



DESTINATION  
BRITISH COLUMBIA®

# COVID-19 Research Roundup

March 8, 2021

Chute Lake, Thompson Okanagan

## *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, January 7, 2021, and February 5.

On February 19, 2021, Canadian and US officials agreed to extend the closure of the border between the two countries to non-essential travel until at least March 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:

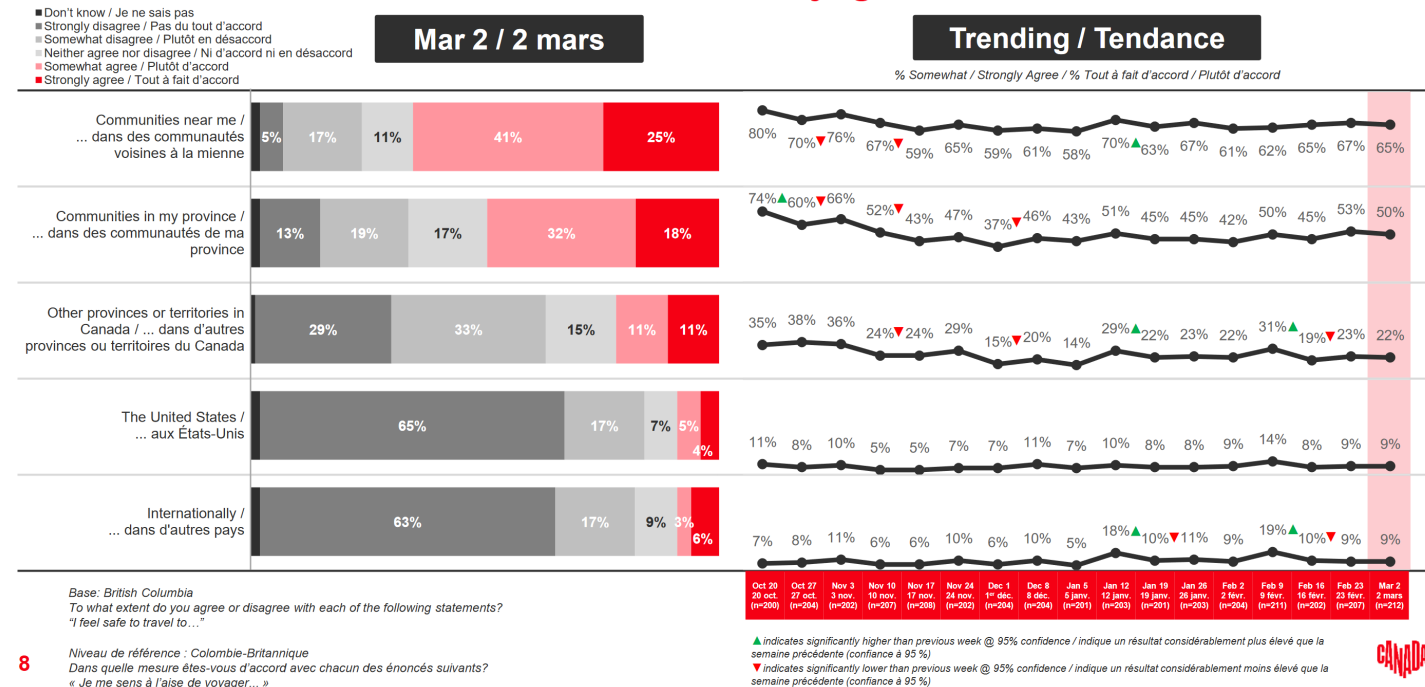
- 65% of BC residents feel safe to travel to nearby communities
- 52% of BC residents are concerned to welcome visitors from nearby communities
- BC sees a decrease of -9.9% in weekly domestic overnight visitation compared to previous week
- BC sees a decrease of -41.6% in weekly domestic overnight visitation compared to same period last year
- BC's occupancy rate down -0.3 points from the previous week
- BC's average daily rate (\$126.10) down -1.3% from the previous week
- BC's revenue per available room (RevPAR) (\$45.04) down -2.1% from the previous week
- According to Ipsos, 64% of Canadians said they won't travel out of country until 2022
- American travellers continue to feel unsafe with group travel activities and modes of transportation
- Tourism and COVID-19 dashboard and reporting resources

# 65% of BC residents feel safe to travel to nearby communities

- In Destination Canada's Wave 36 (March 2, 2021) report, 65% of British Columbians stated they feel safe to travel to nearby communities, whereas 22% of BC residents expressed an opposing view, stating they did not feel safe, resulting in a net score of +43, which is down from +51 the previous week.
- 50% of British Columbians stated they feel safe to travel to other communities in the rest of the province, whereas 32% of BC residents stated they did not feel safe, resulting in a net score of +18, down from +24 the previous week.
- A -40 net score was reported by BC residents who feel safe to travel to provinces or territories in Canada, a -73 net score to the US, and a -71 net score to other countries.

