

BC Residents' Public Perceptions:
COVID-19 Travel and Tourism
Wave 46: May 12, 2022

Report prepared by: Leger

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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 Leger (formerly Insights West) to conduct several waves of research, one approximately every two weeks, starting May 13, 2020 to track opinions and intentions and watch how results trend over time. The survey moved to monthly fielding starting in January 2022.
- Note that some changes and additions were made to the questions in some waves to continue to fully meet the research needs of the project.

METHODOLOGY

- Online survey with at least 800 British Columbian adults (1,000 starting November 26, 2021) via an omnibus (shared study).
- Data is weighted by a number of demographic variables 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	Aug 5-9, 2020	998	+/-3.1%
8	Aug 19-23, 2020	887	+/-3.3%
9	Sept 2-7, 2020	880	+/-3.3%
10	Sept 16-19, 2020	842	+/-3.4%
11	Sept 30-Oct 4, 2020	804	+/-3.4%
12	Oct 13-15, 2020	1,385	+/-2.6%
13	Oct 28-Nov 1, 2020	802	+/-3.5%
14	Nov 12 - 15, 2020	852	+/-3.4%
15	Nov 25 - 30, 2020	817	+/-3.4%
16	Dec 9-14, 2020	876	+/-3.4%
17	Jan 6-10, 2021	826	+/-3.4%
18	Jan 20-24, 2021	815	+/-3.4%
19	Feb 3-7, 2021	813	+/-3.4%
20	Feb 17-21, 2021	836	+/-3.4%
21	Mar 3-7, 2021	827	+/-3.4%
22	Mar 17-19, 2021	1,057	+/-3.0%
23	Mar 31-Apr 5, 2021	827	+/-3.4%
24	Apr 6-14, 2021	1,023	+/-3.1%
25	Apr 28-May 2, 2021	883	+/-3.3%
26	May 12-15, 2021	831	+/-3.4%
27	May 26-30, 2021	831	+/-3.4%
28	Jun 10-13, 2021	830	+/-3.4%
29	Jun 23-27, 2021	808	+/-3.4%
30	Jul 7-10, 2021	822	+/-3.4%
31	Jul 21-24, 2021	830	+/-3.4%
32	Aug 4-8, 2021	832	+/-3.4%
33	Aug 18-21, 2021	830	+/-3.4%
34	Sept 1-4, 2021	1,003	+/-3.1%
35	Sept 15-17, 2021	834	+/-3.4%
36	Sept 29-Oct 3, 2021	845	+/-3.4%
37	Oct 13-16, 2021	820	+/-3.4%
38	Oct 27-31, 2021	838	+/-3.4%
39	Nov 10-14, 2021	820	+/-3.4%
40	Nov 26-28, 2021	1,002	+/-3.1%
41	Dec 17-19, 2021	1,001	+/-3.1%
42	Jan 7-9, 2022	999	+/-3.1%
43	Feb 4-6, 2022	1,003	+/-3.1%
44	Mar 4-6, 2022	1,000	+/-3.1%
45	Apr 8-10, 2022	1,003	+/-3.1%
46	May 6-8, 2022	1,003	+/-3.1%

KEY HIGHLIGHTS – WHAT'S NEW OR CHANGED



TRAVEL INTENTIONS (SLIDES 6-9)

- Short term (next 4 weeks) travel intentions within BC have increased (up +5 points for day trips and up +4 points for overnight trips). Medium term travel intentions (within 2-3 months) have also slightly increased. Compared to the same time last year, travel intentions are slightly stronger (within 2-3 months is +3 points higher for day trips and overnight trips).
- While short term (next 4 weeks) travel intentions for trips outside BC is flat, travel intentions in the next 2-3 months to other provinces has increased (up +5 points from last month) and are stronger versus last year at this time (+11 points).
- Travel intentions outside of Canada have not significantly changed from the last wave, but are well above levels seen at the same time last year (in the next 2-3 months is +12 point higher for the US and +5 points higher for other countries).

CONCERN WELCOMING VISITORS (SLIDES 11-12)

- BC residents' concern welcoming visitors continues to decrease— compared to last wave, concern welcoming visitors from other Canadian provinces is down significantly (down -5 points to 39%). Concern levels for visitors from all areas is at a historical low for the study.

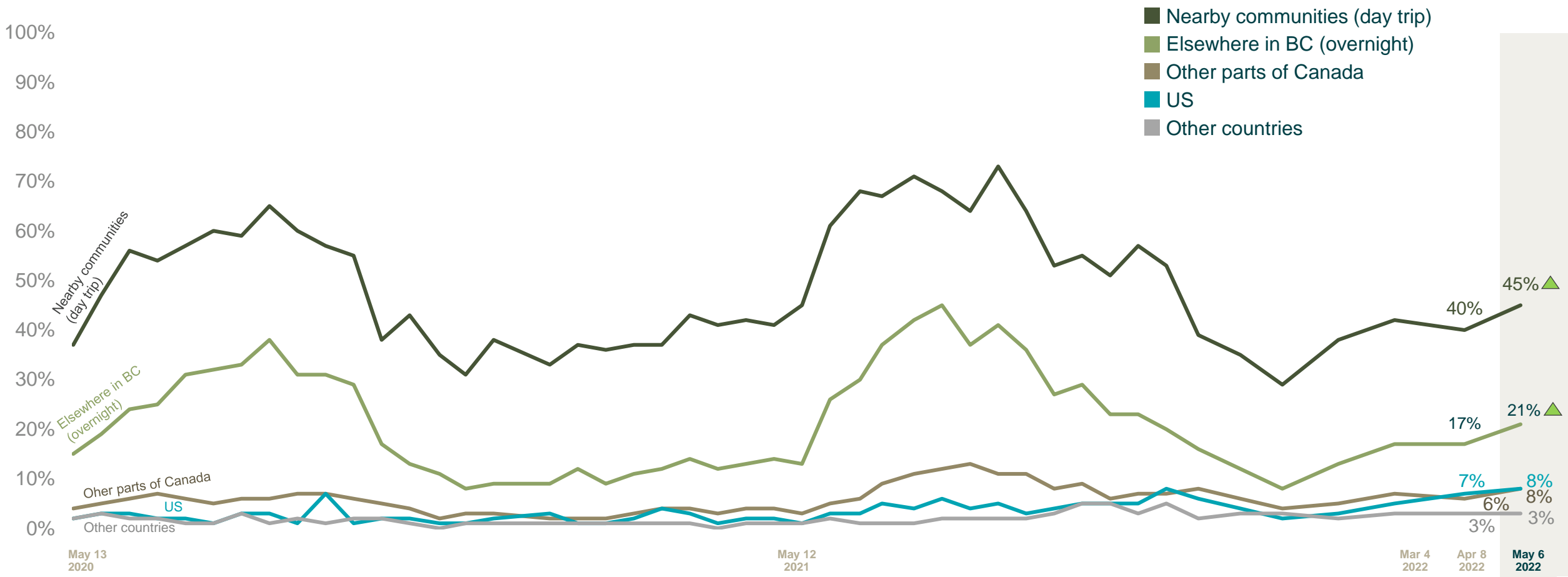
COMFORT WITH ACTIVITIES/MODES OF TRANSPORTATION (SLIDES 14-17)

- Perhaps as a result of British Columbians becoming more accustomed to the less regulations and restrictions, comfort with all activities has resurged from the drops witnessed in the last wave.
- Comfort levels with all activities and modes of transportation are now above where they were two months ago and are at historical highs in virtually all cases.

TRAVEL INTENT

Tracking British Columbians' Travel Intent Within Next 4 Weeks

(By Destination)

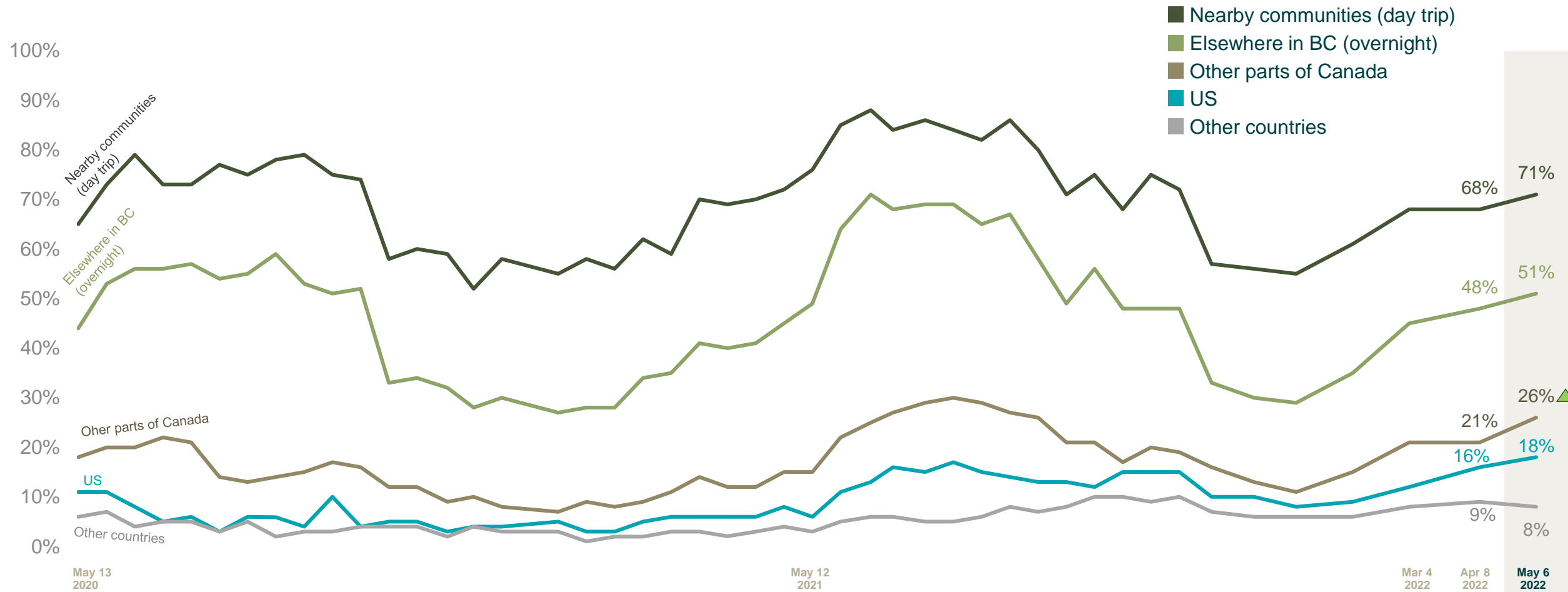


NOTE: Response category “only when vaccine or treatment for COVID-19 available” removed Jun 23, 2021.
Base: All respondents
D3. When, if at all, are you likely to make trips to the following destinations?

