

BC Resident's Public Perceptions: COVID-19 Travel and Tourism Wave 7 Report

Data Provided by Insights West
Date: August 10, 2020

BACKGROUND AND METHODOLOGY	3
SUMMARY	4
DETAILED FINDINGS	6
Travel Intentions	7
• Tracking Overall	
• By Demographics	
Concern to Welcome Visitors	10
• Tracking Overall	
• By Demographics	
Comfort in Activities/Modes of Transportation	12

BACKGROUND



- Destination BC is monitoring British Columbian's current views on travel and tourism as well as tracking travel and tourism behaviour intentions in order to understand the impact of COVID-19 on the tourism industry.
- As such, Destination BC has commissioned Insights West to conduct nine waves of research, one every two weeks, starting May 13, 2020 to track opinions and intentions and watch how results trend over time.

METHODOLOGY

- Online survey with ~800 British Columbian adults via an omnibus (shared study).
- Data is weighted by age, gender, region within BC and past voting behaviour to ensure it is representative of the province.

Wave	Field Dates	Sample Size	Margin of Error (19/20)
1	May 13-17, 2020	824	+/-3.4%
2	May 27-31, 2020	883	+/-3.3%
3	June 10-14, 2020	832	+/-3.4%
4	June 24-28, 2020	827	+/-3.4%
5	July 8-13, 2020	823	+/-3.4%
6	July 22-23, 2020	950	+/-3.2%
7	August 5-9, 2020	998	+/-3.1%
8	August 19-x, 2020		
9	September 2-x, 2020		

TRAVEL INTENTIONS

- **No change of BC residents' intentions to travel in the next 4 weeks, 2-3 months, or 12 months** is seen during Wave 7, compared to Wave 6.
- **BC residents' intentions to travel within their surrounding area for a day trip, in the next 4 weeks, continues to be greatest (59%)**, followed by overnight trips to other parts of the province (33%), other provinces within Canada (6%), the US (3%), and other countries (3%).
- **Likelihood of travelling to the US or to other countries without a vaccine/treatment available continues to be low.** The last couple of research tracking waves showed continued growth of BC residents indicating they will not travel unless a vaccine/treatment is available.
- BC residents who indicated **short-term intentions to travel (next 4 weeks) within BC are more likely to be 18-54 years of age or have a household income of \$75k+.** Metro Vancouver, followed by 'Rest of BC' residents, are more likely to take an overnight trip in BC within the next 4 weeks.

CONCERN TO WELCOME VISITORS

- **The level of concern to welcome visitors from BC continues to increase**, with 43% of BC residents indicating concern for welcoming visitors from nearby communities (up from 37% in Wave 6), and 56% of BC residents indicating concern for welcoming visitors from other parts of the province (up from 52%).
- **Concern to welcome visitors from other parts of Canada, the US, and other countries remains high and unchanged.**
- BC residents **have similar concerns of welcoming visitors from nearby communities or elsewhere in BC regardless of gender, age or household income.** There are no significant differences between gender or age, however, BC residents who have greater concern tend to have lower household incomes. While no differences are seen by residents of various areas of BC in terms of concern welcoming visitors from nearby communities, **residents in Vancouver Island are more concerned to welcome visitors from elsewhere in the province for an overnight trip than residents from other areas.**

