statistically significantly **higher** than previous wave.  
 ▼ Statistically significantly **lower** than previous wave.

⌘ 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 31 – July 21, 2021)



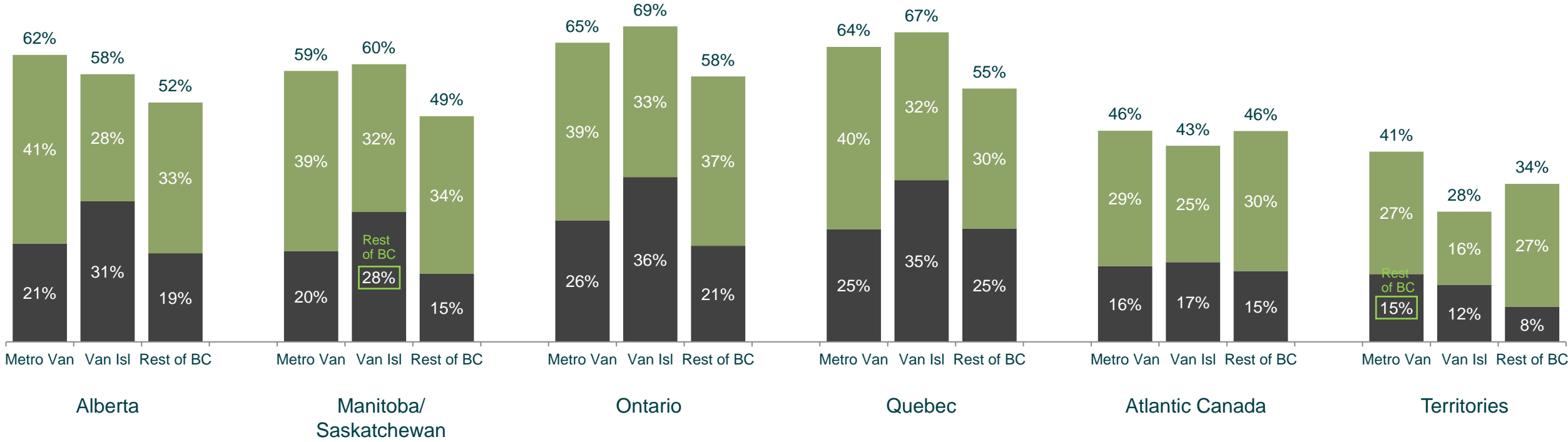
Base: All respondents  
 D2a. And how concerned would you be with the following types of Canadian visitors making non-essential trips into your community over the next few weeks?  
 Due to rounding, the sum of the individual values shown may not add up to the total shown.

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

(Wave 31 – July 21, 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.

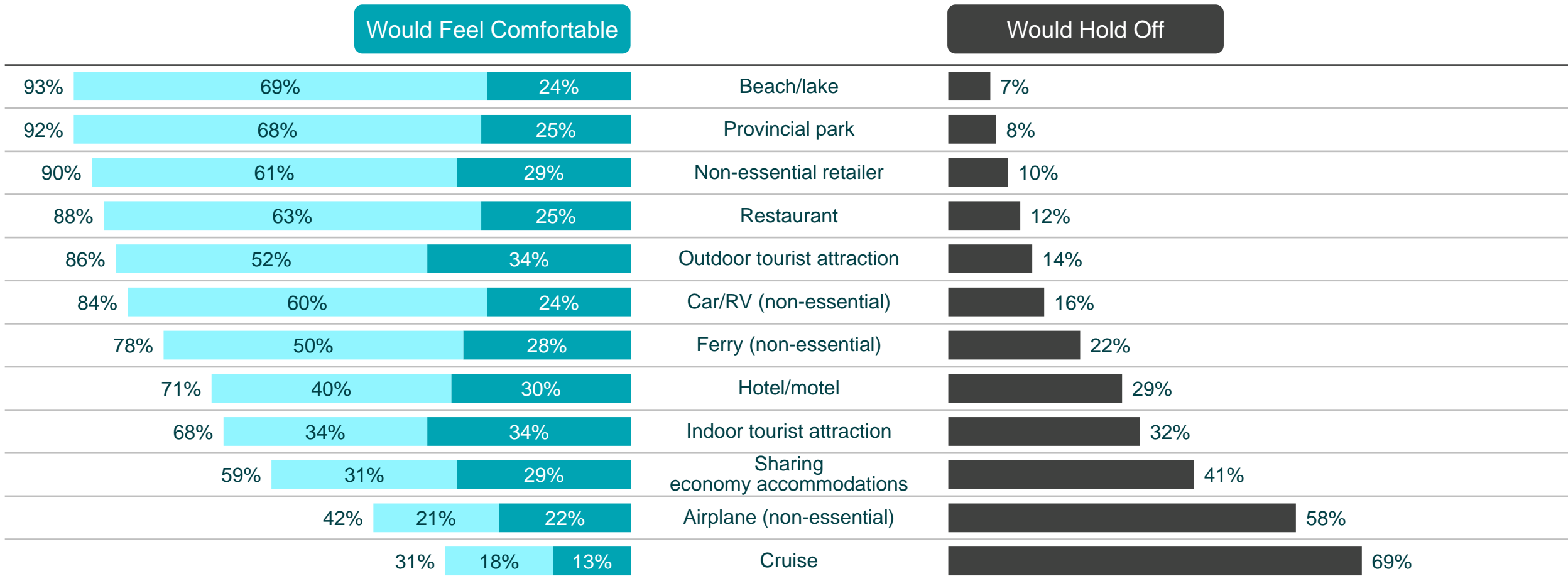
□ Statistically significantly **higher** than comparison group(s).  
□ Statistically significantly **lower** than comparison group(s).