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

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

(By Destination)

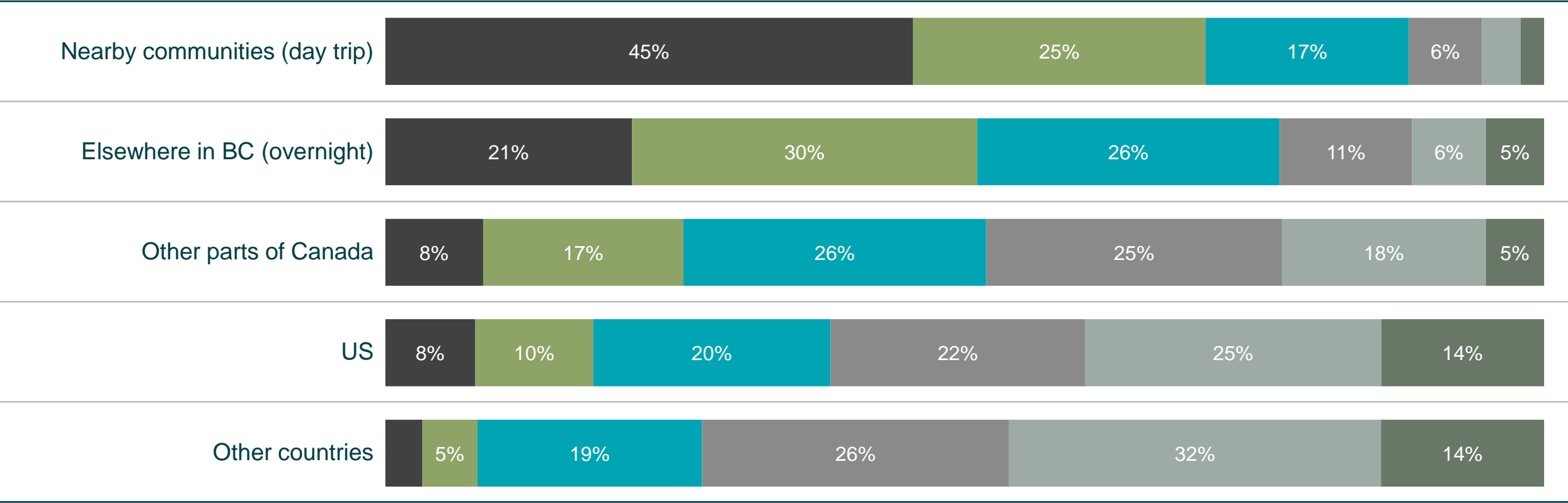


NOTE: Response category “only when vaccine or treatment for COVID-19 available” removed Jun 23, 2021.
Base: All respondents
D3. When, if at all, are you likely to make trips to the following destinations?
Due to rounding, the total may not equal 100% to the sum of individual values shown.

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

Snapshot Of British Columbians' Travel Intentions

(Wave 46 – May 6, 2022)

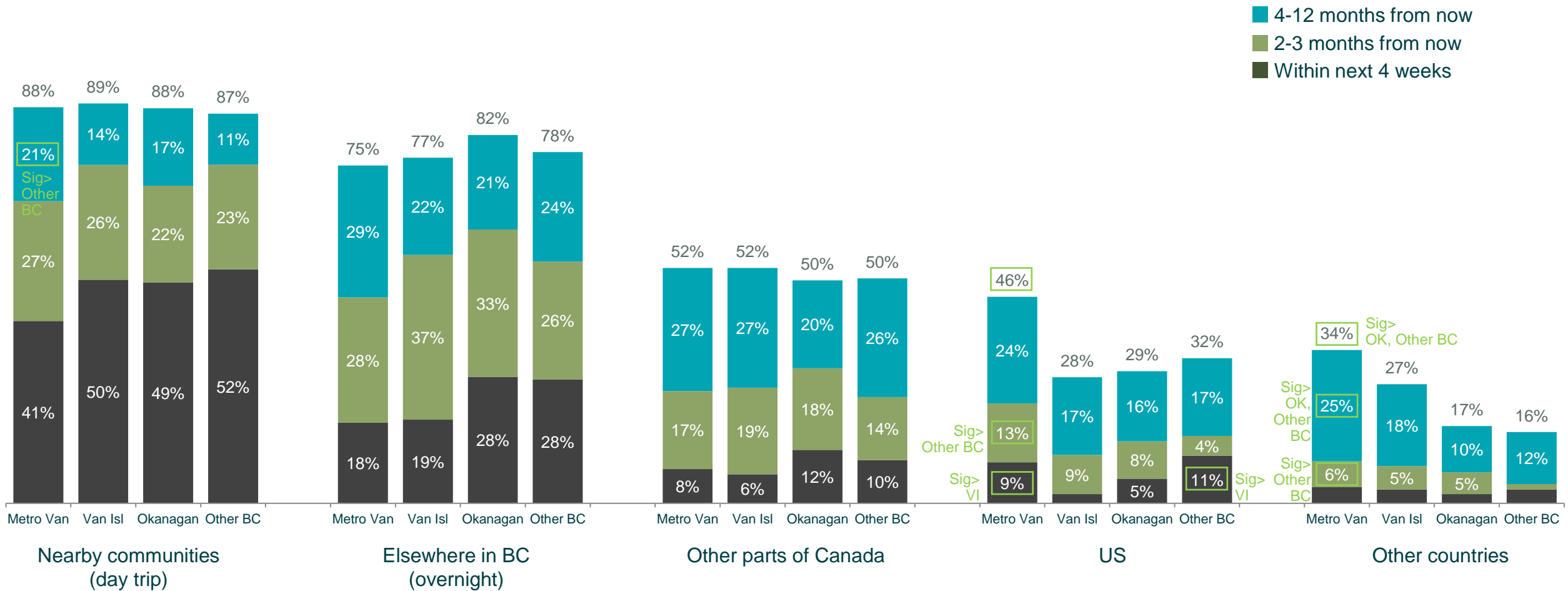


■ Within next 4 weeks ■ 2-3 months from now ■ 4-12 months from now ■ Within 2 years ■ Not sure, but longer than 2 years ■ Never

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 46 – May 6, 2022)



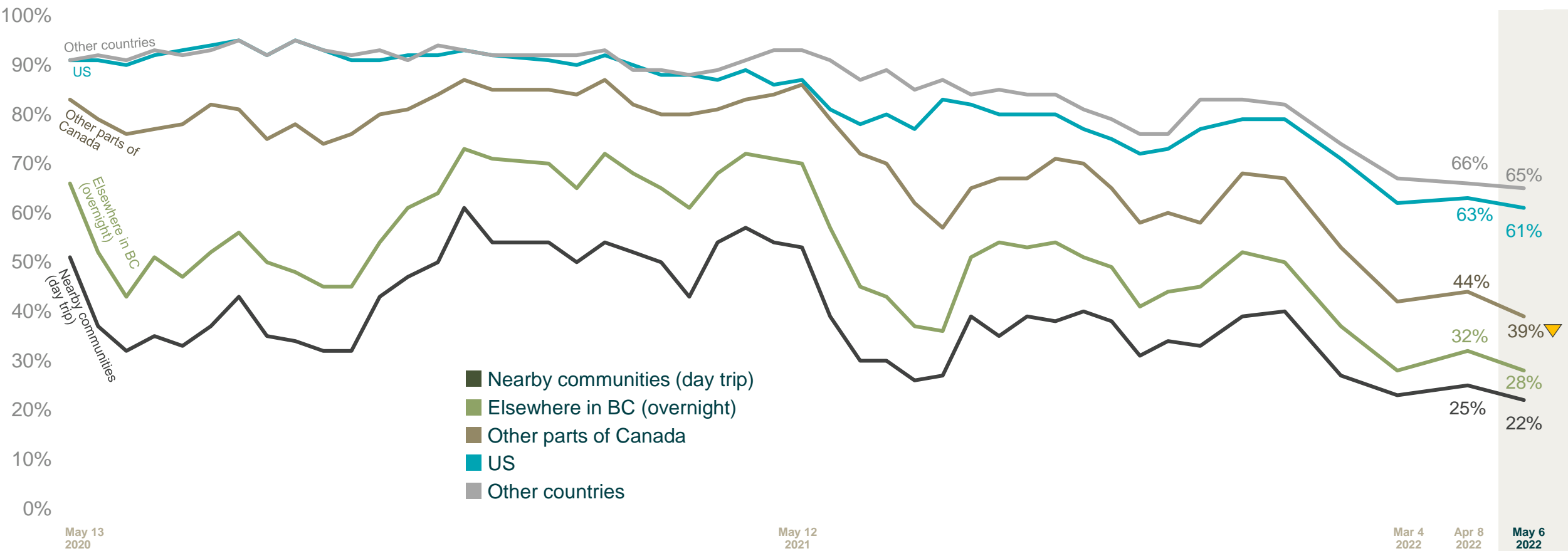
Base: All respondents
D3. When, if at all, are you likely to make trips to the following destinations?
Due to rounding, the sum of the individual values shown may not add up to the total shown.

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)

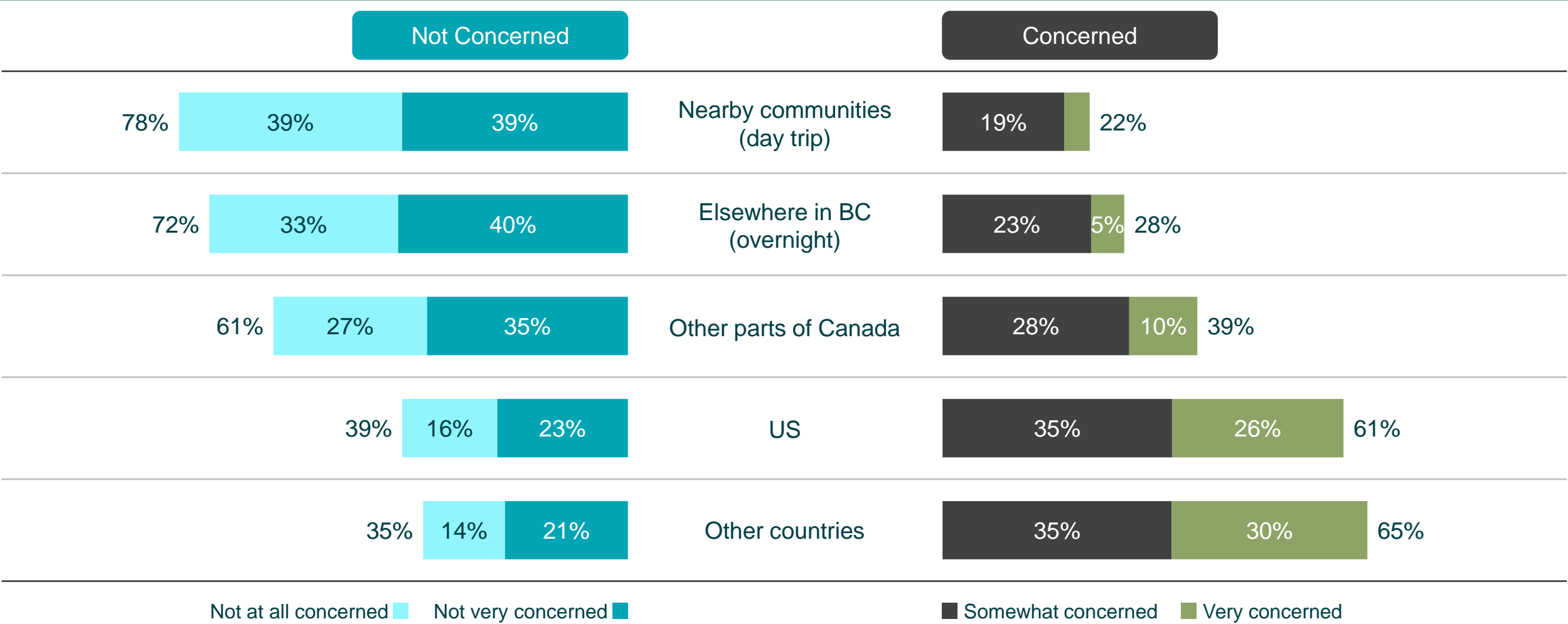


Base: All respondents
D2. Given the current situation with COVID-19, how concerned would you be with the following types of visitors making non-essential trips into your community over the next few weeks?

