

COVID-19 Research Roundup

May 17, 2021

Victoria, 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

Provincial restrictions are in place to help stop the spread of COVID-19. Most insights noted in this Research Roundup were gathered after the latest order and direction from the Ministry of Public Safety and Solicitor General in consultation with BC's Provincial Health Office, which restricts travel to essential needs only, effective April 23 – May 25, 2021.

On April 20, 2021, Canadian and US officials agreed to extend the closure of the border between the two countries to non-essential travel until at least May 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:

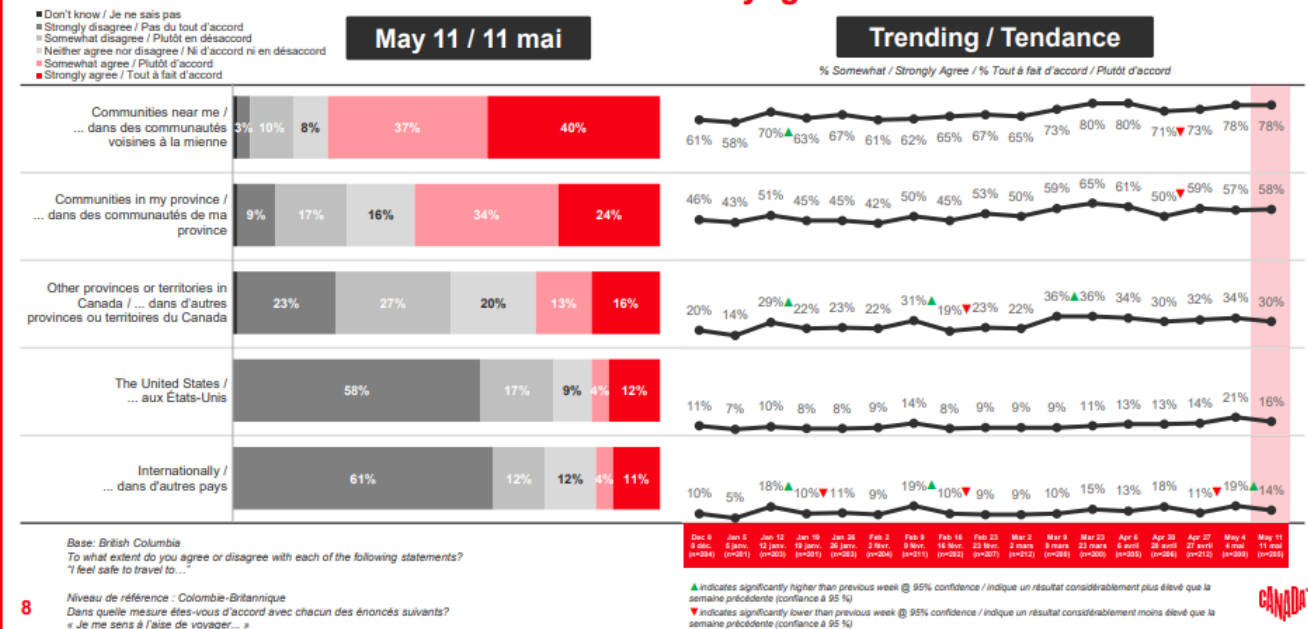
- Destination Canada reports 78% of BC residents feel safe to travel to nearby communities
- 72% of BC residents intend to travel to nearby communities in the next 3 months
- BC domestic overnight visitation down -30.3% from the week of April 18th when BC's latest travel restrictions were put in place
- BC sees a decrease of -34.0% in weekly domestic overnight visitation compared to the same period in 2020
- BC's occupancy rate (30.0%) down -1.5 points from the previous week
- BC's average daily rate (\$132.43) up +6.2% from the previous week
- BC's revenue per available room (RevPAR) (\$39.72) up +1.3% from the previous week
- Tourism HR Canada finds BC tourism employment is up +49% from April 2020
- Leger reveals that 61% of Canadians support the implementation of a vaccine passport
- Longwoods shows Coronavirus impact on upcoming American travel decisions is at a pandemic low
- Destination Analysts reports American travellers want to be closer to nature when they travel
- Expedia reports that 1 in 3 Americans plan to, or have already, taken a vacation to celebrate getting vaccinated
- Tourism and COVID-19 dashboard and reporting resources

Destination Canada reports 78% of BC residents feel safe to travel to nearby communities

- In Destination Canada's latest Resident Sentiment report (May 11, 2021), 78% of BC residents stated they feel safe to travel to nearby communities, whereas 13% expressed an opposing view, stating they would not, resulting in a net score of +65.
- 58% of BC residents stated they would feel safe to travel to other parts of the province, compared to 26% who would not, resulting in a net score of +32.
- BC residents have a net score of -21 for feeling safe to travel to other provinces. In comparison, Ontario residents have a net score of -5 for feeling safe to travel to other provinces and Alberta residents have a net score of +18.

British Columbia / Colombie-Britannique

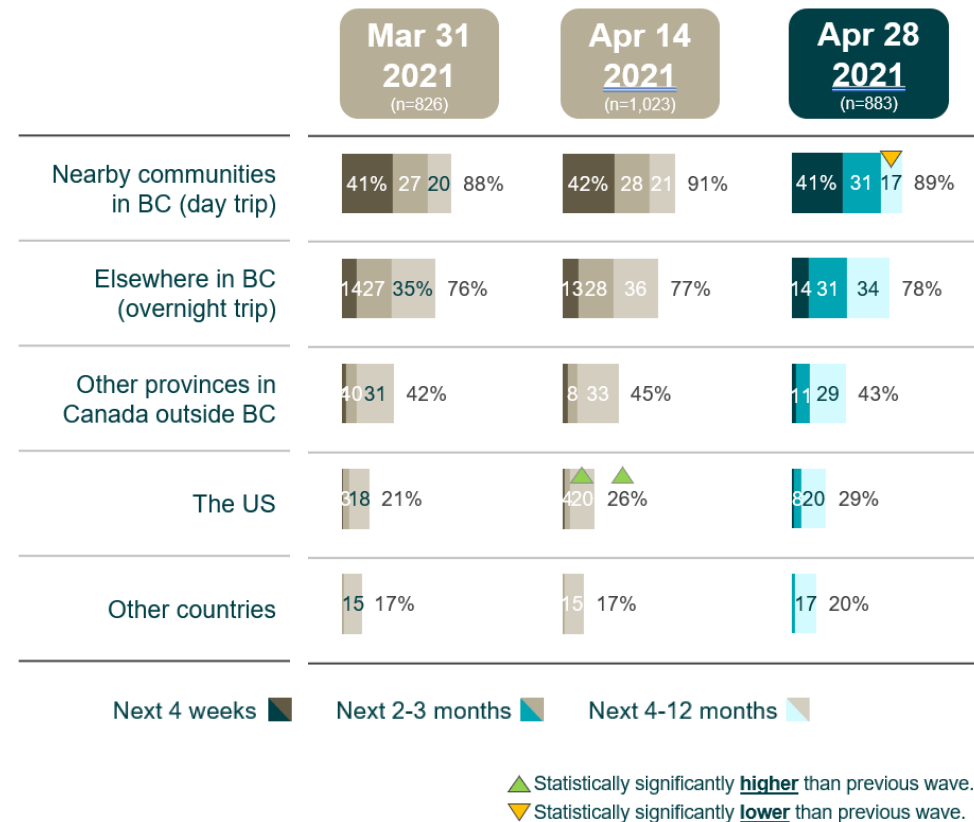
I feel safe to travel / Je me sens à l'aise de voyager



