



DESTINATION
BRITISH COLUMBIA®

COVID-19 Research Roundup

June 21, 2021

Haida Gwaii, Northern British Columbia



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 76% of BC residents feel safe travelling to other communities in their province
- 30% of BC residents say they intend to travel elsewhere in the province in the next 4 weeks
- BC weekly domestic overnight visitation is up +3.4% from the previous week
- BC sees a decrease of -4.6% in weekly domestic overnight visitation compared to the same period in 2020
- Environics Visitor View reports total visitor nights spent in BC in April 2021 up +33.7% compared to April 2020
- BC's occupancy rate (38.7%) up +0.7 points from the previous week
- BC's average daily rate (\$141.10) up +1.1% from the previous week
- BC's RevPAR (\$54.56) up +3.1% from the previous week
- Tourism HR Canada shows that tourism employment in BC in May 2021 was up +36.1% from May 2020
- Leger shows that 78% of Americans support reopening the US / Canada border this summer
- Destination Analysts shows that 53.8% of US travellers do not intend to change the way they travel after the pandemic
- Skift reveals that 38% of Americans say their vaccination status will not affect their travel plans
- UNWTO reports that Canada has vaccinated 66.4 out of every 100 people
- A summary of compelling tourism headlines from around the world
- Tourism and COVID-19 dashboard and reporting resources

BC's Restart Plan

We are in Step 2 of [BC's Restart Plan](#), a 4-step plan launched on May 25, 2021. The earliest date to progress to Step 3 is July 1.

Province-wide restrictions

Step 2 of BC's Restart Plan marks the return of provincial travel for BC residents. Restrictions on interprovincial travel and health and safety protocols, such as mask wearing and physical distancing, remain in place until Step 3 (July 1 at the earliest). Many of the insights noted in this Research Roundup were gathered before the beginning of Step 2 on June 15, 2021.

On May 18, 2021, Canadian and US officials agreed to extend the closure of the border between the two countries to non-essential travel until at least July 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 Canada reports 76% of BC residents feel safe travelling to other communities in their province

- In Destination Canada’s latest Resident Sentiment report (June 15, 2021), 76% of BC residents said they would feel safe travelling to other communities in their province. This is lower than Alberta (85%), Atlantic Canada (83%) and Quebec (79%), but higher than Ontario (72%) and Saskatchewan/Manitoba (70%).
- 85% of BC residents would feel safe travelling to nearby communities. This is below Alberta (88%) and Atlantic Canada (89%).
- 47% of BC residents stated they would feel safe travelling to other provinces or territories in Canada. This is lower than Alberta (66%), Quebec (58%), Saskatchewan/Manitoba (54%), and Ontario (54%), but higher than Atlantic Canada (40%).

Comparison by Region / Comparaison par région I feel safe to travel / Je me sens à l'aise de voyager

	BC/C.-B. (n=200)	AB/Alb. (n=200)	SK/MB Sask./Man. (n=201)	ON/Ont. (n=604)	QC/Qc (n=412)	ATL (n=200)
% Somewhat / Strongly Agree % Tout à fait d'accord / Plutôt d'accord						
Communities near me / ... dans des communautés voisines à la mienne	85%	88%	75%	82%	83%	89%
Communities in my province / ... dans des communautés de ma province	76%	85%	70%	72%	79%	83%
Other provinces or territories in Canada / ... dans d'autres provinces ou territoires du Canada	47%	66%	54%	54%	58%	40%
The United States / ... aux États-Unis	32%	36%	30%	27%	41%	15%
Internationally / ... dans d'autres pays	25%	30%	22%	22%	30%	12%

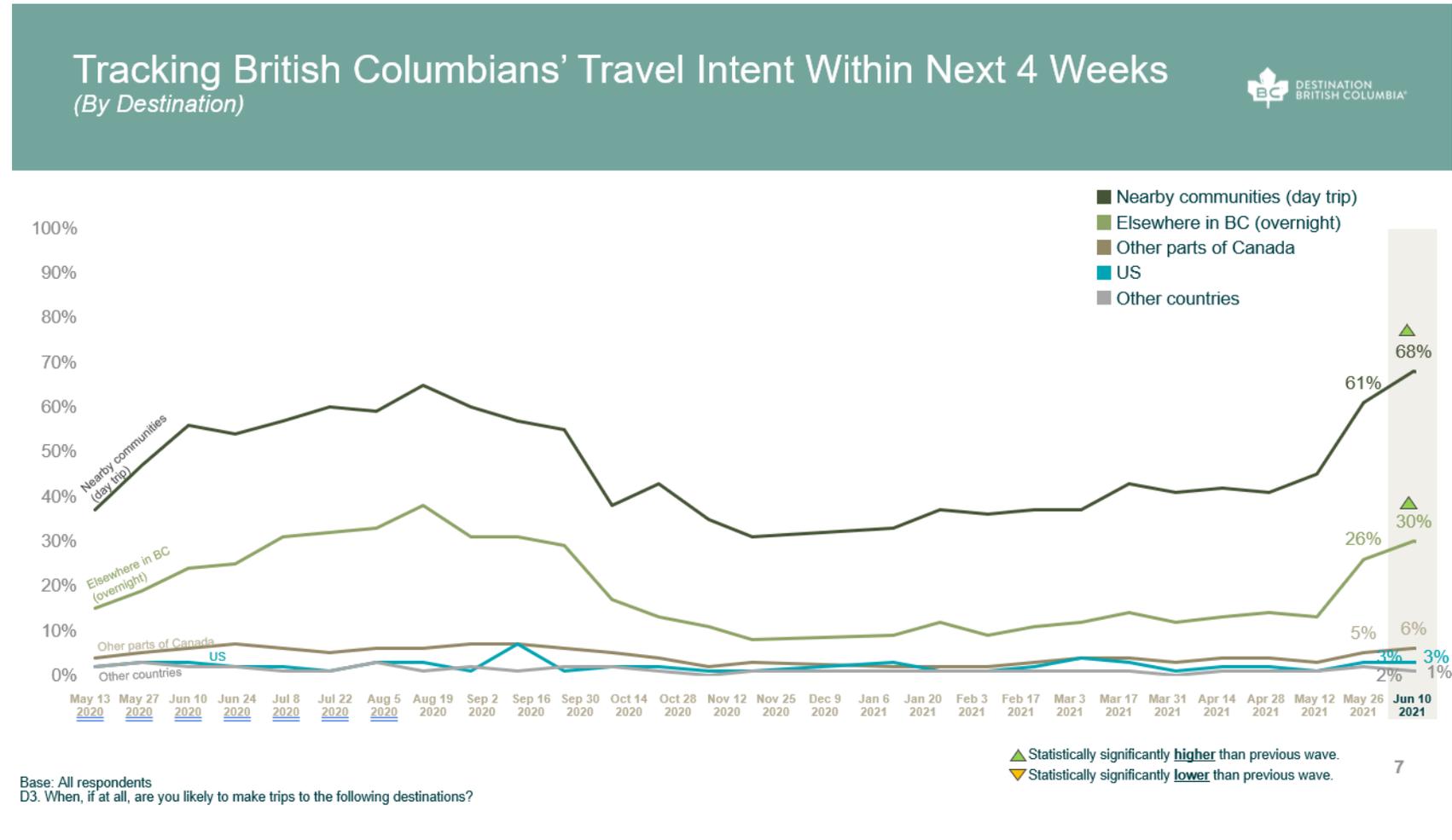
Green = Significant Increase From Previous Wave
Red = Significant Decrease From Previous Wave



Source: [Destination Canada’s Weekly COVID-19 Resident Sentiment, June 15, 2021](#)

30% of BC residents say they intend to travel elsewhere in the province in the next 4 weeks

