



DESTINATION
BRITISH COLUMBIA®

COVID-19 Research Roundup

February 1, 2021

Tofino, Vancouver Island

BC's Restart Plan

The phased approach to BC's Restart Plan is on pause for the duration of province-wide restrictions, as noted below.

Province-wide restrictions

To get COVID-19 transmission under control, the Province is urging all British Columbians to press pause on all non-essential travel and stay in their local community. Some insights noted in this Research Roundup were gathered prior to this announcement by BC's Provincial Health Officer, Dr Bonnie Henry, originally given on November 19, and reinforced on December 7, 2020, and further on January 7, 2021.

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.

On January 12, 2021, Canadian and US officials agreed to extend the closure of the border between the two countries to non-essential travel until at least February 21, 2021.

Information provided in this Research 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.

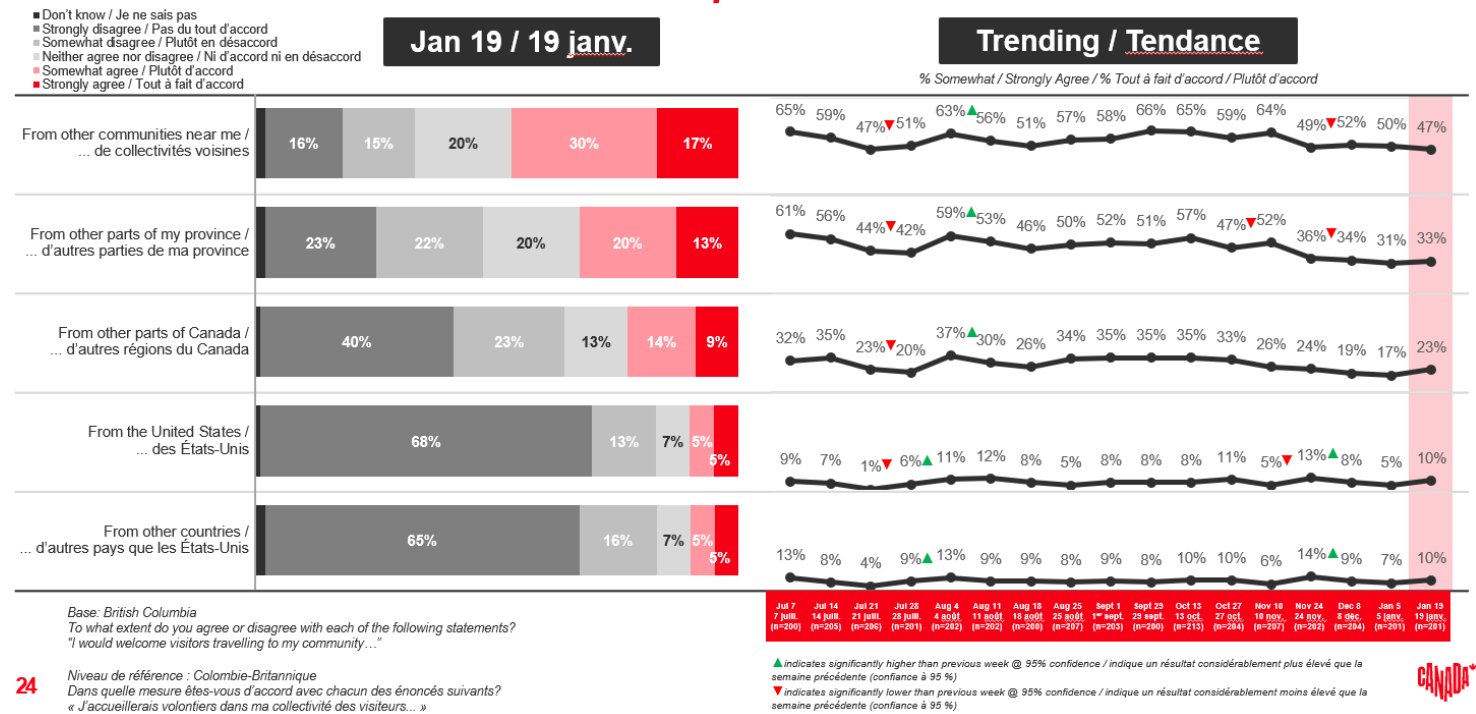
Last week in brief:

- 47% of BC residents would welcome those from nearby communities
- 84% of BC residents intend to travel nearby in the next 12 months
- BC sees a decrease of -2.3% in weekly domestic overnight visitation compared to previous week
- Weekly movement in BC is down -29.3% compared to same period in 2020
- BC's weekly occupancy rate (29.6%) down -0.7 points from previous week
- BC's average daily rate (\$119.36) up +1.2% from the previous week
- BC's revenue per available room (RevPAR) (\$35.30) down -1.0% from the previous week
- 10,940 airline bookings were made to BC in December 2020
- WestJet-YVR rapid testing program shows promising results
- 71% of Canadians intend to get a Health Canada-approved vaccine
- American travellers hit pandemic records of excitement and openness to travel
- UNWTO reports 1 billion fewer international visitor arrivals globally in 2020 than 2019
- Destination BC announces new Tourism Industry Dashboard
- Tourism and COVID-19 dashboard and reporting resources

47% of BC residents would welcome those from nearby communities

- In Destination Canada's Wave 30 (January 19, 2021) report, 47% of British Columbians stated they would welcome those travelling from nearby communities into their own community, and 33% of British Columbians stated they would welcome those from communities in the rest of the province.
- 23% of BC residents would welcome visitors from other provinces or territories in Canada, 10% would welcome visitors from the US, and 10% would welcome visitors from other countries.

British Columbia / Colombie-Britannique Level of Welcome Towards Visitors / Opinion envers l'accueil de visiteurs



Source: [Destination Canada's Weekly Resident Sentiment, Wave 30, Leger, January 19, 2021](#)

84% of BC residents intend to travel to nearby communities in the next 12 months

- In Wave 18 (January 20, 2021) of Destination BC's BC Residents' Public Perceptions survey, 84% of BC residents said they intend to travel to nearby communities for a day trip in the next 12 months. 74% said they intend to travel elsewhere in BC in the next 12 months, 38% to other provinces in Canada, 17% to the US, and 15% to other countries.
- These results remain consistent with the previous wave, which saw declines from early December.