Source: [Destination Canada's Resident Sentiment, Leger, May 11, 2021](#)

72% of BC residents intend to travel to nearby communities in the next 3 months

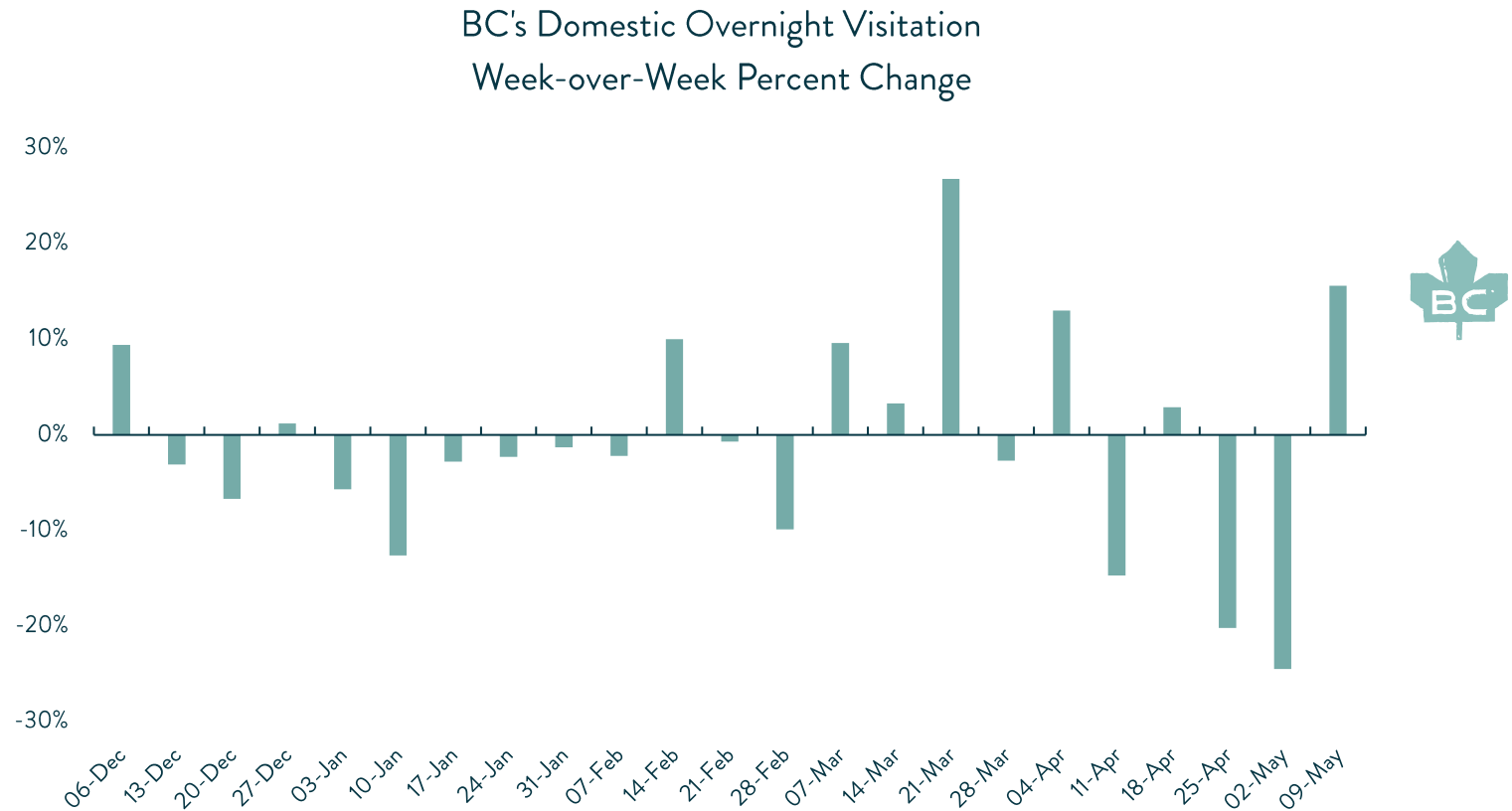
- In Destination BC's BC Residents' Public Perceptions Wave 25 (April 28, 2021) report, 72% of BC residents said they intend to travel to nearby communities within the next 3 months, and 89% within the next 12 months.
- 45% of British Columbians intend to travel to other parts of the province within the next 3 months, and 78% within the next 12 months.
- 5% said they will only travel to nearby communities if they are vaccinated or there is an available treatment.



Source: [Destination BC's BC Residents' Public Perceptions: COVID-19 Travel and Tourism Wave 25, Insights West, April 28, 2021](#)