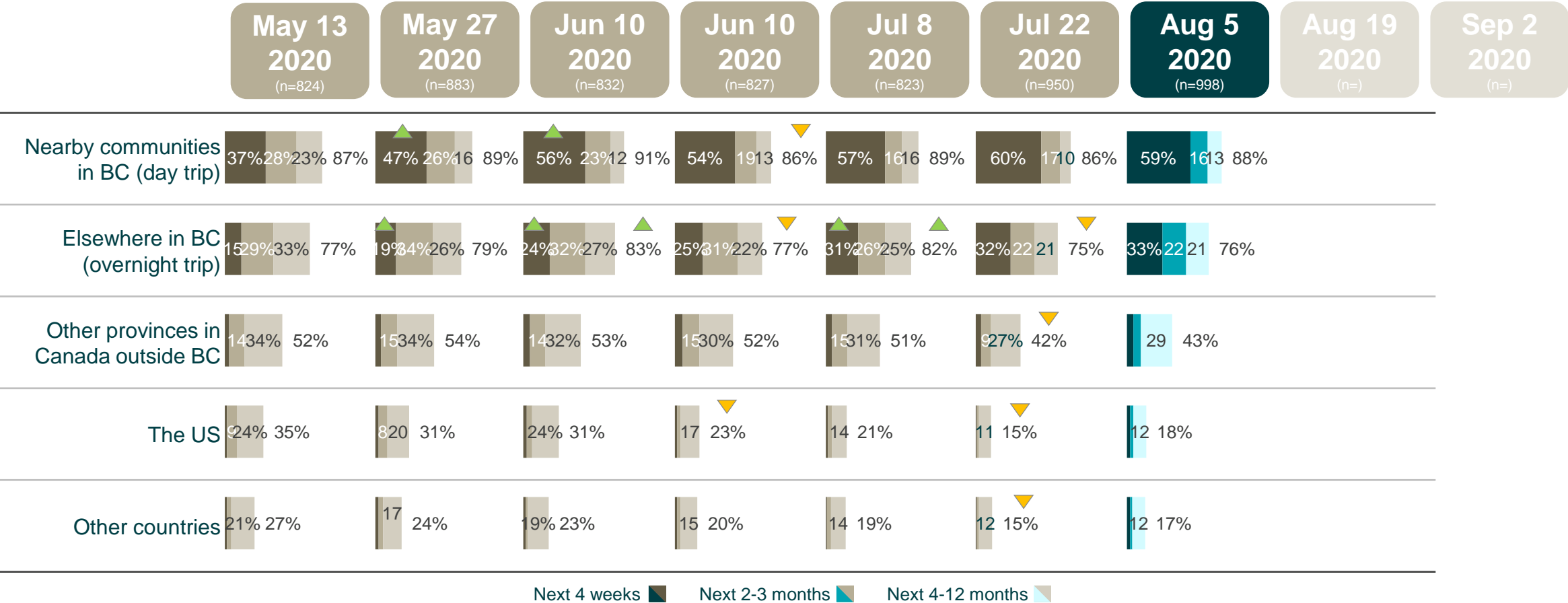
COMFORT WITH ACTIVITIES/MODES OF TRANSPORTATION

- Levels of comfort to participate in tourism-related activities varies. **Levels of comfort for some activities have increased since Wave 6.** For example, 80% of BC residents are comfortable visiting a provincial park (up from 72% in Wave 6) in the coming weeks, 68% are comfortable eating in a restaurant (up from 61%), 60% are comfortable visiting an outdoor tourist attraction (up from 55%), and 37% are comfortable staying at shared economy accommodations (up from 30%).
- **Level of comfort using various modes of transportation continues to vary.** For example, 76% of BC residents are comfortable travelling by car/RV for non-essential travel in the coming weeks, followed by ferry (62%), by plane (18%) or by cruise (13%). **No change in comfort is seen across the various modes of transportation compared to Wave 6.**

DETAILED FINDINGS

Travel Intentions

(Next 12 months)



Base: All respondents

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

▲ Statistically significantly **higher** than previous wave.
▼ Statistically significantly **lower** than previous wave.