# COMFORT LEVELS BY ACTIVITY / TRANSPORTATION / ACCOMMODATION

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

(Wave 31 – July 21, 2021)



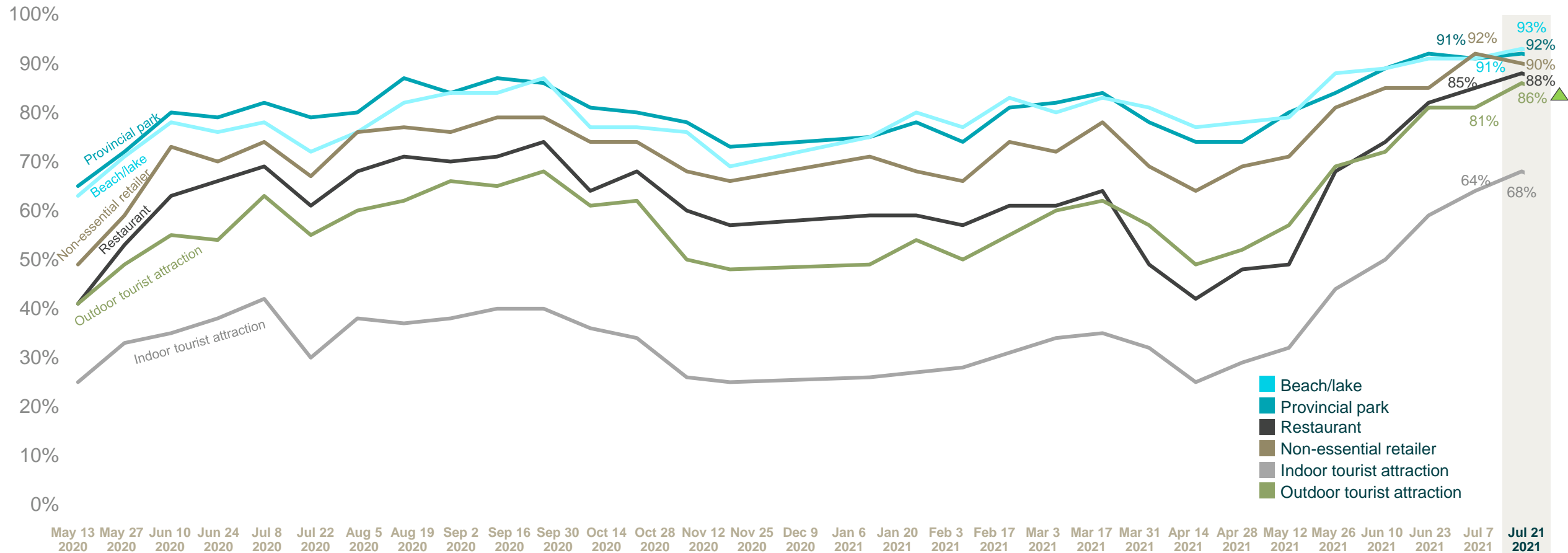
Definitely would feel comfortable ■ Probably would feel comfortable ■ ■ Would hold off longer due to concerns