Travel Intentions

(Next 12 Months, continued)



Base: All respondents

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

Source: [Destination BC's BC Residents' Public Perceptions: COVID-19 Travel and Tourism Wave 18, Insights West, January 20, 2021](#)



BC sees a decrease of -2.3% in weekly domestic overnight visitation compared to previous week

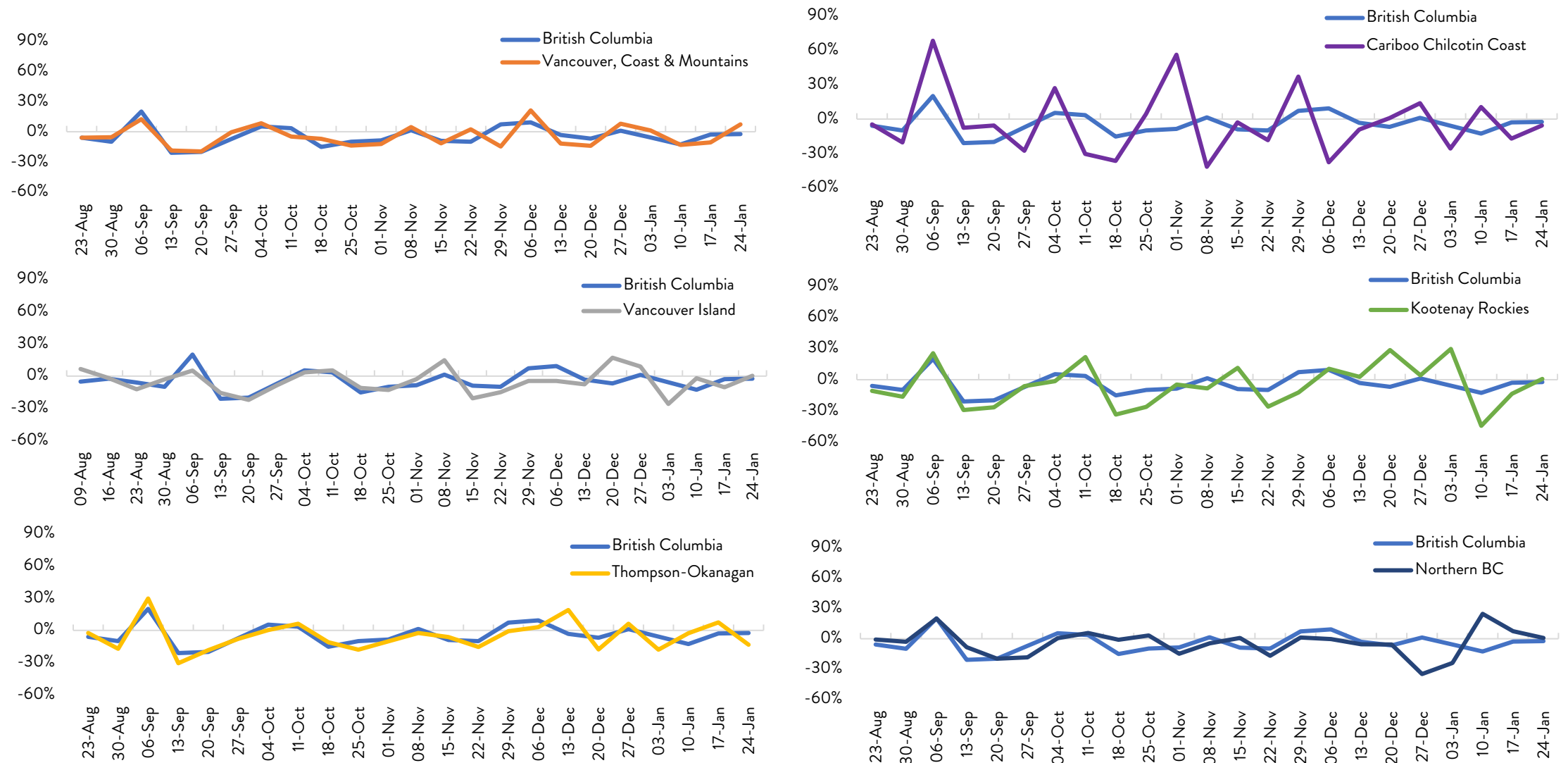
- According to Environics Analytics Weekly COVID Tracker Report, during the week ending January 24, 2021, BC experienced a week-over-week decrease (-2.3%) in weekly domestic overnight visitation.
- Week-over-week decreases in movement in domestic overnight visitation were seen in two tourism regions:
 - Thompson Okanagan (-13.2%)
 - Cariboo Chilcotin Coast (-5.5%)
- However, week-over-week increases in domestic overnight visitation were seen in the remaining four tourism regions:
 - Vancouver, Coast & Mountains (+7.4%)
 - Northern BC (+0.9%)
 - Kootenay Rockies (+0.8%)
 - Vancouver Island (+0.4%)

BC's Domestic Overnight Visitation
Week-over-Week Variation



Source: [Environics Analytics Weekly COVID Tracker Report, January 24, 2021](#)

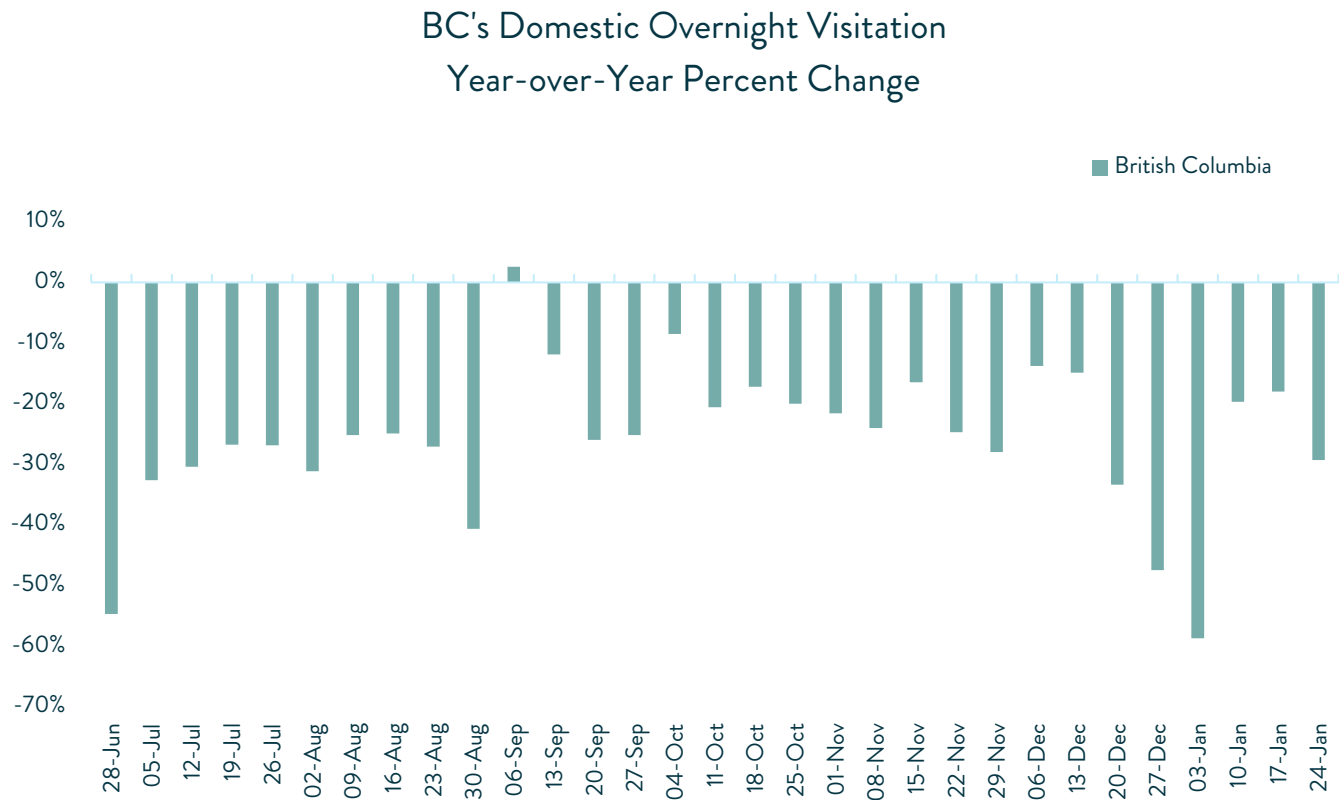
BC and Regional Domestic Overnight Visitation Week-over-Week Variation



