



DESTINATION  
BRITISH COLUMBIA®

# COVID-19 Research Roundup

July 13, 2020

Capilano Suspension Bridge, North Vancouver

## *BC has entered into 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 continue to support travel within BC by BC residents
- Increased movement within BC by domestic overnight visitors is seen; varies by tourism region
- Despite the reopening of some destinations, few Canadians plan to travel internationally
- Share of BC campground bookings by BC residents has grown since 2019
- Average expected occupancy within BC for the summer remains low
- Americans feel less safe travelling than a week ago
- Masks and gloves are still key to health and safety perceptions for hotels

# BC residents continue to support travel within BC by BC residents

- Destination Canada reports the 9<sup>th</sup> weekly wave of COVID-19 Resident Sentiment Tracking.
- BC residents continue to support travel within BC by BC residents with 61% of BC residents comfortable to welcome BC resident visitors into their own community, up from 55% on June 30, and up from 35% on May 11.
- Levels of comfort to welcome visitors from other parts of Canada into BC remain stable over the past 4 weeks.
- While travellers from the US and other countries are not able to visit Canada at this time, BC residents are progressively, albeit slowly, opening up to the idea of welcoming visitors from other countries; this trend is not seen for US visitors.

## British Columbia Trended

% Somewhat / Strongly Agree	May 11 (n=201)	May 18 (n=202)	May 26 (n=200)	Jun 2 (n=210)	Jun 9 (n=203)	Jun 16 (n=209)	Jun 23 (n=205)	Jun 30 (n=203)	Jul 7 (n=200)
From other communities near me	43%	35%	41%	55%	57%	59%	62%	65%	65%
From other parts of my province	35%	30%	35%	44%	46%	53%	56%	55%	61%
From other parts of Canada	17%	12%	17%	21%	22%	31%	31%	33%	32%
From the United States	9%	5%	9%	8%	7%	9%	6%	12%	9%
From other countries	7%	4%	9%	13%	6%	8%	8%	11%	13%

Green text indicates significantly higher than previous week @ 95% confidence  
 Red text indicates significantly lower than previous week @ 95% confidence  
 Base: British Columbia  
 To what extent do you agree or disagree with each of the following statements?  
 "I would welcome visitors travelling to my community..."