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



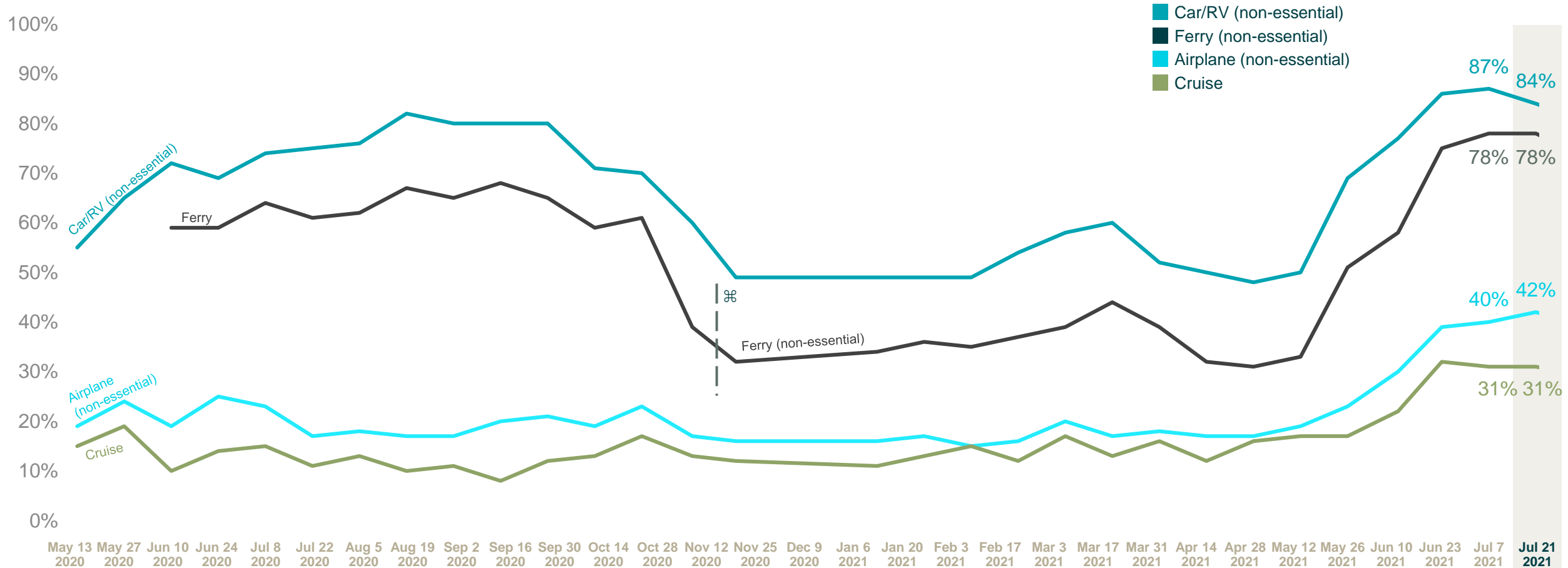
(Total Definitely/Probably Would By Activity)



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

# 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

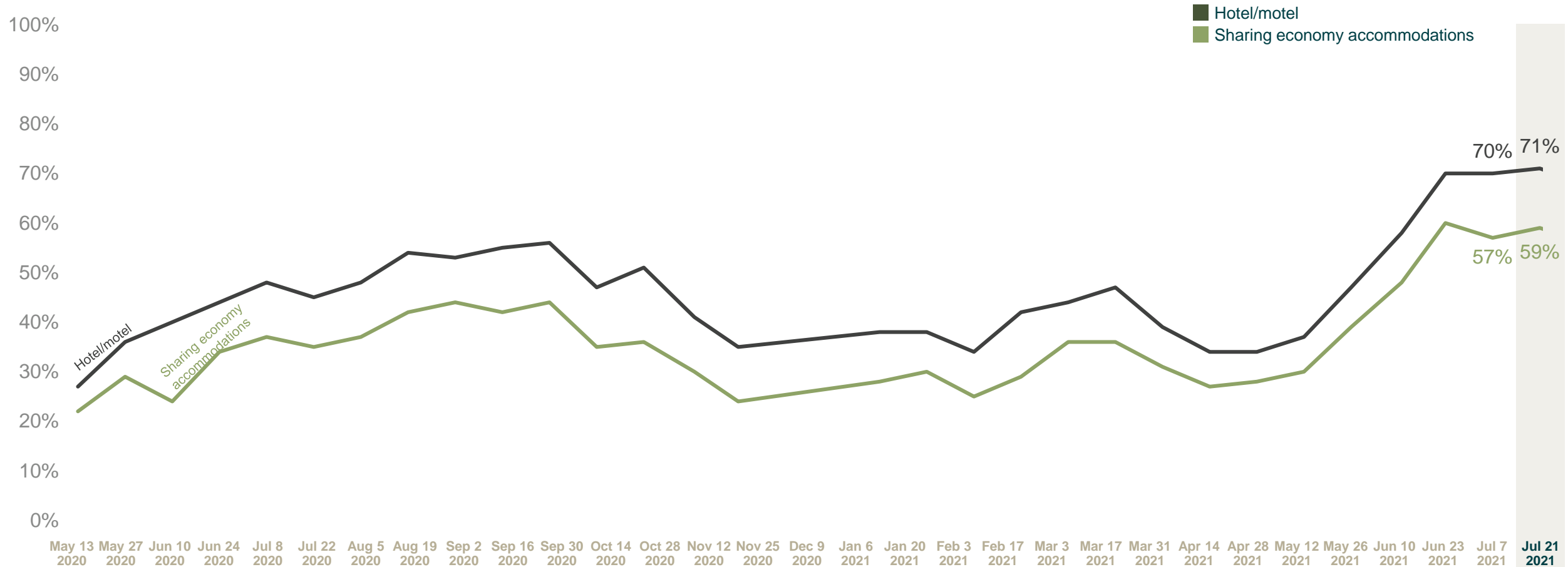
D1. Would be comfortable doing/using each of the following in the next few weeks, or are you likely to hold off longer due to concerns about COVID-19?