## British Columbia / Colombie-Britannique

*I feel safe to travel / Je me sens à l'aise de voyager*



Source: [Destination Canada's Weekly Resident Sentiment, Wave 36, Leger, March 2, 2021](#)

# 52% of BC residents are concerned to welcome visitors from nearby communities

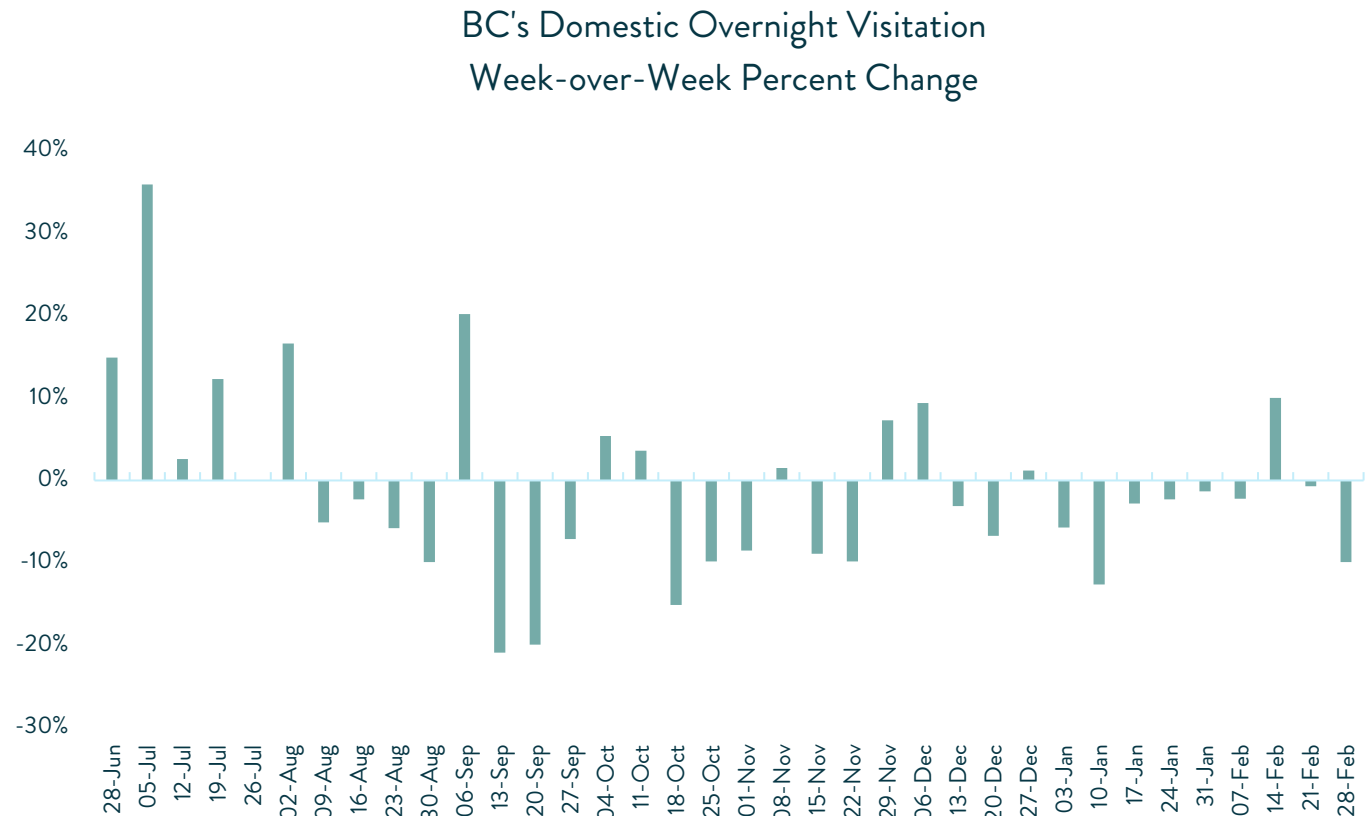
- In Destination BC's BC Residents' Public Perceptions Wave 20 (February 17, 2021) report, 52% of BC residents said they are concerned to welcome visitors from nearby communities, while 68% are concerned to welcome visitors from elsewhere in BC, 90% from the US, and 89% from other countries.
- 82% of BC residents said they are concerned to welcome visitors from other provinces in Canada, 90% from the US, and 89% from other countries.



Source: [Destination BC's BC Residents' Public Perceptions: COVID-19 Travel and Tourism Wave 20, Insights West, February 17, 2021](#)