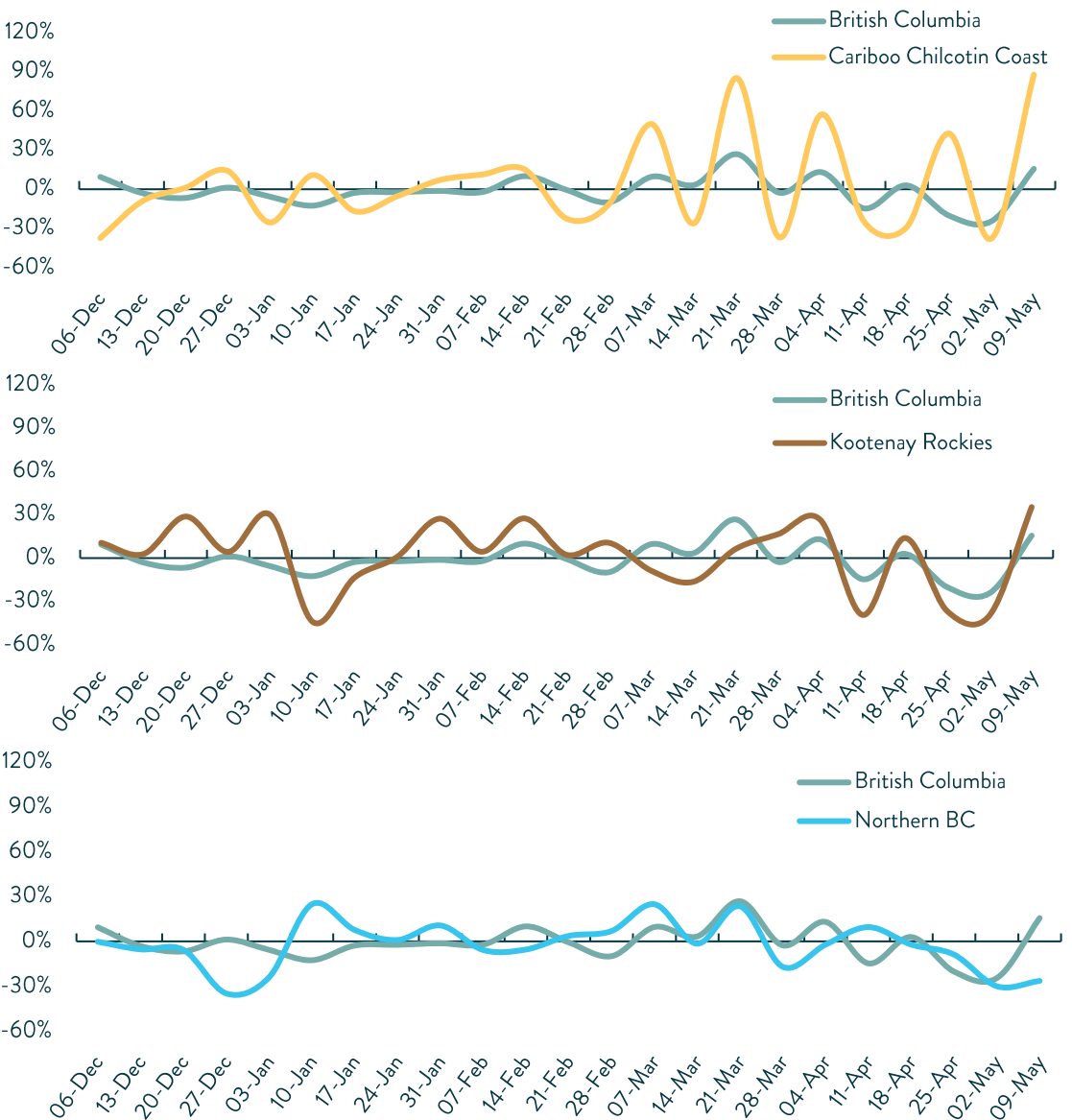
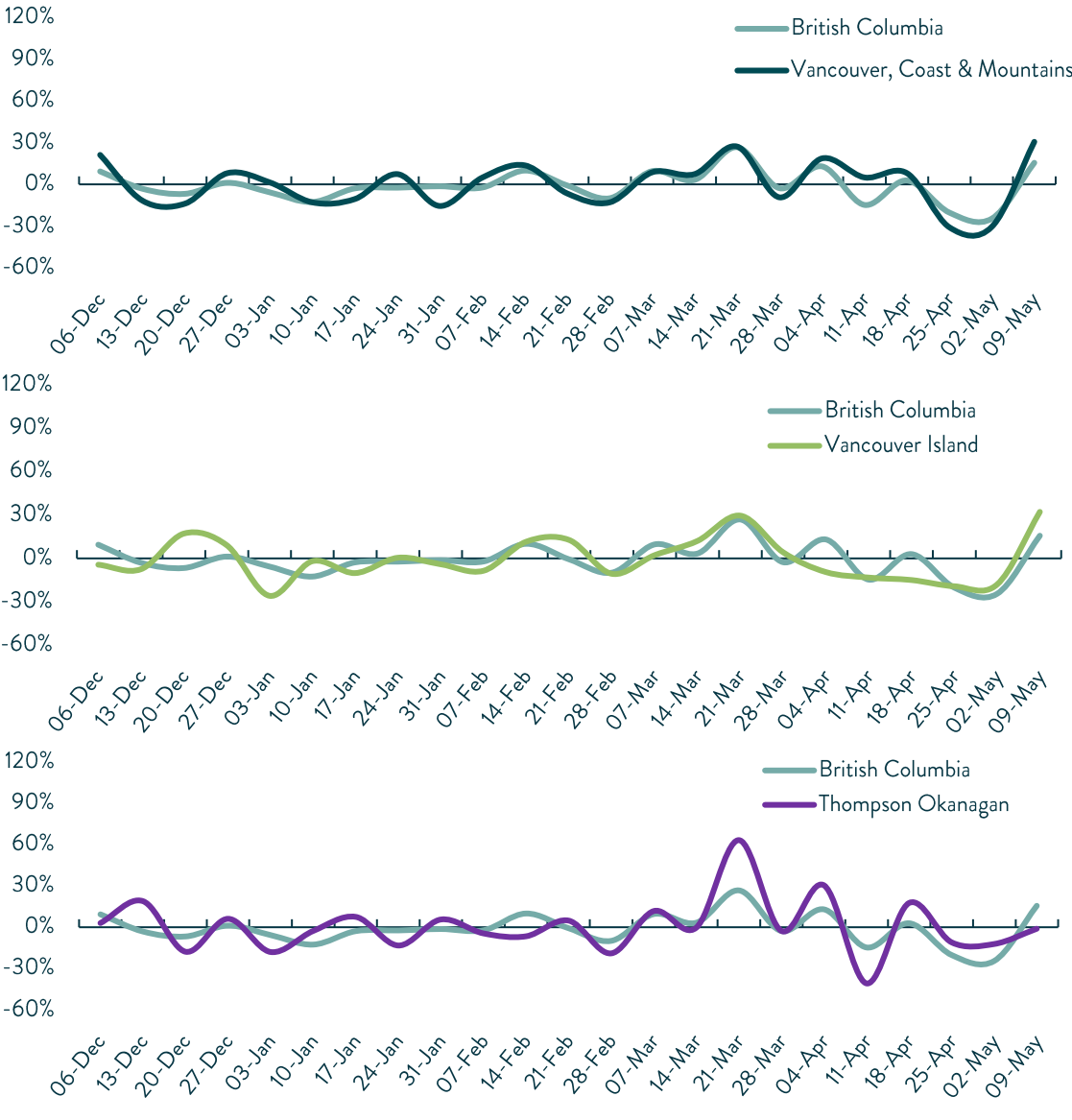
BC domestic overnight visitation down -30.3% from the week of April 18th when BC's latest travel restrictions were put in place

- According to Environics Analytics Weekly COVID Tracker Report, during the week ending May 9, 2021, BC experienced a week-over-week increase of +15.6% in weekly domestic overnight visitation. This is -12.7% lower than the week of April 25th and -30.3% lower than the week of April 18th when the most recent travel restrictions were put in place.
- Week-over-week increases in domestic overnight visitation were seen in four of the six tourism regions across the province:
 - Cariboo Chilcotin Coast (+87.8%)
 - Kootenay Rockies (+35.3%)
 - Vancouver Island (+32.1%)
 - Vancouver, Coast & Mountains (+30.6%)
- Meanwhile, week-over-week decreases were seen in the other two tourism regions:
 - Thompson Okanagan (-1.0%)
 - Northern BC (-26.5%)



Source: [Environics Analytics Weekly COVID Tracker Report, May 9, 2021](#)

