



COVID-19 Research Roundup

July 27, 2020

Nonda Creek, Northern BC

BC remains in Phase 3 of BC's Restart Plan

On June 24, 2020, it was announced that British Columbia is taking the next step in [BC's Restart Plan](#) with a gradual transition to Phase 3, including the smart, safe and respectful return of travel and tourism within the province.

While BC is in Phase 3 of the BC Restart Plan, and is not open to non-essential travel from the USA or International countries, information provided in this Roundup Report highlights not only local insights, but global insights which may be applicable to BC now.





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

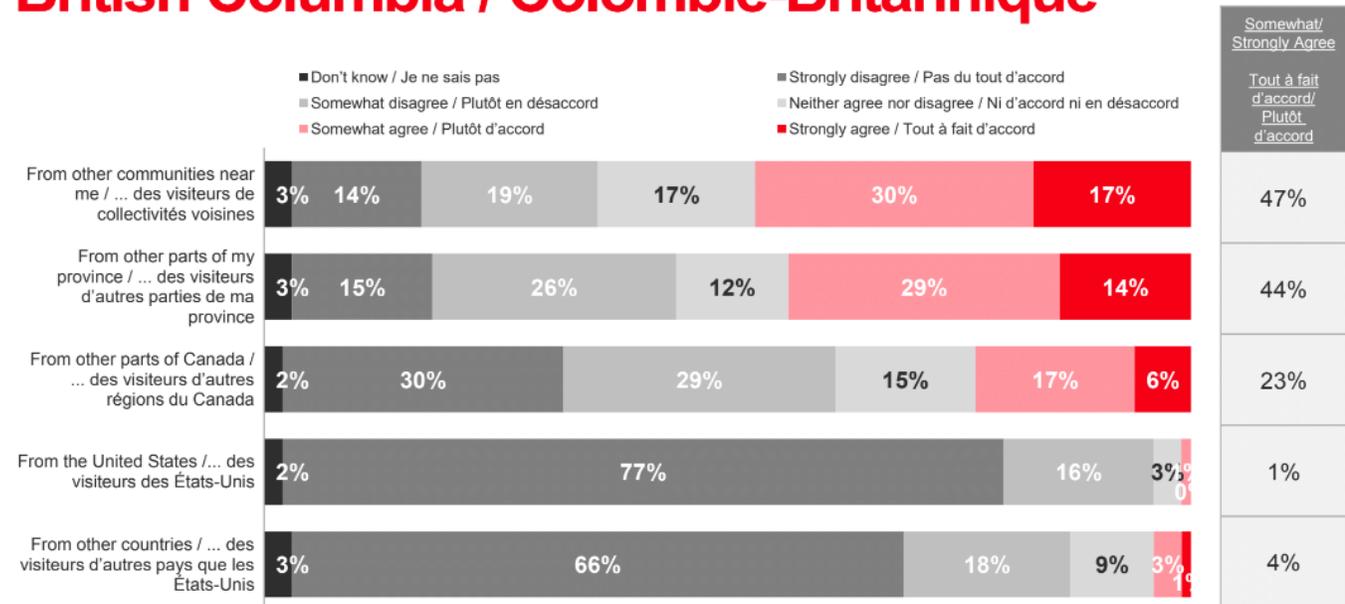
Last week in brief:

- BC residents' sentiment has decreased toward welcoming all domestic and US visitors
- BC residents are increasingly intending to travel within BC
- Average expected hotel occupancy up until December
- HelloBC.com Pageviews and Users continues to climb
- Safety measures impact Canadians decision to travel
- Proper pandemic travel etiquette still key for Americans
- Canada has one of the highest increases on the Global Consumer Confidence Index
- COVID-19-related tourism headlines and initiatives from around the world

BC residents' sentiment has decreased toward welcoming all domestic and US visitors

- According to Destination Canada's Weekly COVID-19 Resident Sentiment polling survey, BC residents' sentiment has decreased significantly towards welcoming all domestic and US visitors, the only province with this shift other than Alberta.
- Compared to 44% who would welcome visitors from other parts of the province, only 23% would do so from other parts of Canada and only 1% from the US.
- 70% of rural BC residents would welcome visitors from nearby communities, compared to 43% of urban residents.