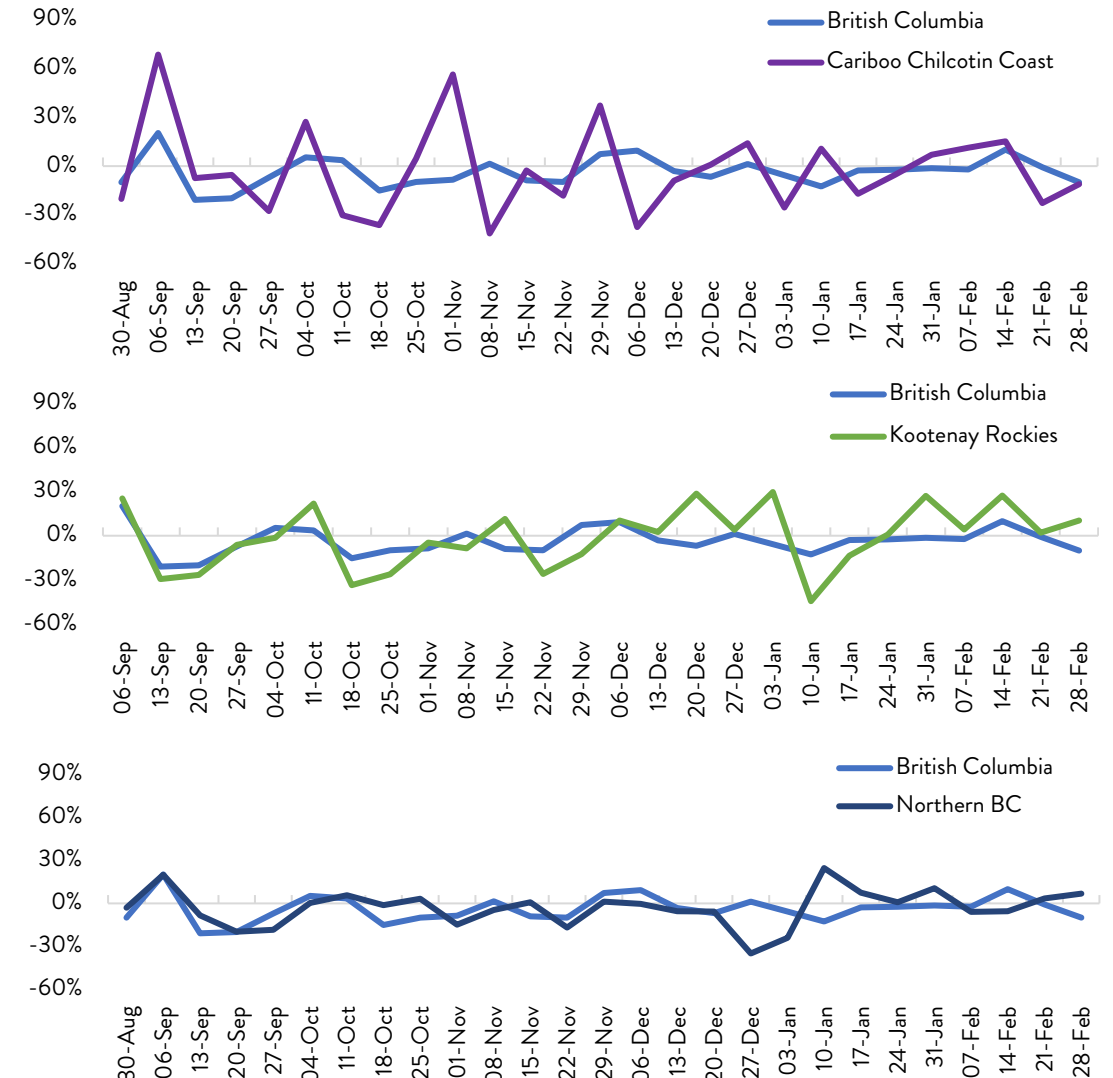
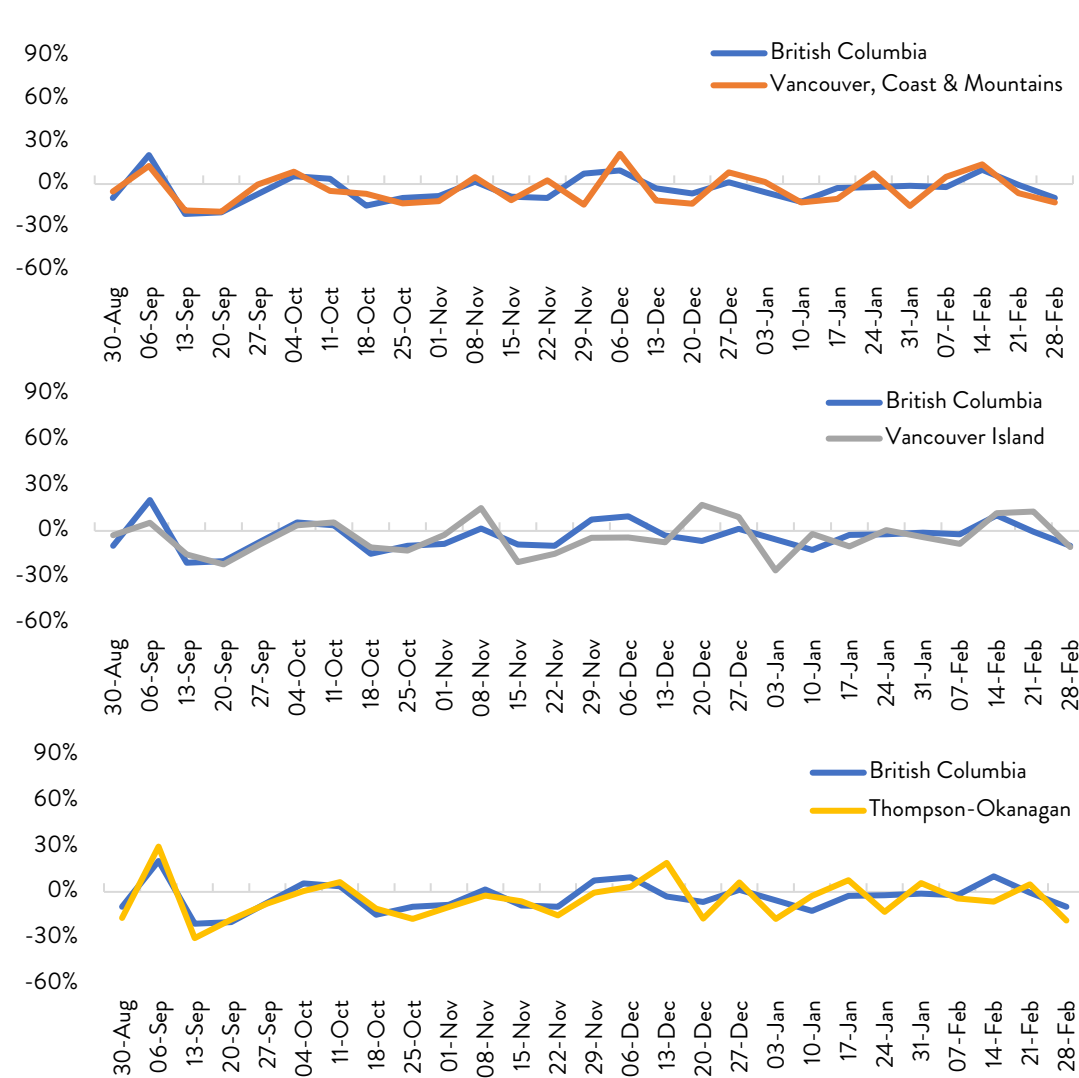
## *BC sees a decrease of -9.9% in weekly domestic overnight visitation compared to previous week*

