2020 Global Tourism Watch COVID Special Survey

Wave 3 – August 2020

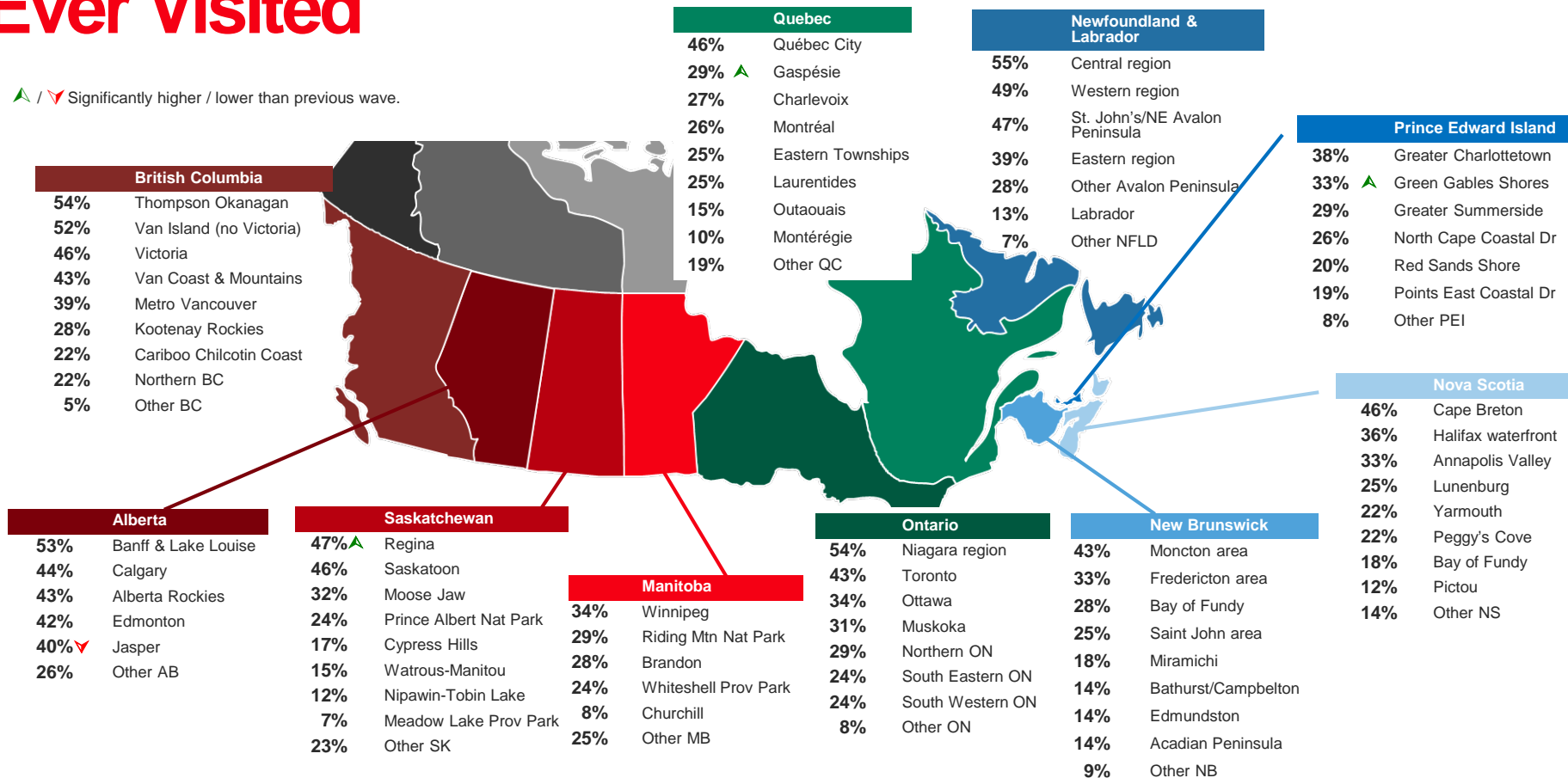CANADA *FOR GLOWING HEARTS*

DESTINATION CANADA

Canada

1.
In-Province Tourism Demand

Wave 3 – August 2020

Ever Visited

⋏ / ⋎ Significantly higher / lower than previous wave.