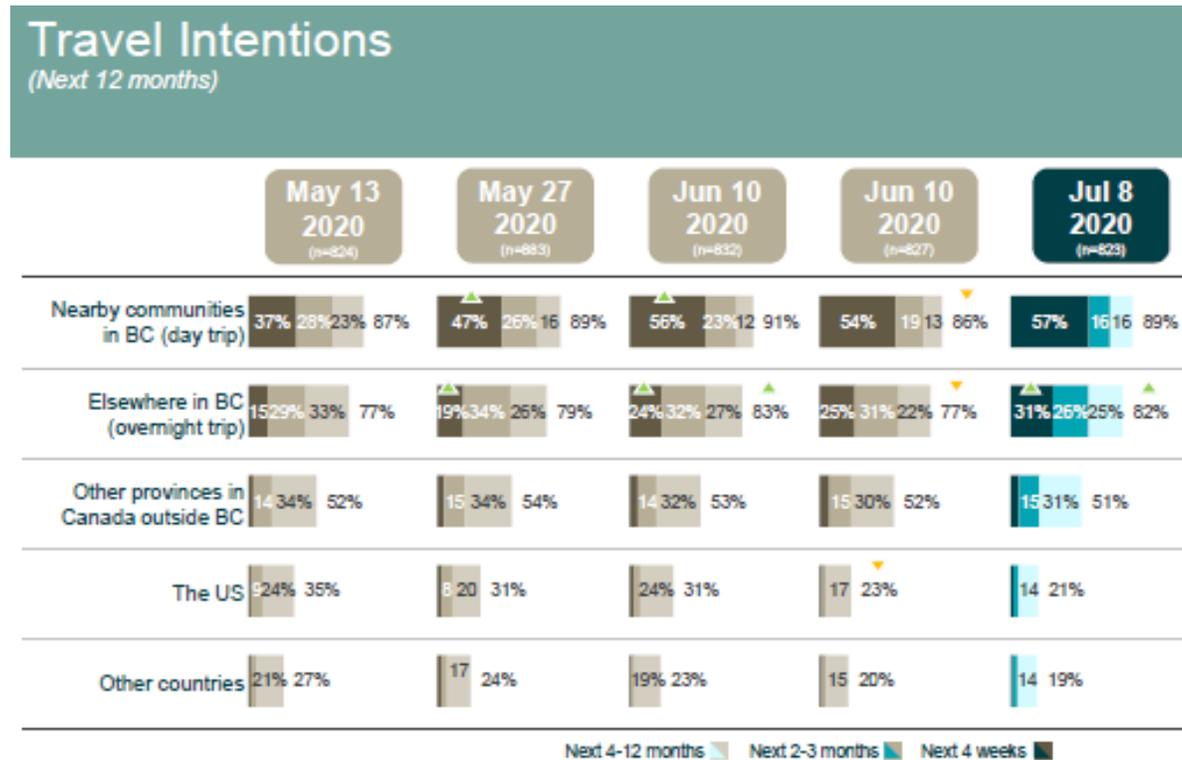
British Columbia / Colombie-Britannique



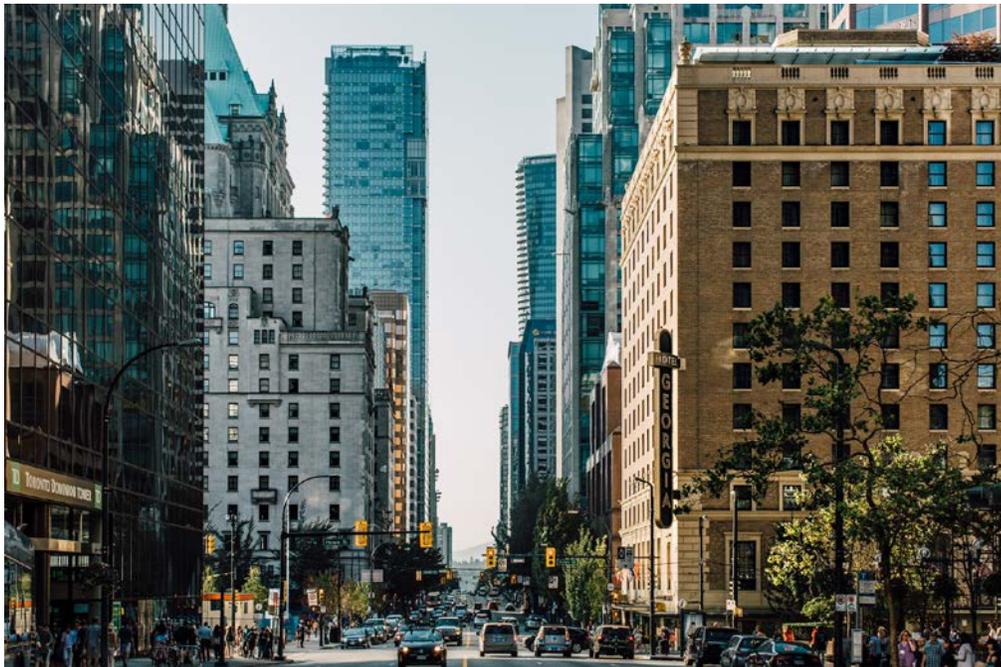
Source: [Destination Canada Weekly COVID-19 Resident Sentiment, July 21, 2020, Wave 11](#)

