



DESTINATION
BRITISH COLUMBIA®

COVID-19 Research Roundup

June 23, 2020



Northern Vancouver Island



Destination BC is rounding up relevant research and articles each week related to the travel and tourism industry and COVID-19.

Last week in brief:

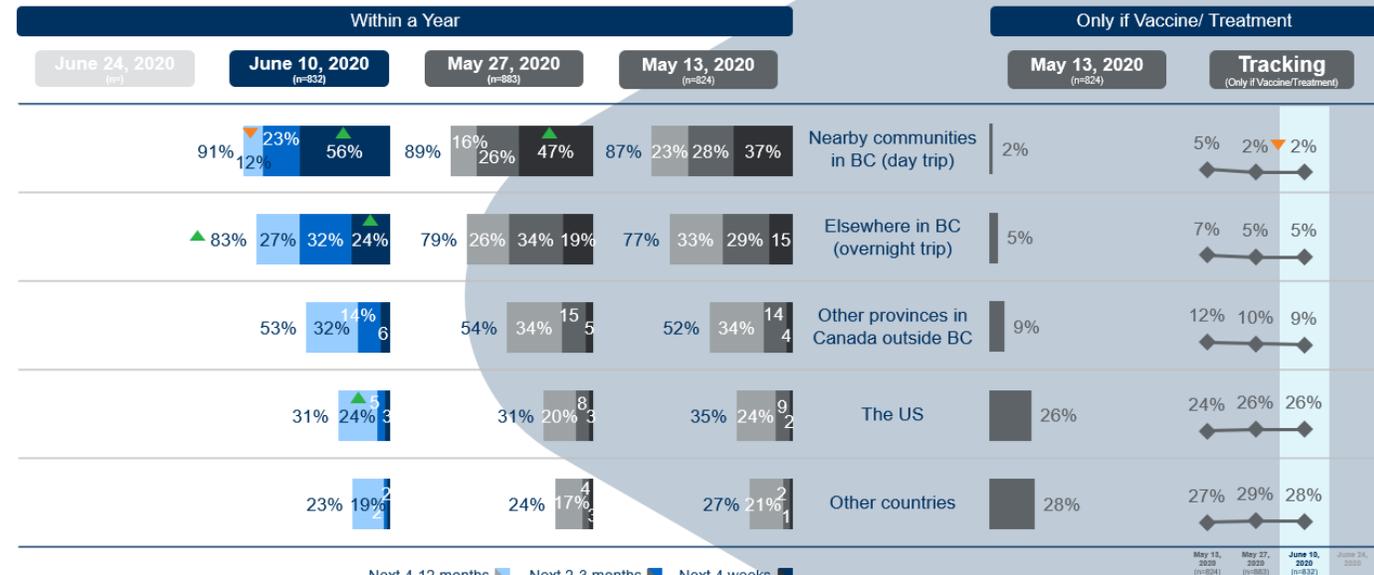
- Support for travel within BC is increasing: 56% of British Columbians would plan a trip in the next four weeks. Although, 49% of BC residents find leaving the house to be stressful during COVID-19.
- BC residents are becoming more comfortable with the idea of receiving visitors in their community.
- 38% of Americans said they find a familiar destination more appealing during COVID-19.
- Globally, long-haul forward bookings for flights in the first week in November 2020 are 59% below normal levels.

BC residents comfort in travelling is on the rise

- BC residents are becoming more comfortable with the idea of travelling within BC and receiving visitors in their community
- 68% of BC residents would make a non-essential trip within BC as of June 10, up from 47% on May 13. Nearly three-quarters of BC residents would be comfortable travelling by car/RV, up from 55% on May 13.
- Fewer residents are concerned about visitors from outside of their community visiting their own community at 43% concerned, down from 66% on May 13.
- 56% of British Columbians would plan a trip in the next four weeks, which is positive news for the summer travel season.
- For more information, see the Destination BC [COVID-19 Industry Call](#) on June 18 (starting at 53:00 minutes)

Insights West

Travel Intentions



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.