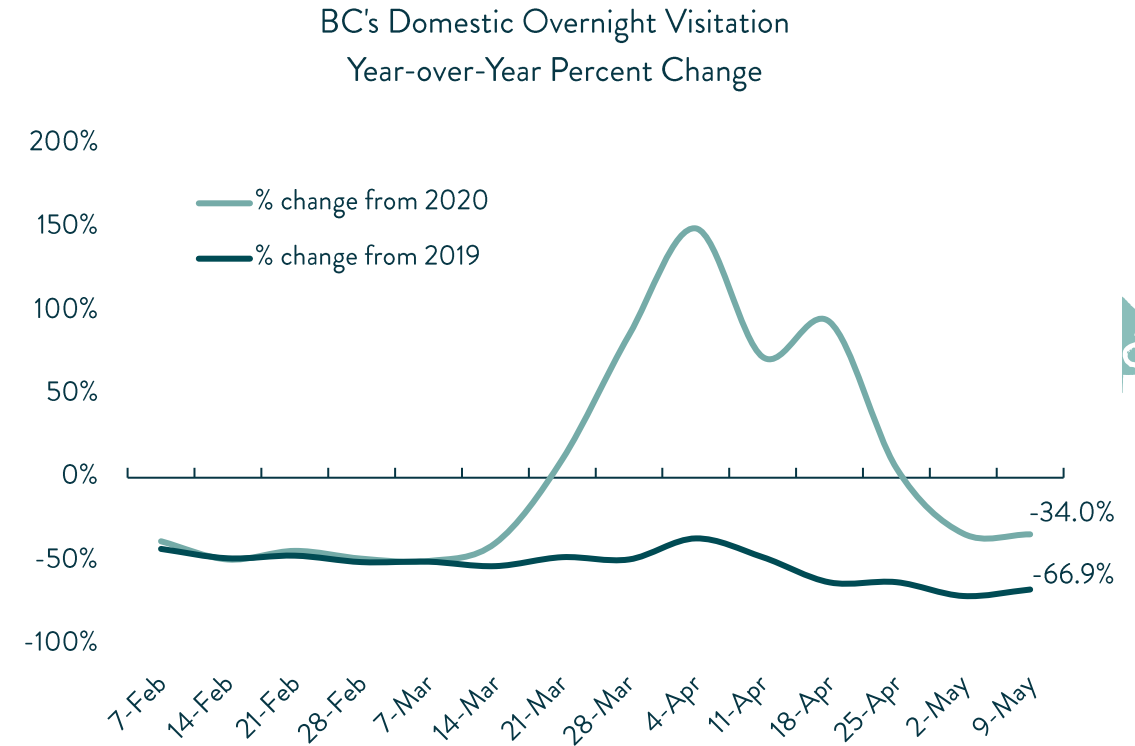
BC and Regional Domestic Overnight Visitation Week-over-Week Percent Change



Source: [Environics Analytics Weekly COVID Tracker Report, May 9, 2021](#)

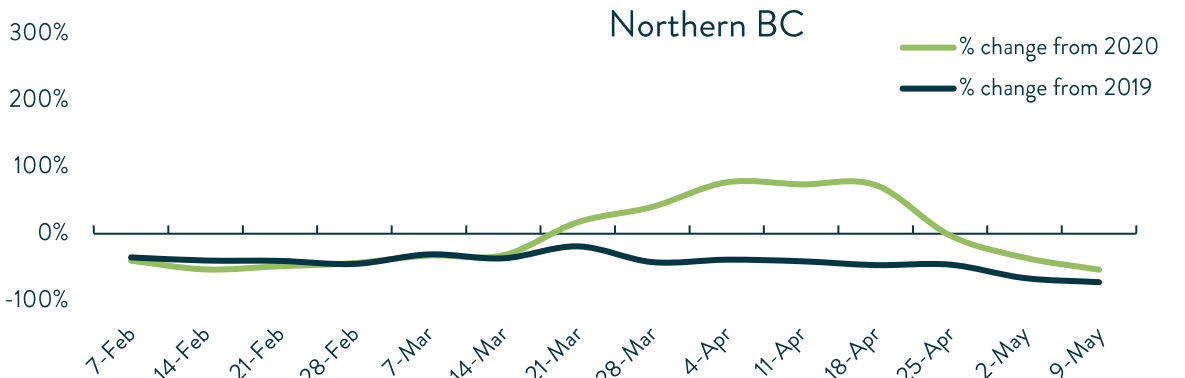
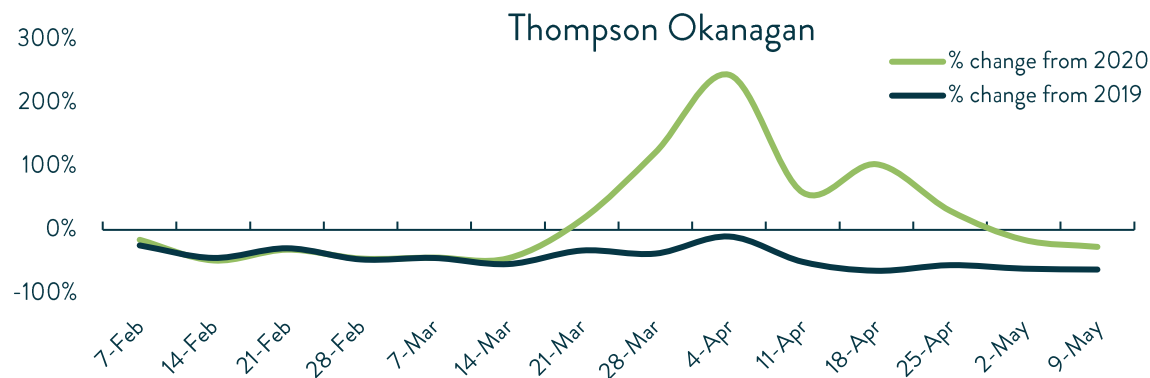
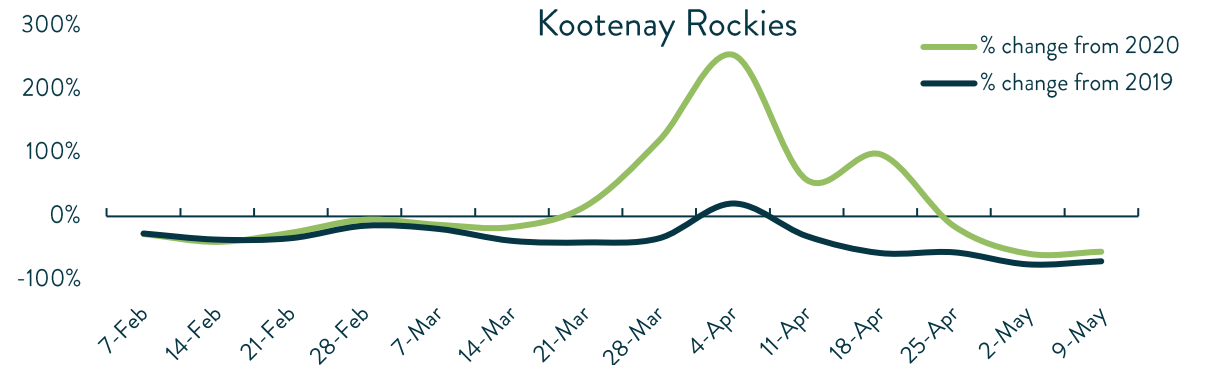
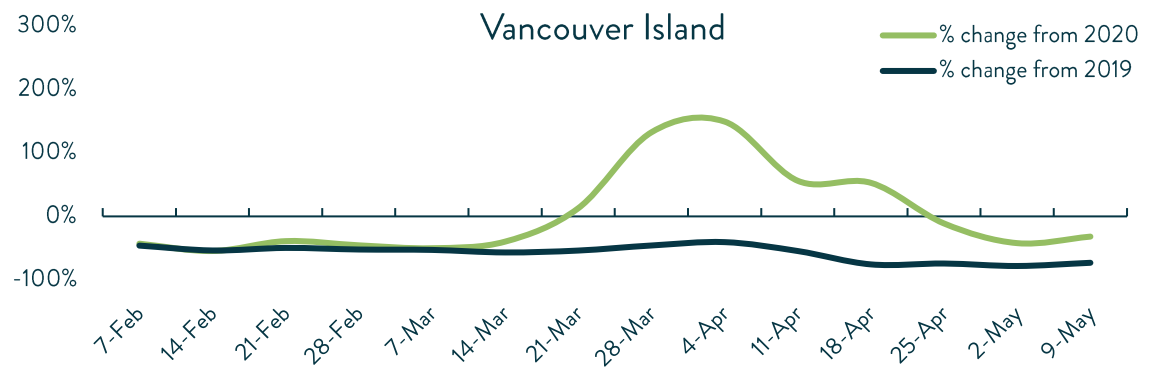
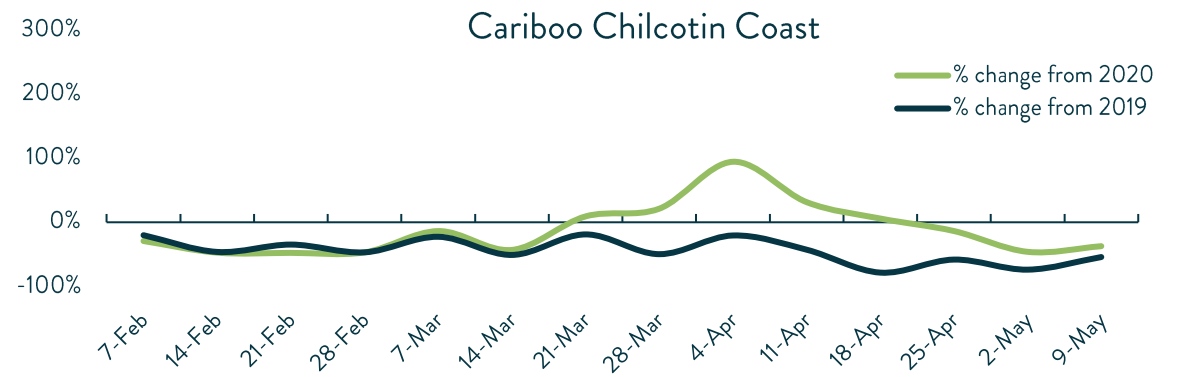
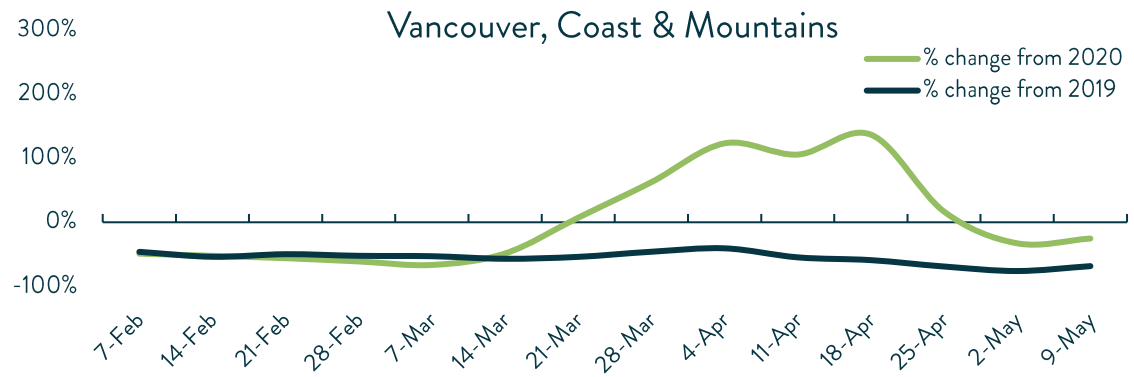
BC sees a decrease of -34.0% in weekly domestic overnight visitation compared to the same period in 2020

