

Destination BC's BC Resident's Public Perceptions COVID-19 Travel and Tourism Wave 4 Report

Insights West Omnibus Insights Tracking

June 2020



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Introduction

Background



- Destination BC would like to monitor British Columbian's current views on travel and tourism as well as track travel and tourism behaviour intentions in order to understand the impact of COVID-19 on the sector.
- As such, Destination BC has commissioned seven waves of research, one every two weeks, starting May 13, 2020 to track opinions and intentions and watch how results trend over time.

Methodology



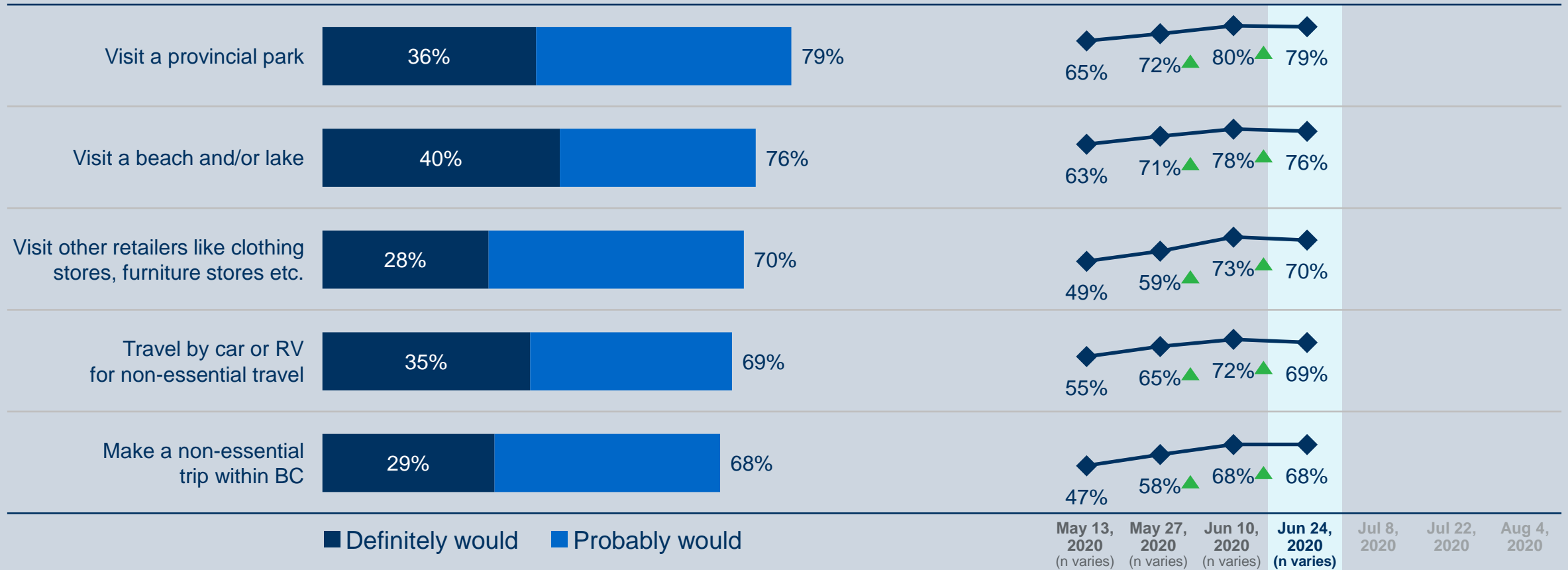
- Online survey with ~800 British Columbian adults via an omnibus (shared study).
- Data is weighted by age, gender, region within BC and past voting behaviour to ensure it is representative of the province.