BC residents are increasingly intending to travel within BC

- Destination BC's Resident's Public Perceptions Bi-Weekly Survey, Wave 5, indicates that over the next year, 82% intend to travel outside of their nearby community to elsewhere in BC for an overnight trip. This is up from 77%, on May 13.
- Over the next 4 weeks, 31% of BC residents intend to take an overnight trip within BC, up 15% from May 13. A greater shift of intention was seen by those indicating they would take a day trip to a nearby community, 37% on May 13, up to 57% on July 8.
- Sentiment of BC residents intentions to travel and comfort of welcoming visitors into their community can be found in the full report, including insights by demographics and place of residence.



Average expected hotel occupancy up until December

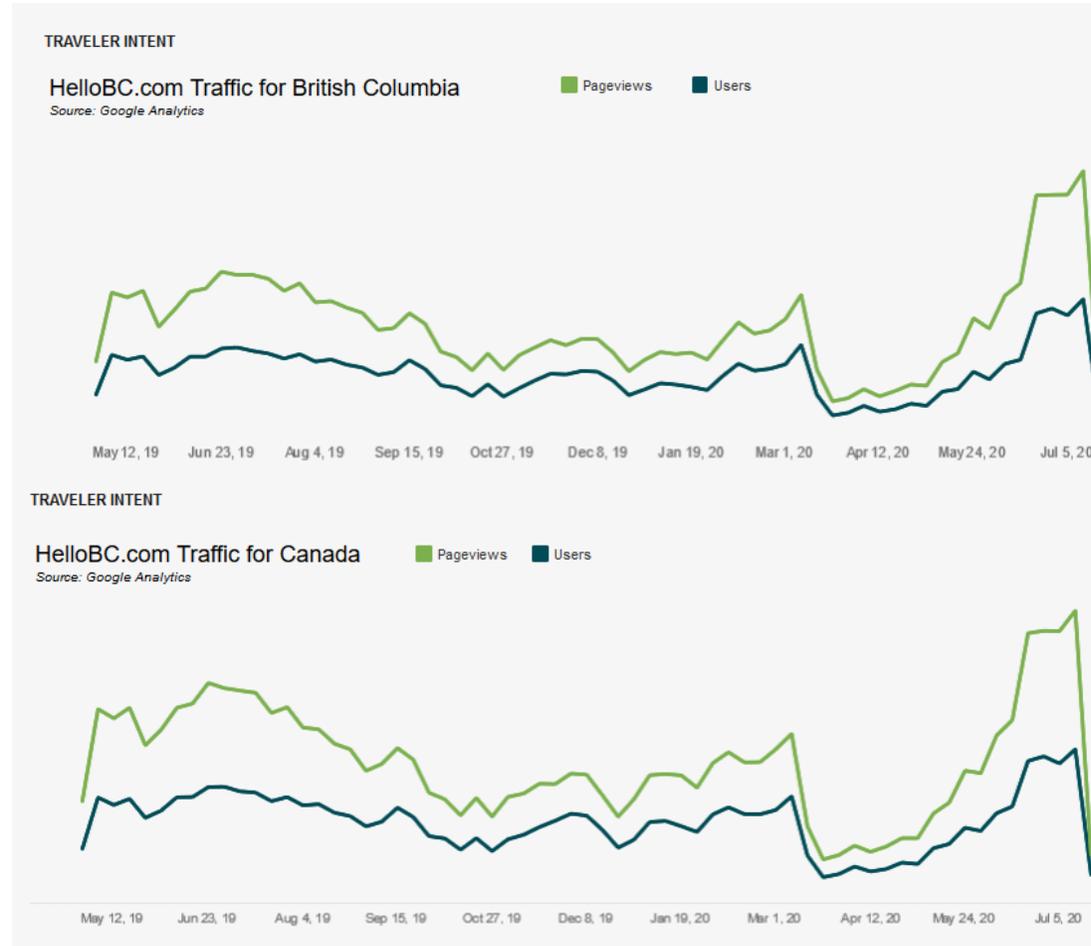


- According to British Columbia Hotel Association's July Pulse Survey, average expected occupancy up until December 2020 averages about 32% across the province.
- Downtown Vancouver is sitting at the lowest occupancy in the province. Vancouver Island and the province's interior are improving due to resort destination demand.