- According to Environics Analytics Weekly COVID Tracker Report, during the week ending February 28, 2021, BC experienced a week-over-week decrease of -9.9% in weekly domestic overnight visitation.
- Week-over-week decreases in domestic overnight visitation were seen in four tourism regions:
  - Thompson Okanagan (-18.9%)
  - Vancouver, Coast & Mountains (-12.9%)
  - Cariboo Chilcotin Coast (-11.1%)
  - Vancouver Island (-10.7%)
- However, week-over-week increases in domestic overnight visitation were seen in the remaining two regions:
  - Kootenay Rockies (+10.5%)
  - Northern BC (+6.9%)



Source: [Environics Analytics Weekly COVID Tracker Report, February 28, 2021](#)

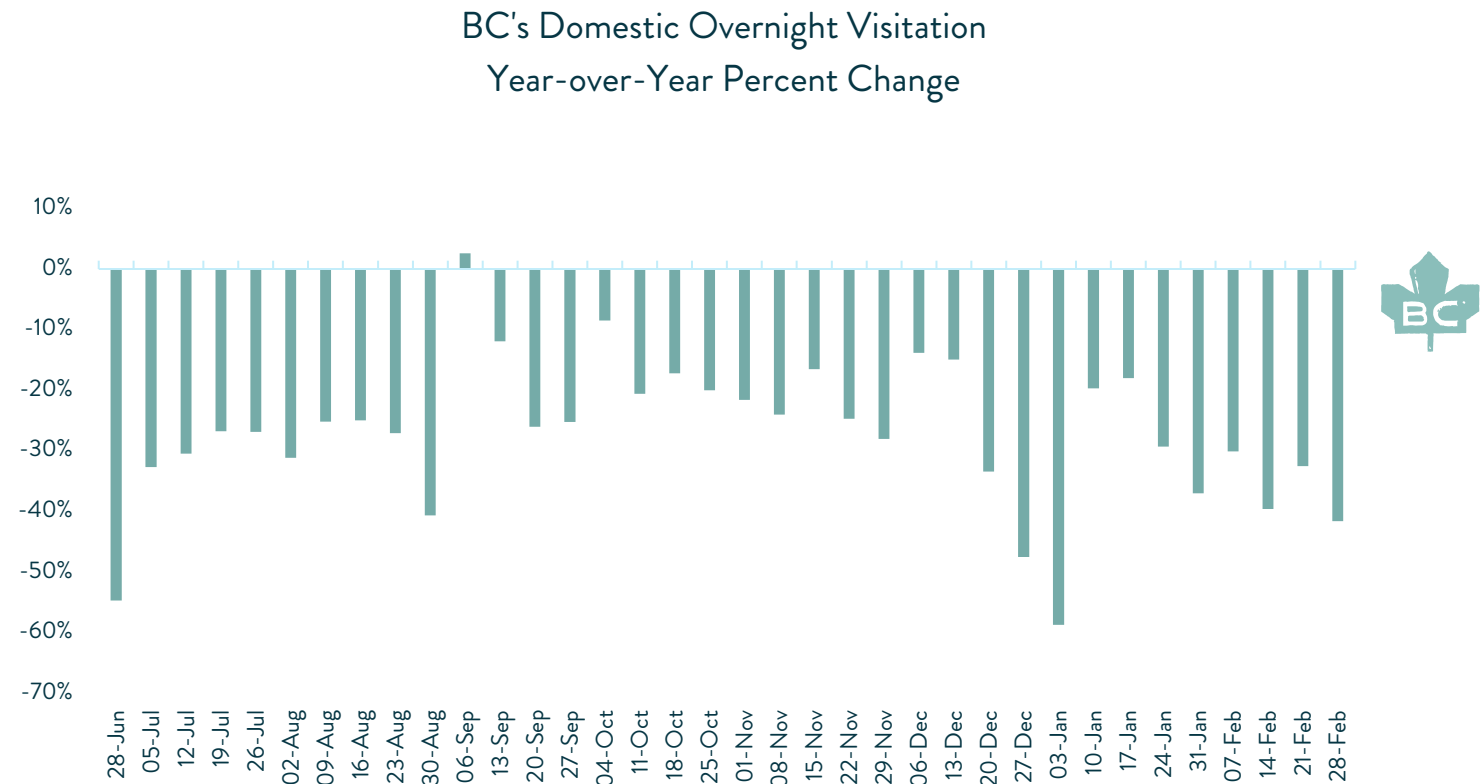
# BC and Regional Domestic Overnight Visitation Week-over-Week Variation