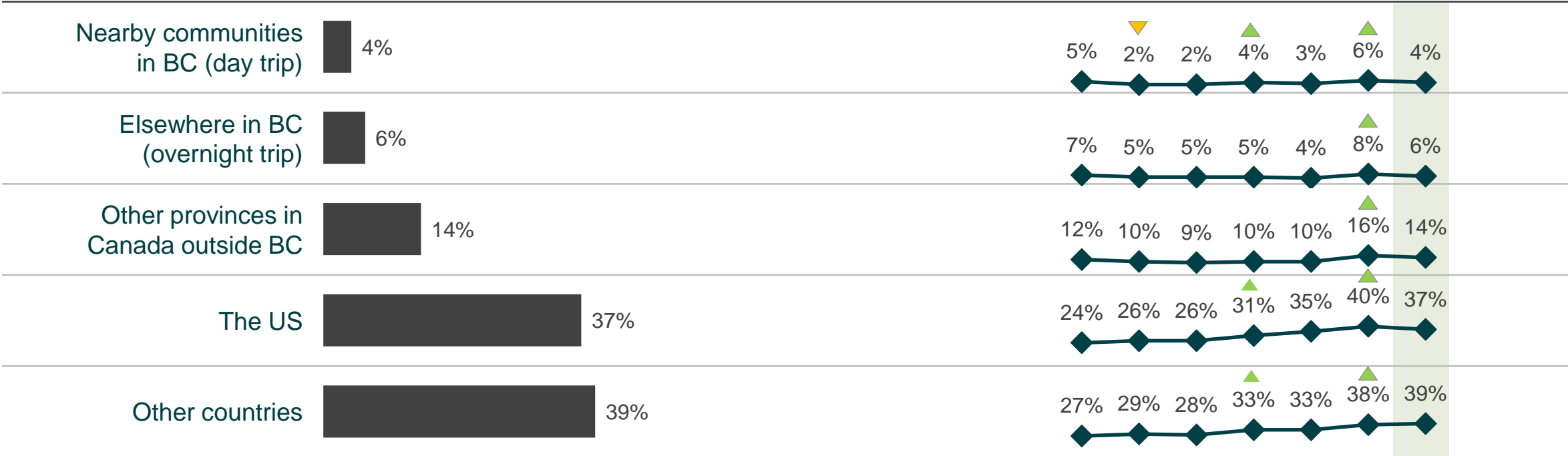
Travel Intentions

(Only if Vaccine/Treatment)



August 5, 2020

Tracking



Base: All respondents

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

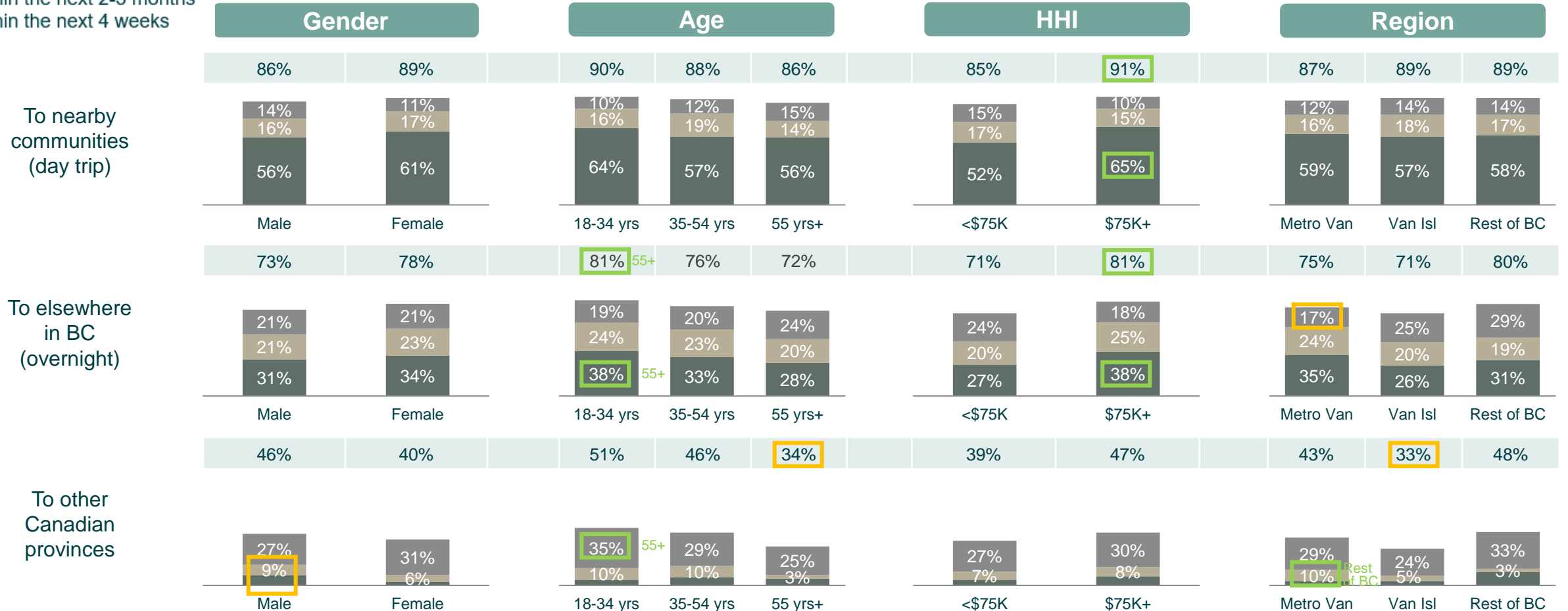
▲ Statistically significantly **higher** than previous wave.
▼ Statistically significantly **lower** than previous wave.