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

Snapshot Of British Columbians' Concern Welcoming Visitors

(Wave 46 – May 6, 2022)

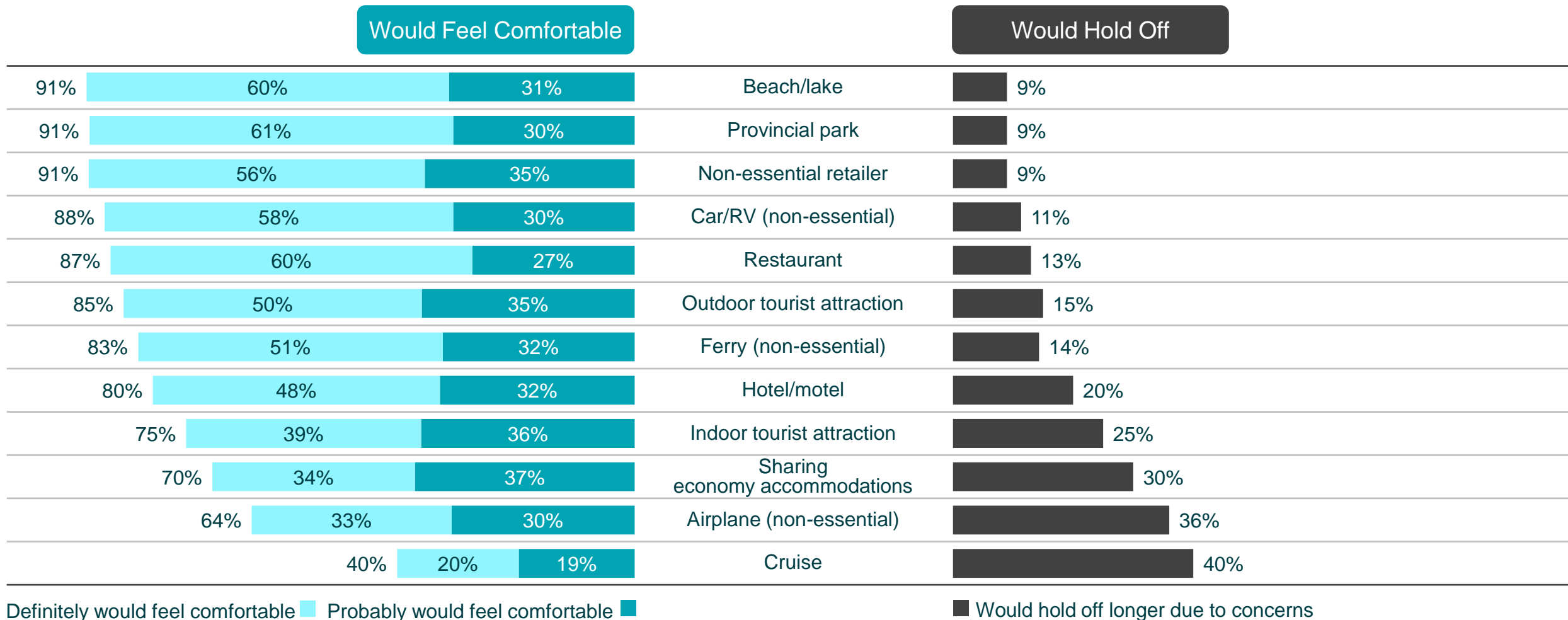


Base: All respondents
D2. Given the current situation with COVID-19, how concerned would you be with the following types of visitors making non-essential trips into your community over the next few weeks?
Due to rounding, the sum of the individual values shown may not add up to the total shown.

COMFORT LEVELS BY ACTIVITY / TRANSPORTATION / ACCOMMODATION

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

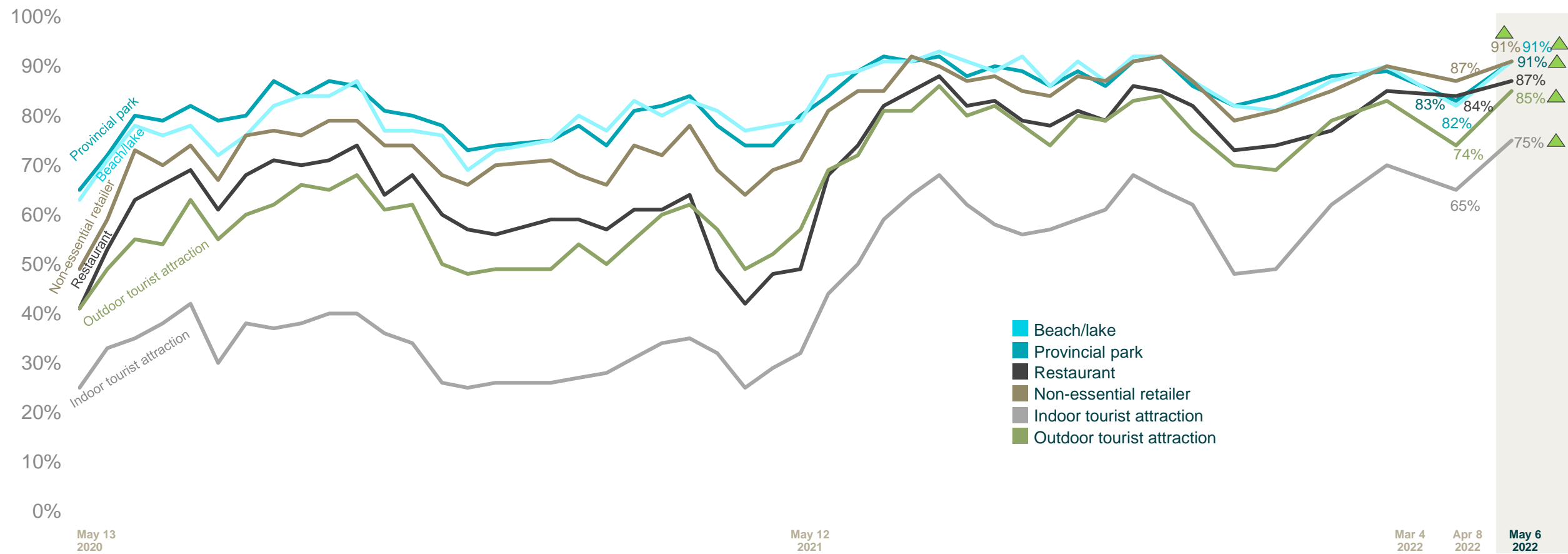
(Wave 46 – May 6, 2022)



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 you 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?
 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)

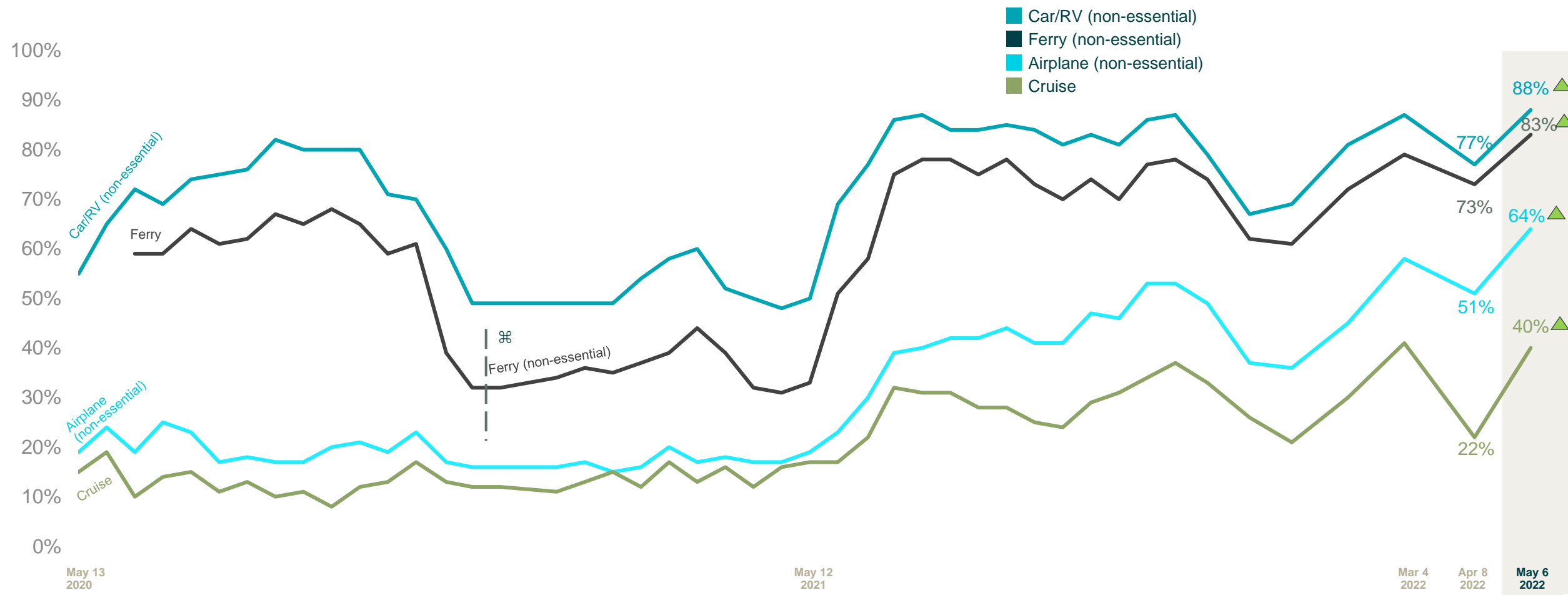


Base: All respondents, excluding not applicable/don't do this in general and not applicable/wouldn't do this at this time of year
D1. Would you be comfortable doing/using each of the following in the next few weeks, or are you be likely to hold off longer due to concerns about COVID-19?

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

Tracking British Columbians' Comfort Levels With Transportation Modes

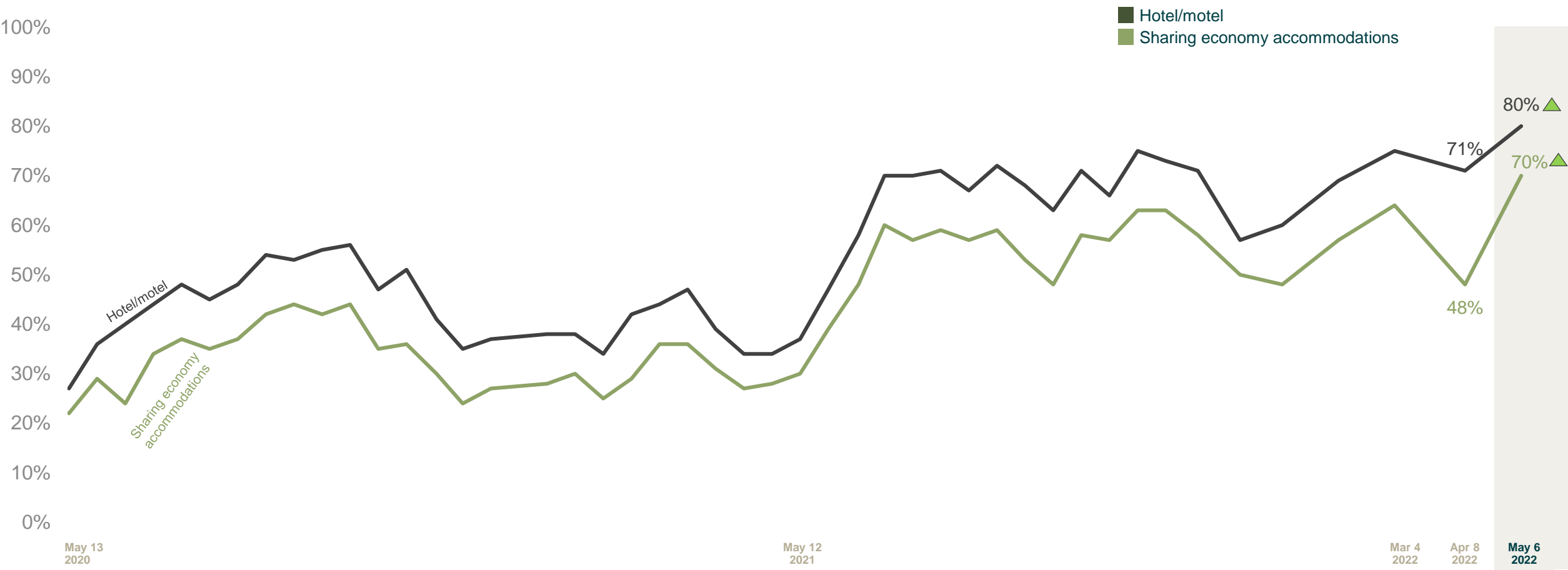
(Total Definitely/Probably Would By Transportation)



▲ 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)



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 you 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.