Source: [Environics Analytics Weekly COVID Tracker Report, January 24, 2021](#)

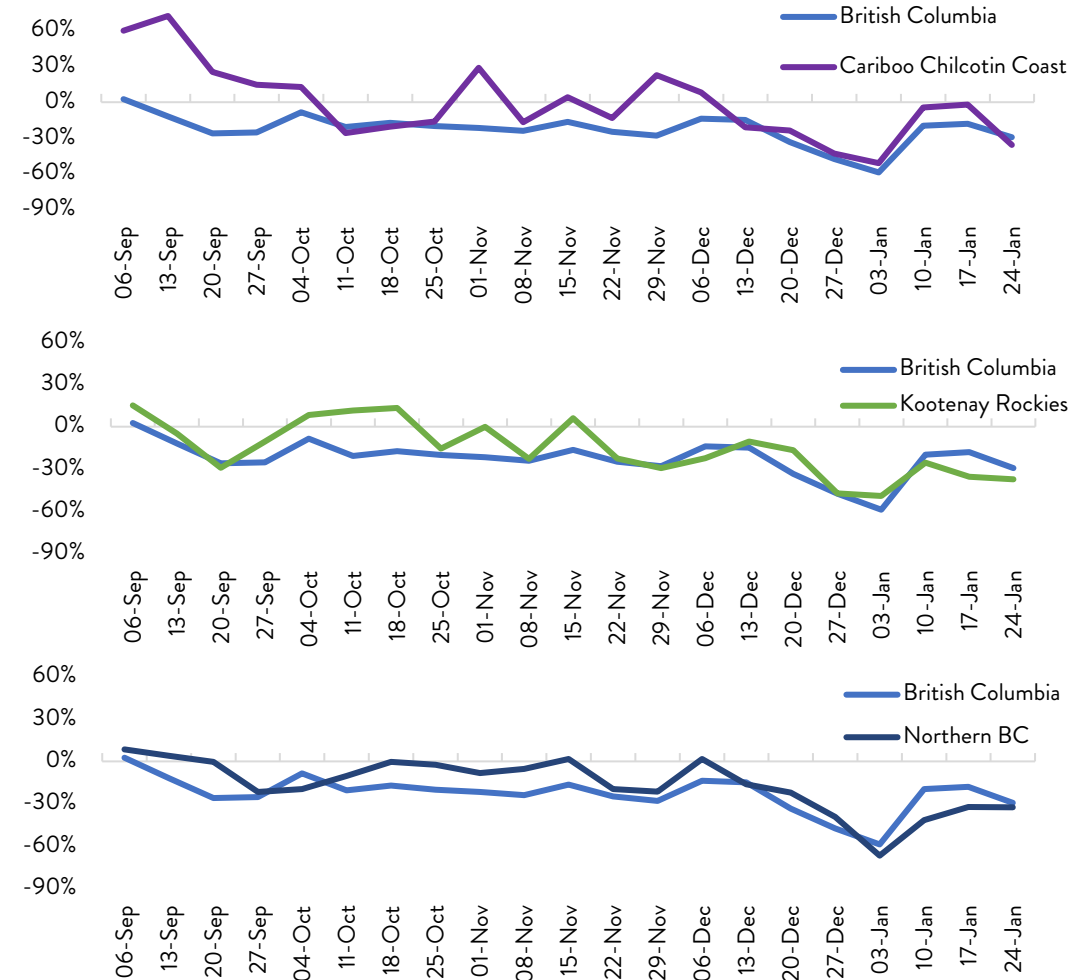
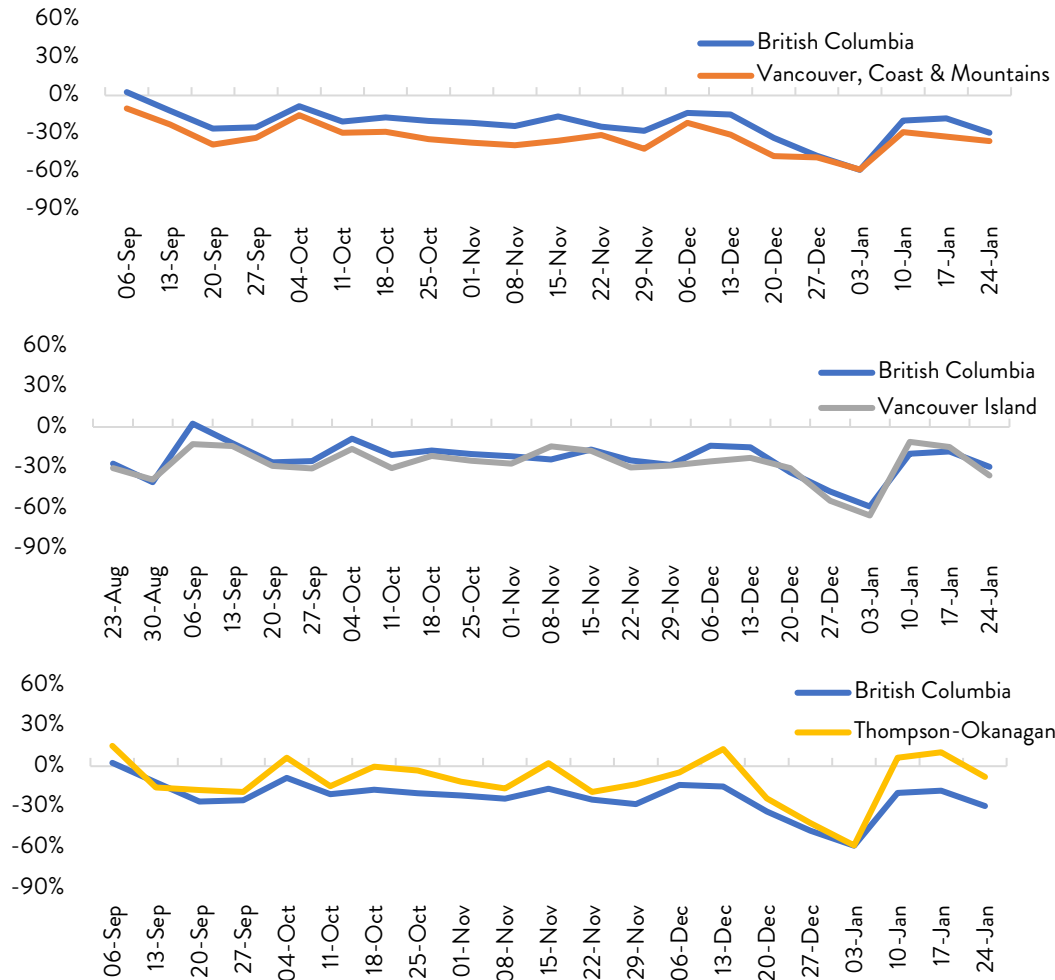
Weekly movement in BC is down -29.3% compared to same period in 2020