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-x, 2020		
6	July 22-x, 2020		
7	August 5-x, 2020		

Detailed Findings

June 24, 2020

Tracking
(Total Would)

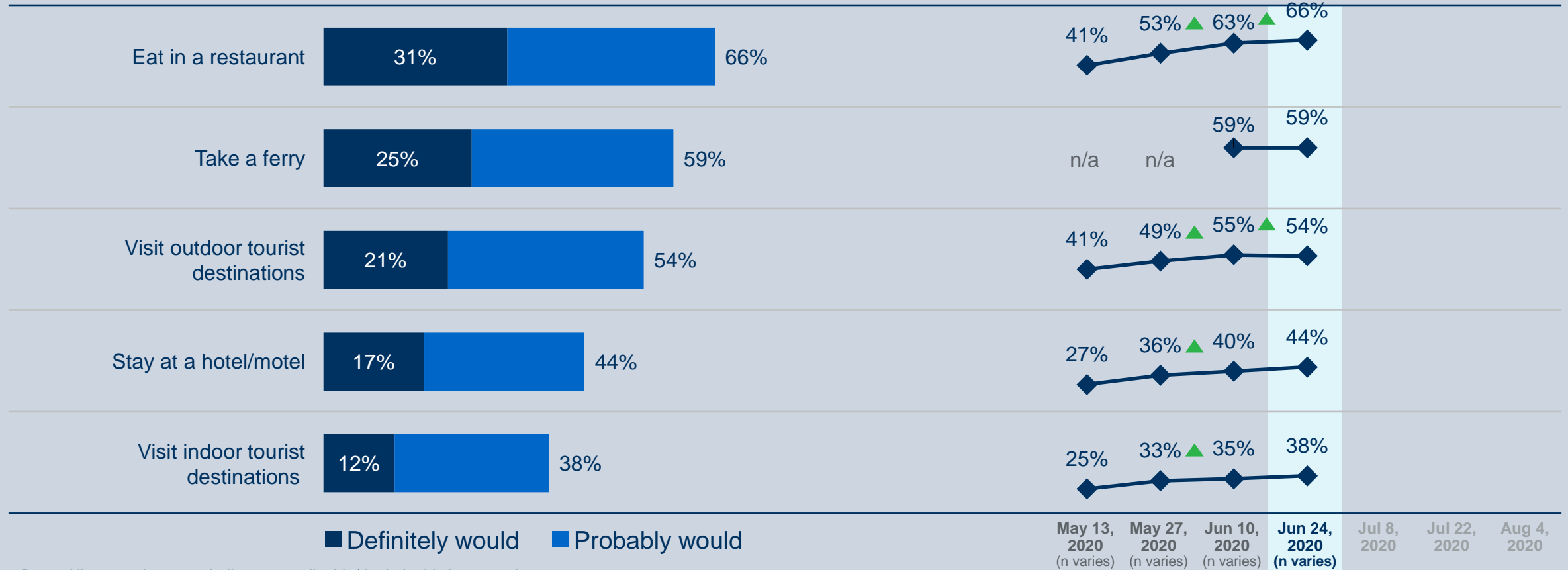


Base: All respondents, excluding not applicable/don't do this in general

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?

June 24, 2020

Tracking
(Total Would)