Travel Intentions by Demographics

(Next 12 months: Wave 7 – August 5, 2020)



- Within the next 4-12 months
- Within the next 2-3 months
- Within the next 4 weeks



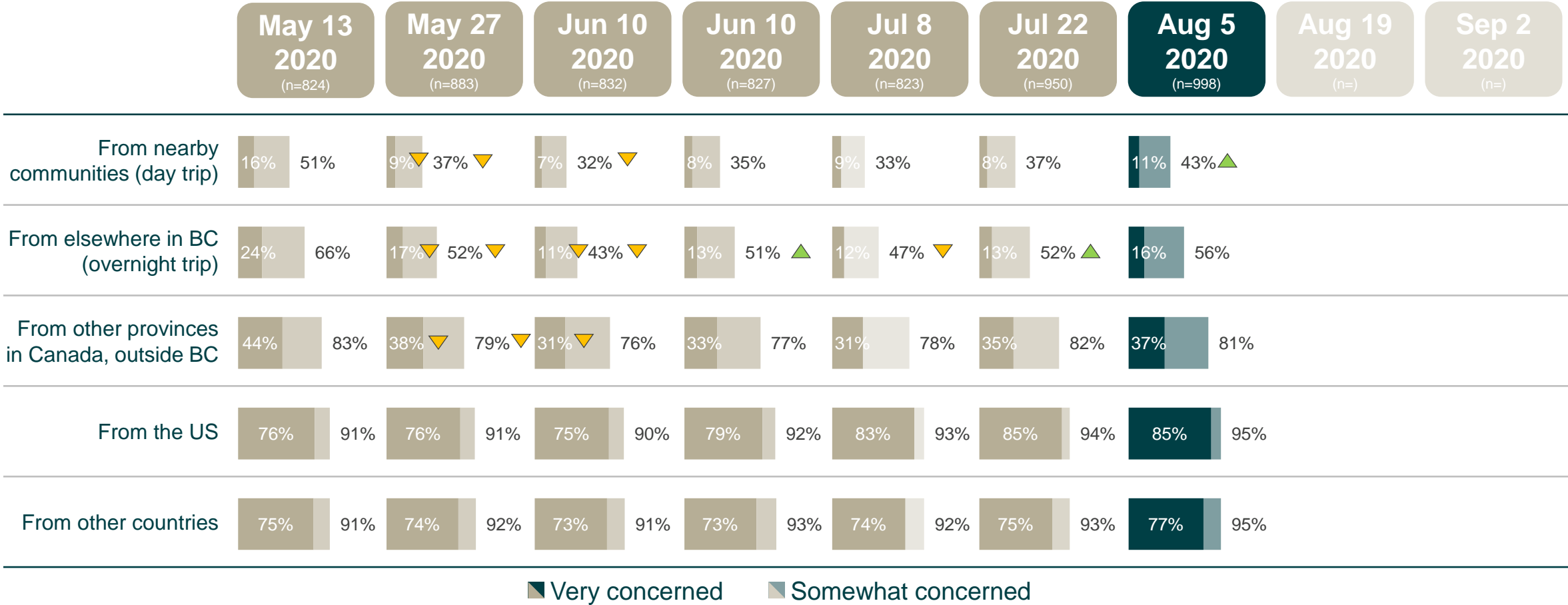
Base: All respondents

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

□ Statistically significantly **higher** than comparison group(s).

□ Statistically significantly **lower** than comparison group(s).

Concern to Welcome Visitors



Base: All respondents

D2. Given the current situation with COVID-19, how concerned would you be with the following types of visitors making non-essential trips into your community over the next few weeks?

