

Destination BC: BC Resident's Public Perceptions: COVID-19 Travel and Tourism Wave 2 Report

Insights West Omnibus Insights Tracking

May 27 2020



Table of Contents

Introduction	3
Detailed Findings	5
Contact	11

Introduction

Background



- Destination BC would like to monitor British Columbian's current views on travel and tourism as well as track travel and tourism behaviour intentions.
- Destination BC has commissioned four waves of research, one every two weeks, starting May 13, 2020 to track opinions and intentions

Methodology



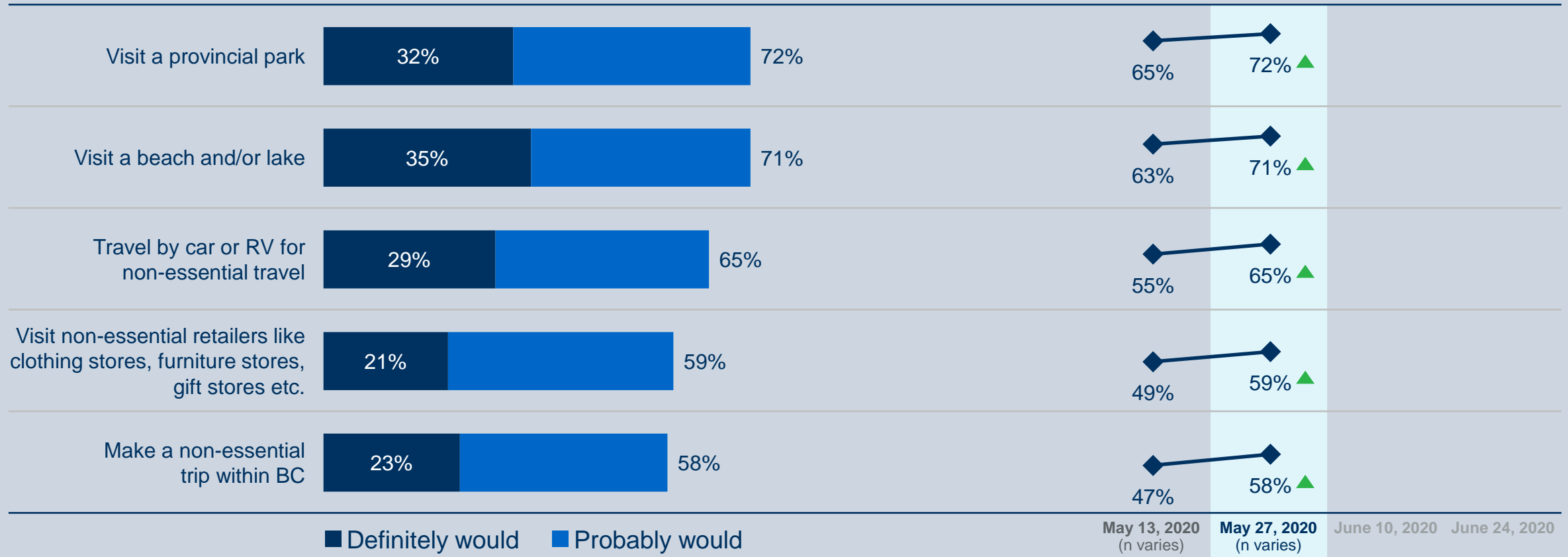
- Online survey with ~800 British Columbian adults via an omnibus (shared study).
- Data is weighted by age, gender, region within BC and past voting behaviour to ensure it is representative of the province.
- Detailed Excel-based crosstabulations are provided in a separate document.

Wave	Field Dates	Sample Size	Margin of Error (19/20)
1	May 13-17, 2020	824	+/-3.4%
2	May 27-31, 2020	883	+/-3.4%
3	June 10-xx, 2020		
4	June 24-xx, 2020		

Detailed Findings

May 27, 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?

May 27, 2020

Tracking
(Total Would)

Eat in a restaurant

20%

53%

41%

53% ▲

Visit outdoor tourist destinations

15%

49%

41%

49% ▲

Stay at a hotel/motel

14%

36%

27%

36% ▲

Visit indoor tourist destinations

10%

33%

25%

33% ▲

■ Definitely would ■ Probably would

May 13, 2020
(n varies)

May 27, 2020
(n varies)