- For the week ending May 9, 2021, Environics Analytics reported that weekly domestic overnight visitation was down -34.0% compared to the same week in 2020. Compared to the same week in 2019, weekly domestic overnight visitation was down -66.9%.
- Across the province, year-over-year decreases in weekly visitation were seen when compared to the same period in 2020, and decreases continue to be seen for all tourism regions when compared to the same period in 2019.
 - Vancouver, Coast & Mountains (-25.0% over 2020; -68.0% over 2019)
 - Thompson Okanagan (-26.7%; -62.3%)
 - Vancouver Island (-31.6%; -72.9%)
 - Cariboo Chilcotin Coast (-37.0%; -54.0%)
 - Northern BC (-54.0%; -72.6%)
 - Kootenay Rockies (-55.6%; -70.6%)



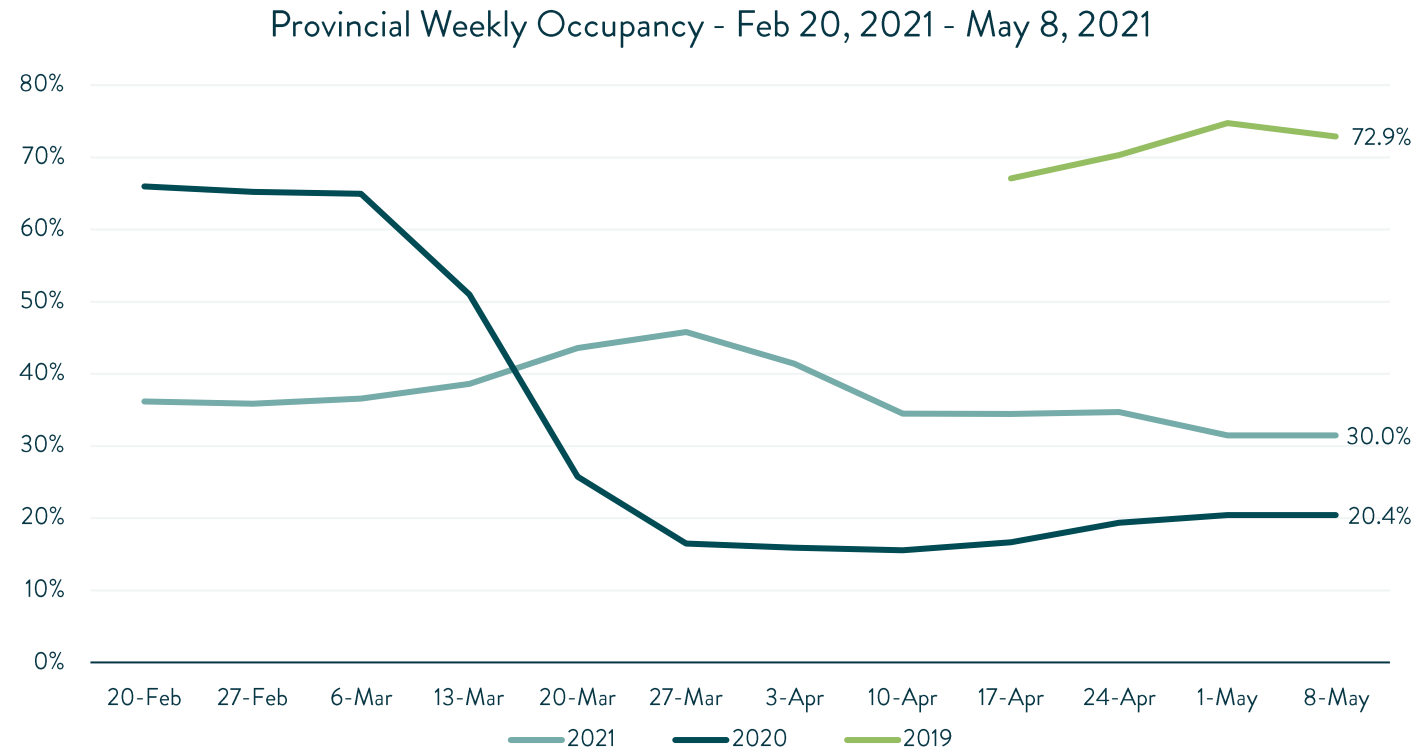
Source: [Environics Analytics Weekly COVID Tracker Report, May 9, 2021](#)