APPENDIX: METRICS BY DEMOGRAPHICS

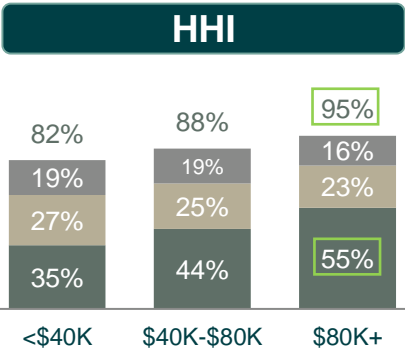
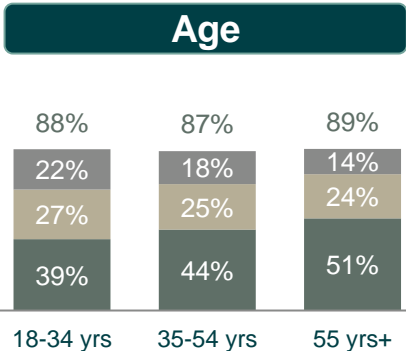
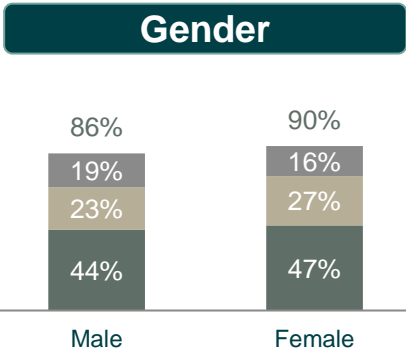
Snapshot Of British Columbians' Travel Intent By Demographics

(Wave 46 – May 6, 2022)

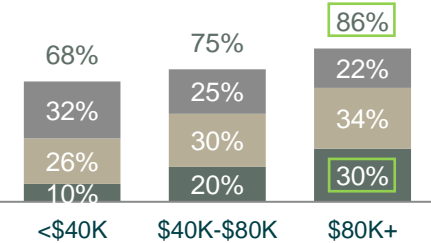
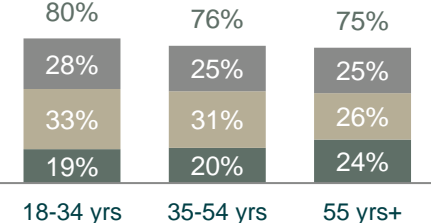
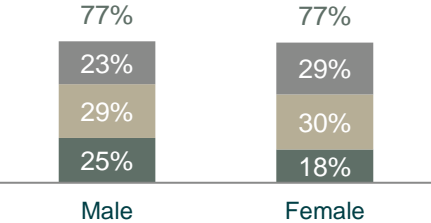


- 4-12 months from now
- 2-3 months from now
- With next 4 weeks

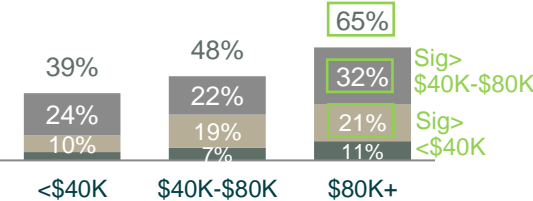
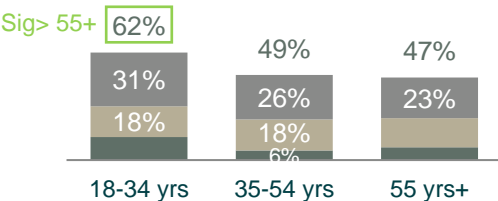
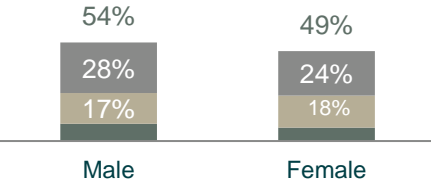
Nearby communities
(day trip)



Elsewhere in BC
(overnight)



Other
parts of Canada

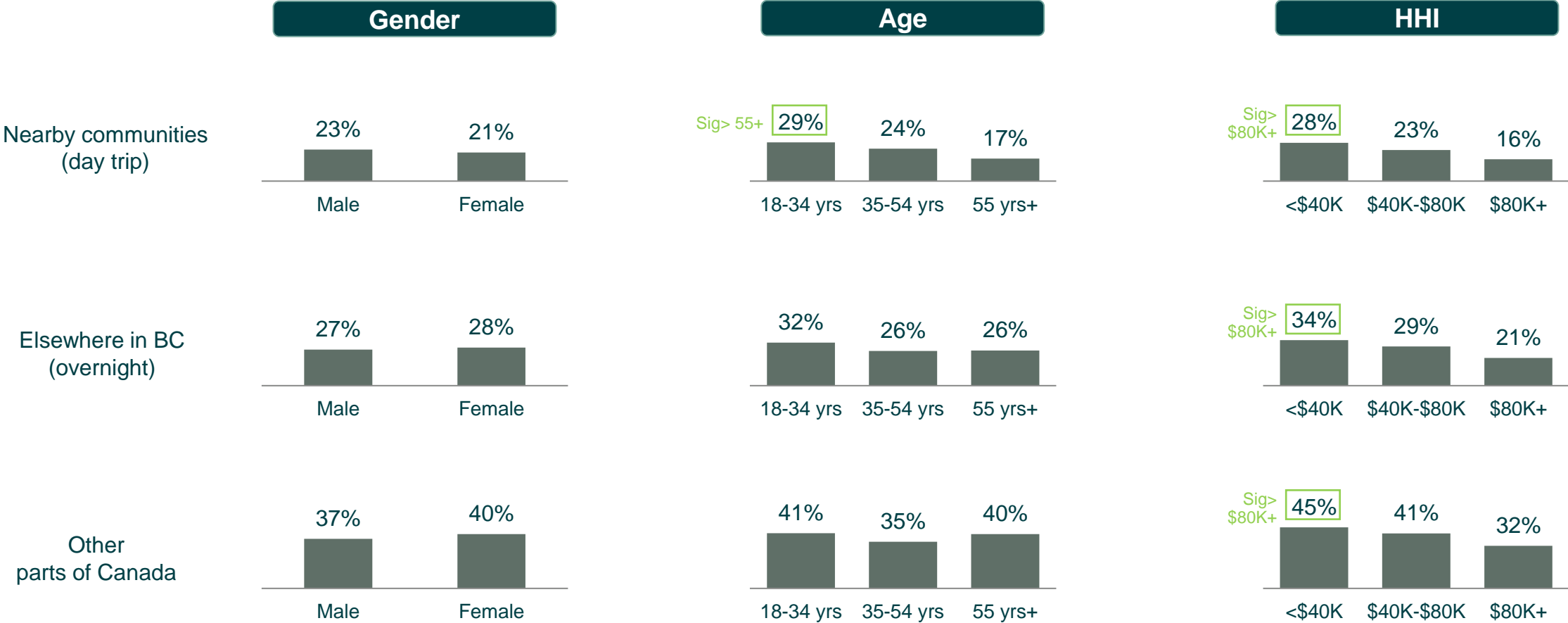


Base: All respondents
D3. When, if at all, are you likely to make trips to the following destinations?
Due to rounding, the total may not equal 100% to the sum of individual values shown.

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 46 – May 6, 2022)



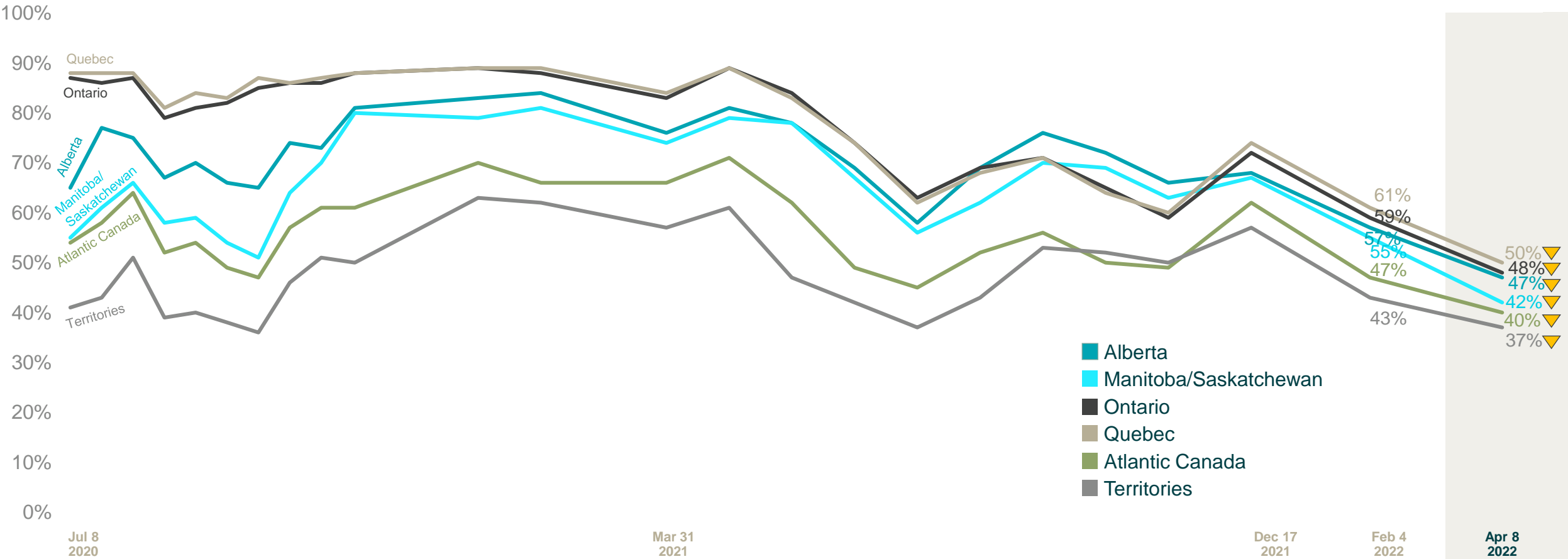
Base: All respondents
D2. Given the current situation with COVID-19, how concerned would you be with the following types of visitors making non-essential trips into your community over the next few weeks?

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

APPENDIX: PAST AD-HOC FINDINGS

Tracking British Columbians' Concern Welcoming Canadian Visitors

(Total Very/Somewhat Concerned By Origin)



⌘ Question frequency changed from bi-weekly to monthly starting November 12, 2020.