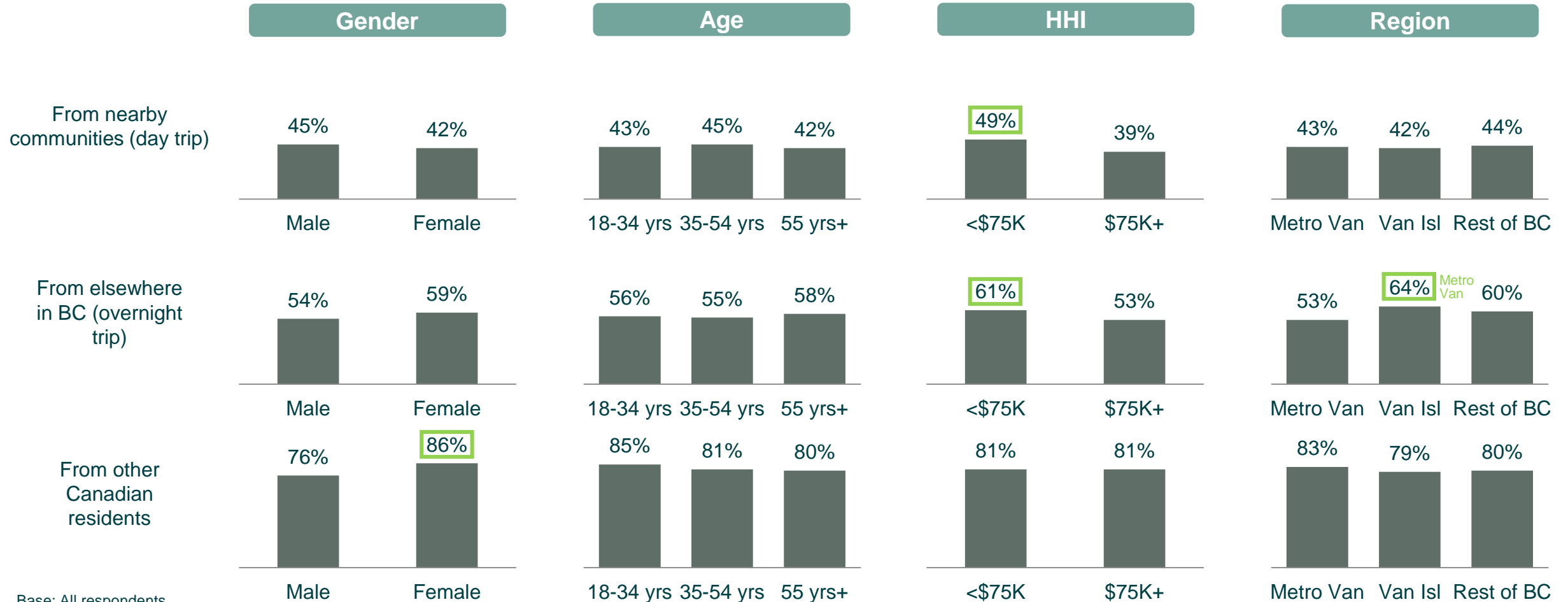
▲ Statistically significantly **higher** than previous wave.
 ▼ Statistically significantly **lower** than previous wave.

Concern to Welcome Visitors by Demographics

(Wave 7 – August 4, 2020)



■ Total concerned



Base: All respondents

D2. Given the current situation with COVID-19, how concerned would you be with the following types of visitors making non-essential trips into your community over the next few weeks?

 Statistically significantly **higher** than comparison group(s).
 Statistically significantly **lower** than comparison group(s).