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



BC's occupancy rate (30.0%) down -1.5 points from the previous week

- STR, an agency which reports BC's hotel performance, shows the average weekly occupancy for BC was 30.0% for the week of May 2 – May 8, 2021. This represents a decrease of -1.5 points from the previous week.
- It also represents an increase of +9.6 points compared to a similar period in 2020 and a decrease of -42.9 points compared to 2019.



*Please note data for 2019 is only available starting for the week April 7 - 13, 2019

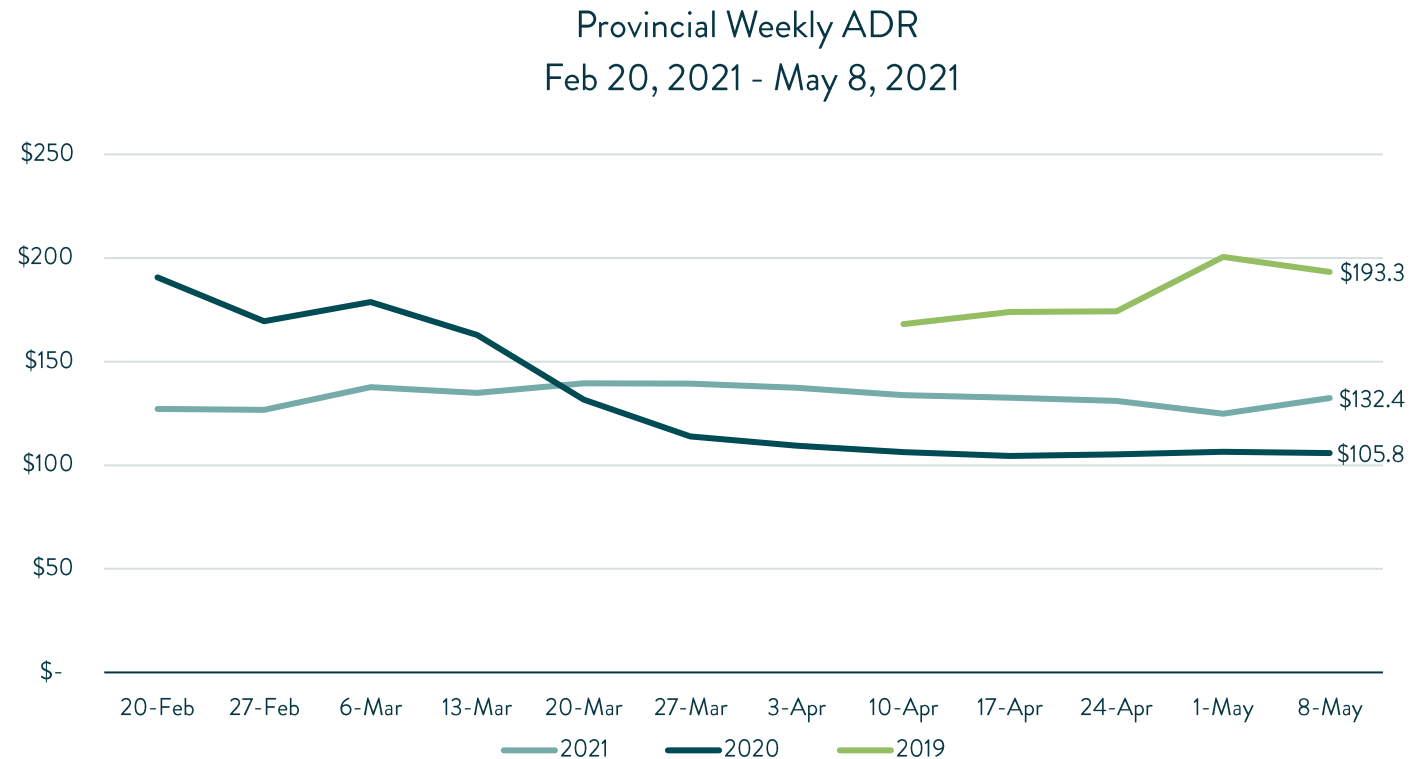
British Columbia's Hotel Occupancy Rate Week-over-Week

	May 2 - 8, 2021 Occupancy Rate	Week-over-Week May 2 - 8, 2021 vs. Apr 25 - May 1, 2021 Occupancy Point Change	2021 vs. 2020 May 2 - 8, 2021 vs. May 3 - 9, 2020 Occupancy Point Change	2021 vs. 2019 May 2 - 8, 2021 vs. May 5 - 11, 2019 Occupancy Point Change
British Columbia	30.0%	-1.5	+10.2	-42.9
Vancouver (City of)	18.9%	+0.1	+10.3	-64.3
Whistler	3.0%	+0.3	-2.3	-41.2
Victoria	16.4%	-9.4	+2.3	-57.2
Kelowna	27.2%	-2.5	+11.8	-49.8
Kamloops	50.9%	-5.6	+27.7	-30.6
Richmond	47.1%	+0.3	+14.6	-33.6
Revelstoke	19.6%	-0.9	+8.4	-15.3



BC's average daily rate (\$132.43) up +6.2% from the previous week

- STR, an agency which reports BC's hotel performance, shows BC's average daily rate (ADR) was \$132.43 for the week of May 2 – May 8, 2021. This represents an increase of +6.2% from the previous week.
- It also represents an increase of +25.1% compared to a similar period in 2020 and a decrease of -31.5% compared to 2019.