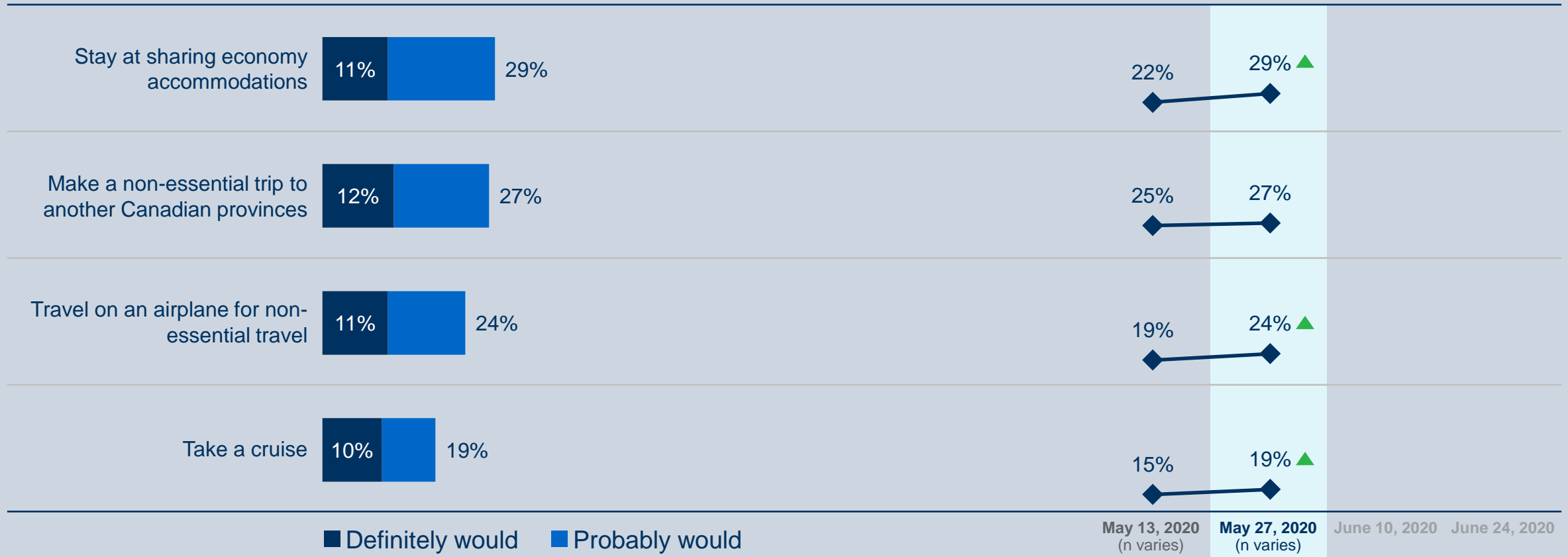
June 10, 2020 June 24, 2020

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?

May 27, 2020

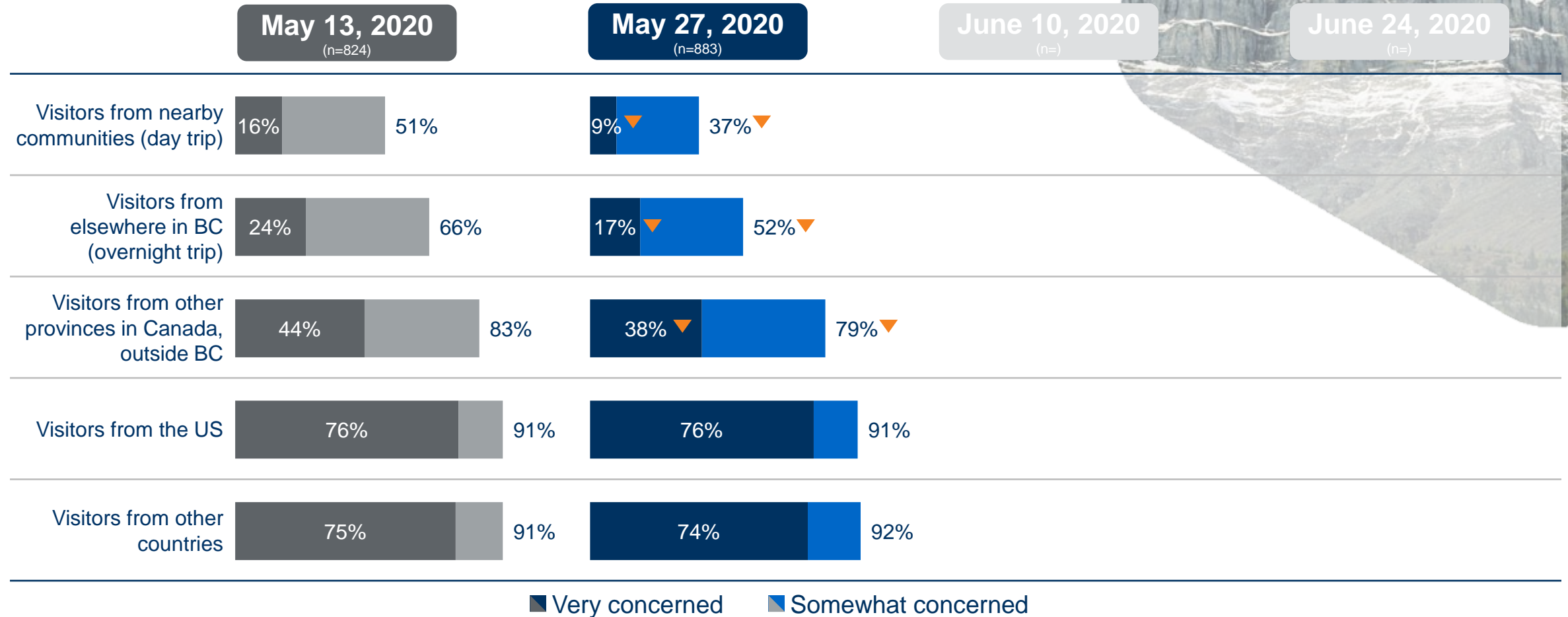
Tracking
(Total Would)