Comfort With Activities/Modes of Transportation

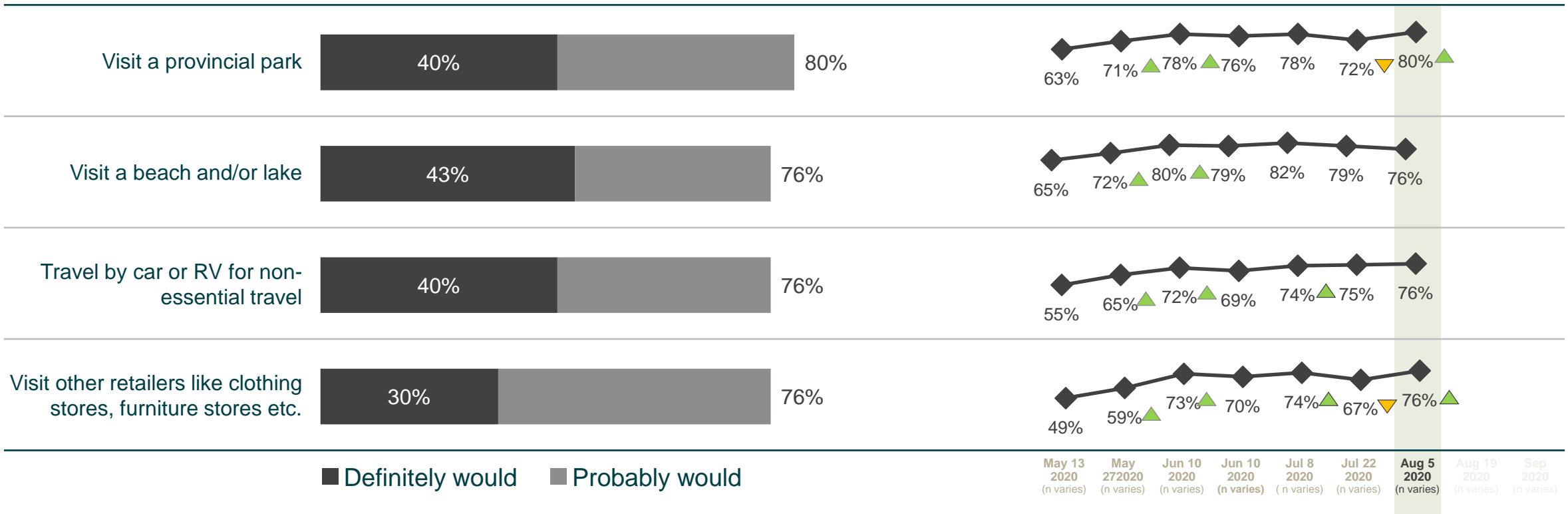
(Among Those Who Generally Do Each)



August 5, 2020

Tracking

(Total Would)



■ Definitely would ■ Probably would

Base: All respondents, excluding not applicable/don't do this in general

D1. Would you be comfortable doing/using each of the following in the next few weeks, or are you be likely to hold off longer due to concerns about COVID-19?

▲ Statistically significantly **higher** than previous wave.

▼ Statistically significantly **lower** than previous wave.

Comfort With Activities/Modes of Transportation (cont.)

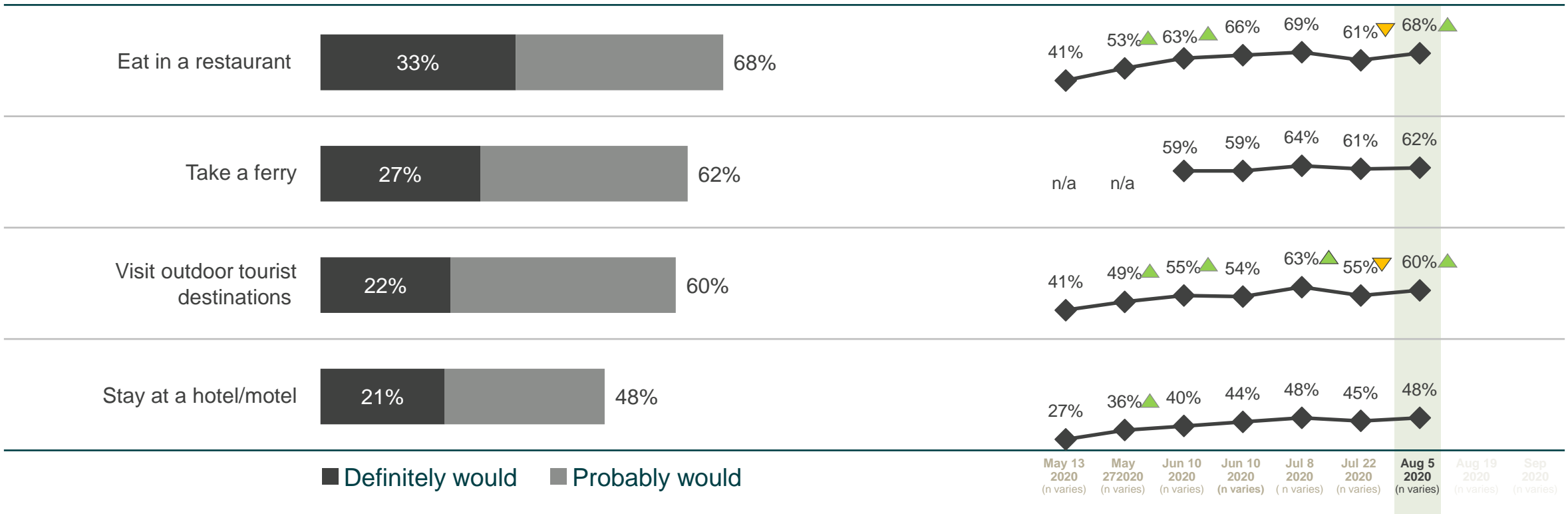
(Among Those Who Generally Do Each)