*Please note data for 2019 is only available starting for the week April 7 - 13, 2019



British Columbia's Hotel Average Daily Rate (ADR) Week-over-Week

	May 2 - 8, 2021 ADR	Week-over-Week May 2 - 8, 2021 vs. Apr. 18 - 24, 2021 ADR Percent Change	2021 vs. 2020 May 2 - 8, 2021 vs. May 3 - 9, 2020 ADR Percent Change	2021 vs. 2019 May 2 - 8, 2021 vs. May 5 - 11, 2019 ADR Percent Change
British Columbia	\$132.43	+6.2%	+25.1%	-31.5%
Vancouver (City of)	\$188.51	+15.5%	+64.2%	-32.8%
Whistler	\$161.82	+8.6%	+61.9%	-11.5%
Victoria	\$135.42	+15.6%	+54.5%	-32.1%
Kelowna	\$110.80	+3.0%	+4.1%	-29.8%
Kamloops	\$93.19	-2.3%	+6.7%	-22.7%
Richmond	\$183.06	+3.9%	+33.8%	-3.9%
Revelstoke	\$97.53	-0.3%	+24.1%	-11.1%



BC's revenue per available room (RevPAR) (\$39.72) up +1.3% from the previous week

- STR, an agency which reports BC's hotel performance, shows BC's revenue per available room (RevPAR) was \$39.72 for the week of May 2 – May 8, 2021. This represents an increase of +1.3% from the previous week.
- BC's RevPAR showed an increase (+89.8%) for the week of May 2 – May 8, 2021 compared to a similar period in 2020 and a decrease (-71.8%) for 2019.
- RevPAR substantially increased for all reported cities except for Whistler compared to a similar period in 2020 but remain below 2019 levels.

	May 2 - 8, 2021 RevPAR	Week-over-Week May 2 - 8, 2021 vs. Apr. 18 - 24, 2021 RevPAR Percent Change
British Columbia	\$39.72	+1.3%
Vancouver (City of)	\$35.65	+16.3%
Whistler	\$4.85	+22.3%
Victoria	\$22.21	-26.4%
Kelowna	\$30.11	-5.6%
Kamloops	\$47.44	-12.1%
Richmond	\$86.15	+4.6%
Revelstoke	\$19.16	-4.8%

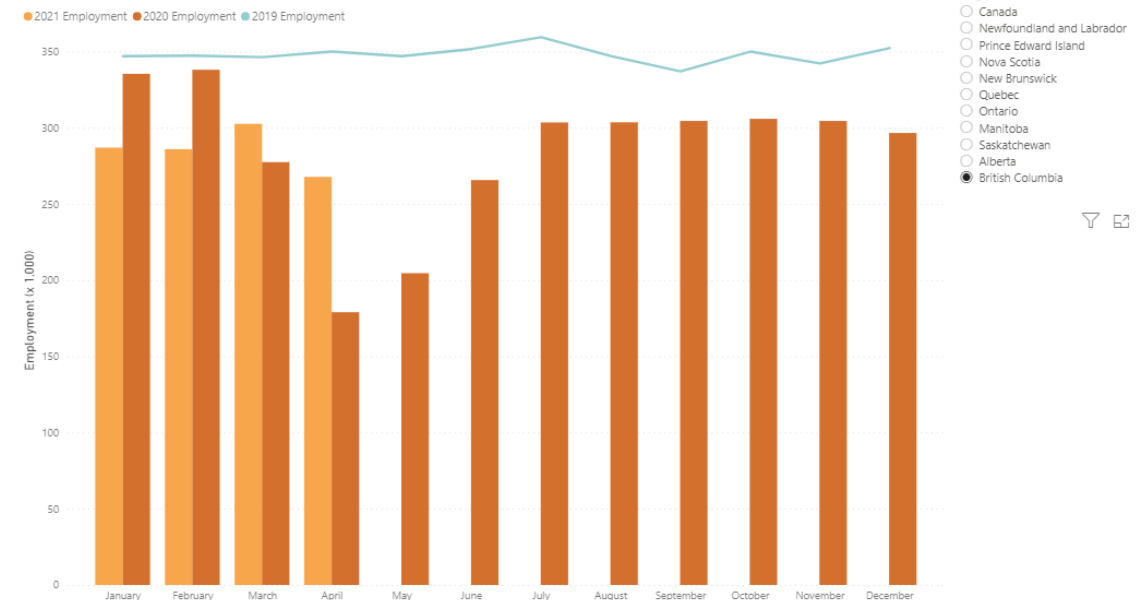


Source: [2021 STR, STR Global Ltd - STR May 2 – May 8, 2021](#)

Tourism HR Canada finds BC tourism employment is up +49% from April 2020

- Tourism HR Canada data showed that BC tourism employment is up +49% from April 2020, with an estimated 267,800 jobs reported in April 2021.
- However, this is still -23.7% lower than the pre-pandemic level of April 2019.

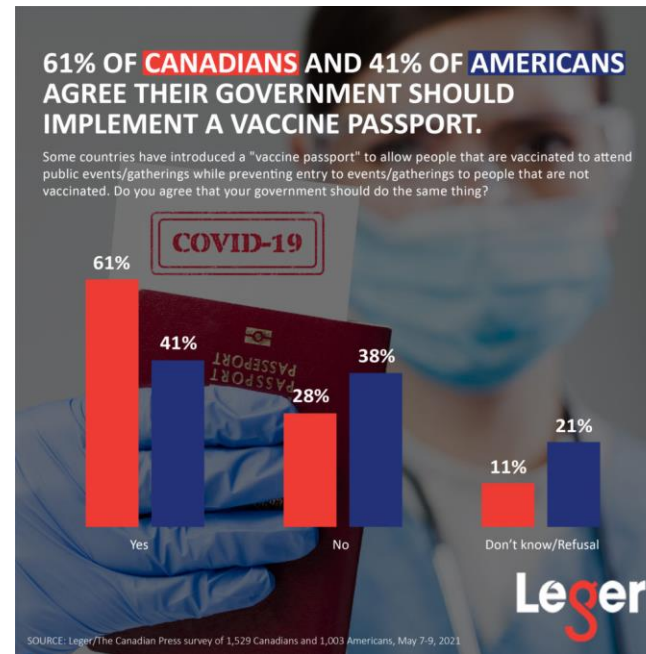
Chart 1: Tourism Employment by Province
Tourism Employment (x 1,000)



Source: [Tourism HR Canada, April 2021](#)

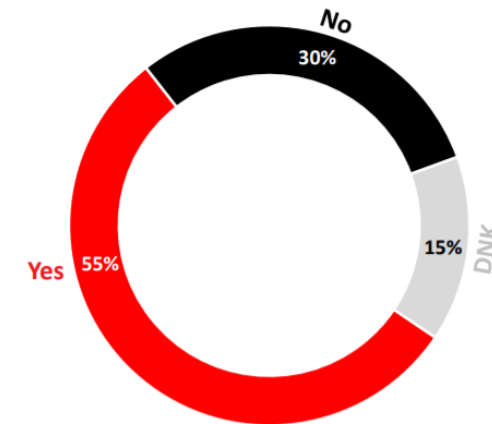
Leger reveals that 61% of Canadians support the implementation of a vaccine passport

- A recent survey by Leger revealed that 61% of Canadians and 41% of Americans support the implementation of a vaccine passport.
- The survey also showed that 55% of Canadians are feeling optimistic about the next year for Canada.