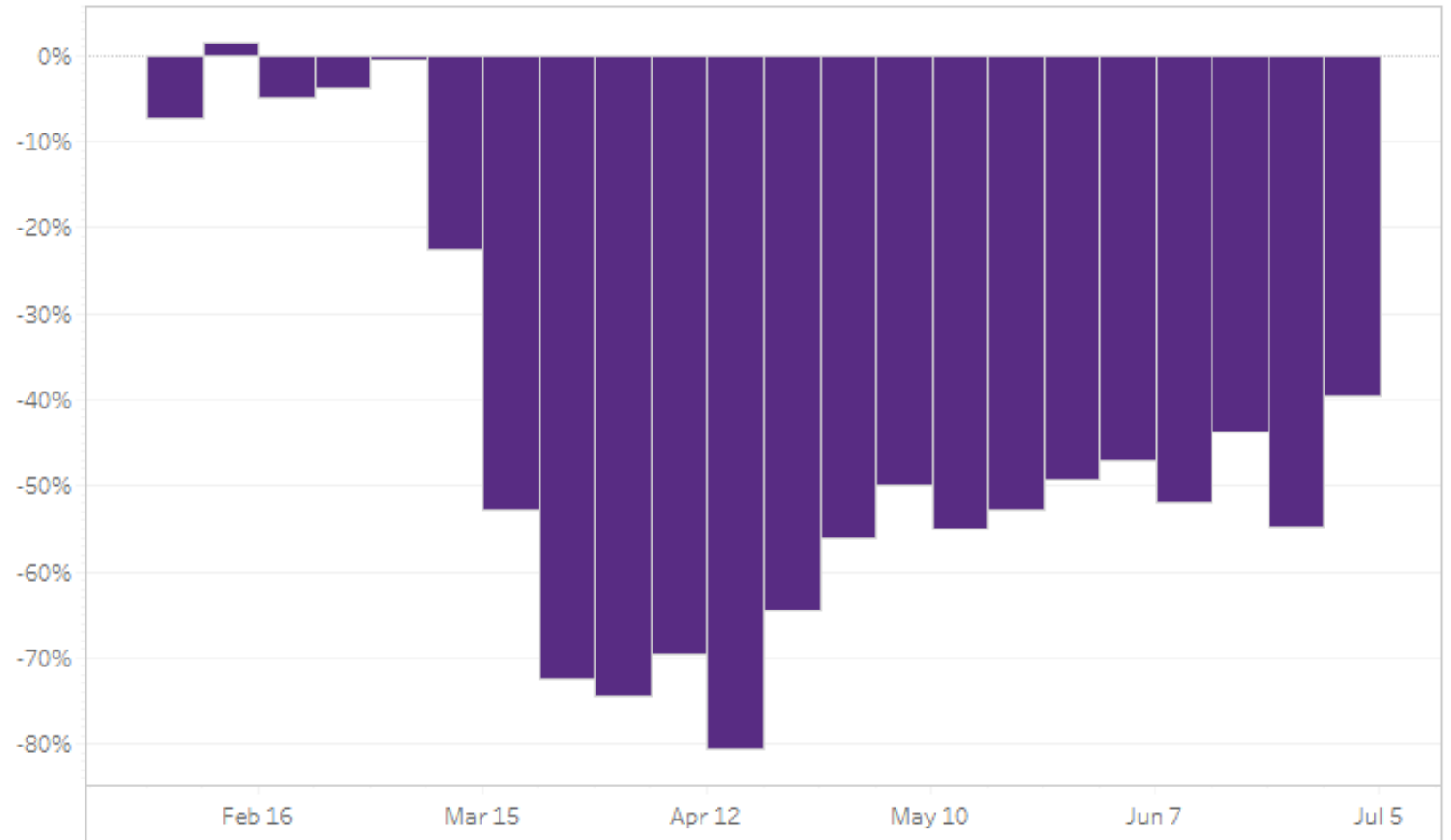
9



Source: [Destination Canada Weekly COVID-19 Resident Sentiment, 2020-07-07](#)

## *Increased movement within BC by domestic overnight visitors*

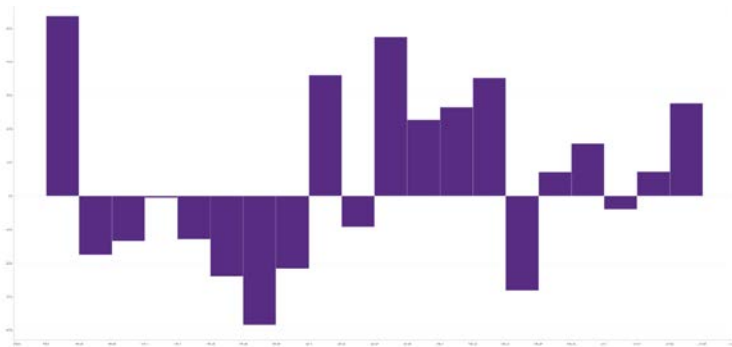
- Environics Analytics Weekly Tourism Tracker shows all movement in BC by any domestic overnight visitors. Movement means they are 60 km or more away from their usual evening location.
- As of July 5, movement in BC by Domestic Overnight Visitor were down 39.5% year over year. This is up from the peak deficit of 80.7% on April 19.
- While this movement is lower than 2019 during the same period, overall, there is a trend of increased movement within British Columbia when examining the past several weeks.



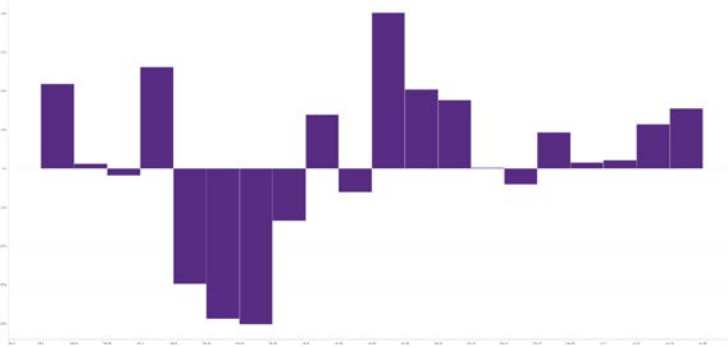
# *Movement within BC varies by tourism region, yet shows positive signs as of July 5*

Examining domestic overnight visitor movement within BC week over week shows positive signs, albeit movement within each tourism regions varies.