- Environics Analytics also reports year-over-year analysis in the Weekly COVID Tracker Report.
- For the week ending January 24, 2021, weekly domestic overnight visitation was down (-29.3%) compared to the same week in 2020.
- A year-over-year decrease in weekly visitation was seen across the province in all tourism regions:
 - Kootenay Rockies (-37.3%)
 - Vancouver, Coast & Mountains (-36.0%)
 - Vancouver Island (-35.8%)
 - Cariboo Chilcotin Coast (-35.8%)
 - Northern BC (-32.5%)
 - Thompson Okanagan (-7.9%)



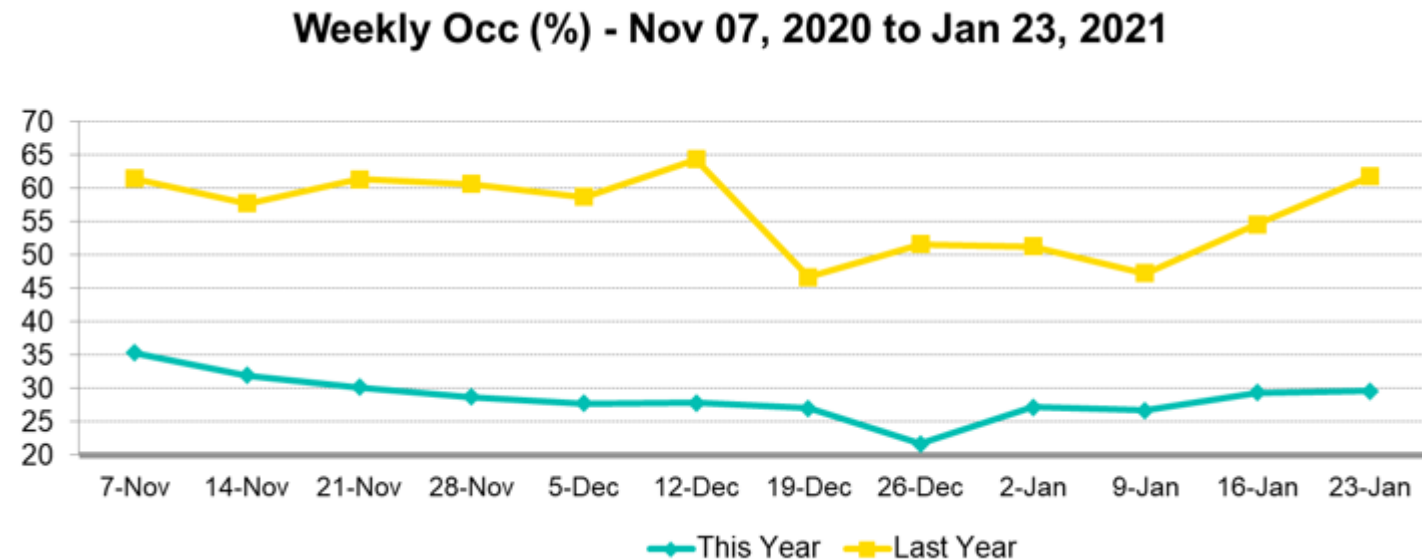
Source: [Environics Analytics Weekly COVID Tracker Report, January 24, 2021](#)