Source: [Environics Analytics Weekly COVID Tracker Report, February 28, 2021](#)

## *BC sees a decrease of -41.6% in weekly domestic overnight visitation compared to same period last year*

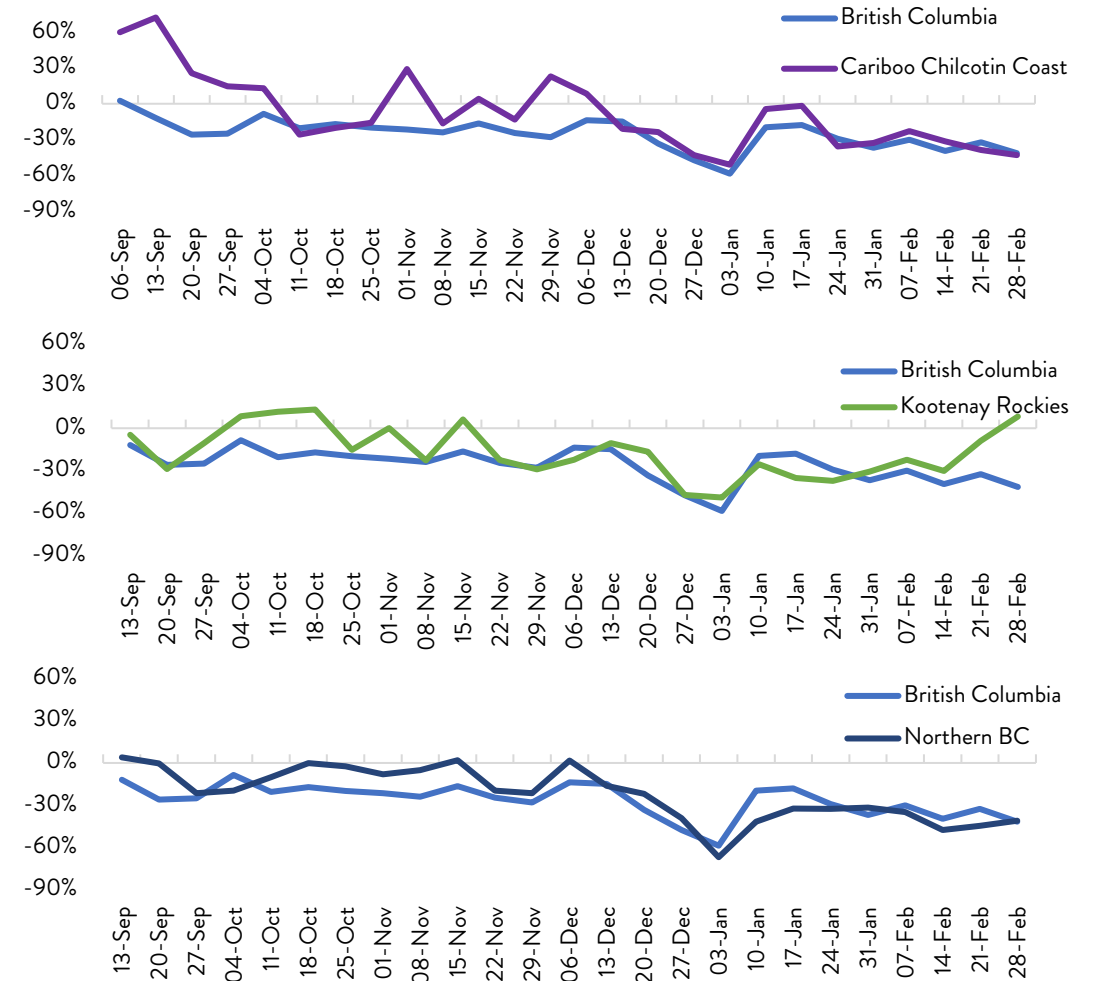
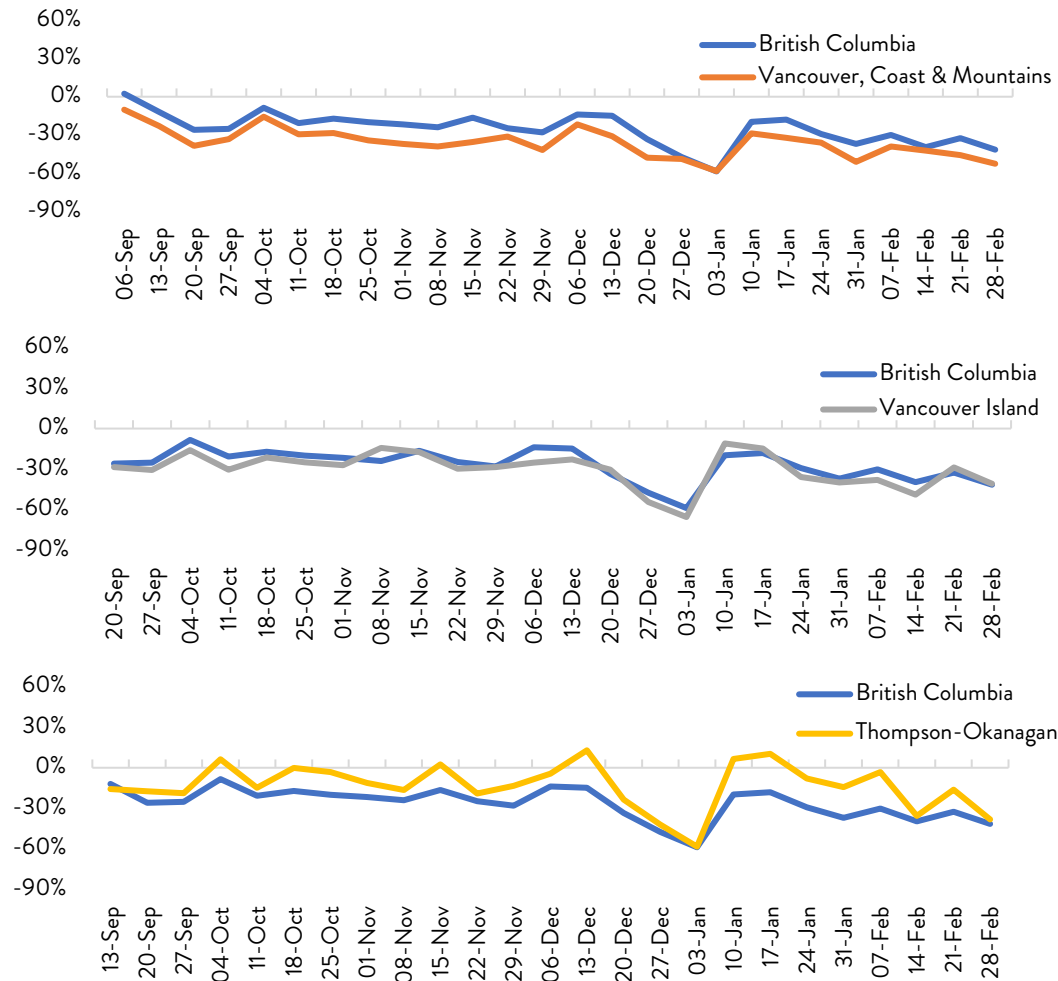
- Environics Analytics also reports year-over-year analysis in the Weekly COVID Tracker Report.
- For the week ending February 28, 2021, weekly domestic overnight visitation was down -41.6% compared to the same week in 2020.
- A year-over-year decrease in weekly visitation was seen across the province in most tourism regions:
  - Vancouver, Coast & Mountains (-52.6%)
  - Cariboo Chilcotin Coast (-43.1%)
  - Northern BC (-41.0%)
  - Vancouver Island (-40.7%)
  - Thompson Okanagan (-38.2%)
- However, a year-over-year increase in weekly visitation was seen in the Kootenay Rockies (+8.1%).



Source: [Environics Analytics Weekly COVID Tracker Report, February 28, 2021](#)