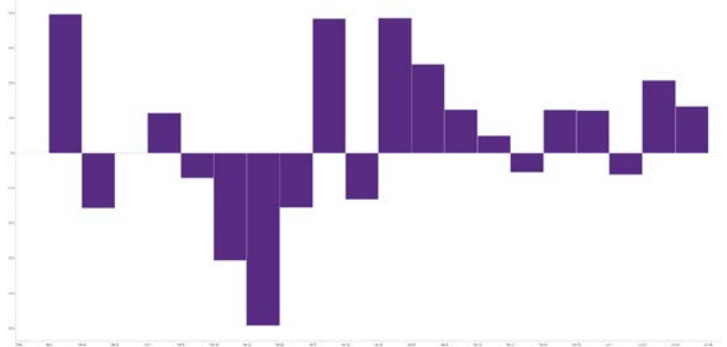
**Kootenay Rockies**



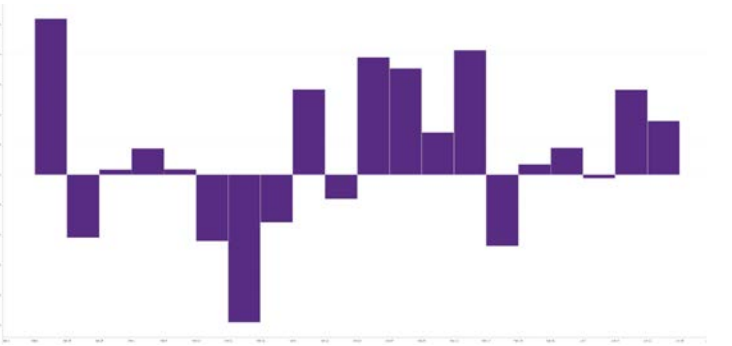
**Vancouver, Coasts and Mountains**



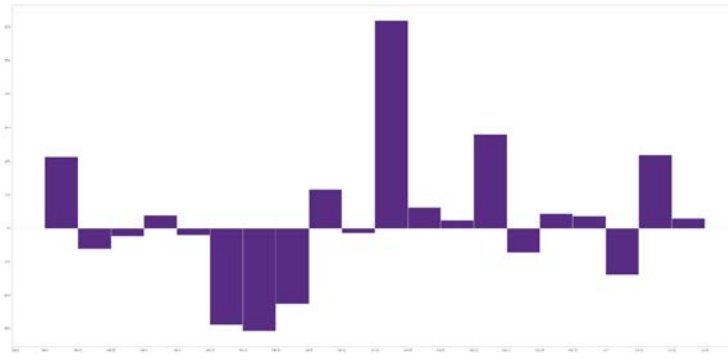
**Vancouver Island**



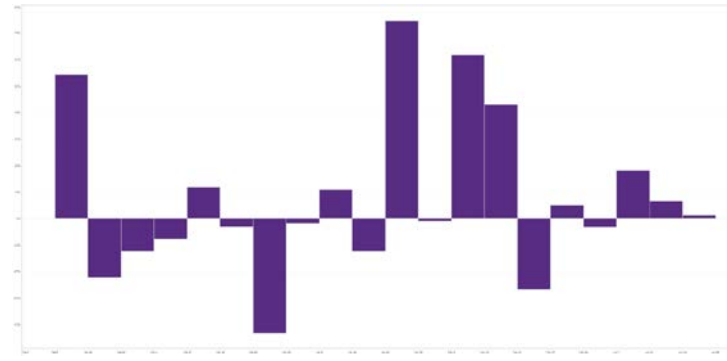
**Thompson Okanagan**



**Northern British Columbia**

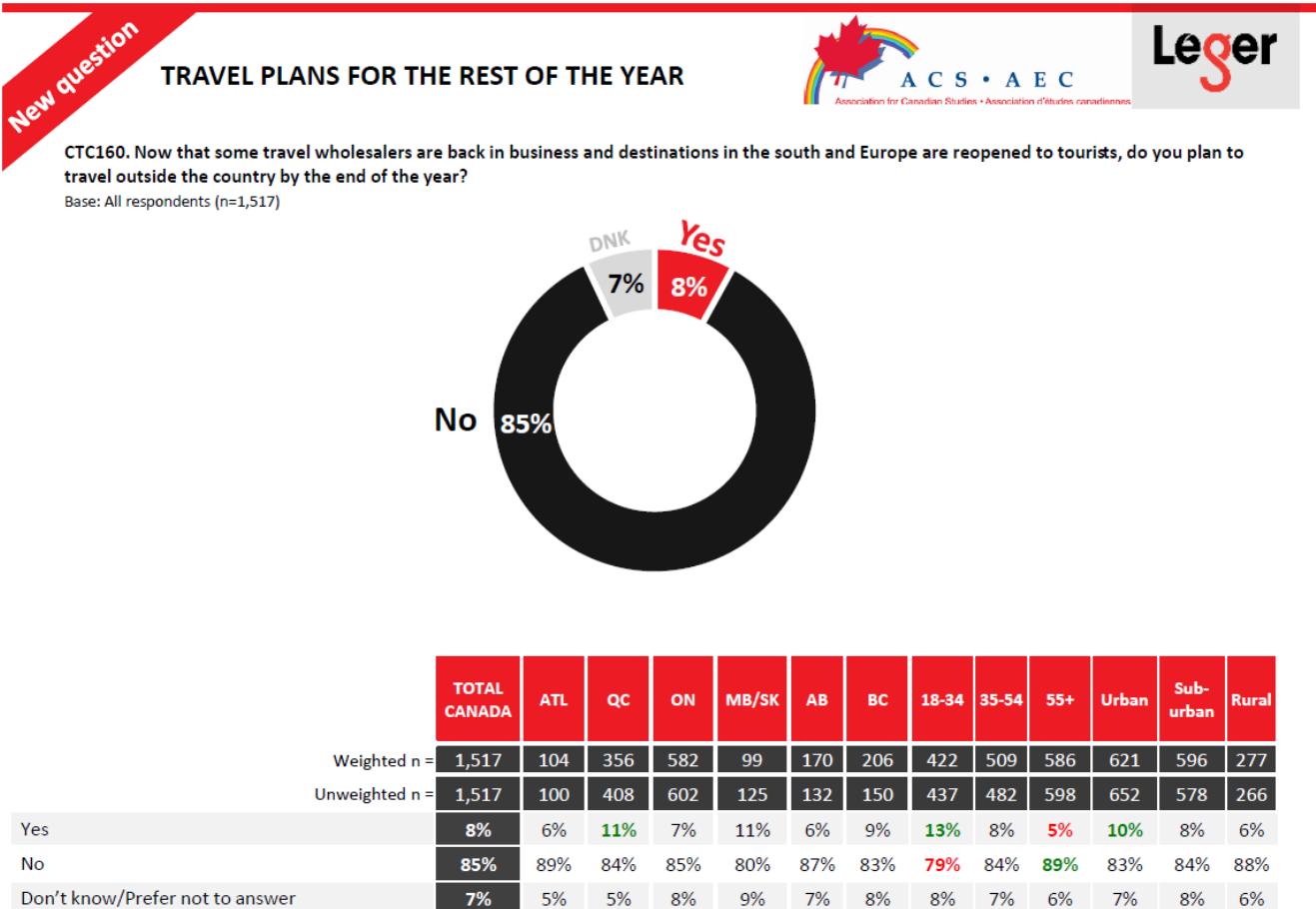


**Cariboo Chilcotin Coast**



# Despite reopenings, Canadians are not planning to travel outside of Canada

- Although some travel wholesalers and destinations (i.e. the EU) are reopened to tourists, only 8% of Canadians plan to travel outside the country by the end of the year, according to Leger's July 6, Weekly Tracking Survey.
- Only 11% of Canadians agree that the US border should be opened at the end of July.
- 22% of Canadians support the Transportation Minister's decision not to force airlines to offer refunds to passengers.
- Though masks are still required, 72% of Canadians are uncomfortable with the relaxing of social distancing measures on airplanes to allow passengers to sit adjacent to one another.
- Only 12% of Canadians expect to attend a sporting event, concert, or play within the next 6 months, while 51% don't anticipate doing this for a year or more.



Source: [Leger's Weekly Survey, July 6, 2020](#)

# BC campground bookings are up from 2019

- Overnight camping at BC Parks is open to BC residents only at this time. The share of campground bookings by BC residents is up considerably this year compared to 2019 at this time (58%).
- This is reflected in the share of all campground bookings seen by BC residents (83% share) vs Alberta residents (12%) vs. other markets.
- While search queries from British Columbians for car rentals and ferries are down significantly from 2019, the volume of queries is increasing week over week in 2020.
- The dashboard is located on the Destination BC COVID-19 Hub, under [Destination BC Response Signals & Sentiment Dashboard](#) tab.