BC and Regional Domestic Overnight Visitation Year-over-Year Variation



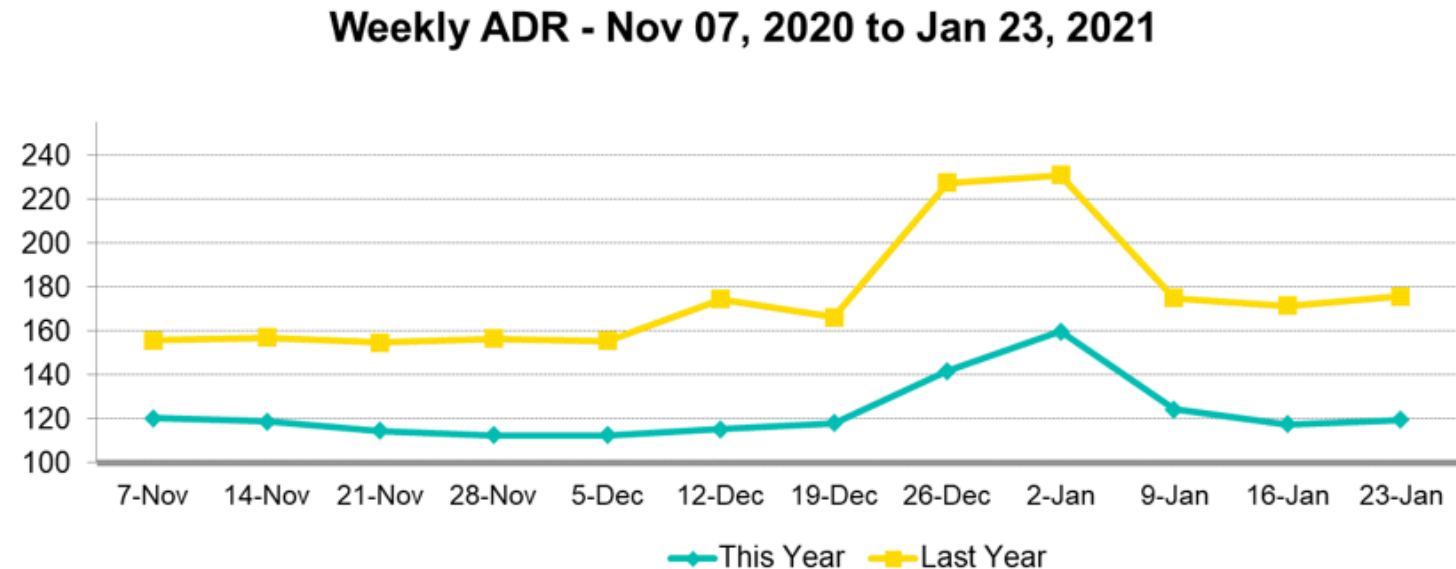
BC's weekly occupancy rate (29.6%) down -0.7 points from previous week

- STR, an agency which reports BC hotel performance, shows the average weekly occupancy for BC was 29.6% for the week of January 17 – 23, 2021. This represents a decrease of -0.7 points from the previous week and a decrease of -32.2 points compared to a similar period in 2020.



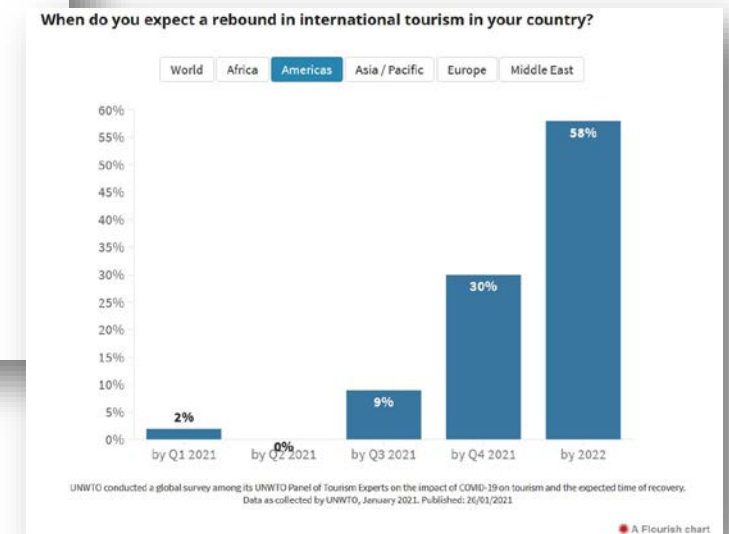
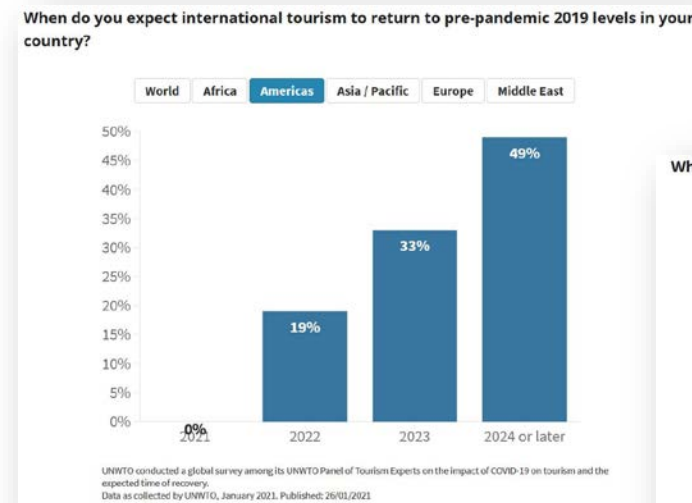
BC's average daily rate (\$119.36) up +1.2% from the previous week

- STR, an agency which reports BC hotel performance, shows BC's average daily rate (ADR) was \$119.36 for the week of January 17 – 23, 2021. This represents an increase of +1.2% from the previous week and a decrease of -32.0% compared to a similar period in 2020.



UNWTO reports 1 billion fewer international visitor arrivals globally in 2020 than 2019

- The UNWTO reports 1 billion fewer international arrivals globally than in 2019 which represents a -74% drop. This compared with the -4% decline of international arrivals recorded during the 2008 global economic crisis.
- The latest 'UNWTO Panel of Experts' survey shows that almost 60% of the experts surveyed do not expect a rebound of tourism in the Americas until 2022.
- Almost half of UNWTO's Panel of Experts expect the Americas to return to pre-pandemic levels by 2024 or later.



Source: [UNWTO, January 28, 2021](#)

British Columbia's Hotel Occupancy Rate and Average Daily Room Rate (ADR)

	Jan. 17 - 23, 2021 Occupancy Rate	Week-over-Week Jan. 17 - 23, 2021 vs. Jan. 10 - 16, 2021 Occupancy Point Change	Year-over-Year Jan. 17 - 23, 2021 vs. Jan. 19 - 25, 2020 Occupancy Point Change	Jan. 17 - 23, 2021 ADR	Week-over-Week Jan. 17 - 23, 2021 vs. Jan. 10 - 16, 2021 ADR Percent Change	Year-over Year Jan. 17 - 23, 2021 vs. Jan. 19 - 25, 2020 ADR Percent Change
British Columbia	29.6%	-0.7	-32.2	\$119.36	+1.2%	-32.0%
Vancouver (City of)	18.8%	+1.5	-60.9	\$137.77	+4.8%	-34.1%
Whistler	24.1%	+2.2	-54.2	\$263.80	-4.6%	-41.5%
Victoria	28.6%	-10.3	-22.2	\$110.18	+7.7%	-15.8%
Kelowna	23.2%	+0.9	-21.0	\$98.56	+0.2%	-19.6%
Kamloops	31.9%	+3.0	-5.7	\$90.36	+0.1%	-6.0%
Richmond	38.9%	-7.4	-33.5	\$116.74	-5.3%	-26.5%