Quebec
46%	Québec City
29% ⋏	Gaspésie
27%	Charlevoix
26%	Montréal
25%	Eastern Townships
25%	Laurentides
15%	Outaouais
10%	Montérégie
19%	Other QC

Newfoundland & Labrador
55%	Central region
49%	Western region
47%	St. John's/NE Avalon Peninsula
39%	Eastern region
28%	Other Avalon Peninsula
13%	Labrador
7%	Other NFLD

Prince Edward Island
38%	Greater Charlottetown
33% ⋏	Green Gables Shores
29%	Greater Summerside
26%	North Cape Coastal Dr
20%	Red Sands Shore
19%	Points East Coastal Dr
8%	Other PEI

British Columbia
54%	Thompson Okanagan
52%	Van Island (no Victoria)
46%	Victoria
43%	Van Coast & Mountains
39%	Metro Vancouver
28%	Kootenay Rockies
22%	Cariboo Chilcotin Coast
22%	Northern BC
5%	Other BC

Nova Scotia
46%	Cape Breton
36%	Halifax waterfront
33%	Annapolis Valley
25%	Lunenburg
22%	Yarmouth
22%	Peggy's Cove
18%	Bay of Fundy
12%	Pictou
14%	Other NS

Alberta
53%	Banff & Lake Louise
44%	Calgary
43%	Alberta Rockies
42%	Edmonton
40% ⋎	Jasper
26%	Other AB

Saskatchewan
47% ⋏	Regina
46%	Saskatoon
32%	Moose Jaw
24%	Prince Albert Nat Park
17%	Cypress Hills
15%	Watrous-Manitou
12%	Nipawin-Tobin Lake
7%	Meadow Lake Prov Park
23%	Other SK

Manitoba
34%	Winnipeg
29%	Riding Mtn Nat Park
28%	Brandon
24%	Whiteshell Prov Park
8%	Churchill
25%	Other MB

Ontario
54%	Niagara region
43%	Toronto
34%	Ottawa
31%	Muskoka
29%	Northern ON
24%	South Eastern ON
24%	South Western ON
8%	Other ON

New Brunswick
43%	Moncton area
33%	Fredericton area
28%	Bay of Fundy
25%	Saint John area
18%	Miramichi
14%	Bathurst/Campbelton
14%	Edmundston
14%	Acadian Peninsula
9%	Other NB

Base: In-province pleasure travellers
QS10b_NEW_IP In addition to the destinations that you mentioned you have travelled to in the past 3 years within <province of residence>, which of the following destinations have you ever visited on a vacation trip which was 1 or more nights long, where you spent at least 1 night in paid accommodation? (Select all that apply)

3

Aided Consideration (Next Year) – Top 5 City/Region

	W1 (n=750)	W2 (n=750)	W3 (n=750)
British Columbia			
Vancouver Island (no Victoria)	41%	44%	40%
Thompson Okanagan	39%	42%	39%
Vancouver Coast & Mountains	33%	34%	32%
Victoria	36%	31%	30%
Metro Vancouver	21%	19%	20%

	W1 (n=750)	W2 (n=750)	W3 (n=750)
Alberta			
Banff & Lake Louise	53%	52%	51%
Jasper	44%	45%	45%
Alberta Rockies	45%	43%	44%
Edmonton	24%	25%	26%
Calgary	26%	28%	22%⌄

	W1 (n=250)	W2 (n=250)	W3 (n=250)
Saskatchewan			
Saskatoon	33%	35%	29%
Moose Jaw	26%	29%	26%
Regina	23%	24%	24%
Prince Albert Nat Park	28%	25%	23%
Cypress Hills	25%	24%	18%

	W1 (n=250)	W2 (n=250)	W3 (n=250)
Manitoba			
Riding Mountain Nat Park	33%	31%	38%
Whiteshell Provincial Park	31%	32%	34%
Winnipeg	23%	19%	23%
Churchill	18%	17%	18%
Brandon	22%	17%	17%

	W1 (n=1050)	W2 (n=1050)	W3 (n=1050)
Ontario			
Niagara Region	43%	41%	46%
Toronto	27%	27%	30%
Muskoka	29%	31%	28%
Ottawa	24%	20%	22%
South Eastern Ontario	19%	19%	19%

	W1 (n=750)	W2 (n=750)	W3 (n=750)
Quebec			
Québec City	29%	23%	27%
Charlevoix	23%	19%	25%⌃
Gaspésie	24%	19%	24%⌃
Eastern Townships	18%	13%	15%
Laurentides	17%	16%	14%

(cont.)

⌃ / ⌄ Significantly higher / lower than previous wave.
Note: Please refer to detailed data tables for results from the full list of in-province destinations.
Base: In-province pleasure travellers
BVC1b_IP You may have already mentioned this before, but which destinations would you seriously consider visiting in the next year? (Select all that apply)

CANADA

Aided Consideration (Next Year) – Top 5 City/Region (cont.)