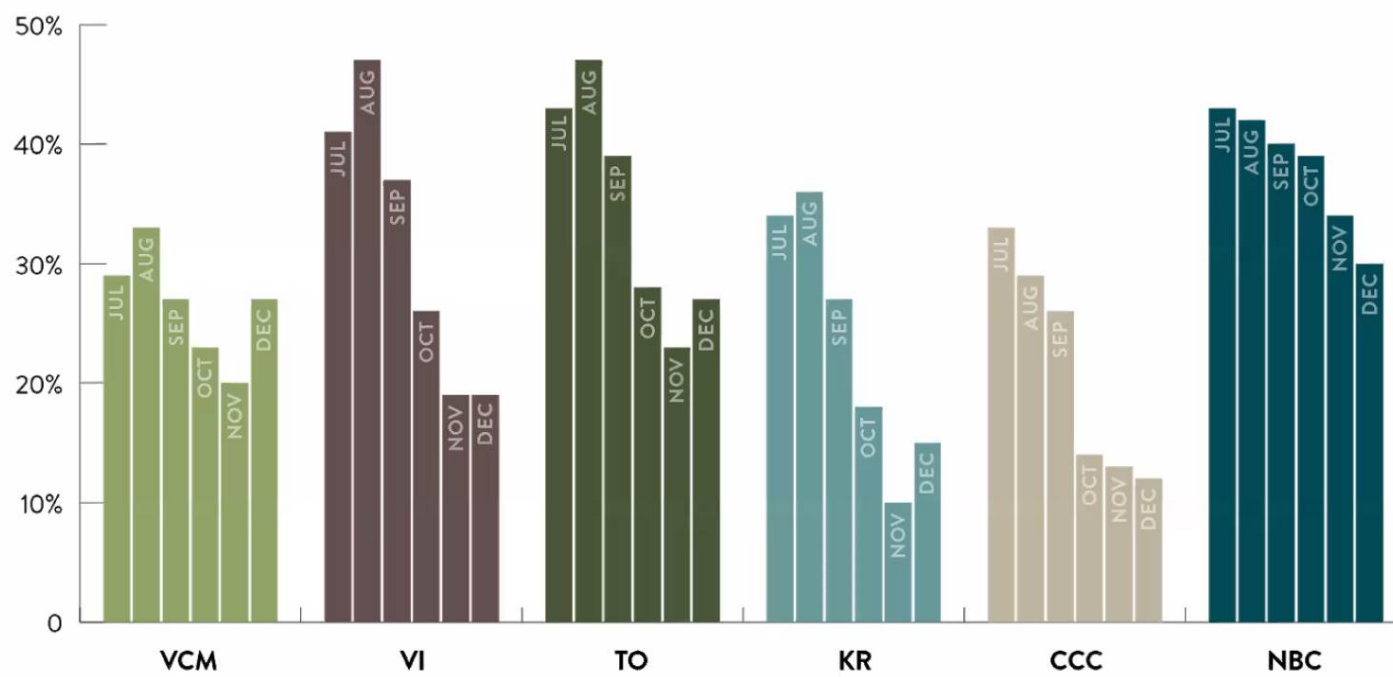




## Average expected occupancy within BC for the summer remains low

- Average Hotel Expected Occupancy rates for the province at a whole are projected at 35.7% in July, 38.6% in August, 25.0% in September, 25.0% in October, and 20.5% November before tapering off again.
- Expected occupancy for all tourism regions is well below usual throughout the summer. Metro Vancouver and Greater Victoria are particularly hard hit with the loss of international travellers, cruise, and meetings and conventions.
- Booking windows are short now as people are waiting to see what health officials say is permissible about travel and as they determine what they feel comfortable with for travel options.
- To hear more, listen to the Destination BC [Industry Call](#) from July 9, timestamp 40:20.