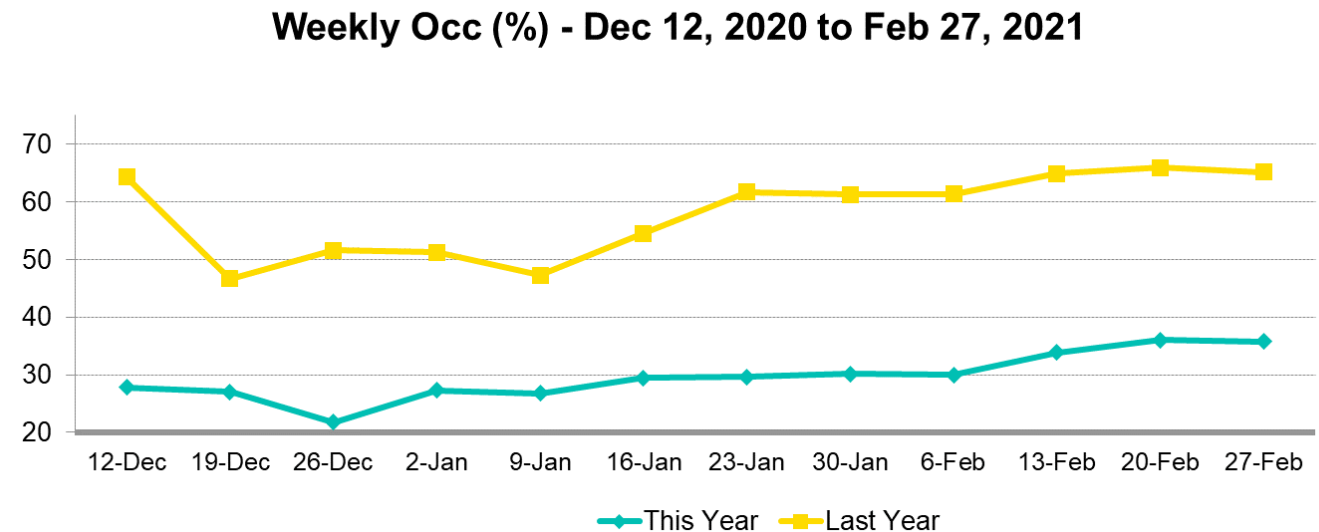


# BC and Regional Domestic Overnight Visitation Year-over-Year Percent Change



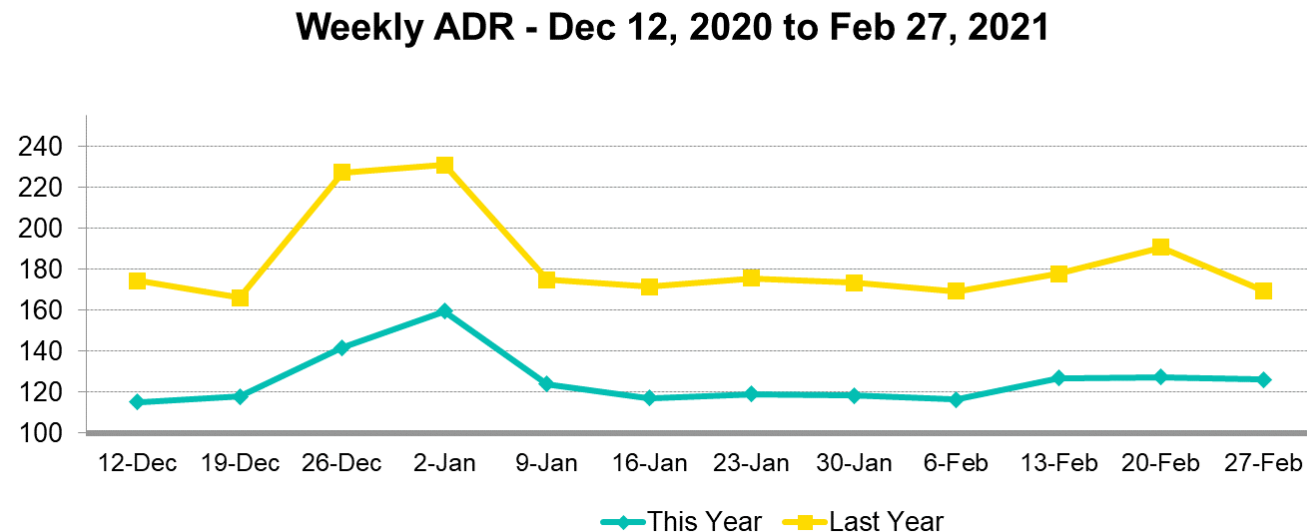
## *BC's occupancy rate down -0.3 points from the previous week*

- STR, an agency which reports BC's hotel performance, shows the average weekly occupancy for BC was 35.7% for the week of February 21 – February 27, 2021. This represents a decrease of -0.3 points from the previous week and a decrease of -29.5 points compared to a similar period in 2020.



## *BC's average daily rate (\$126.10) down -1.3% from the previous week*

- STR, an agency which reports BC's hotel performance, shows BC's average daily rate (ADR) was \$126.10 for the week of February 21 – February 27, 2021. This represents a decrease of -1.3% from the previous week and a decrease of -25.6% compared to a similar period in 2020.