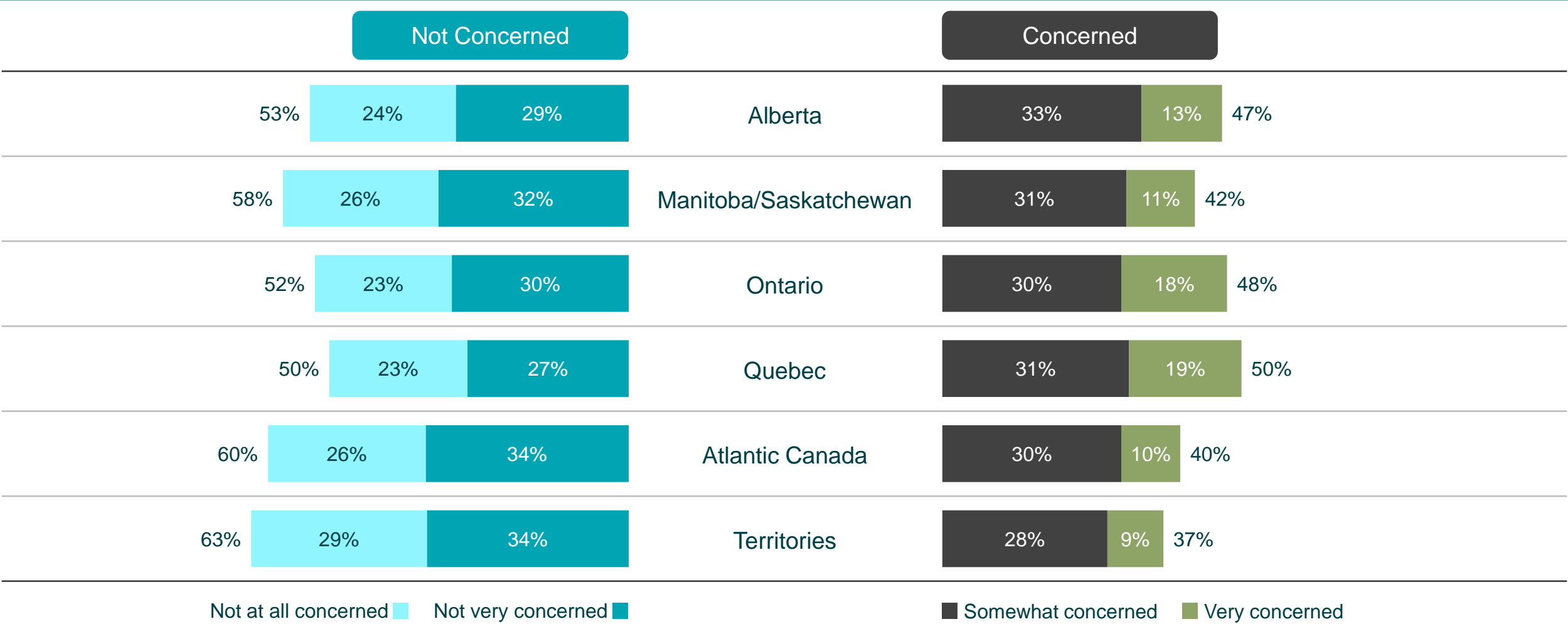
Base: All respondents

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 45 – Apr 8, 2022)



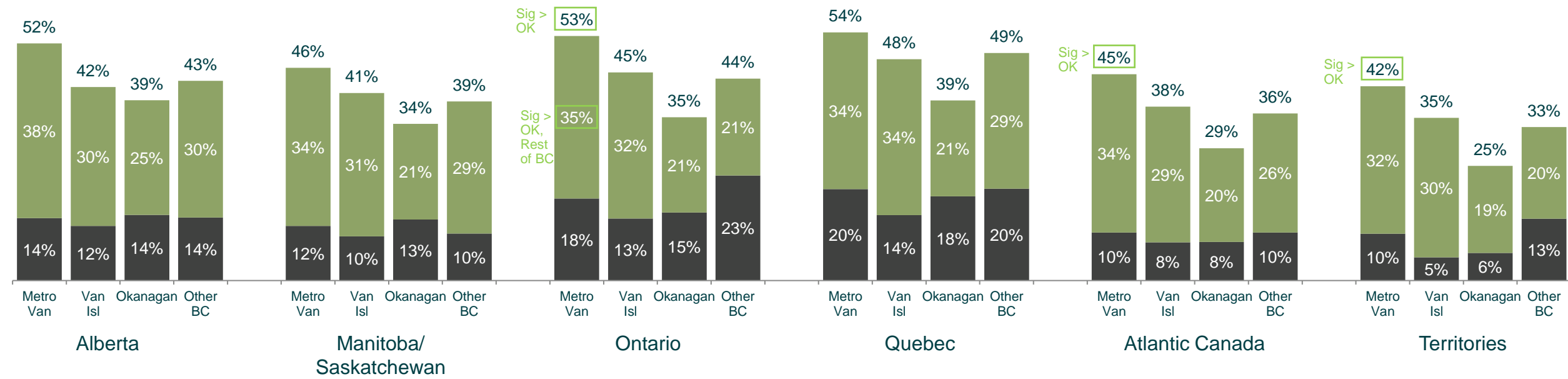
Base: All respondents
D2a. And how concerned would you be with the following types of Canadian visitors making non-essential trips into your community over the next few weeks?
Due to rounding, the sum of the individual values shown may not add up to the total shown.

Snapshot Of British Columbians' Concern Welcoming Canadian Visitors By Region

(Wave 45 – Apr 8, 2022)



Very concerned
Somewhat concerned

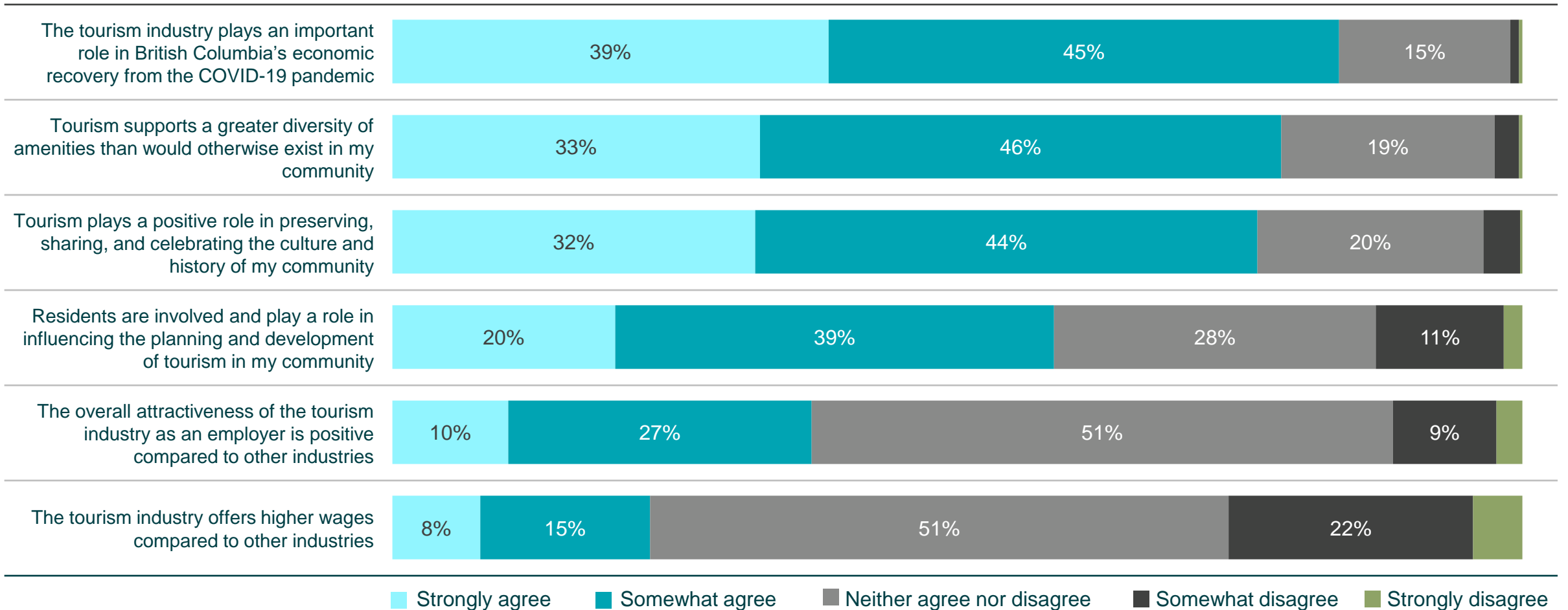


Base: All respondents
D2a. And how concerned would you be with the following types of Canadian visitors making non-essential trips into your community over the next few weeks?
Due to rounding, the sum of the individual values shown may not add up to the total shown.

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

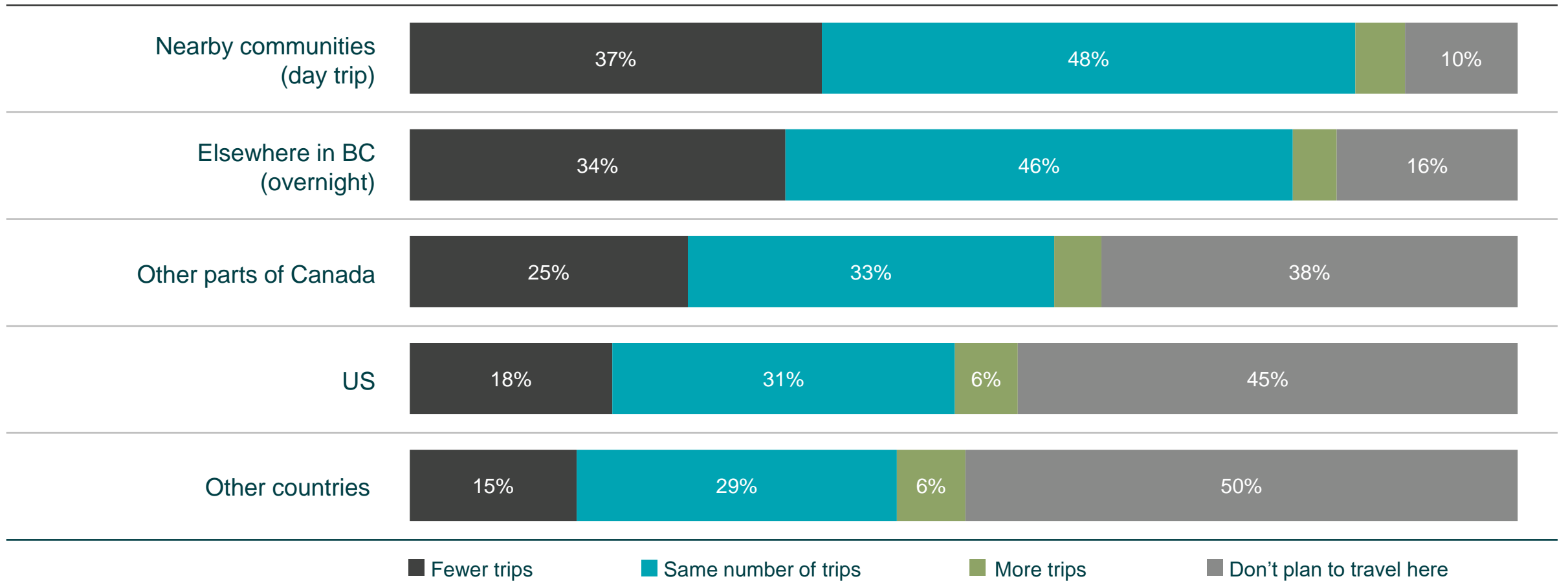
Importance of Tourism

(Wave 45 – Apr 8, 2022)



Impact of Gas Prices on Spring/Summer Travel Intentions

(Wave 45 – Apr 8, 2022)