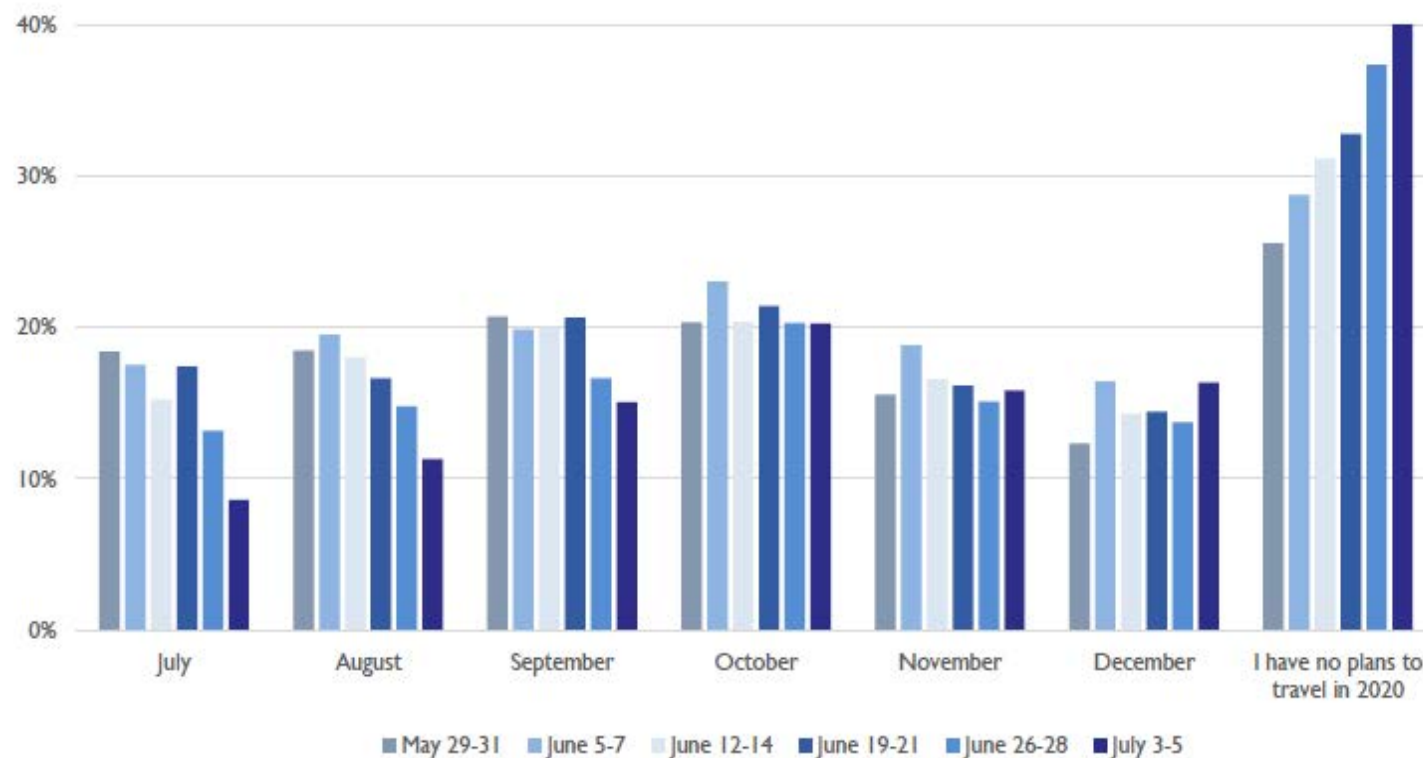
### Hotel Expected Occupancy



Source: [Destination BC Industry Call, July 9, 2020](#); original source BC Hotel Association

## Americans feel less safe travelling than a week ago

- As of July 5, 60.4% of American travellers would feel unsafe doing any type of travel activity, up from 53.2% a month ago.
- 40.6% of Americans have no plans for a leisure trip in 2020.
- 29.0% of Americans said they said they would be open to taking a trip in the next three months that they had not previously considered, down from 35.0% last week.
- Of those Americans already thinking of a destination for their 2020 leisure travel plans, 42% are considering beaches, followed by metropolitan areas (34.0%) and small towns/rural areas (32.0%).



Question: Even if only tentatively scheduled, in which months of this year do you currently plan to take any leisure trips?

Source: [Coronavirus Travel Sentiment Index Report, Destination Analysts, July 6, 2020](#)



# *Masks and gloves are still key to health and safety perceptions for hotels*

When it comes to confidence in a hotel's health and safety practices, the following were considered the most important by Americans:



**REQUIRE EMPLOYEES  
WEAR MASKS & GLOVES**  
(38.7%)



**CLEANING/SANITIZING  
PROCEDURES  
WELL-EXPLAINED**  
(29.7%)



**GUESTS PROVIDED WITH  
HAND SANITIZER, FACE  
MASKS, DISINFECTANT  
WIPES, ETC.**  
(28.5%)



**SOCIAL DISTANCING  
GUIDELINES ENFORCED**  
(28.1%)



**REQUIRED EMPLOYEE  
HEALTH SCREENING**  
(25.4%)



**CLEANING ACTIVITY  
VISIBLE IN PUBLIC  
AREAS DURING YOUR  
HOTEL STAY**  
(24.0%)





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