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

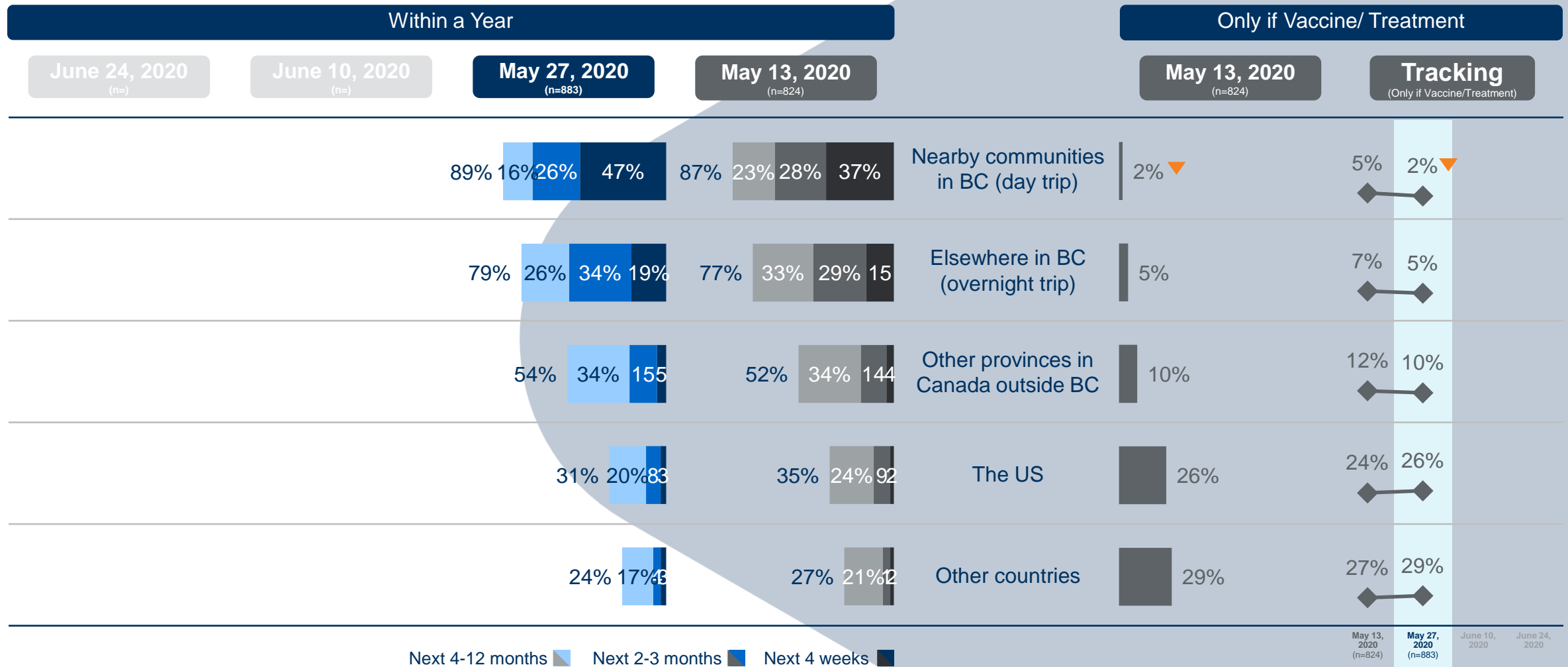
D1. Would you be comfortable doing/using each of the following in the next few weeks, or are you be likely to hold off longer due to concerns about COVID-19?

Concern Regarding Visitors to Community Given COVID-19 Situation



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?



Base: All respondents

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

For more information, please contact:

Destination BC
Research & Analytics
TourismResearch@DestinationBC.ca