BC's revenue per available room (RevPAR) (\$35.30) down -1.0% from the previous week

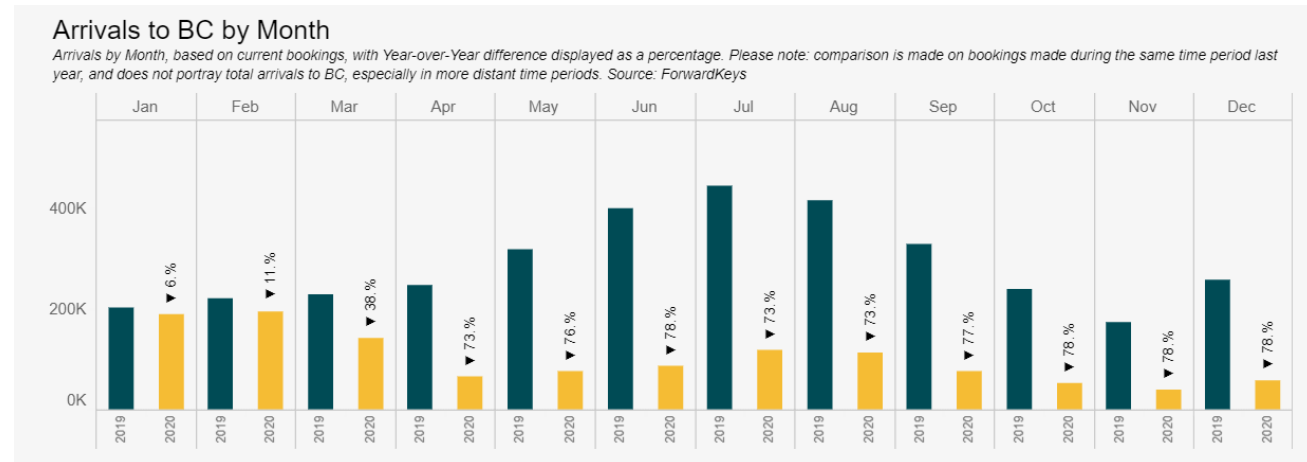
- STR, an agency which reports BC hotel performance, shows BC's revenue per available room (revPAR) was \$35.30 for the week of January 17 – 23, 2021. This represents a decrease of -1.0% from the previous week and a decrease of -67.4% compared to a similar period in 2020.

	Jan. 17 - 23, 2021 RevPAR	Week-over-Week Jan. 17 - 23, 2021 vs. Jan. 10 - 16, 2021 RevPAR Percent Change	Year-over-Year Jan. 17 - 23, 2021 vs. Jan. 19 - 25, 2020 RevPAR Percent Change
British Columbia	\$35.30	-1.0%	-67.4%
Vancouver (City of)	\$25.83	+14.0%	-84.5%
Whistler	\$63.48	+5.1%	-82.0%
Victoria	\$31.46	-20.8%	-52.7%
Kelowna	\$22.91	+4.3%	-57.8%
Kamloops	\$28.82	+10.3%	-20.3%
Richmond	\$45.41	-20.5%	-60.5%



57,509 airline bookings were made to BC in December 2020

- ForwardKeys, a flight analysis company, has shown that in the month of December 2020, there were a total of 57,509 airline bookings made to BC, globally. While this is a change of -78% compared to last year, the number of airline bookings made to BC is higher than November.
- These insights from ForwardKeys 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: [ForwardKeys, Signals & Sentiment Dashboard, Destination BC](#)

WestJet-YVR rapid testing program shows promising results

- A rapid testing pilot program by WestJet and Vancouver Airport Authority has completed. Of the 200 participants that met the eligibility requirements, 100% tested negative for COVID-19 with the rapid test. These results were verified in a lab to avoid false negatives.
- The results indicate that the likelihood of a transmissible infection in airline passengers departing from YVR is “likely to be extremely low [less than 1%].” The program is set to continue.



Source: [YVR, January 15, 2021](#)

71% of Canadians intend to get a Health Canada-approved vaccine

- A recent survey by Leger showed that 71% of Canadians would get a Health Canada-approved vaccine for COVID-19 when it becomes available to the population and when it is free. Reported intentions to get the vaccine are similar to the previous wave and are the highest they have been since October.
- When asked the same question, 54% of US citizens said they would get the vaccine, the highest since tracking began.

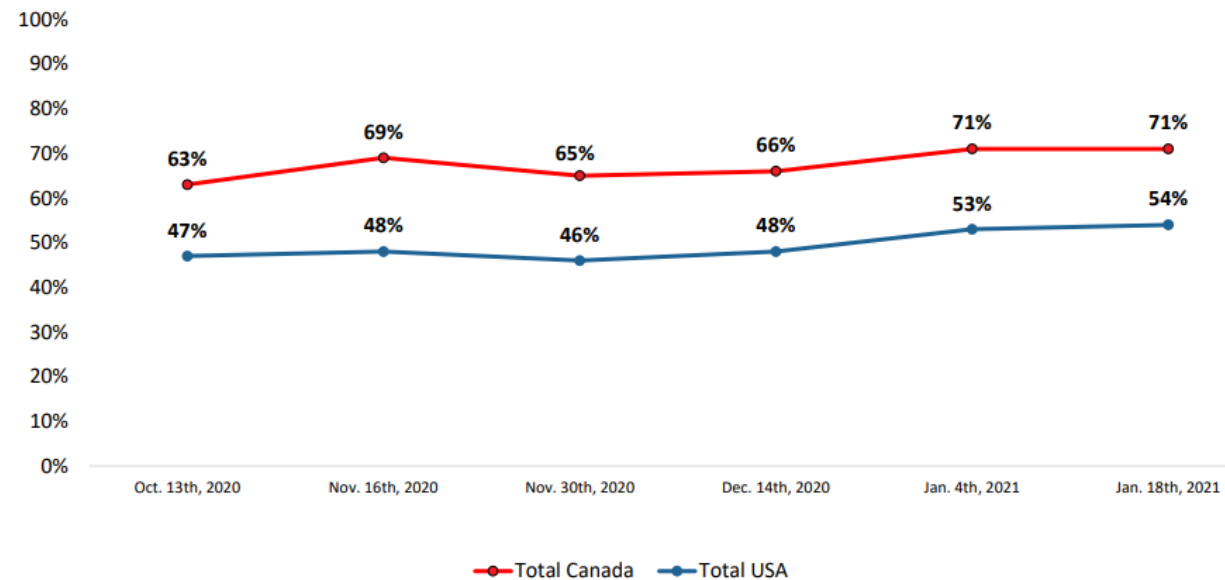
INTENTION TO GET VACCINATED- EVOLUTION



Leger

CTC108. When a vaccine for COVID-19 that had been approved by Health Canada/~~the FDA~~ becomes available to the population and it is free, do you intend to get vaccinated?