CTC636. Do you feel optimistic about the next year for Canada?

Base: All respondents (n=1,529)

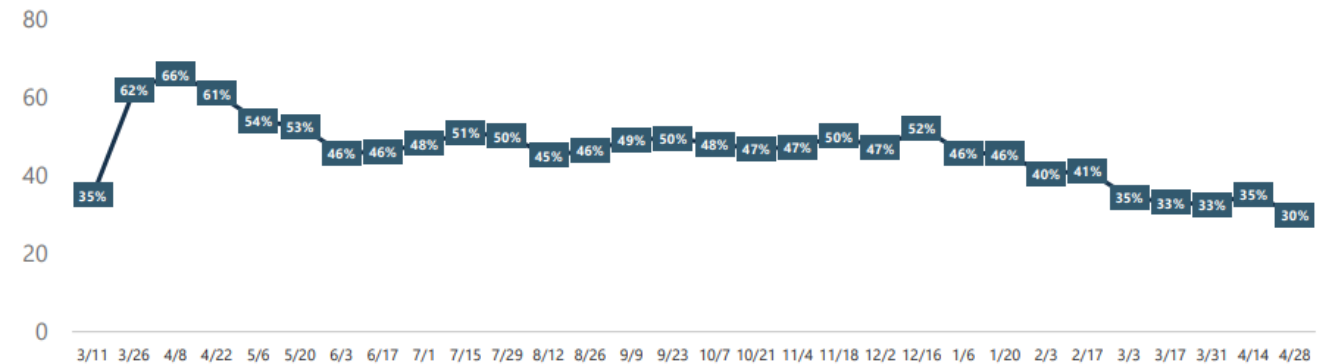


Source: [Leger, May 11 2021](#)

Longwoods shows *Coronavirus impact on upcoming American travel decisions is at a pandemic low*

- A recent survey by Longwoods International of showed that the percentage of American adults who indicated that the Coronavirus would impact their travel decisions in the next six months is at 30%, the lowest point since the pandemic started.
- The same survey revealed that 60% of American adults now feel safe travelling outside of their community, the highest level seen since before the pandemic.

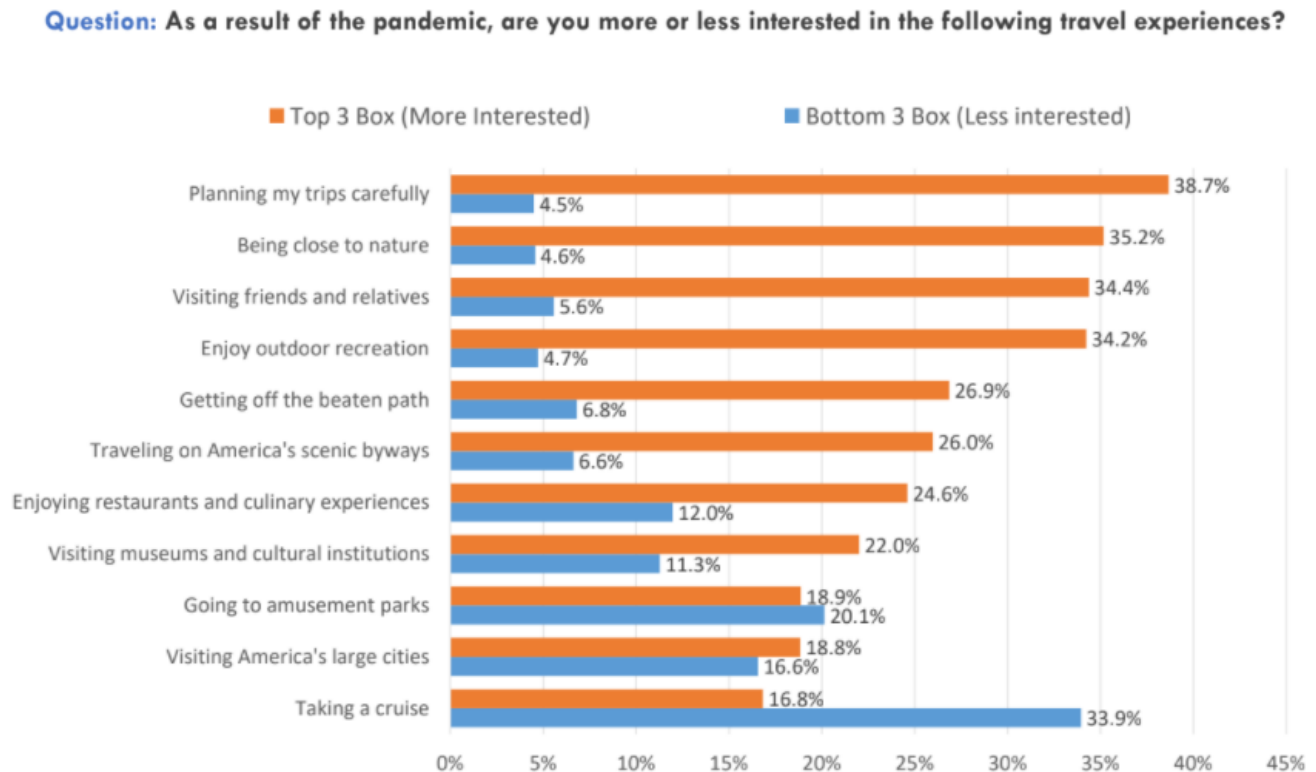
Indicated that Coronavirus Would Greatly Impact their Decision to Travel in the Next Six Months



Source: [Longwoods International, May 4, 2021](#)

Destination Analysts reports American travellers want to be closer to nature when they travel

- The latest survey by Destination Analysts, a US-based tourism research company, suggests that the pandemic has resulted in US travellers wanting to be closer to nature with their travel experiences.
- The same survey showed that 86.8% of American adults feel more comfortable travelling after receiving a COVID-19 vaccine.



Source: [Destination Analysts, May 7, 2021](#)



Expedia reports that 1 in 3 Americans plan to, or have already, taken a vacation to celebrate getting vaccinated

- Expedia's Q1 Travel Recovery Trend Report announced positive shifts in the North American travel environment, especially in places where vaccine uptake is higher. People are eager to travel again and traveller optimism is on the rise with 1 in 3 Americans planning a vacation, or have already taken a vacation, to celebrate getting vaccinated.



Source: [Expedia, 2021](#)



Tourism and COVID-19 dashboard and reporting resources

- **NEW:** Phocuswire has [restarted their COVID-19 liveblog](#), covering the pandemic's impact and recovery in the tourism industry.
- Destination BC's [Tourism Industry Dashboard](#) tracks statistics across tourism-related industries including accommodations, food and beverage, and transportation.
- Destination BC conducts and commissions 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 also 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.
- The Business Council of BC Dashboard allows users to [quickly understand the economic toll, recovery, and economic climate of BC](#).
- The [Ipsos Consolidated Economic Indicators](#) dashboard displays economic indicators across the globe including investment, employment, and GDP.





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

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