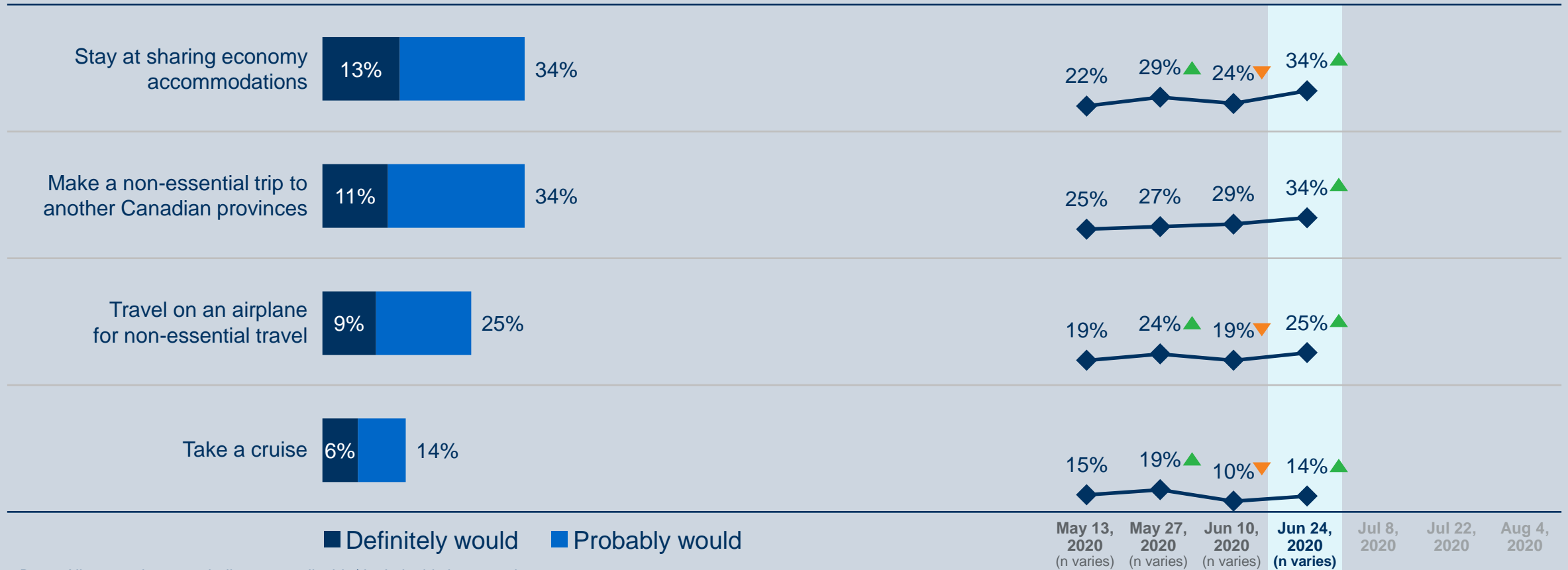


Base: All respondents, excluding not applicable/don't do this in general

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?

June 24, 2020

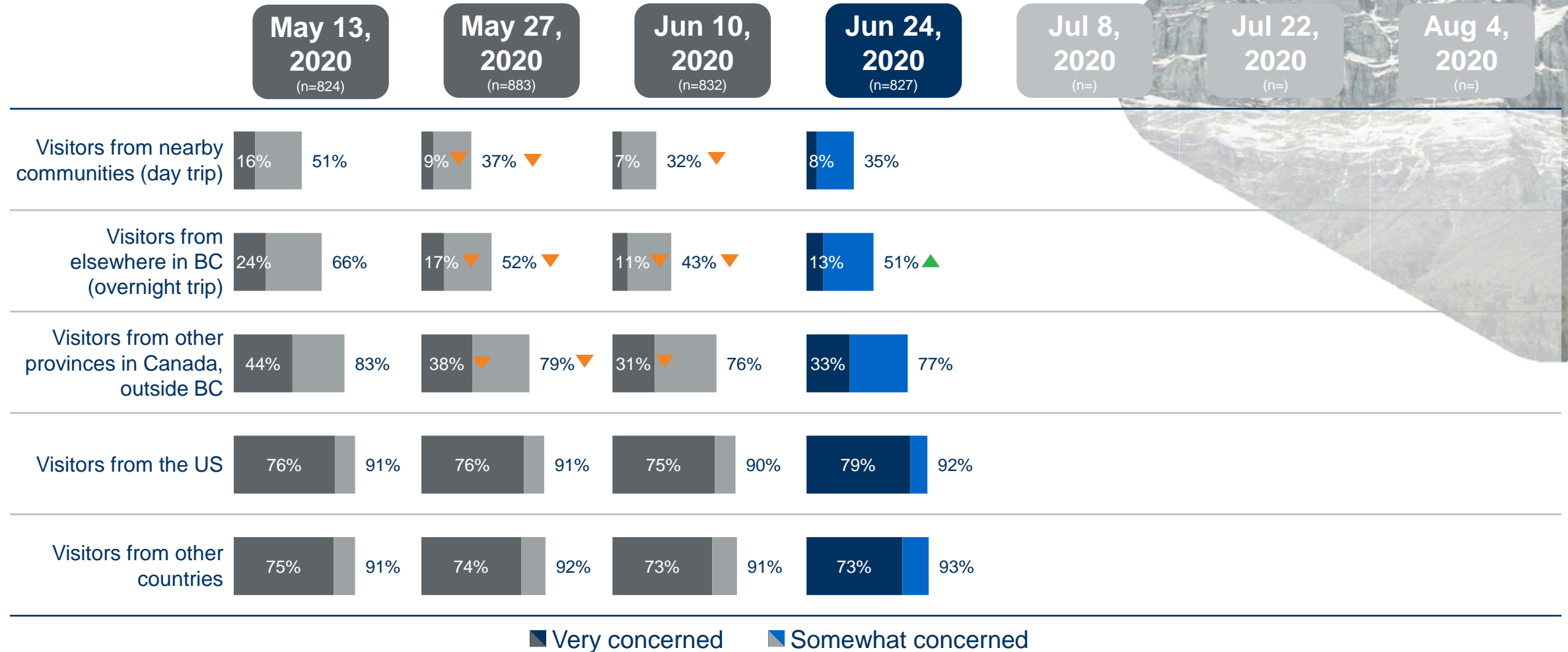
Tracking
(Total Would)