% Yes presented

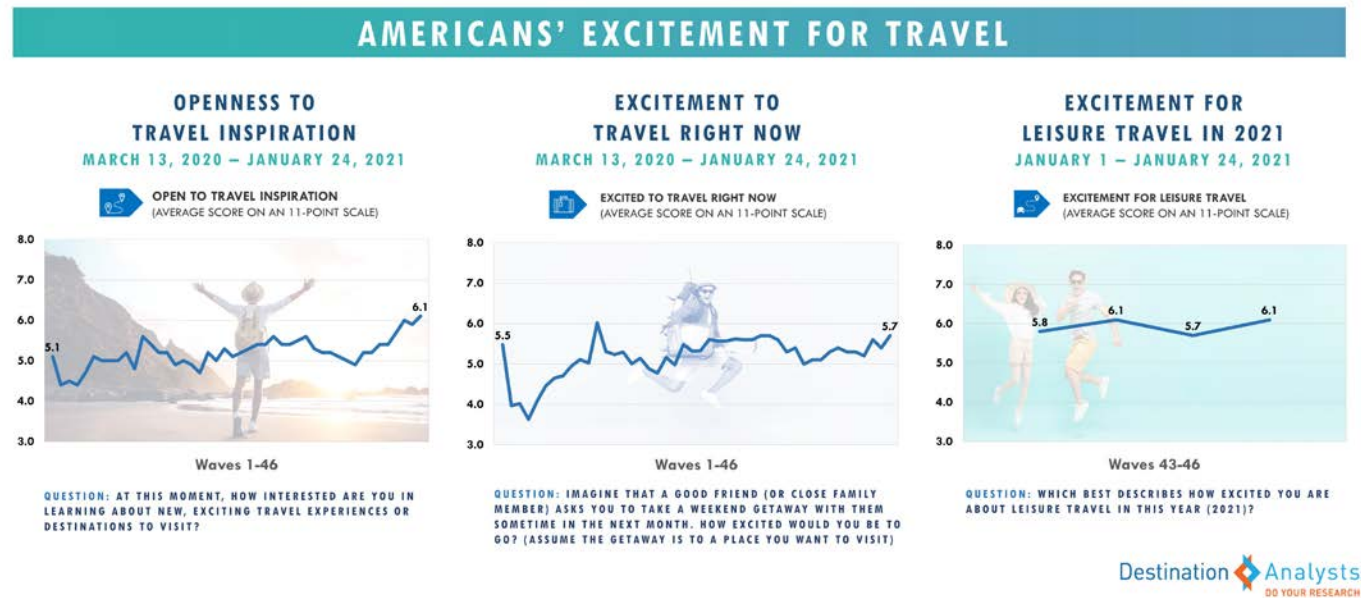


Source: [Leger, January 18, 2021](#)



American travellers hit pandemic records of excitement and openness to travel

- Destination Analysts, a US-based tourism research company, found that, though still anxious, American travellers are the most excited for travel and the most open to travel inspiration they have been since the beginning of the pandemic.
- 54.3% are in a ready-to-travel mindset. Of those whose typical travel patterns were altered by the pandemic, 22.2% say they will travel more in 2021 to make up for lost time.
- In the past week, 38.7% day-dreamt about leisure travel, 30.3% talked about travel with friends or relatives, and 27.0% researched travel ideas online.
- 43.7% of American travellers say that discounts can motivate them to take a trip they had not previously considered, a record high reported throughout the pandemic tracking.



Source: [Destination Analysts, January 24, 2020](#)

Destination BC announces new Tourism Industry Performance Dashboard

- Destination BC has launched an interactive dashboard – the Tourism Industry Performance Dashboard – marking the transition of our Tourism Indicators publications to a user-friendly dashboard.
- The dashboard includes key tourism statistics such as international visitor arrivals, provincial room revenue, commercial restaurant receipts, provincial and regional occupancy rates and average daily room rates, regional airports, ferries, and convention centres.
- It allows for users to filter for year of interest and to compare years (as far back as 2015).
- The live dashboard will be updated monthly and can be found on [Destination BC's website](https://www.destinationbc.ca/tourism-industry-performance-dashboard).

WELCOME TO DESTINATION BRITISH COLUMBIA'S TOURISM INDUSTRY DASHBOARD

This dashboard is best viewed on a desktop device.

Please reach out to our Research & Analytics team at TourismResearch@DestinationBC.ca if you have any inquiries about the dashboard.



Tourism Industry Performance - 2020

For more information and sourcing, hover over the * icons on each chart.
Unavailable data appears as blanks in the dashboard; any zeros provided are true zeros.

Last Updated: January 27, 2021

INTERNATIONAL VISITOR ARRIVALS

International Arrivals

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
International	308,967	304,712	122,494	4,875	7,505	12,438	18,116	28,116	32,009	29,415	30,475	33,678	4,024,328
	1.0%	0.8%	-64.7%	-98.7%	-98.9%	-98.9%	-98.9%	-98.9%	-98.9%	-98.9%	-98.9%	-98.9%	-98.9%
US Overnight	181,680	211,303	82,374	2,194	4,460	7,735	11,311	16,809	19,415	18,475	19,475	20,475	2,119,238
	-1.1%	11.2%	-55.8%	-99.0%	-98.9%	-98.9%	-98.9%	-98.9%	-98.9%	-98.9%	-98.9%	-98.9%	-98.9%
US Total	308,438	344,633	147,946	13,448	19,136	26,735	33,111	36,809	32,009	29,415	30,475	33,678	3,619,238
	-0.8%	14.0%	-62.2%	-96.0%	-96.7%	-96.7%	-96.7%	-96.7%	-96.7%	-96.7%	-96.7%	-96.7%	-96.7%
Asia Pacific	92,416	56,000	21,344	1,091	1,550	2,250	3,111	3,809	3,009	2,415	2,475	2,678	274,712
	6.3%	-24.3%	-67.9%	-98.7%	-96.9%	-96.9%	-96.9%	-96.9%	-96.9%	-96.9%	-96.9%	-96.9%	-96.9%
Europe	17,438	22,391	10,774	132	187	250	311	380	300	241	247	267	744
	-3.8%	0.2%	-53.0%	-99.0%	-99.7%	-99.7%	-99.7%	-99.7%	-99.7%	-99.7%	-99.7%	-99.7%	-99.7%