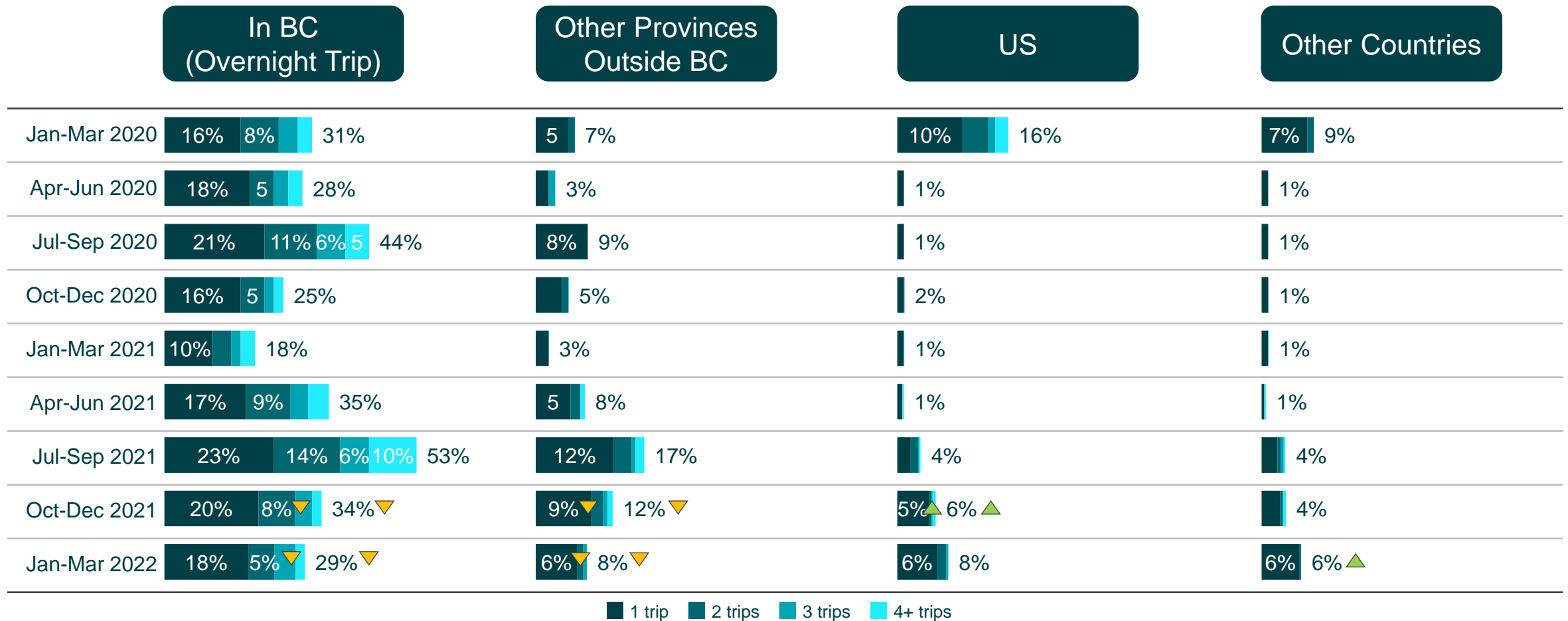
■ Fewer trips

■ Same number of trips

■ More trips

■ Don't plan to travel here

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; Jul-Sep 2021 asked in Wave 37/Oct 13, 2021; Oct-Dec 2021 asked in Wave 42/Jan 7, 2022; Jan-Mar 2022 asked in Wave 45/Apr 8, 2022. 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.

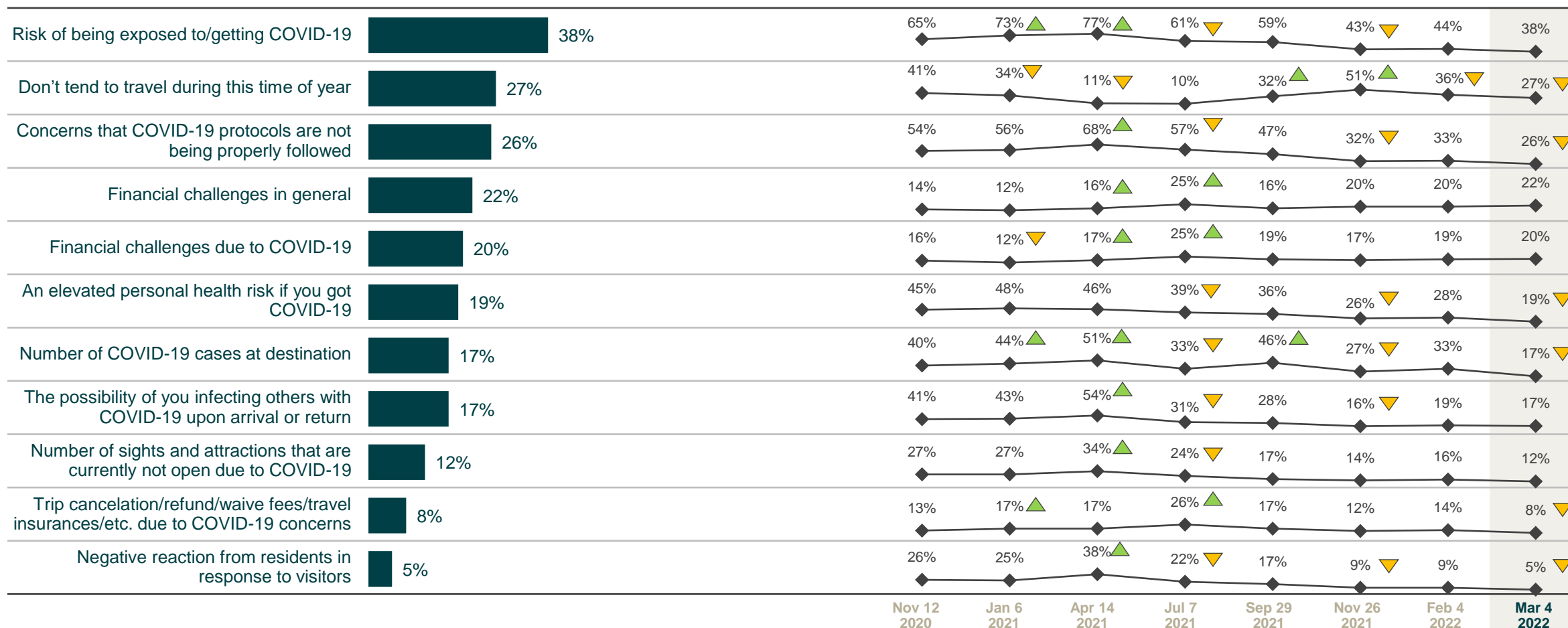
Reasons For Not Considering Future BC Travel (Aided)

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



March 4, 2022

Tracking



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

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

Attitudes Towards Tourism Post-COVID-19

(Wave 44 - March 4, 2022)



% of Agreement

I hope there is a similar amount of tourism to my community than there was prior to the pandemic 43%

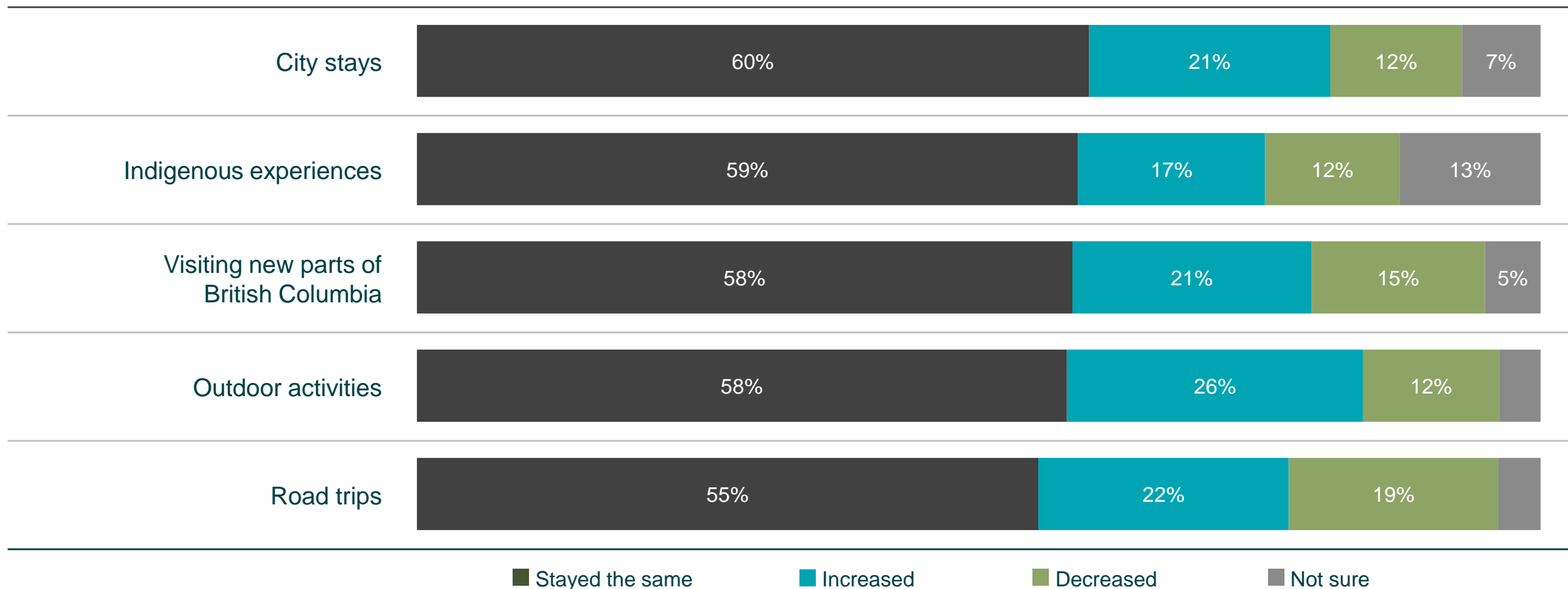
I hope there is more tourism to my community than there was prior to the pandemic 22%

I hope there is less tourism to my community than there was prior to the pandemic 16%

Not sure 19%

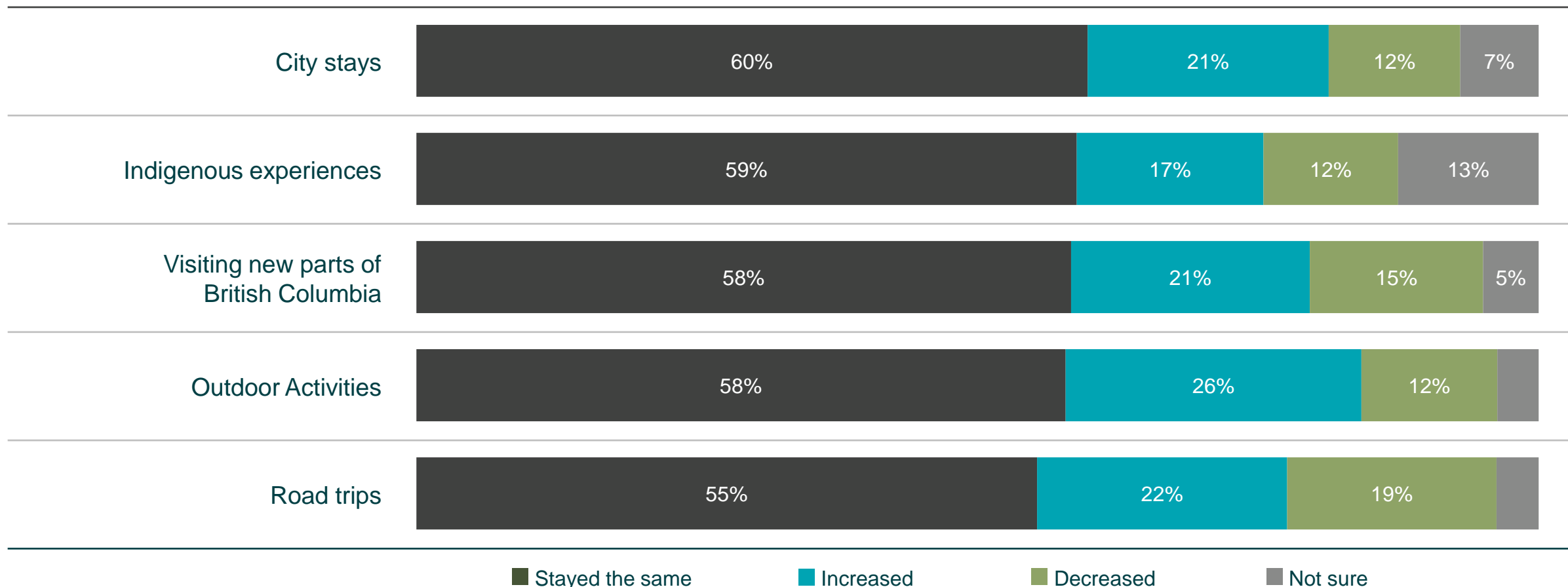
Interest in BC Activities/Experiences Compared to Two Years Ago