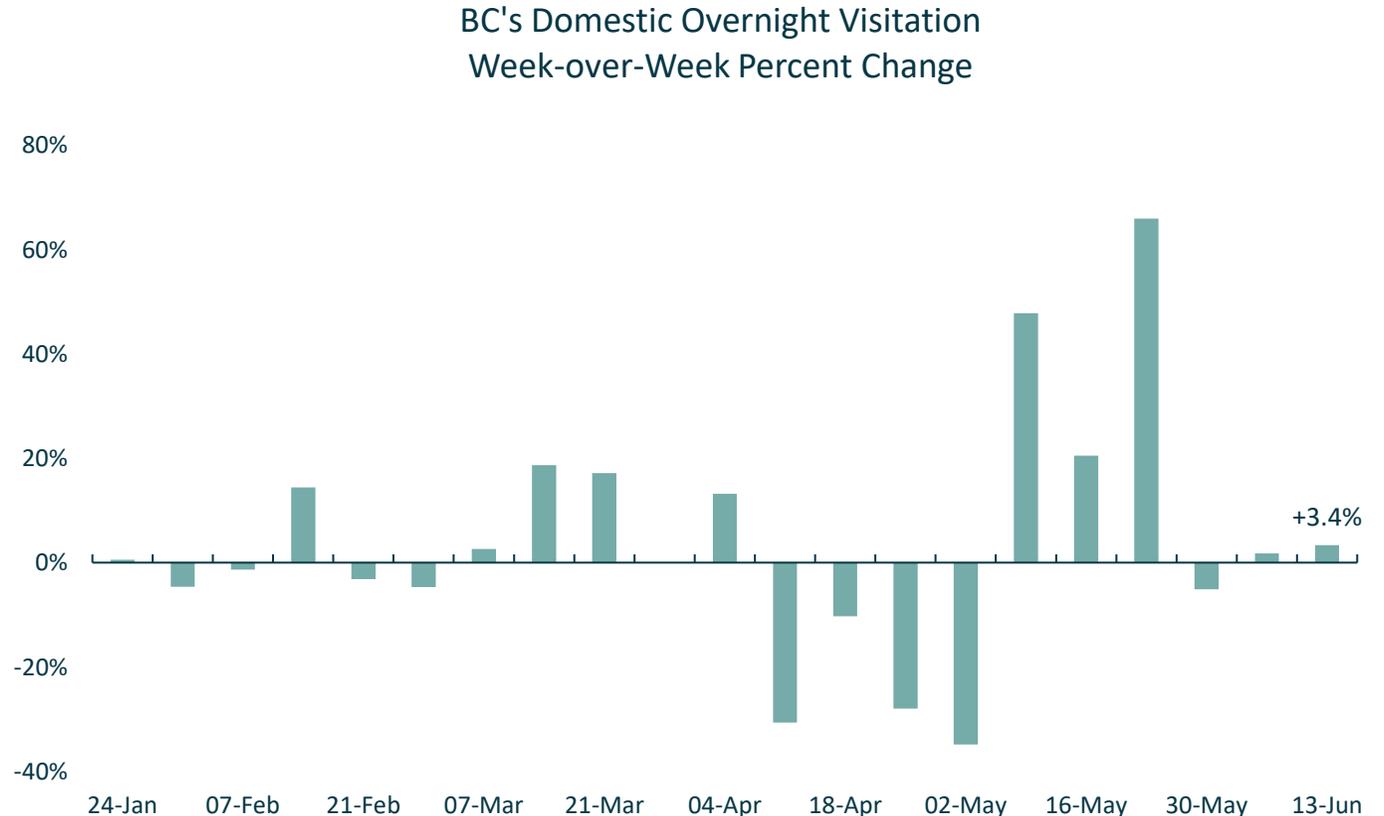
- In Destination BC's latest BC Residents' Public Perceptions Wave 27 (June 10, 2021) report, 30% of BC residents said they intend to travel elsewhere in the province in the next 4 weeks, up +4% from the previous wave (May 26).
- 68% of BC resident said they intend to travel to nearby communities in the next 4 weeks (+7% from previous wave) and 6% of BC residents said they intend to travel to other parts of Canada (+1% from previous wave).



Source: [Destination BC's Residents' Public Perceptions: COVID-19 Travel and Tourism Wave 27, Insights West, June 10, 2021](#)