August 5, 2020

Tracking

(Total Would)



Base: All respondents, excluding not applicable/don't do this in general

D1. Would you be comfortable doing/using each of the following in the next few weeks, or are you likely to hold off longer due to concerns about COVID-19?

▲ Statistically significantly **higher** than previous wave.
▼ Statistically significantly **lower** than previous wave.

Comfort With Activities/Modes of Transportation (cont.)

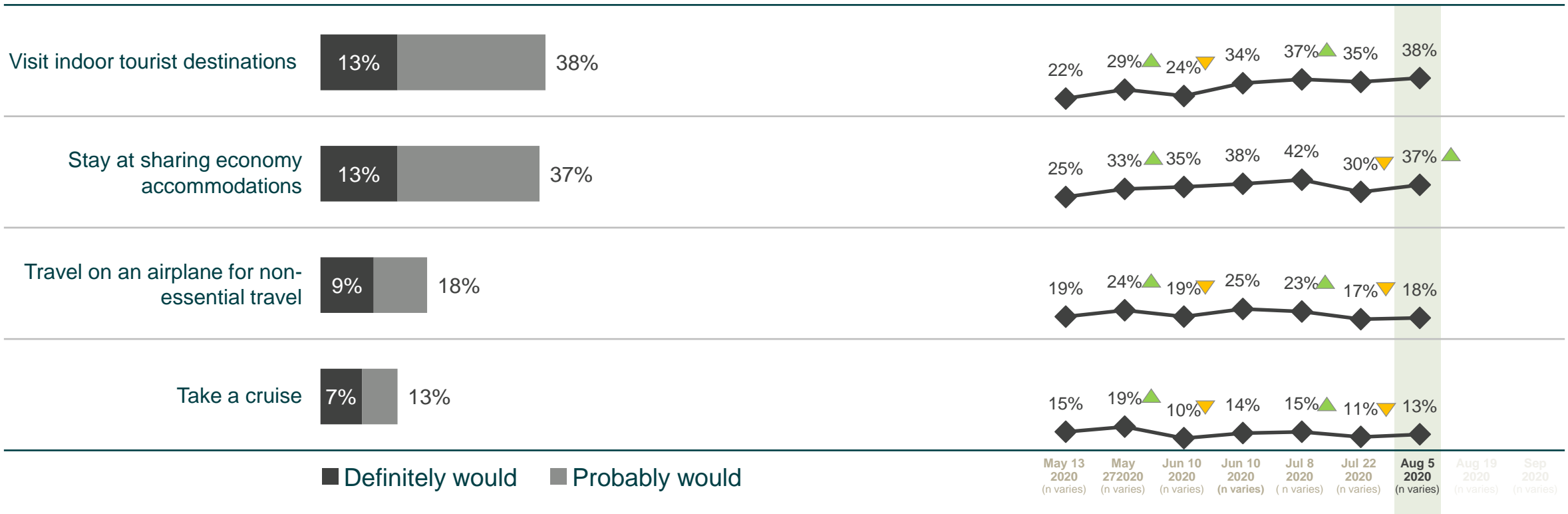
(Among Those Who Generally Do Each)



August 5, 2020

Tracking

(Total Would)



Base: All respondents, excluding not applicable/don't do this in general

D1. Would you be comfortable doing/using each of the following in the next few weeks, or are you be likely to hold off longer due to concerns about COVID-19?

▲ Statistically significantly **higher** than previous wave.

▼ Statistically significantly **lower** than previous wave.



Find this report on [Destination BC COVID-19 Research & Insights](#) webpage.

Research & Analytics
TourismResearch@DestinationBC.ca