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

	Feb. 21 - 27, 2021 Occupancy Rate	Week-over-Week Feb. 21 - 27, 2021 vs. Feb. 14 - 20, 2021 Occupancy Point Change	Year-over-Year Feb. 21 - 27, 2021 vs. Feb. 23 - 29, 2020 Occupancy Point Change	Feb. 21 - 27, 2021 ADR	Week-over-Week Feb. 21 - 27, 2021 vs. Feb. 14 - 20, 2021 ADR Percent Change	Year-over Year Feb. 21 - 27, 2021 vs. Feb. 23 - 29, 2020 ADR Percent Change
<b>British Columbia</b>	<b>35.7%</b>	<b>-0.3</b>	<b>-29.5</b>	<b>\$126.10</b>	<b>-1.3%</b>	<b>-25.6%</b>
Vancouver (City of)	21.6%	-3.3	-51.7	\$146.78	-5.4%	-24.3%
Whistler	26.0%	-3.5	-59.6	\$263.86	-7.2%	-38.1%
Victoria	31.4%	-3.2	-36.5	\$118.84	-4.2%	-19.5%
Kelowna	27.5%	0.0	-18.2	\$104.83	+0.2%	-14.5%
Kamloops	37.6%	+1.7	-18.2	\$89.92	-1.3%	-13.3%
Richmond	47.3%	+3.8	-27.6	\$155.59	+31.8%	-2.7%





## *BC's revenue per available room (RevPAR) (\$45.04) down -2.1% from the previous week*

- STR, an agency which reports BC's hotel performance, shows BC's revenue per available room (RevPAR) was \$45.04 for the week of February 21 – February 27, 2021. This represents a decrease of -2.1% from the previous week and a decrease of -59.3% compared to a similar period in 2020.

	Feb. 21 - 27, 2021 RevPAR	Week-over-Week Feb. 21 - 27, 2021 vs. Feb. 14 - 20, 2021 RevPAR Percent Change	Year-over-Year Feb. 21 - 27, 2021 vs. Feb. 23 - 29, 2020 RevPAR Percent Change
<b>British Columbia</b>	<b>\$45.04</b>	<b>-2.1%</b>	<b>-59.3%</b>
Vancouver (City of)	\$31.68	-18.0%	-77.7%
Whistler	\$68.59	-18.3%	-81.2%
Victoria	\$37.27	-13.0%	-62.8%
Kelowna	\$28.87	+0.2%	-48.6%
Kamloops	\$33.79	+3.4%	-41.6%
Richmond	\$73.60	+43.4%	-38.5%



# *According to Ipsos, 64% of Canadians said they won't travel out of country until 2022*

- According to Ipsos, 64% of Canadians said they were not comfortable travelling abroad until at least 2022. 17% said they will never be comfortable travelling abroad.
- 83% of Canadians are in support of the new travel rules for entering Canada, including pre-testing, testing upon arrival, and mandatory hotel quarantine at the travellers' expense.



Source: [Ipsos Update, Ipsos, March 2021](#)

# American travellers continue to feel unsafe with group travel activities and modes of transportation

- Destination Analysts, a US-based tourism research company, shared that American travellers continue to feel the most unsafe for group travel activities, including taking a cruise (61.8% feel unsafe), travelling by bus or motor coach on a group tour (59.9%), and intercity bus travel (59.5%).
- There are a number of activities that American travellers feel safest participating in. These include taking a road trip (only 15.1% feel unsafe), non-team outdoor recreation (16.3%), going shopping (20.2%), and visiting friends and relatives (23.9%).

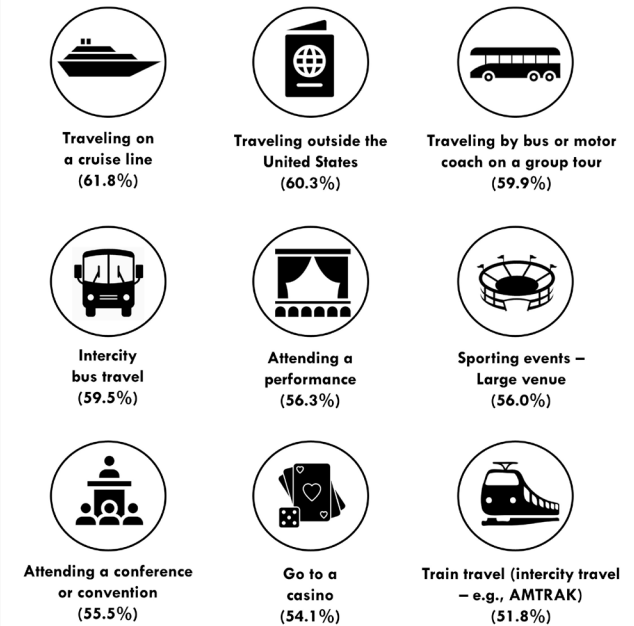
## HOW UNSAFE DO AMERICANS STILL FEEL ABOUT TRAVEL ACTIVITIES?

AS OF FEBRUARY 28, 2021

### A MAJORITY NO LONGER FEEL UNSAFE WITH:



### A MAJORITY STILL FEEL UNSAFE WITH:



QUESTION: AT THIS MOMENT, HOW SAFE WOULD YOU FEEL DOING EACH TYPE OF TRAVEL ACTIVITY?

(Base: Wave 51 data. All respondents, 1,204 completed surveys. Data collected February 26-28, 2021)

Destination Analysts  
DO YOUR RESEARCH

Source: [Destination Analysts, February 28, 2021](#)



# *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 and analytics companies](#) on their COVID-19 Resource Centre.







## DESTINATION BRITISH COLUMBIA®

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

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