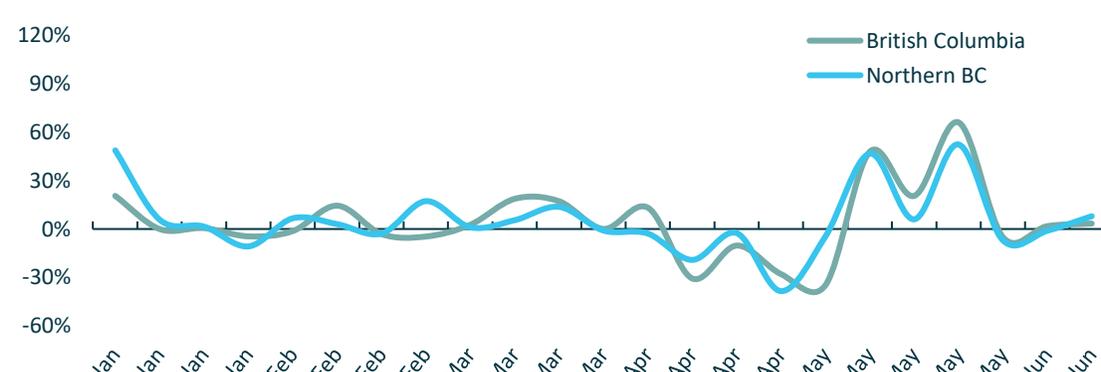
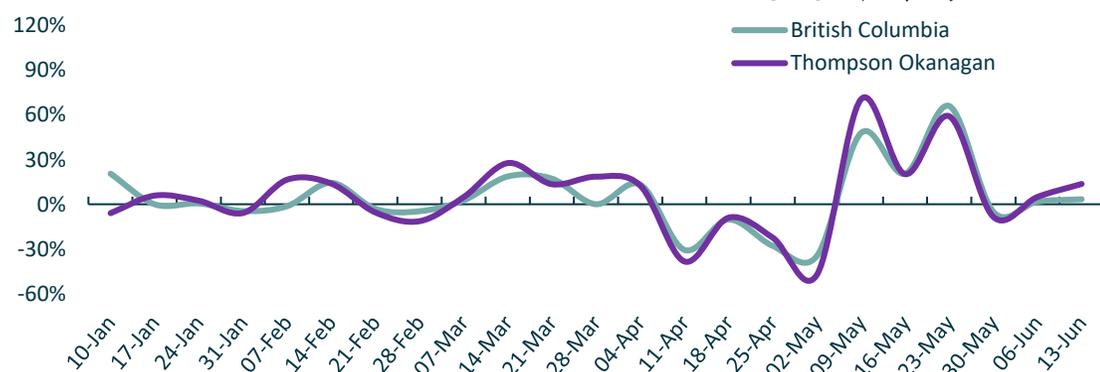
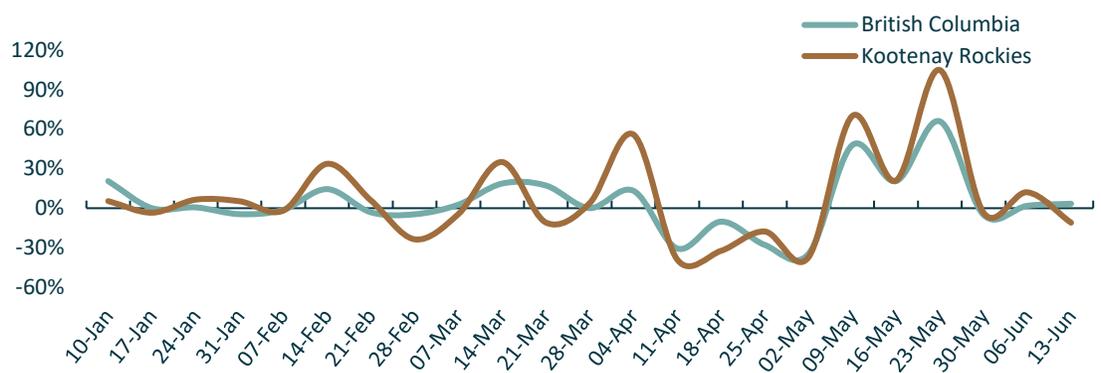
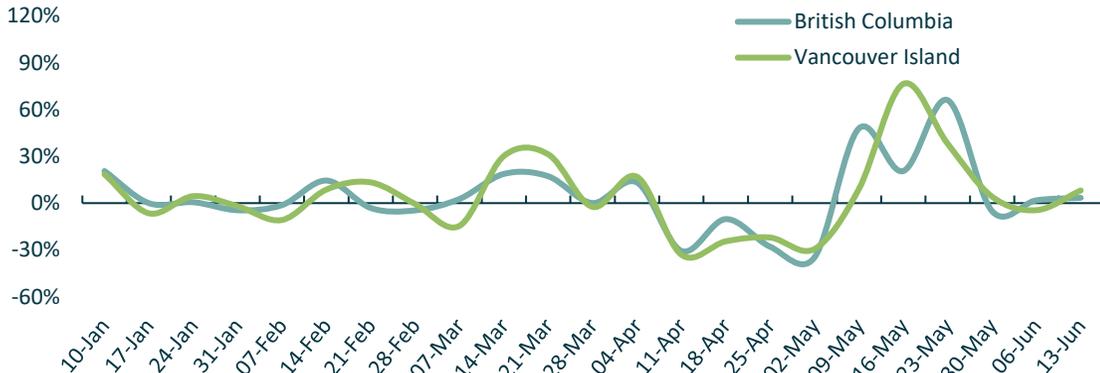
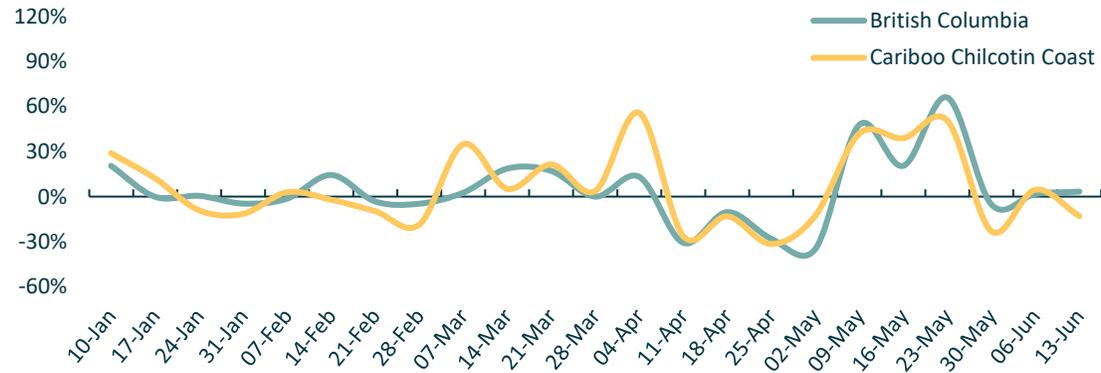
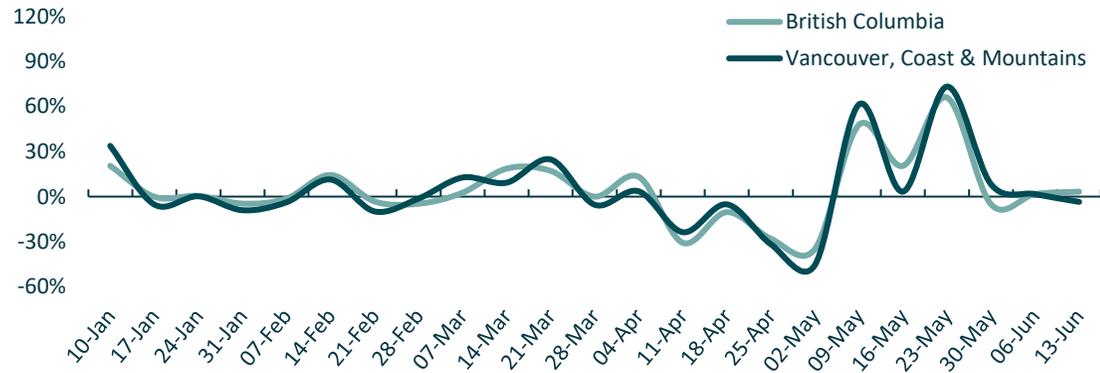
BC weekly domestic overnight visitation is up +3.4% from the previous week

- According to Environics Analytics Weekly COVID Tracker Report, during the week ending June 13, 2021, BC experienced a week-over-week increase of +3.4% in weekly domestic overnight visitation.
- Week-over-week increases in domestic overnight visitation were seen in three tourism regions across the province:
 - Thompson Okanagan (+13.7%)
 - Northern BC (+8.0%)
 - Vancouver Island (+8.0%)
- Week-over-week decreases in domestic overnight visitation were seen in the other three tourism regions:
 - Vancouver, Coast & Mountains (-3.4%)
 - Kootenay Rockies (-11.1%)
 - Cariboo Chilcotin Coast (-12.9%)



Source: [Environics Analytics Weekly COVID Tracker Report, June 13, 2021](#)

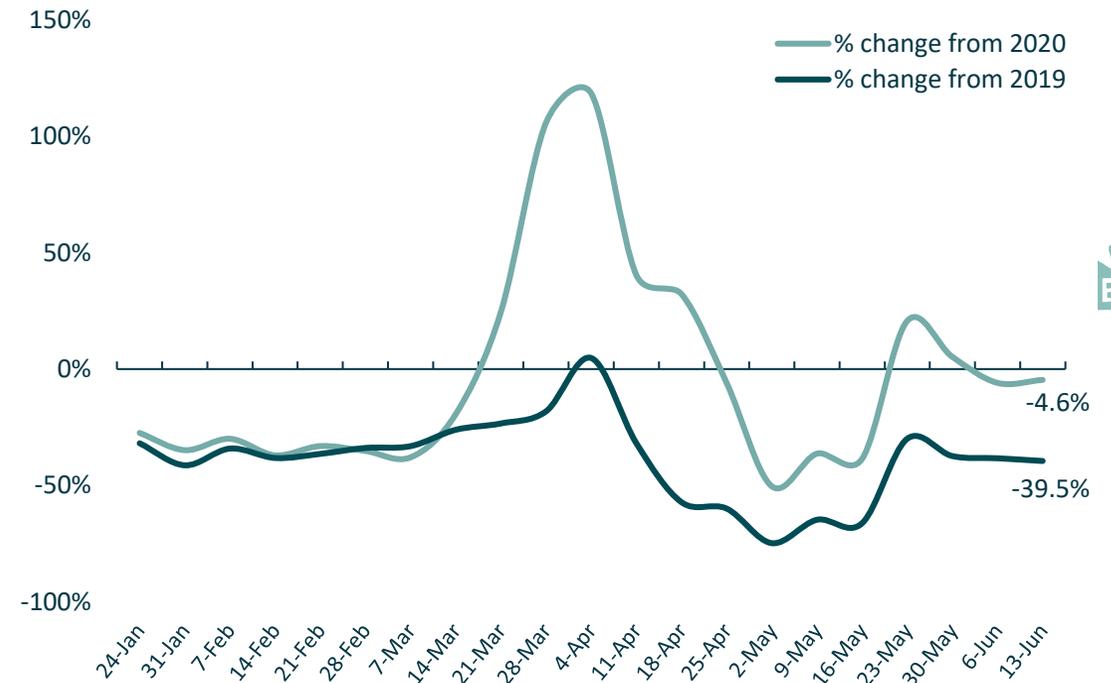
BC and Regional Domestic Overnight Visitation Week-over-Week Percent Change