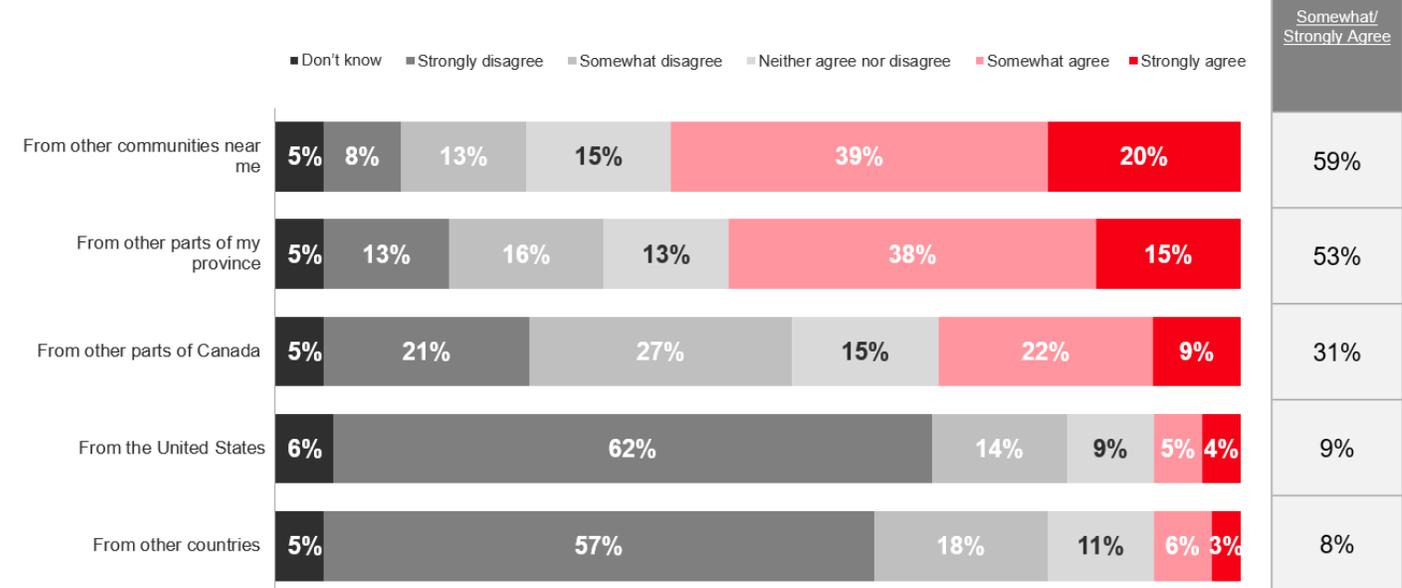
Source: [Destination BC: Omnibus Insights Tracking, June 2020; Insights West](#)



BC residents are more open to welcoming visitors into their community from other parts of Canada than they were a month ago

- Support for travel within BC is increasing, albeit more slowly than in past weeks.
- British Columbia saw a significantly positive shift in sentiment towards visitors from other parts of Canada, up to 31% as of June 16 from 17% on May 11. This is especially true for rural residents.

I would welcome visitors travelling to my community....



Base: British Columbia (n=209)
 To what extent do you agree or disagree with each of the following statements?
 "I would welcome visitors travelling to my community..."

8



Source: [Destination Canada Weekly COVID-19 Resident Sentiment, 2020-06-016](#)

While BC residents are open to travelling soon, many find it stressful leaving the house during COVID-19

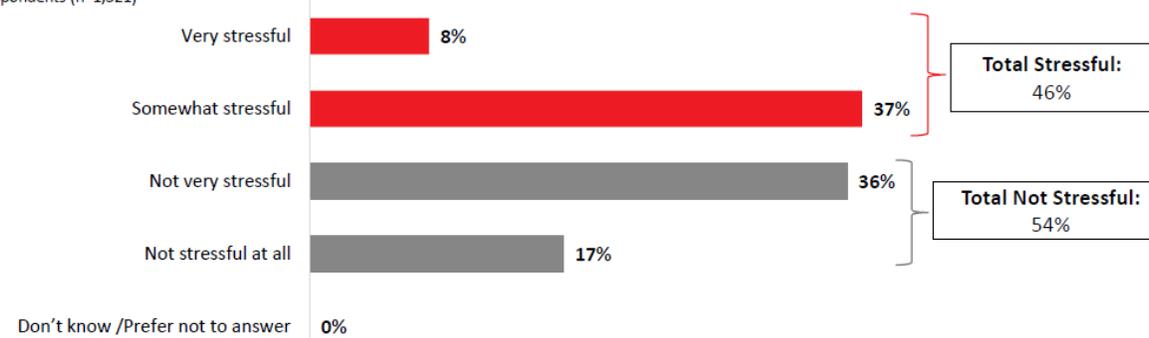
- 47% of BC residents believe the end of COVID-19's 1st wave has been reached. Three-quarters (74%) think there will be a 2nd wave of the virus.
- 46% of Canadians find leaving the house stressful during COVID-19.
- With the exception of Ontario residents, BC residents find leaving the house most stressful (51% of BC residents) relative to residents from other provinces (for example, just 33% of residents from Quebec now find leaving the house stressful).