▲ 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.

# APPENDIX: METRICS BY DEMOGRAPHICS

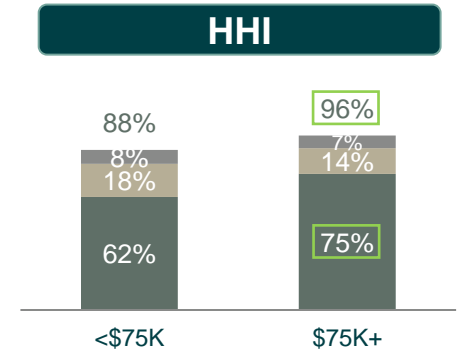
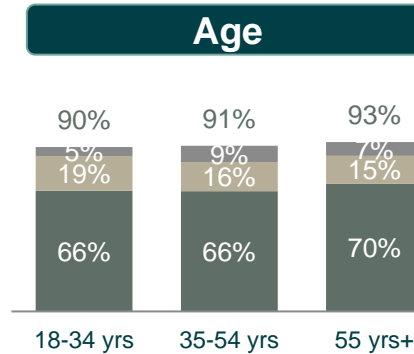
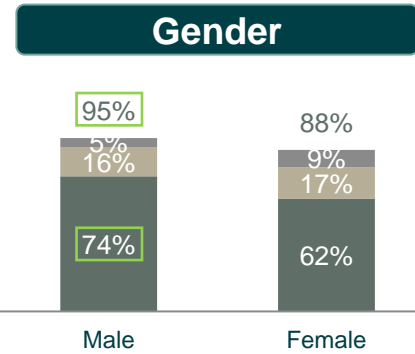
# Snapshot Of British Columbians' Travel Intent By Demographics

(Wave 31 – July 21, 2021)

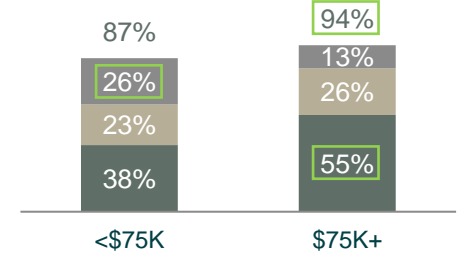
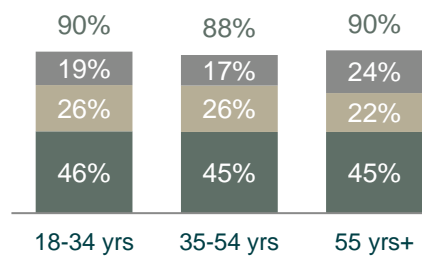
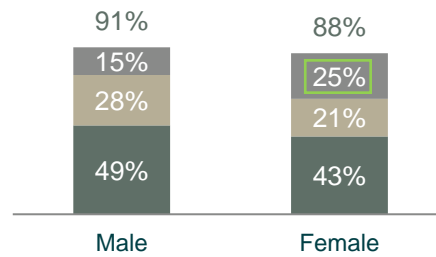


- 4-12 months from now
- 2-3 months from now
- With next 4 weeks

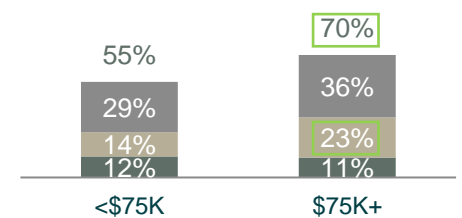
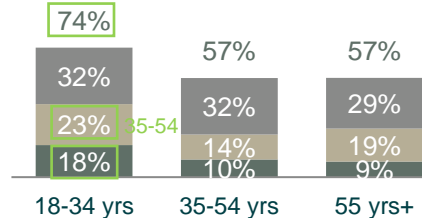
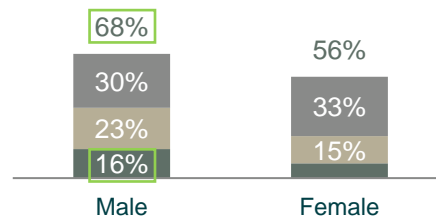
Nearby communities  
(day trip)



Elsewhere in BC  
(overnight)