BC sees a decrease of -4.6% in weekly domestic overnight visitation compared to the same period in 2020

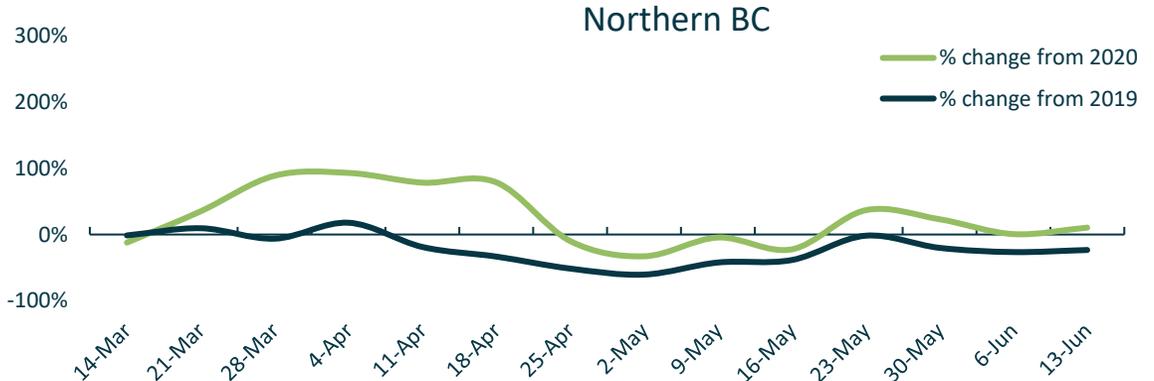
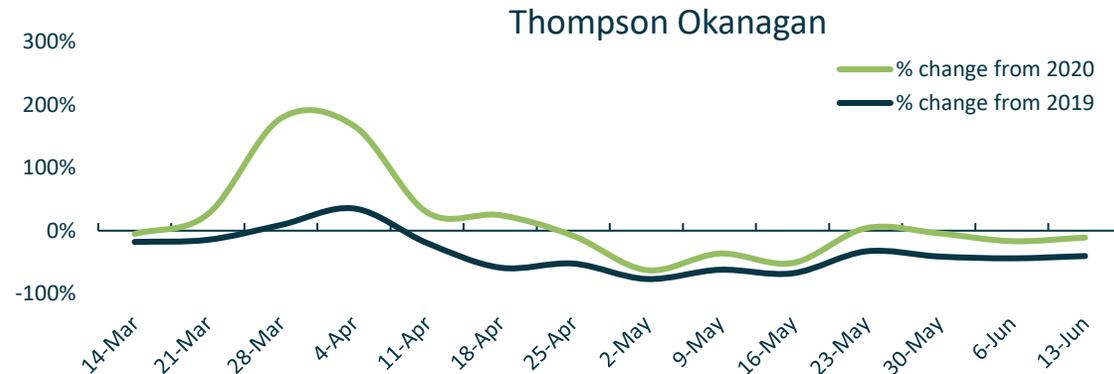
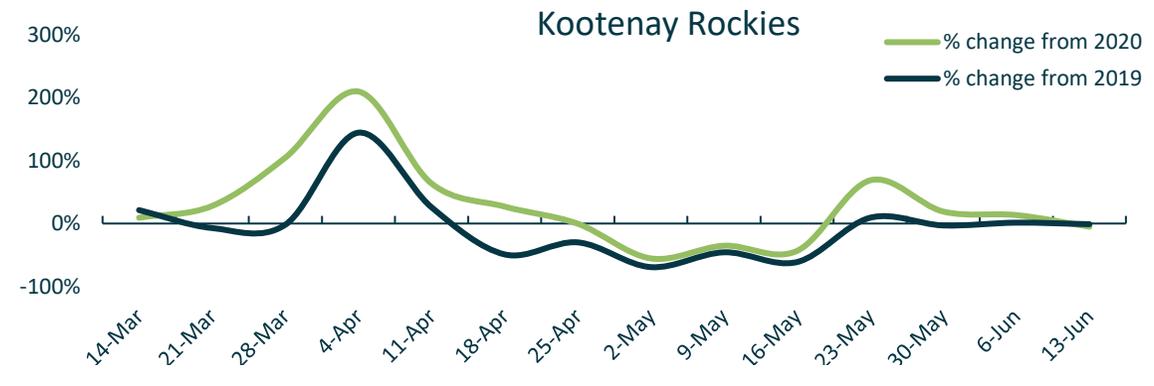
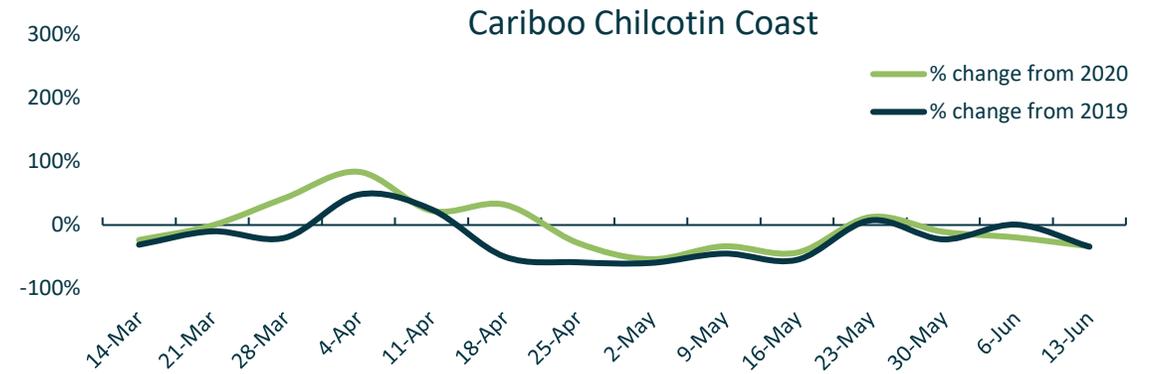
- For the week ending June 13, 2021, Environics Analytics reported that weekly domestic overnight visitation was down -4.6% compared to the same week in 2020. Compared to the same week in 2019, weekly domestic overnight visitation was down -39.5%.
- In two of the tourism regions across the province, year-over-year increases in weekly visitation were seen when compared to the same period in 2020. All regions saw a decreases in weekly visitation when compared to the same period in 2019.
 - Northern BC (+10.6% over 2020; -23.2% over 2019)
 - Vancouver Island (+1.8%; -44.9%)
 - Kootenay Rockies (-4.9%; -1.1%)
 - Vancouver, Coast & Mountains (-6.1%; -52.2%)
 - Thompson Okanagan (-10.8%; -40.3%)
 - Cariboo Chilcotin Coast (-33.7%; -34.4%)

BC's Domestic Overnight Visitation
Year-over-Year Percent Change



Source: [Environics Analytics Weekly COVID Tracker Report, June 13, 2021](#)