(Wave 44 – Mar 4, 2022)



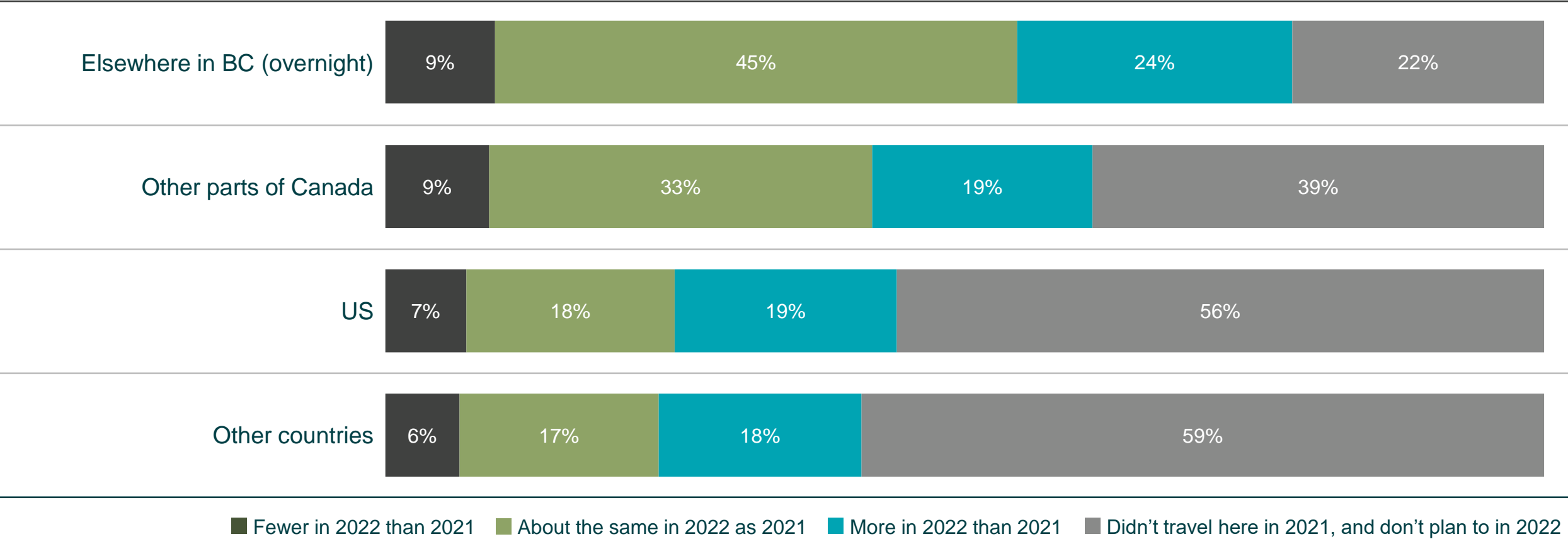
Interest in BC Activities/Experiences Compared to Two Years Ago

(Wave 44 – Mar 4, 2022)



Likely 2022 Travel Compared to 2021

(Wave 41 – Jan 7, 2022)

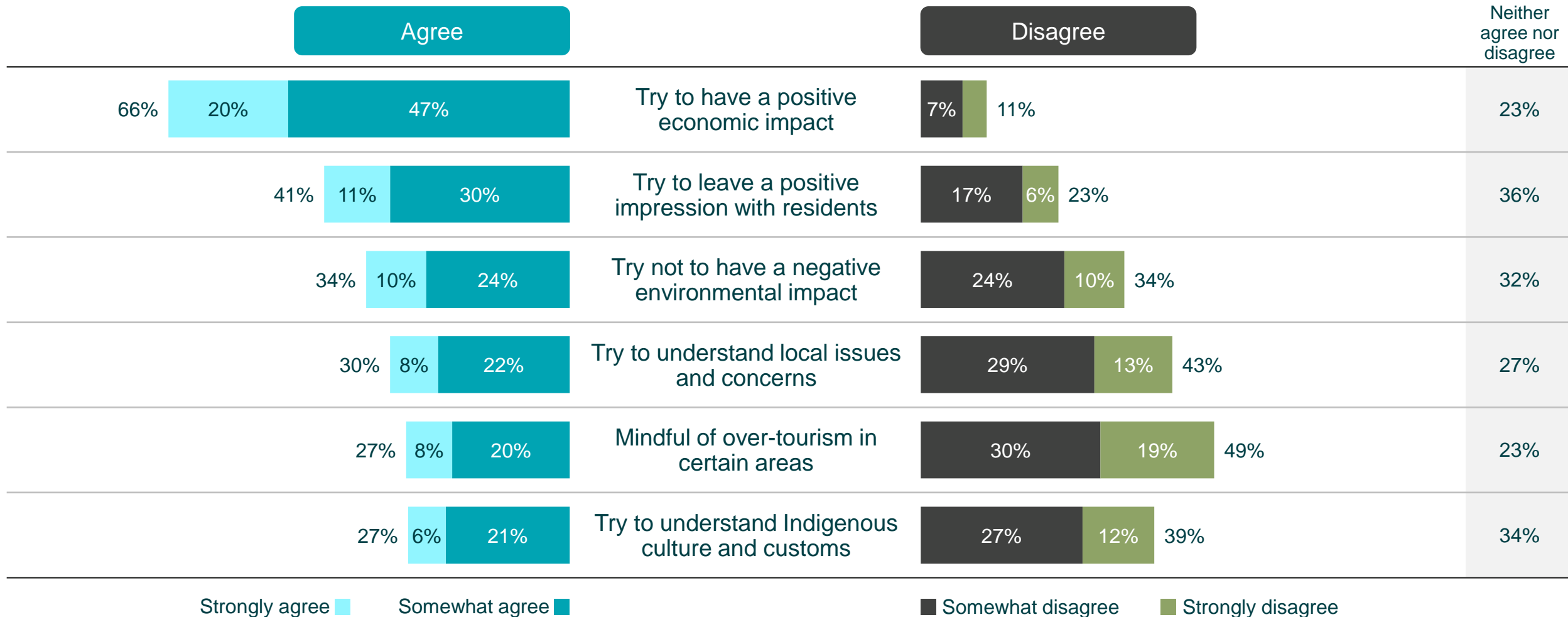


Statistically significantly **higher** than comparison group(s).
Statistically significantly **lower** than comparison group(s).

Base: All respondents
D14. Compared to last year (2021), how much do you plan to travel this year (2022) to each of the following to destinations for leisure and/or visiting friends and family? (Please do not consider any trips for businesses purposes).

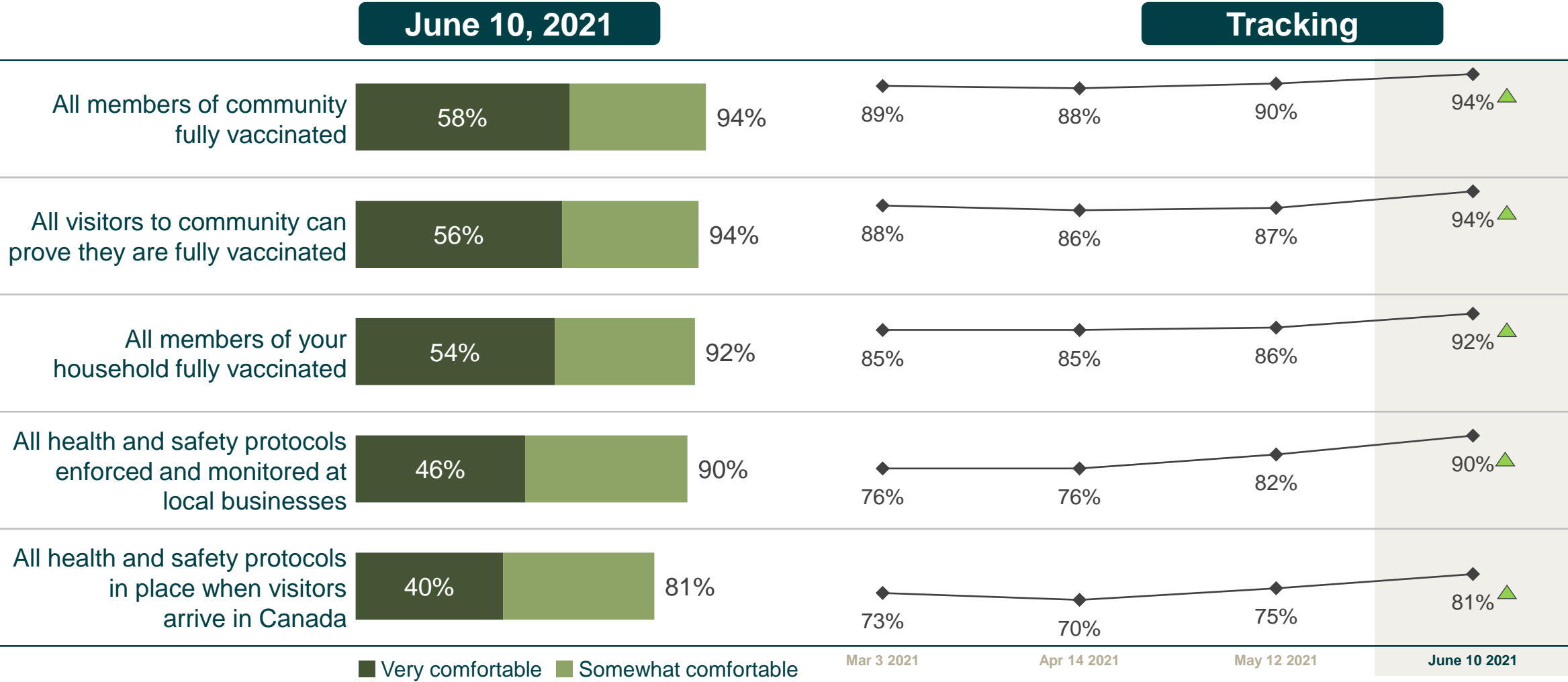
British Columbians' Views On Visitors

(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.