Other parts of Canada

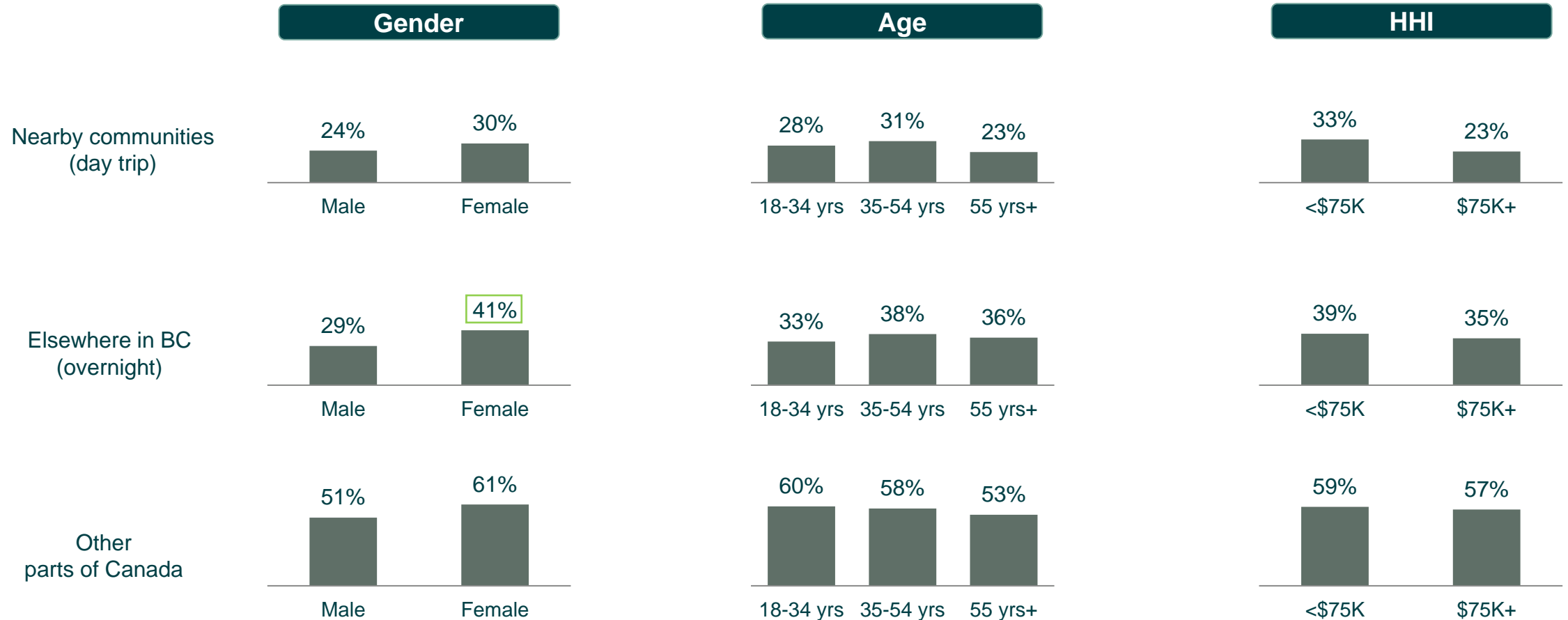


  Statistically significantly **higher** than comparison group(s).  
  Statistically significantly **lower** than comparison group(s).

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 31 – July 21, 2021)