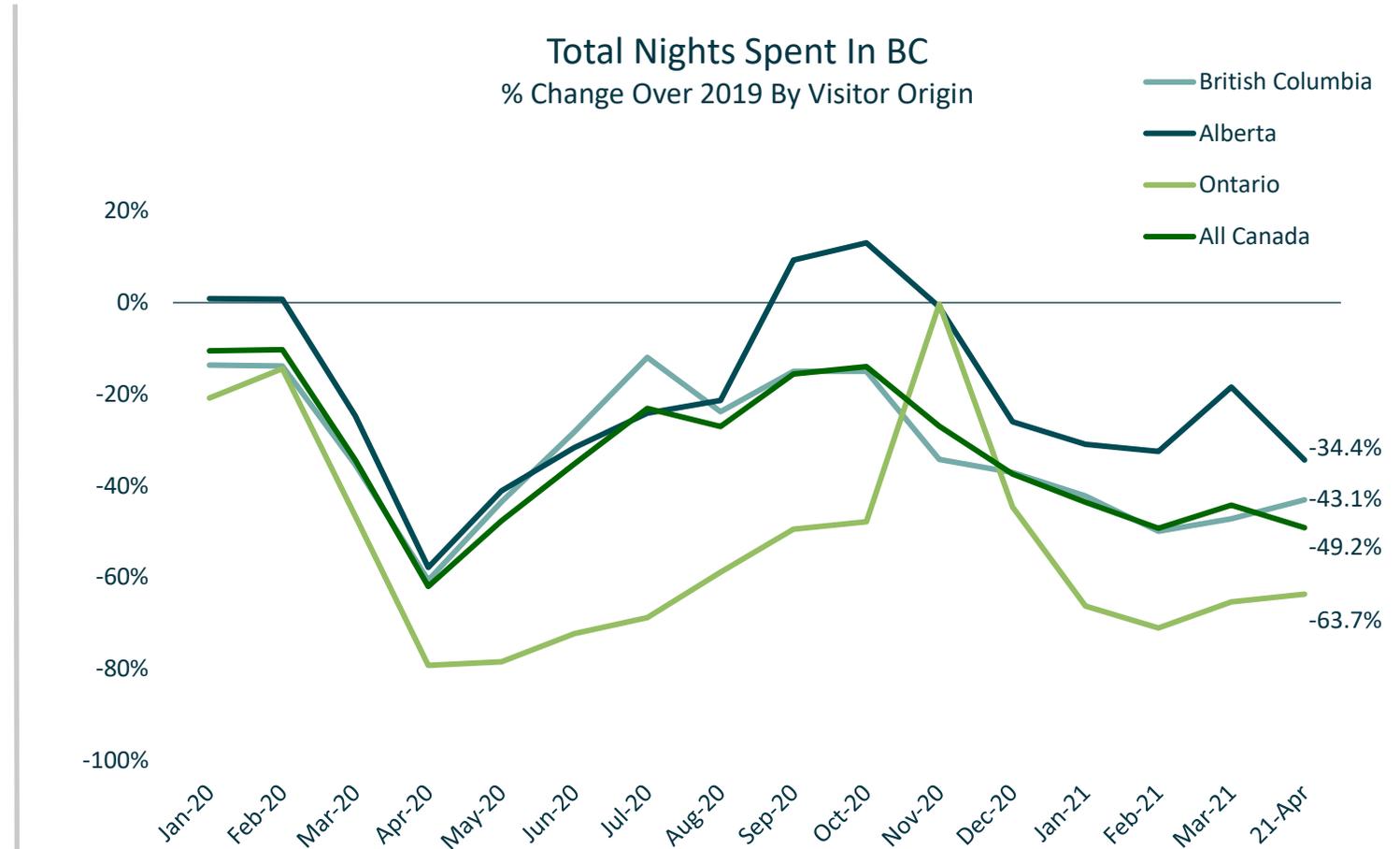
Regional Domestic Overnight Visitation Year-over-Year Percent Change



Source: [Environics Analytics Weekly COVID Tracker Report, June 13, 2021](#)

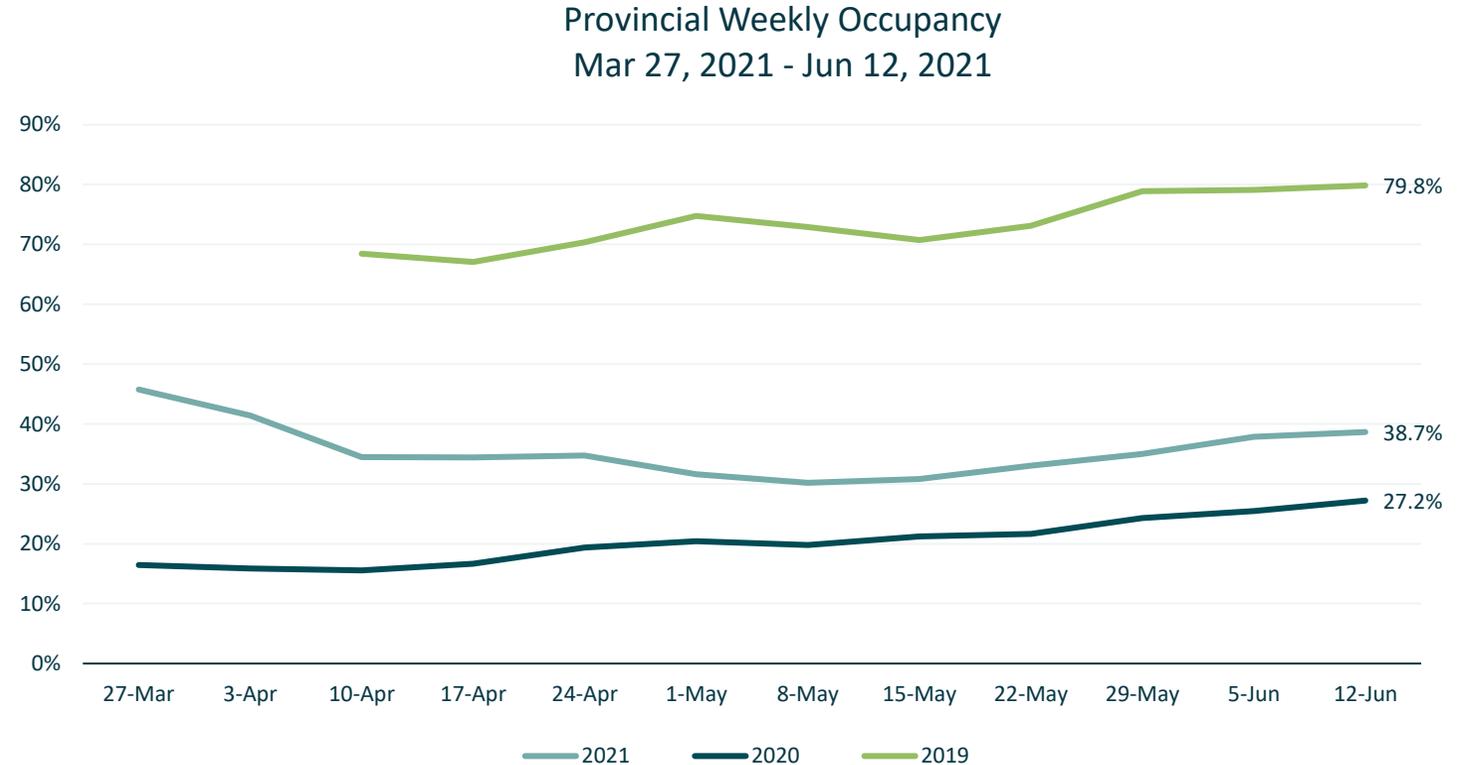
Environics Visitor View reports total visitor nights spent in BC in April 2021 was up +33.7% compared to April 2020

- According to Environics Analytics Visitor View, total visitor nights spent in BC by Canadians in April 2021 was up +33.7% compared to April 2020, but down -49.2% compared to April 2019.
- BC visitor nights are counted as anyone who is more than 60 kilometres from their BC home for an overnight trip, and was up +49.7% compared to April 2020, but down -43.1% compared to April 2019.
- Ontario visitors nights was down -63.7% compared to April 2019, whereas Alberta visitor nights was down -34.4%.



BC's occupancy rate (38.7%) up +0.7 points from the previous week

- STR, an agency which reports BC's hotel performance, shows the average weekly occupancy for BC was 38.7% for the week of June 6 – 12, 2021. This represents an increase of +0.7 points from the previous week.
- It also represents an increase of +11.5 points compared to a similar period in 2020 and a decrease of -41.1 points compared to 2019.