Base: All respondents, excluding not applicable/don't do this in general

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?

Concern Regarding Visitors to Community Given COVID-19 Situation



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?

Within a Year

Aug 4,
2020
(n=)

Jul 22,
2020
(n=)

Jul 8,
2020
(n=)

Jun 24,
2020
(n=827)

Jun 10,
2020
(n=832)

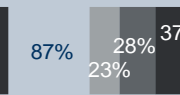
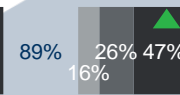
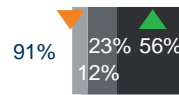
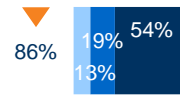
May 27,
2020
(n=883)

May 13,
2020
(n=824)

Only if Vaccine/ Treatment

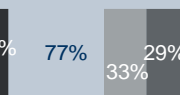
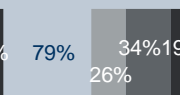
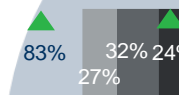
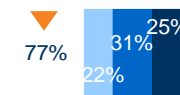
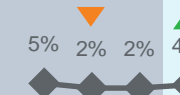
Jun 24, 2020
(n=827)

Tracking
(Only if Vaccine/Treatment)



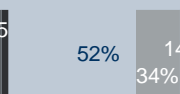
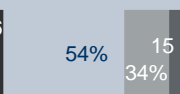
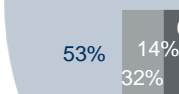
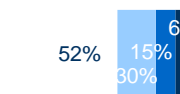
Nearby communities
in BC (day trip)

4%



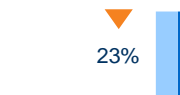
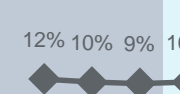
Elsewhere in BC
(overnight trip)

5%



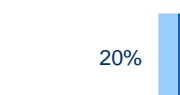
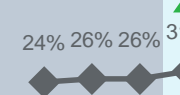
Other provinces in
Canada outside BC

10%



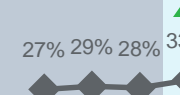
The US

31%



Other countries

33%



Next 4-12 months Next 2-3 months Next 4 weeks

May 13, 2020 (n=824) May 27, 2020 (n=883) Jun 10, 2020 (n=832) Jun 24, 2020 (n=827) Jul 8, 2020 Jul 22, 2020 Aug 4, 2020

Base: All respondents

D3. When, if at all, are you likely to make trips to the following destinations?

For more information, please contact:

Destination BC's Research & Analytics Team
TourismResearch@DestinationBC.ca