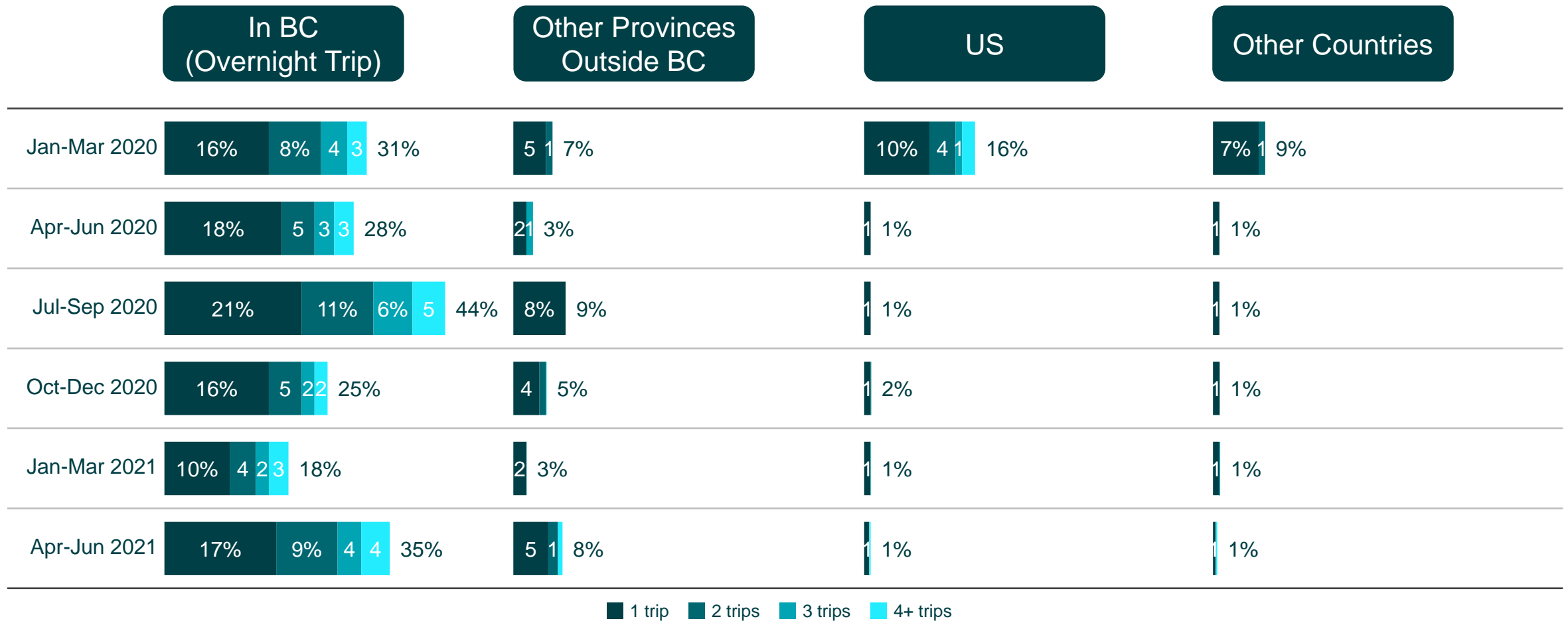
Base: All respondents  
 D2. Given the current situation with COVID-19, how concerned would you be with the following types of visitors making non-essential trips into your community over the next few weeks?

  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.

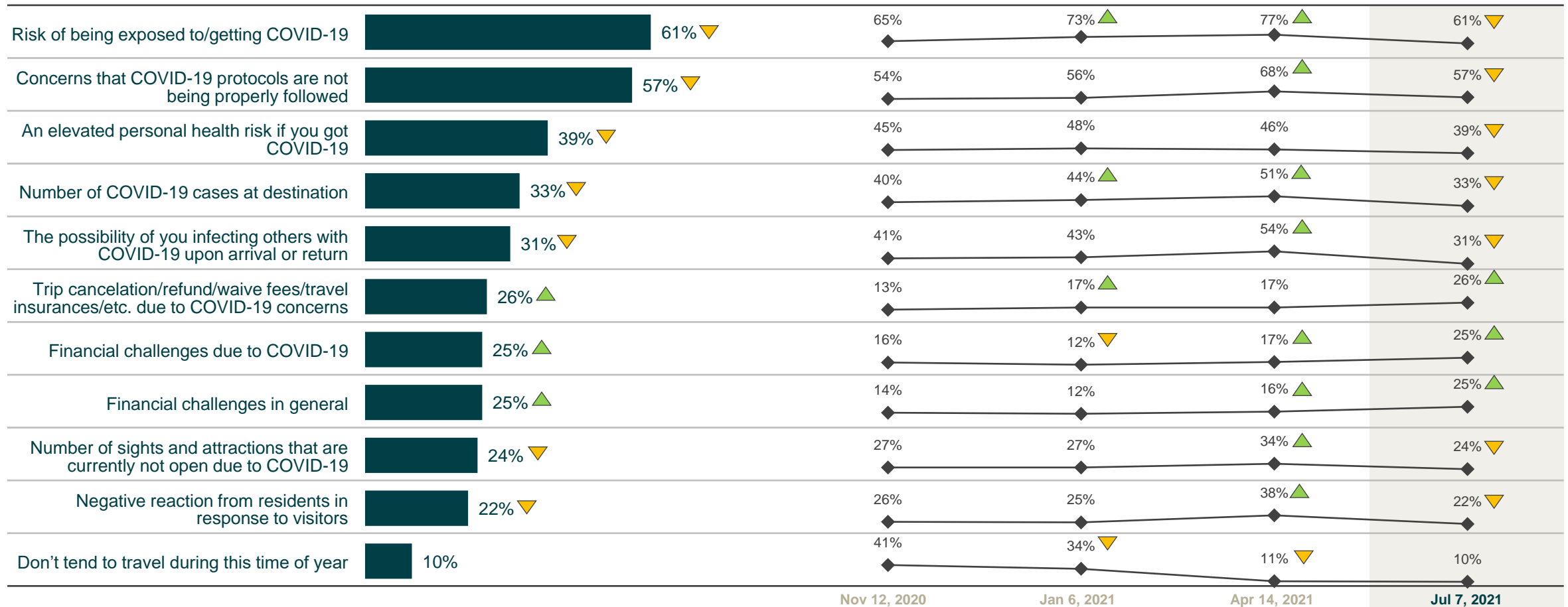
# Reasons For Not Considering Future BC Travel (Aided)

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



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?