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



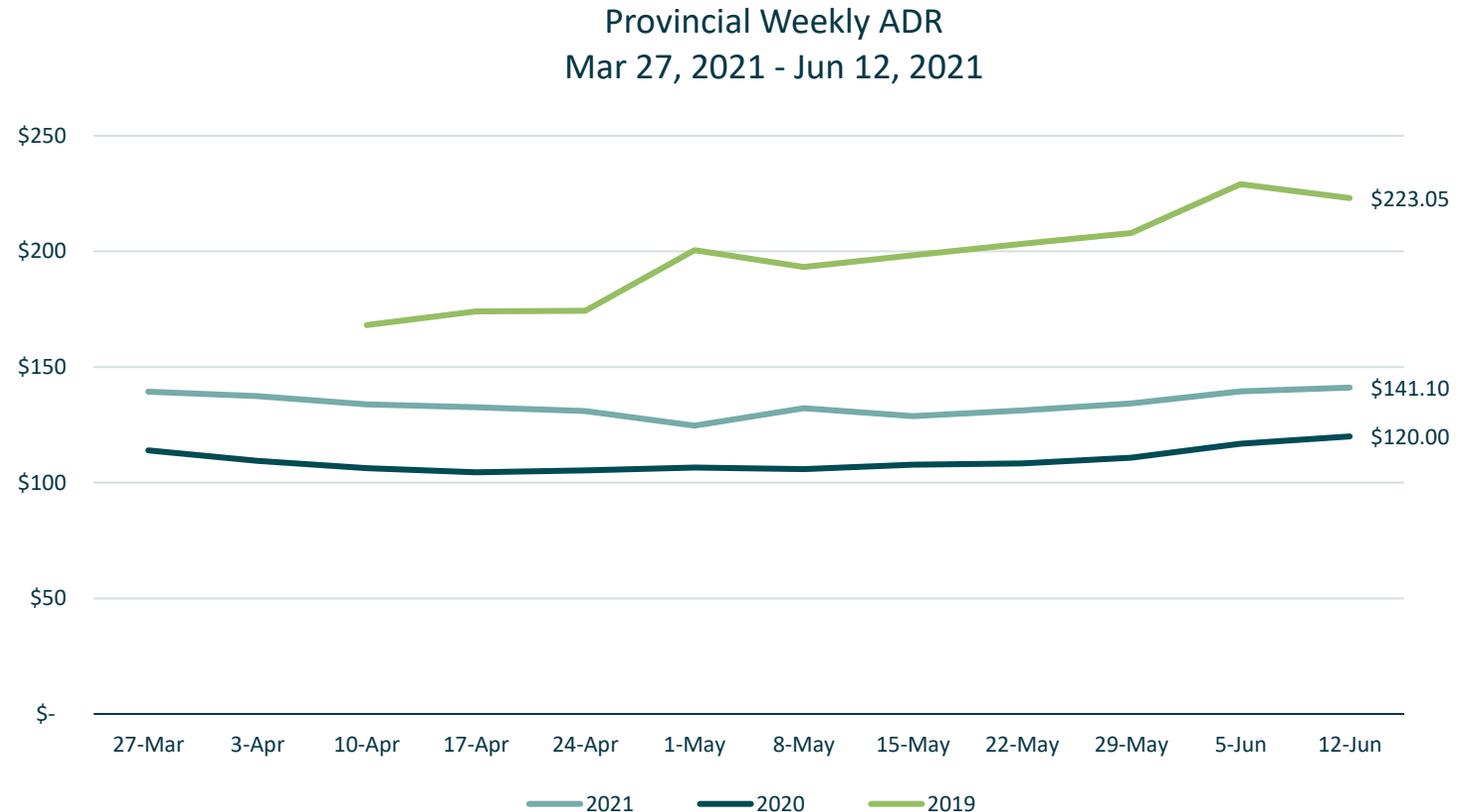
British Columbia's Hotel Occupancy Rate Week-over-Week

	Jun 6 - 12, 2021 Occupancy Rate	Week-over-Week	2021 vs. 2020	2021 vs. 2019
		Jun 6 - 12, 2021 vs. May 30 – Jun 5, 2021	Jun 6 - 12, 2021 vs. Jun 7 - 13, 2020	Jun 6 - 12, 2021 vs. Jun 9 - 15, 2019
		Occupancy Point Change	Occupancy Point Change	Occupancy Point Change
British Columbia	38.7%	+0.7	+11.4	-41.1
Vancouver (City of)	24.8%	+1.3	+11.9	-68.1
Whistler	15.1%	+2.6	+0.3	-53.0
Victoria	24.9%	-0.1	+2.1	-53.6
Kelowna	38.5%	+2.0	+13.6	-41.5
Kamloops	55.3%	-1.0	+26.1	-28.6
Richmond	63.9%	-2.2	+23.1	-22.4
Revelstoke	26.2%	-0.5	-6.9	-34.9



BC's average daily rate (\$141.10) up +1.1% from the previous week

- STR, an agency which reports BC's hotel performance, shows BC's average daily rate (ADR) was \$141.10 for the week of June 6 – 12, 2021. This represents an increase of +1.1% from the previous week.
- It also represents an increase of +17.6% compared to a similar period in 2020 and a decrease of -36.7% 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

	Jun 6 - 12, 2021 ADR	Week-over-Week Jun 6 - 12, 2021 vs. May 30 – Jun 5, 2021 ADR Percent Change	2021 vs. 2020 Jun 6 - 12, 2021 vs. Jun 7 - 13, 2020 ADR Percent Change	2021 vs. 2019 Jun 6 - 12, 2021 vs. Jun 9 - 15, 2019 ADR Percent Change
British Columbia	\$141.10	+1.1%	+17.6%	-36.7%
Vancouver (City of)	\$182.54	-1.6%	+34.2%	-45.7%
Whistler	\$227.14	+6.4%	+33.6%	+2.5%
Victoria	\$154.02	+5.0%	+30.3%	-32.3%
Kelowna	\$139.21	+1.9%	+11.8%	-18.9%
Kamloops	\$104.02	+2.3%	+9.9%	-16.1%
Richmond	\$165.67	-1.5%	+20.9%	-23.2%
Revelstoke	\$107.15	+2.3%	+3.6%	-8.6%



BC's RevPAR (\$54.56) up +3.1% from the previous week

- STR, an agency which reports BC's hotel performance, shows BC's revenue per available room (RevPAR) was \$54.56 for the week of June 6 – 12, 2021. This represents an increase of +3.1% from the previous week.
- BC's RevPAR showed an increase (+67.0%) for the week of June 6 – 12, 2021 compared to a similar period in 2020 and a decrease (-69.4%) compared to 2019.
- RevPAR substantially increased for all reported cities (except Revelstoke) compared to a similar period in 2020 but remain below 2019 levels.