STRESS: LEAVING THE HOUSE / BEING IN PUBLIC



CTC72. When you have to leave your house and be out in public, to what extent do you find that stressful?

Base: All respondents (n=1,521)



	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL June 15 th	Gap
Weighted n =	1,521	104	357	584	99	171	206	415	519	588	630	582	296	1,527	
Unweighted n =	1,521	100	420	601	125	125	150	423	511	587	635	585	288	1,527	
Total Stressful	46%	47%	33%	52%	43%	47%	51%	51%	45%	43%	46%	50%	37%	50%	-4
Very stressful	8%	12%	6%	9%	10%	8%	8%	7%	12%	7%	11%	6%	9%	10%	-2
Somewhat stressful	37%	35%	27%	43%	32%	39%	44%	43%	34%	37%	36%	44%	29%	40%	-3
Total Not Stressful	54%	53%	67%	48%	56%	50%	49%	49%	54%	57%	53%	50%	63%	49%	+5
Not very stressful	36%	35%	49%	32%	31%	32%	34%	35%	39%	35%	35%	36%	40%	34%	+2
Not stressful at all	17%	17%	18%	16%	24%	19%	15%	14%	15%	22%	18%	14%	23%	15%	+2
Don't know/Refuse	0%	0%	0%	0%	1%	2%	0%	0%	1%	0%	0%	1%	0%	1%	-1

Source: [Weekly Pandemic Tracker, Leger, June 15, 2020](#) / [Weekly Pandemic Tracker, Leger, June 15, 2020](#)



American travellers finding familiar destinations more appealing at this time

While BC is still in Phase 2 of the BC Restart Plan, and is not open to travel from the USA or International countries, this information is provided to highlight global trends of relevance to BC now.

- The majority of American travellers feel they are informed about potential Coronavirus-related risks involved with travelling, and nearly 70% of Americans say they will take at least one leisure trip this year.
- 38% of travellers said familiar destinations are more appealing during COVID-19.
- 61% of Americans said they would be less or much less interested in visiting a destination that appeared crowded or exhibited poor “pandemic etiquette” in media coverage. 66% reported seeing this kind of coverage in the media.

THE PANDEMIC'S INFLUENCE ON TRAVEL: WHAT AMERICANS SAY THEY WILL AVOID WHEN TRAVELING THIS YEAR



CRUISES
(55.6%)



CROWDED
DESTINATIONS
(52.6%)



AREAS HARDEST HIT
BY CORONAVIRUS
(48.1%)



ATTENDING
CONFERENCES
(45.9%)



PLACES WITH
SANITARY
ISSUES
(43.8%)



SPECIFIC
FOREIGN
DESTINATIONS
(38.7%)



AIR
TRAVEL
(34.0%)



SPECIFIC U.S.
DESTINATIONS
(32.2%)



DESTINATIONS
SLOW TO SOCIAL
DISTANCE
(25.9%)



CITIES &
URBAN
AREAS
(25.4%)

Q: DO YOU EXPECT THAT YOU WILL AVOID ANY OF THE FOLLOWING? SELECT ALL THAT WOULD COMPLETE THE FOLLOWING SENTENCE FOR YOU: I WILL MOST LIKELY AVOID _____.



Air passengers waiting longer to travel, booking later

- Internationally, overall airline bookings are down 82% year-over-year compared to June 2019.
- Long-haul forward bookings for the first week in November 2020 are 59% below normal levels.
- Passengers are booking closer to the time of travel. 41% of May 2020 bookings were for travel within 3 days, compared to 18% in May 2019.
- 45% of travellers intend to use air transportation within a few months of the pandemic subsiding, with 36% wanting to wait six months. This is a significant shift from April 2020, which saw 61% and 21%, respectively.





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