HelloBC.com Pageviews and Users continues to climb

- Destination BC's Signals & Sentiment dashboard showcases increased traffic to HelloBC.com. HelloBC.com's Google Analytics shows that the number of pageviews and the number of users continues to climb for both the British Columbia and Canada market.
- These insights and more can be found in the Signals & Sentiment dashboard located on the Destination BC COVID-19 Hub, under [Destination BC Response Signals & Sentiment Dashboard](#) tab.



Source: [Google Analytics, Signals & Sentiment Dashboard, Destination BC](#)



Safety measures impact Canadians decision to travel

- During Wave 1 of the 2020 Global Tourism Watch COVID Special Survey, Destination Canada reported that travellers see almost all safety measures as important (cleaning protocols, physical distancing, masks, restricted group size) when considering travel.
- At the time of the survey in June, Canadian travellers were:
 - More likely to limit daily activities (46%) than maximize daily activities (23%)
 - More likely to spend less on vacations (38%) than spend more on vacations (14%) now
- The full report, covering Canadian travel intentions, domestic resident characteristics and COVID-related topics, will be posted online shortly, along with future Waves as they complete. In the meantime, please email Destination BC's Research & Analytics team at TourismResearch@DestinationBC.ca for more insights.

Conditions Impacting Interest in Travel – Top2Box (Much More/More Interested)

| | TOTAL W1 (n=9050) W2 W3 | BC (n=1500) | | AB (n=1500) | | SK (n=500) | | MB (n=500) | | ON (n=2100) | | QC (n=1500) | | NB (n=400) | | NS (n=400) | | PE (n=250) | | NL (n=400) | |
|---|----------------------------------|-------------|----|-------------|----|------------|----|------------|----|-------------|----|-------------|----|------------|----|------------|----|------------|----|------------|----|
| | | W1 | W2 | W1 | W2 | W1 | W2 | W1 | W2 | W1 | W2 | W1 | W2 | W1 | W2 | W1 | W2 | W1 | W2 | W1 | W2 |
| Businesses, attractions and tours employing strict cleaning protocols | 49% | 48% | | 51% | | 47% | | 44% | | 47% | | 52% | | 42% | | 46% | | 49% | | 49% | |
| Businesses, attractions and tours employing physical distancing practices | 44% | 44% | | 44% | | 41% | | 43% | | 44% | | 47% | | 36% | | 46% | | 44% | | 47% | |
| Businesses, attractions and tours providing masks for staff | 39% | 37% | | 38% | | 35% | | 33% | | 40% | | 42% | | 32% | | 42% | | 30% | | 34% | |
| Tours and activities that are restricted to one travel group / family | 39% | 38% | | 40% | | 39% | | 35% | | 40% | | 39% | | 31% | | 42% | | 43% | | 40% | |
| Businesses, attractions and tours providing masks for customers | 36% | 35% | | 34% | | 32% | | 33% | | 37% | | 38% | | 29% | | 35% | | 25% | | 36% | |
| Large crowds | 8% | 7% | | 7% | | 9% | | 5% | | 7% | | 9% | | 6% | | 6% | | 7% | | 11% | |



Source: 2020 Global Tourism Watch COVID Special Survey Wave 1, June 2020, Destination Canada, June 2020

Proper pandemic travel etiquette still key for Americans

- Almost 70% of Americans plan on wearing face masks while travelling, and 37% will only eat take-out instead of sit-down service.
- Only 41% of Americans are enthusiastic about taking a trip in the next month, down from 58% at the end of May.
- Only 37% of Americans feel open to travel inspiration, the lowest levels since lockdown in April.

PRACTICED PANDEMIC-ERA TRAVEL ETIQUETTE



Source: [Coronavirus Travel Sentiment Index Report, Destination Analysts, July 19, 2020](#)

Canada has one of the highest increases on the Global Consumer Confidence Index

- According to Ipsos, more countries show positive growth on the Global Consumer Confidence Index than have declined.
- Canada showed the second-highest increase of +2.7 on the index. Ipsos indicated that when factoring in Australia's recent Victoria COVID-19 outbreaks, it may now be the highest.

July 2020 National Index and Change vs. January and June



Source: [Ipsos, Global Consumer Confidence, July 9, 2020](https://www.ipsos.com/en-ca/news-releases/2020/07/09/global-consumer-confidence-july-2020)

COVID-19-related tourism headlines and initiatives from around the world

- The Tokyo 2020 Olympics have been postponed until 2021.
- Singapore is spending US\$32.5 million on a nine-month curation and marketing campaign to promote domestic travel, about as much as they usually spend on international marketing.
- Ireland has announced a staycation voucher program that would allow citizens to claim a tax refund of up to €125 when spending approximately €600 on travel-related expenses between October and April 2021.



Source: [Coronavirus and the Travel Industry Liveblog, Skift, July 23rd, 2020](#)



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