	Jun 6 - 12, 2021 RevPAR	Week-over-Week	2021 vs. 2020
		Jun 6 - 12, 2021 vs. May 30 – Jun 5, 2021 RevPAR Percent Change	Jun 6 - 12, 2021 vs. Jun 7 - 13, 2020 RevPAR Percent Change
British Columbia	\$54.56	+3.1%	+67.0%
Vancouver (City of)	\$45.21	+3.7%	+158.6%
Whistler	\$34.26	+29.0%	+36.5%
Victoria	\$38.41	+4.7%	+42.4%
Kelowna	\$53.59	+7.4%	+72.6%
Kamloops	\$57.52	+0.6%	+108.4%
Richmond	\$105.93	-4.8%	+89.2%
Revelstoke	\$28.12	+0.5%	-18.0%



Source: [2021 STR, STR Global Ltd - STR Jun 6 – 12, 2021](#)

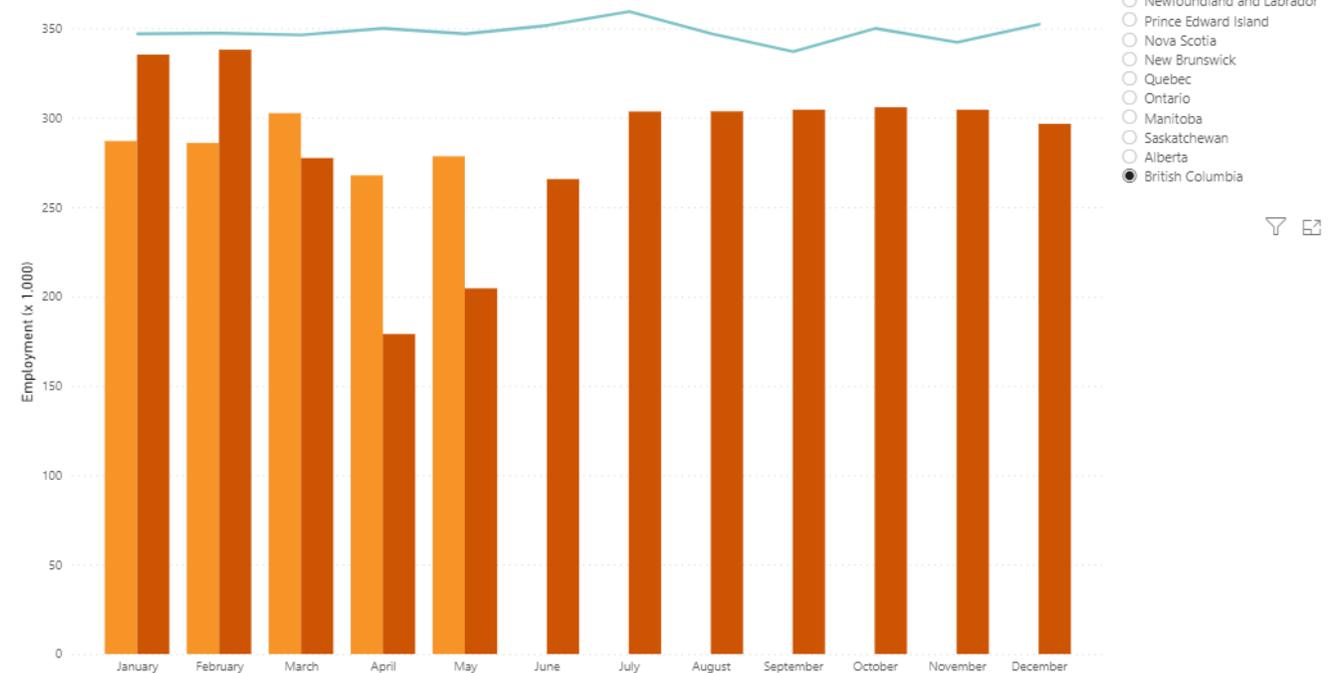
Tourism HR Canada shows that tourism employment in BC in May 2021 was up +36.1% from May 2020

- According to Tourism HR Canada, tourism employment in BC in May 2021 grew to 278,500, up +4.0% from April 2021, and up +36.1% from May 2020.
- The same dashboard shows that the unemployment rate in the tourism industry in Canada shrank to 9.8% in May 2021, down from 29.8% in May 2020.
- More information can be found here: [Tourism Employment Tracker](#)

Chart 1: Tourism Employment by Province

Tourism Employment (x 1,000)

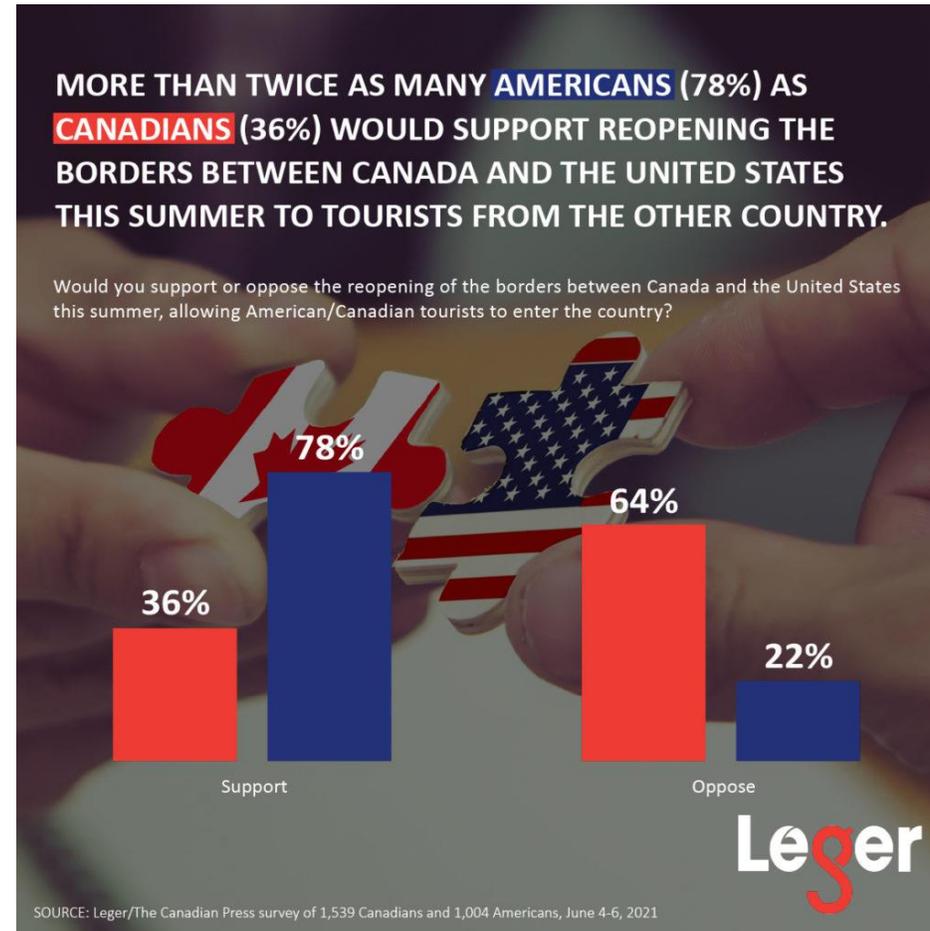
2021 Employment 2020 Employment 2019 Employment



Source: [Tourism HR Canada, Tourism Employment Tracker, June 21, 2021](#)

Leger shows that 78% of Americans support reopening the US / Canada border this summer

- According to Leger, more than twice as many Americans (78%) as Canadians (36%) would support reopening the US / Canada border this summer to visitors from the other country.
- Support amongst Canadians for opening the border is highest in Alberta (51% support) and BC (40% support). Support is lowest in Atlantic Canada (21% support) and Manitoba/Saskatchewan (33% support).
- View the full survey here: [Leger's North American Tracker](#)



Source: [Leger, North American Tracker, June 8, 2021](#)

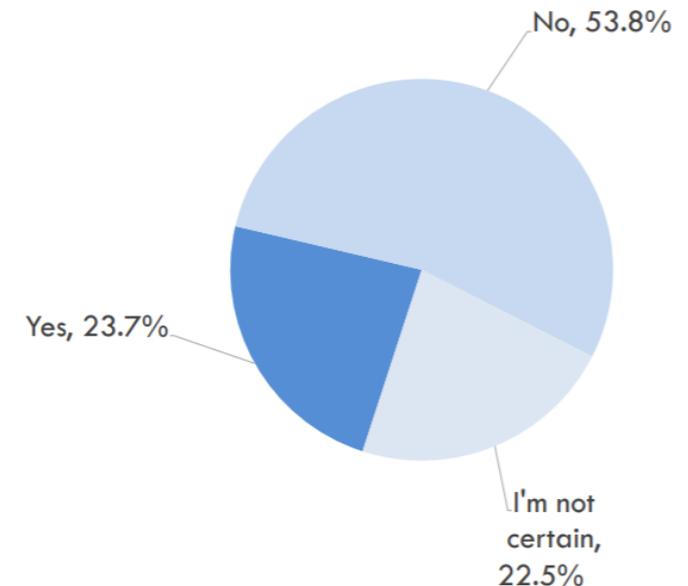
Destination Analysts shows that 53.8% of US travellers do not intend to change the way they travel after the pandemic