Canadian Re-entries

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
US	110,002	125,025	211,684	6,501	6,074	7,238	10,116	16,809	19,415	18,475	19,475	20,475	2,119,238
	-0.1%	0.7%	-51.7%	-98.4%	-98.2%	-98.2%	-98.2%	-98.2%	-98.2%	-98.2%	-98.2%	-98.2%	-98.2%

TRANSPORTATION

Passenger Volume to YVR by Origin

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
Domestic	936,916	900,229	364,362	42,138	61,248	142,934	268,366	345,996	287,531	267,833	286,975	304,428	4,024,328
	0.4%	2.2%	-61.7%	-95.7%	-94.3%	-87.3%	-78.3%	-71.0%	-74.7%	-74.4%	-77.8%	-78.2%	-68.2%
US	480,076	462,686	243,270	5,933	6,176	13,762	17,338	18,262	26,776	25,092	25,919	27,819	3,119,238
	-1.1%	-3.8%	-53.9%	-98.9%	-98.9%	-97.7%	-97.3%	-97.2%	-96.1%	-94.7%	-94.3%	-94.3%	-79.4%
Asia Pacific	399,816	239,172	108,827	16,824	14,408	28,732	33,311	36,809	32,009	29,415	30,475	33,678	1,049,748
	-1.1%	-23.7%	-64.8%	-95.9%	-96.2%	-92.8%	-92.8%	-91.7%	-91.2%	-91.8%	-90.7%	-91.7%	-77.1%
Europe	80,428	74,675	52,432	2,182	2,250	1,979	9,441	12,247	12,313	6,724	8,993	8,993	265,764
	7.6%	8.1%	-19.8%	-97.8%	-98.7%	-99.1%	-96.2%	-95.3%	-94.4%	-93.0%	-88.4%	-84.9%	-84.9%
Misc.	124,299	121,192	74,363	1,053	1,374	2,361	1,925	1,530	1,885	2,347	4,467	4,467	336,786
	13.4%	15.6%	-17.7%	-99.0%	-97.5%	-94.3%	-95.9%	-97.0%	-95.3%	-95.2%	-95.2%	-95.2%	-64.1%

Regional Airports Passenger Volume

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
Abbotsford	74,493	70,956	46,554	3,787	5,232	7,436	18,281	28,283	37,661	38,463	25,895	22,162	247,024
	-1.1%	11.4%	-35.8%	-94.8%	-93.6%	-91.9%	-81.4%	-80.8%	-75.9%	-75.9%	-81.0%	-86.0%	-70.1%
Victoria	132,279	132,432	81,105	4,261	6,635	13,437	34,055	46,889	37,661	38,463	25,895	22,162	574,574
	-6.3%	2.3%	-50.9%	-97.3%	-96.1%	-92.2%	-81.3%	-75.9%	-75.9%	-75.9%	-81.0%	-86.0%	-70.1%
Nanaimo	33,814	32,116	21,918	1,963	2,098	5,232	13,214	16,809	13,096	11,384	11,066	9,135	174,712
	1.8%	10.6%	-43.4%	-95.1%	-94.9%	-87.4%	-74.2%	-68.5%	-69.9%	-68.6%	-69.4%	-78.2%	-64.3%
Campbell River	3,213	3,234	2,220	0	0	306	855	1,165	1,091	910	658	658	13,672
	5.0%	5.1%	-35.8%	-98.3%	-98.3%	-91.7%	-85.0%	-81.7%	-78.0%	-79.8%	-79.3%	-79.3%	-73.0%
Comox	28,516	27,774	18,432	1,500	1,363	2,209	8,009	10,618	8,728	9,496	6,534	5,344	127,633
	-1.6%	0.0%	-45.3%	-98.4%	-96.1%	-91.7%	-81.7%	-76.3%	-74.6%	-75.3%	-77.6%	-84.9%	-68.1%
Kelowna	174,824	173,517	104,948	5,706	6,805	15,315	41,515	55,514	45,983	45,983	31,515	21,515	617,147
	-0.8%	-1.1%	-45.8%	-96.3%	-95.6%	-90.8%	-76.9%	-72.4%	-71.3%	-71.3%	-78.0%	-84.4%	-68.4%
Kamloops	35,859	34,701	21,123	493	493	4,675	5,293	4,265	4,265	4,265	4,265	4,265	106,409
	0.9%	6.0%	-37.7%	-98.3%	-98.3%	-83.5%	-82.5%	-82.5%	-82.5%	-82.5%	-82.5%	-82.5%	-70.6%
Prince George	39,015	40,153	24,964	1,899	1,910	3,305	6,707	11,006	10,902	12,835	11,519	9,379	176,994
	-0.8%	0.1%	-44.3%	-98.8%	-99.3%	-91.1%	-75.2%	-72.1%	-73.2%	-71.3%	-70.9%	-77.6%	-64.4%
Smithers	4,869	6,296	4,371	676	441	960	521	1,176	672	1,287	2,126	2,126	23,179
	-0.9%	17.0%	-25.3%	-87.8%	-92.5%	-83.7%	-92.0%	-83.7%	-80.8%	-76.0%	-61.3%	-61.3%	-68.1%
Fort St. John													

Source: [Tourism Industry Dashboard, Destination BC, January 27, 2020](https://www.destinationbc.ca/tourism-industry-performance-dashboard)



Tourism and COVID-19 dashboard and reporting resources

- Destination BC's new [Tourism Industry Dashboard](#) tracks statistics across tourism-related industries including accommodations, food & beverage, and transportation.
- Destination BC's [Signals & Sentiment dashboard](#) follows core markets through COVID-19. We also conduct and commission general [research and insights](#) related to travel and tourism in British Columbia, as well as [COVID-19 Research and Insights](#).
- The UNWTO has a [tourism recovery tracker](#), the most comprehensive tourism dashboard to date.
- The UNWTO has an [online dashboard of international statistics](#) on the impact of COVID-19 on the tourism sector.
- MPI has created a [coronavirus resource page](#) that compiles meetings and events information as well as links to several other resources helpful to the Business Events segment in our industry.
- The BC Tourism Resiliency Network hosts [tourism impact reports and travel pattern studies](#).
- The Travel and Tourism Research Association links to many [research & analytics companies](#) on their COVID-19 Resource Centre.





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This report can be found online on the [Destination BC Research & Insights COVID-19](#) webpage

Research & Analytics
TourismResearch@DestinationBC.ca