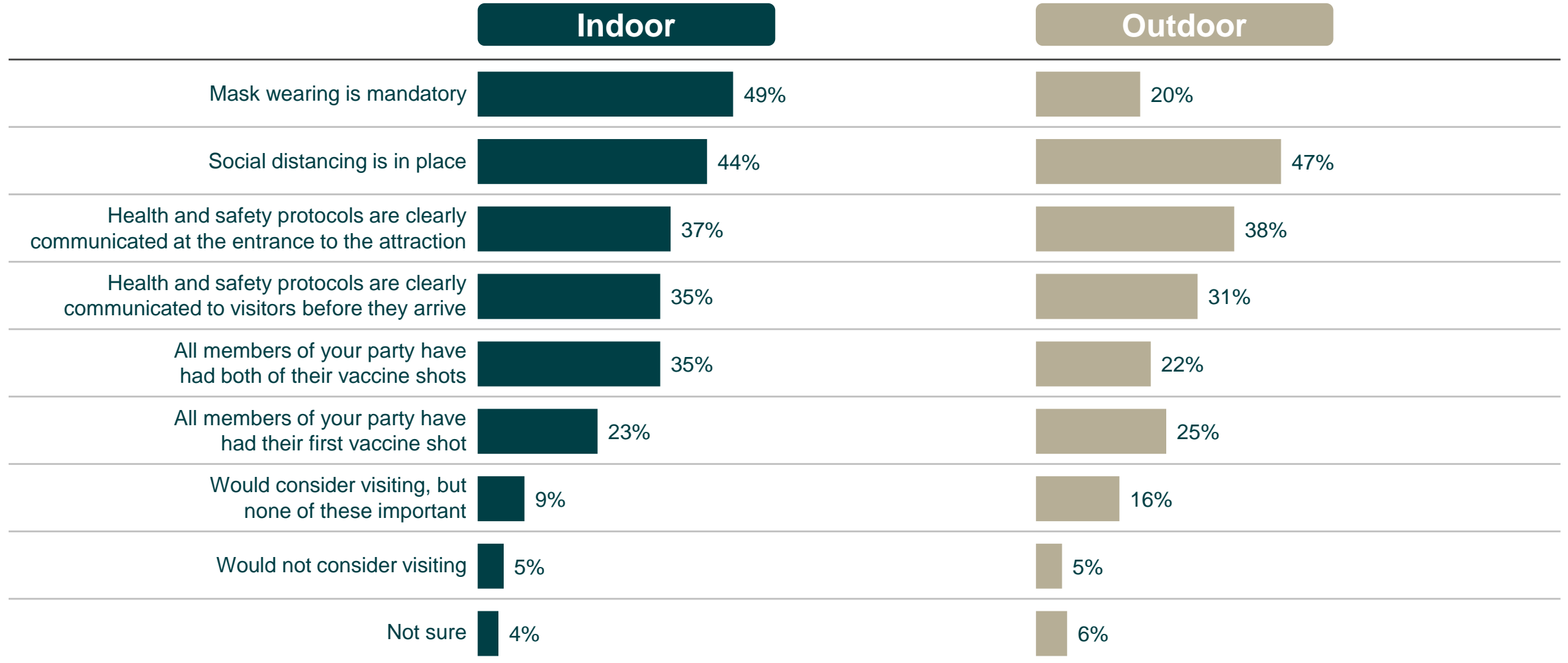
Comfort With Welcoming Visitors Under Various Circumstances



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

Important Circumstances In Visiting BC Attractions (Aided)

(Wave 29 – June 23, 2021)

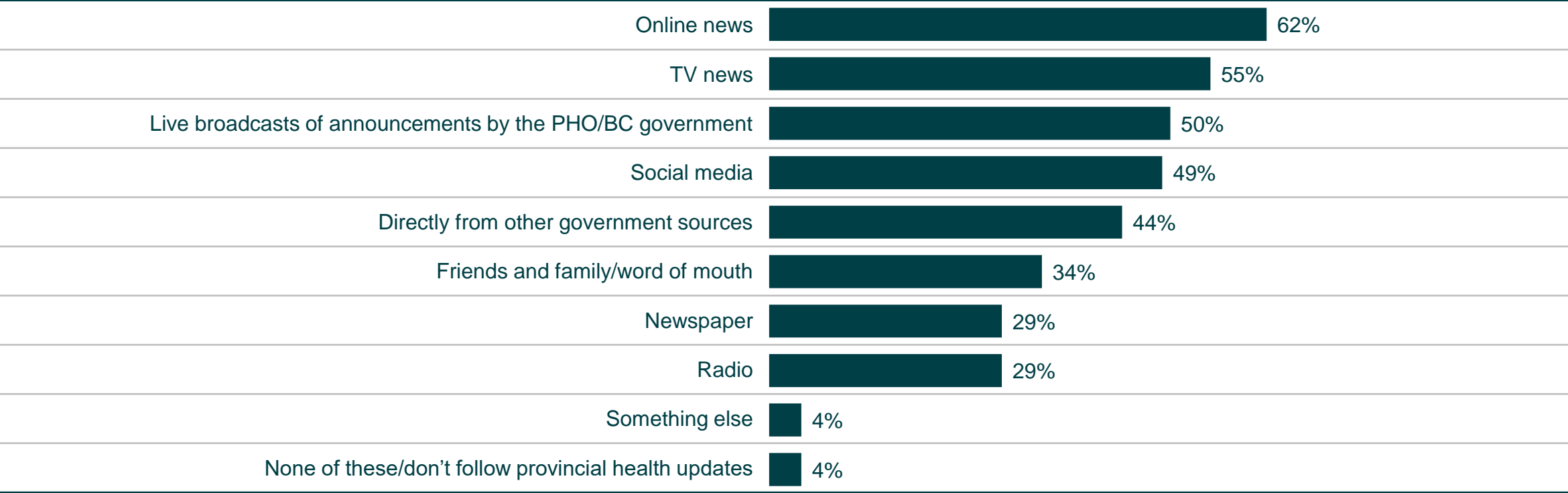


Source Of Provincial COVID-19 Health Updates

(Wave 21 - March 3, 2021)

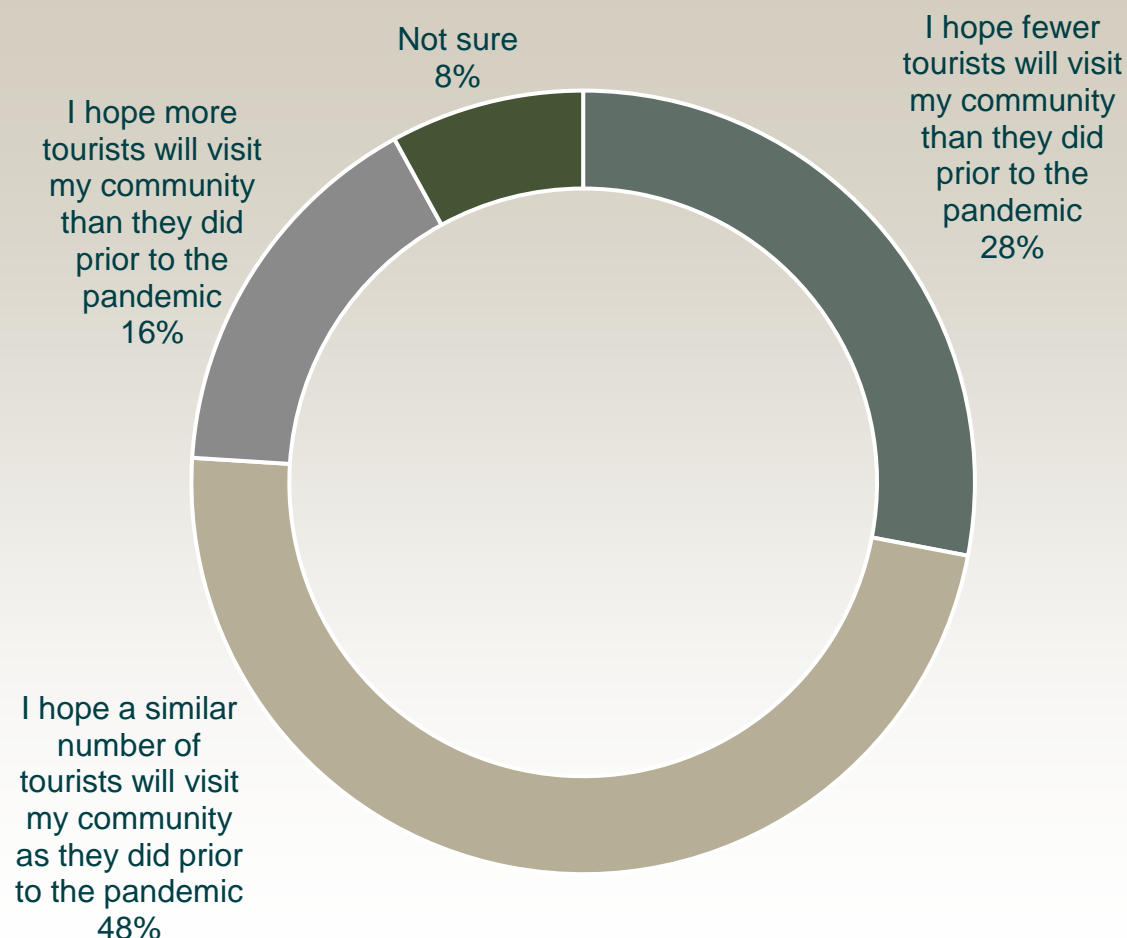


March 3, 2021
(n=827)



Preferred Tourism Post-Pandemic

(Wave 27 – May 26, 2021)



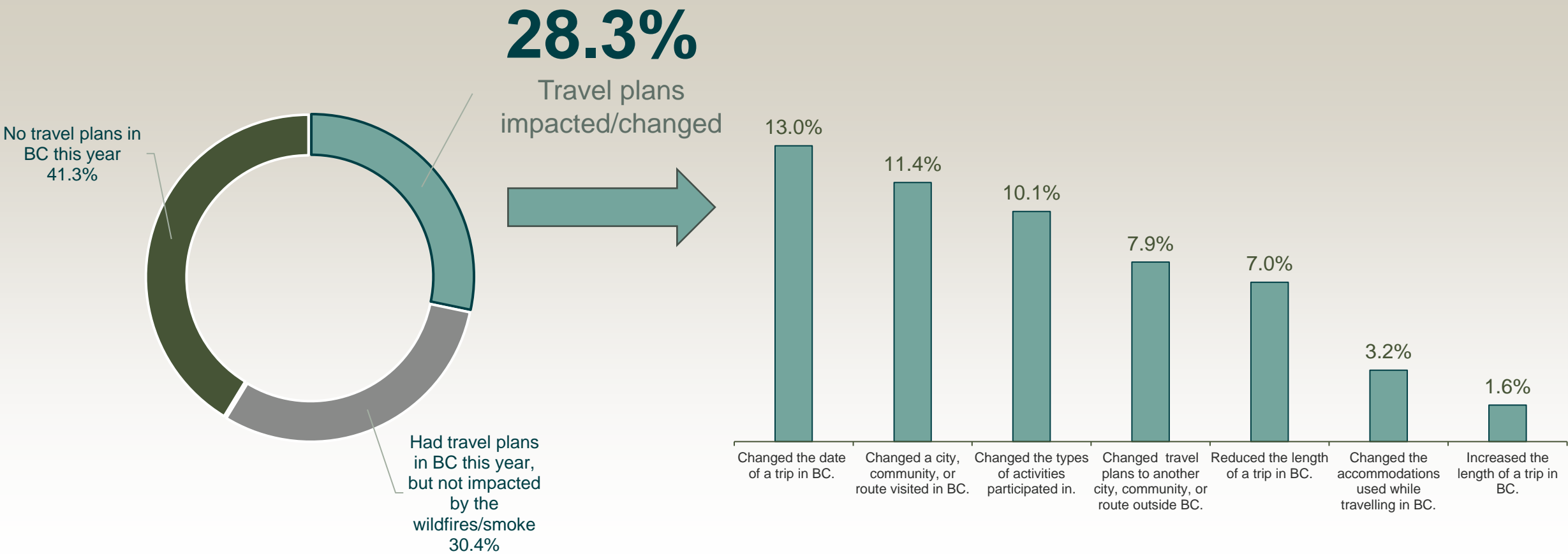
More Tourists	REGION	Fewer Tourists
15%	Metro Vancouver	27%
13%	Vancouver Isl	30%
19%	Rest of BC	28%
GENDER		
23%	Male	23%
9%	Female	32%
AGE		
9%	18 to 34	30%
17%	35 to 54	25%
20%	55+	29%
HH INCOME		
11%	<\$75K	31%
20%	\$75K+	27%

23% Statistically significantly **higher** than comparison group(s).
9% Statistically significantly **lower** than comparison group(s).

Base: All respondents
D9. When travel is allowed, and assuming both your community and incoming visitors are fully vaccinated and visitors meet Health Canada's safety guidelines, which of the following statements do you most agree with?

Impact Of Wildfires/Smoke On Residents' BC Travel Plans

(Wave 34 – Sept 1, 2021)



Base: All respondents, D12. Did you have any travel plans in British Columbia that were impacted by the wildfires and/or the smoke?



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