- The latest webinar by Destination Analysts, a US-based tourism research company, showed that 23.7% of American travellers intend to change the way they travel after the pandemic compared to 53.8% who do not. 22.5% of American travellers are unsure if the pandemic will change the way they travel.
- The same webinar reported that 18.2% of all Americans made travel reservations in the last week.
- View the full webinar here: [Update on COVID-19's Impact on American Travel](#)

INTENDED TRAVEL CHANGES, 2021

Question: As we move out of the pandemic, do you intend to change the way you travel in any way?
(Select one)

(Base: Wave 66 data. All respondents, 1,215 completed surveys. Data collected June 9-11, 2021)

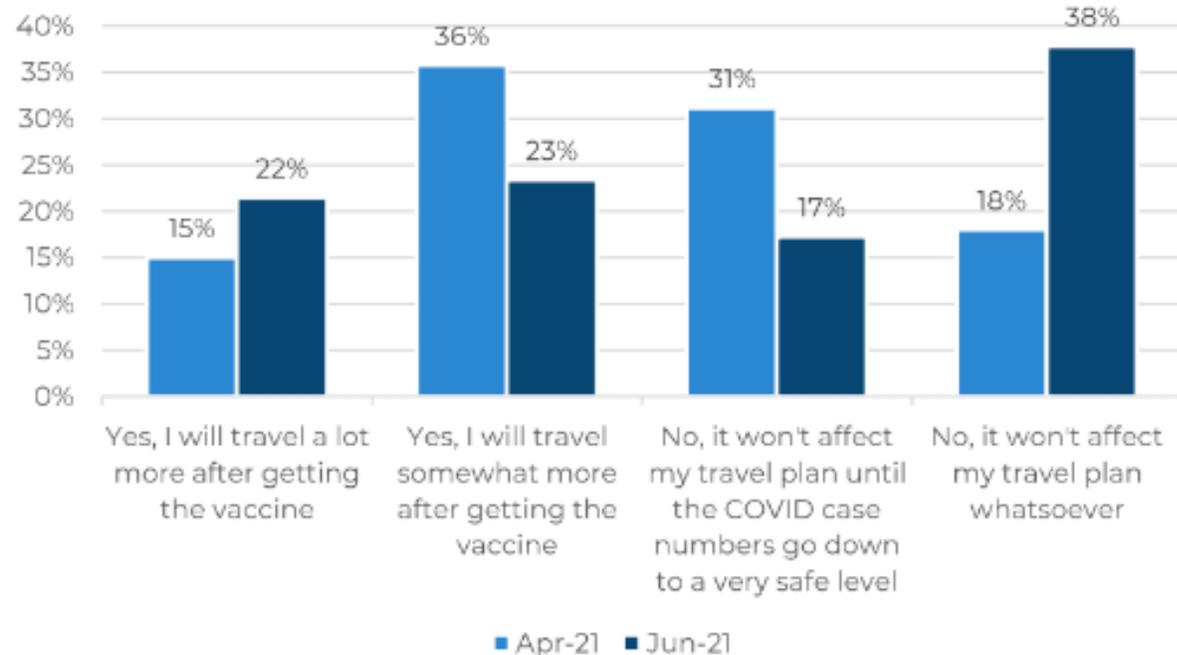


Source: [Destination Analysts, Update on American Travel Trends & Sentiment, June 14, 2021](#)

Skift reveals that 38% of Americans say their vaccination status will not affect their travel plans

- The June release of Skift's Travel Tracker revealed that 38% of Americans said their vaccination status won't affect their travel plans whatsoever (up +20% from April 2021). 17% of Americans said their vaccination status won't affect their travel plans until case numbers go down to a very safe level (down -14%).
- 22% of Americans say they will travel a lot more after getting the vaccine (up +7% from April 2021) , while 23% said they will travel somewhat more (down -13%).

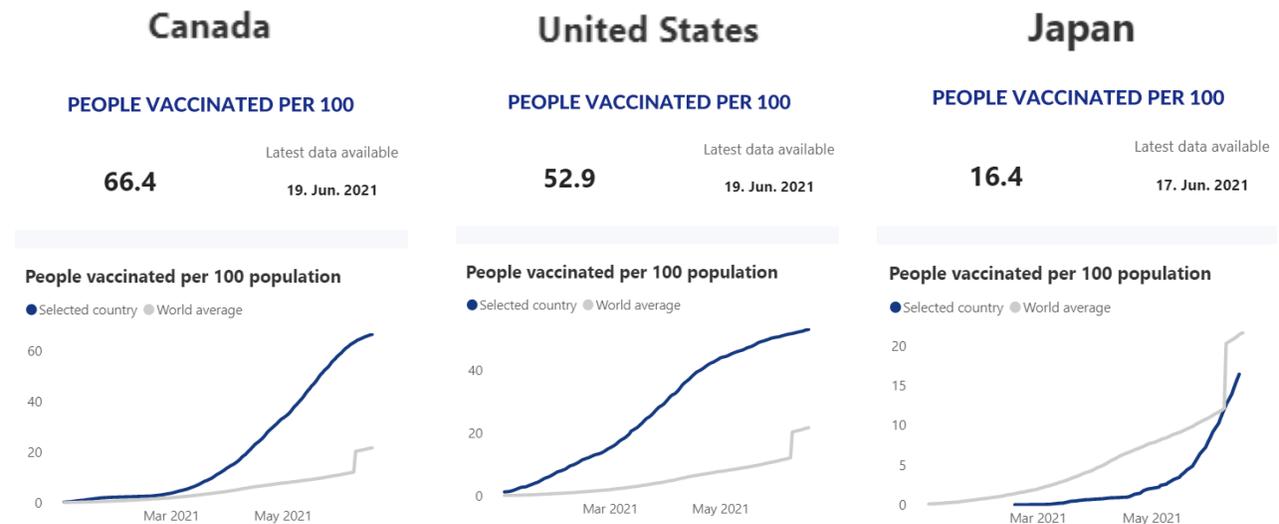
Impact of Vaccination Status on 2021 Travel, Apr - Jun 2021



Source: [Skift US Travel Tracker, June 2021](#)

UNWTO reports that Canada has vaccinated 66.4 out of every 100 people

- According to the UNWTO, as of June 19, Canada has vaccinated (with at least one dose) 66.4 out of every 100 people, compared to the US which has vaccinated 52.9 out of every 100 people. Japan has vaccinated 16.4 out of every 100 people.
- The same dashboard shows that the global average for vaccination rates (with at least one dose) is now at 21.7 per 100 people.
- For up-to-date information on health indicators, air travel, and destination regulations, visit the [UNWTO/IATA Destination Tracker](#) dashboard.



Source: [UNWTO/IATA, June 19, 2021](#)

A summary of compelling tourism headlines from around the world

We've included some of the most compelling tourism headlines from around the world:

- [Tourism growth contributes to UK economic recovery](#) (Breaking Travel News)
- [US updates travel advisory levels for destinations in Mexico](#) (Travel Pulse)
- [Israel welcomes first post-Covid-19 tour group](#) (Breaking Travel News)
- [Germany reopening to vaccinated American tourists from June 25](#) (Travel Pulse)



Tourism and COVID-19 dashboard and reporting resources

- 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.
- [Phocuswire](#) has restarted their COVID-19 liveblog, covering the pandemic's impact and recovery in the tourism industry.





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

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