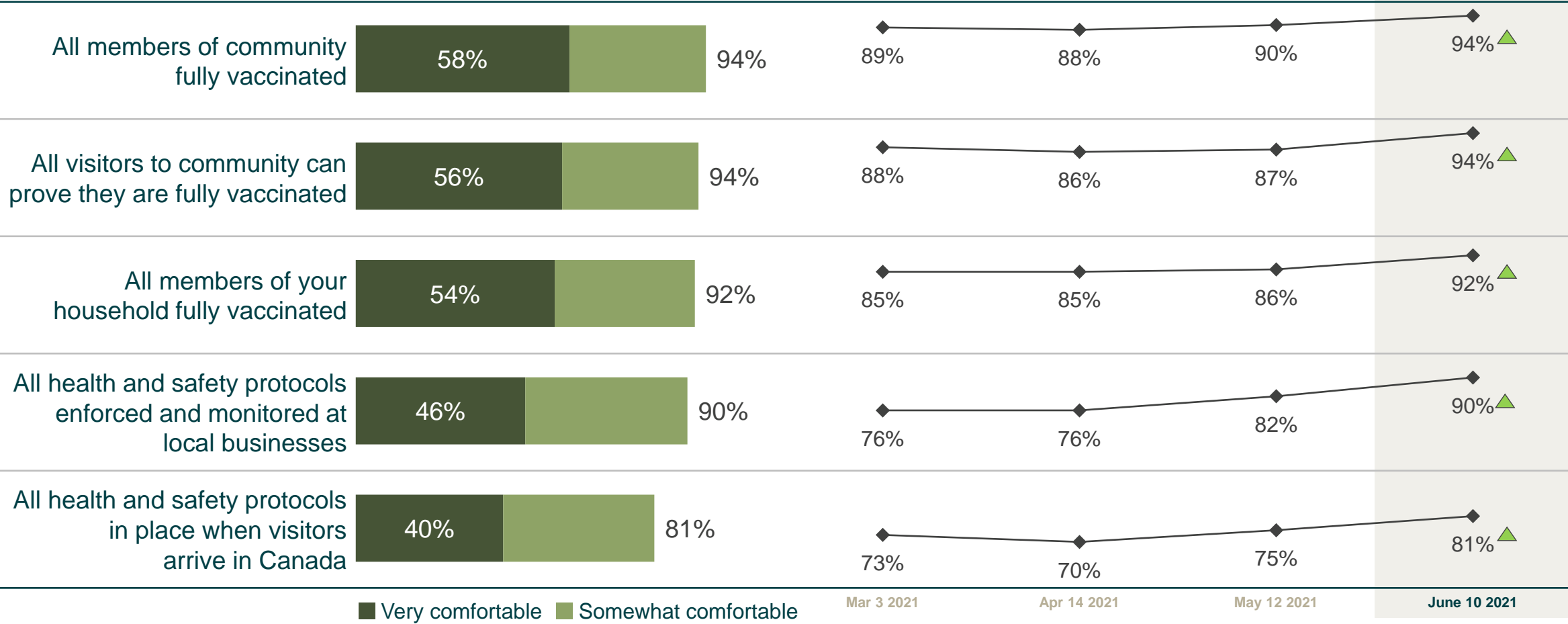
▲ Statistically significantly **higher** than previous wave.  
 ▼ Statistically significantly **lower** than previous wave.

# Comfort With Welcoming Visitors Under Various Circumstances



**June 10, 2021**

**Tracking**



Very comfortable Somewhat comfortable

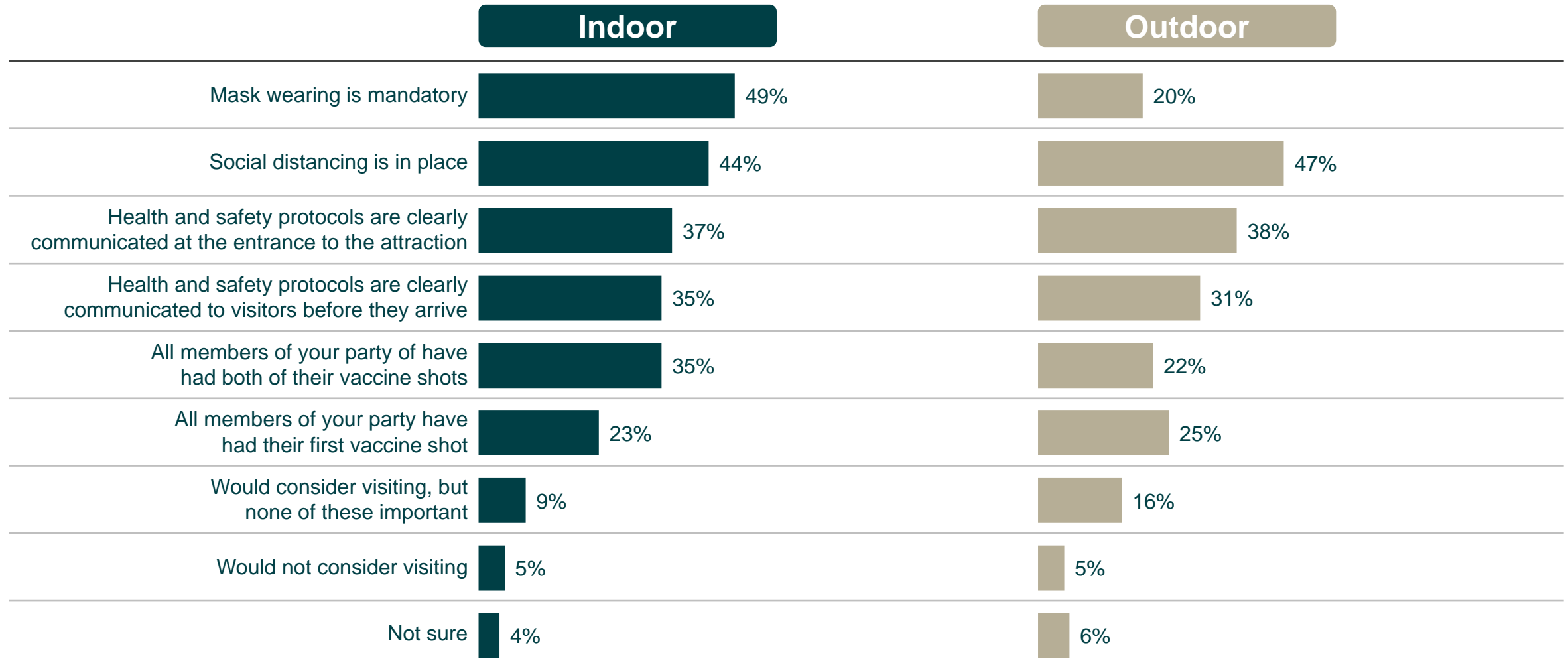
Mar 3 2021 Apr 14 2021 May 12 2021 June 10 2021

▲ 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)

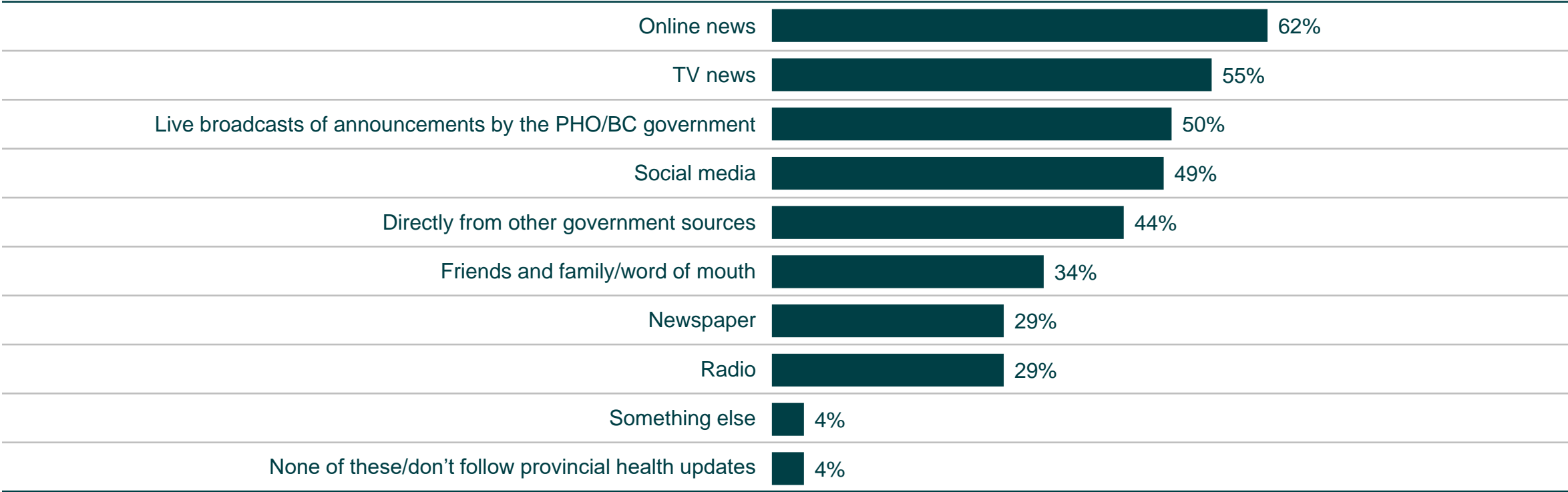


# Source Of Provincial COVID-19 Health Updates

(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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