	W1 (n=200)	W2 (n=201)	W3 (n=207)
New Brunswick			
Moncton Area	40%	40%	35%
Bay of Fundy	32%	40%	33%
Fredericton Area	25%	28%	24%
Saint John Area	21%	29%	20%
Miramichi	19%	23%	15%

	W1 (n=200)	W2 (n=211)	W3 (n=219)
Nova Scotia			
Cape Breton	40%	43%	46%
Halifax Waterfront	37%	28%	37%
Annapolis Valley	36%	29%	35%
Peggy's Cove	28%	22%	26%
Lunenburg	27%	26%	25%

	W1 (n=125)	W2 (n=111)	W3 (n=94)
Prince Edward Island			
Points East Coastal Drive	36%	37%	42%
North Cape Coastal Drive	34%	28%	37%
Green Gables Shore	25%	22%	33%
Red Sands Shore	18%	21%	31%
Greater Charlottetown	28%	22%	27%

	W1 (n=200)	W2 (n=185)	W3 (n=205)
Newfoundland & Labrador			
Western Region	41%	44%	44%
Central Region	38%	43%	42%
Eastern Region	24%	30%	35%
St. John's / NE Avalon	29%	27%	31%
Other Avalon Peninsula	25%	13%	21%

⋏ / ⋎ Significantly higher / lower than previous wave.

Note: Please refer to detailed data tables for results from the full list of in-province destinations.

Base: In-province pleasure travellers

BVC1b_IP You may have already mentioned this before, but which destinations would you seriously consider visiting in the next year? (Select all that apply)

CANADA

NET Active Planning – Top 5 City/Region

British Columbia	W1 (n=750)	W2 (n=750)	W3 (n=750)
Okanagan	17%	16%	15%
Vancouver Island (no Victoria)	12%	15%	14%
Vancouver Coast & Mountain Region	12%	13%	13%
Metro Vancouver	12%	14%	12%
Victoria	14%	13%	11%

Alberta	W1 (n=750)	W2 (n=750)	W3 (n=750)
Edmonton	15%	18%	14%
Calgary	16%	16%	13%
Alberta Rockies	15%	15%	13%
Banff & Lake Louise	14%	16%	12%
Jasper	14%	16%	11%▽

Saskatchewan	W1 (n=250)	W2 (n=250)	W3 (n=250)
Saskatoon	13%	13%	12%
Moose Jaw	11%	7%	11%
Prince Albert Nat Park	8%	16%	10%
Regina	10%	16%	9%
Watrous-Manitou	5%	4%	8%

Manitoba	W1 (n=250)	W2 (n=250)	W3 (n=250)
Winnipeg	18%	13%	13%
Brandon	8%	6%	7%
Riding Mountain Nat Park	10%	8%	6%
Whiteshell Provincial Park	9%	11%	6%
Churchill	5%	6%	5%

Ontario	W1 (n=1050)	W2 (n=1050)	W3 (n=1050)
Toronto	14%	13%	17%
Niagara Region	11%	9%	13%△
Ottawa	11%	10%	11%
Muskoka	11%	8%	10%
South Western Ontario	8%	8%	9%
Northern Ontario	7%	7%	9%

Quebec	W1 (n=750)	W2 (n=750)	W3 (n=750)
Québec City	11%	10%	8%
Charlevoix	9%	8%	7%
Laurentides	7%	7%	6%
Gaspésie	9%	10%	5%▽
Montréal	9%	8%	5%
Eastern Townships	7%	7%	5%
Outaouais	7%	3%	5%

△ / ▽ Significantly higher / lower than previous wave.

Note: NET Active Planning = respondents who are gathering information, planning a visit, making arrangements, or already booked.
Note: Please refer to detailed data tables for results from the full list of in-province destinations.
Base: In-province pleasure travellers
MP1_IP Which of the following best describes your current situation when thinking about each of the following destinations for a vacation trip? (Select all that apply)

(cont.)

CANADA

NET Active Planning – Top 5 City/Region (cont.)

New Brunswick	W1 (n=200)	W2 (n=201)	W3 (n=207)
Bay of Fundy Area	7%	8%	13%
Moncton Area	16%	14%	12%
Fredericton	8%	6%	9%
Saint John Area	16%	9%	7%
Acadian Peninsula	11%	9%	7%

Nova Scotia	W1 (n=200)	W2 (n=211)	W3 (n=219)
Cape Breton	22%	17%	19%
Halifax Waterfront	14%	7%	18% ⏶
Yarmouth	9%	4%	15% ⏶
Annapolis Valley	12%	7%	14%
Peggy's Cove	14%	4%	12% ⏶

Prince Edward Island	W1 (n=125)	W2 (n=111)	W3 (n=94)
Greater Charlottetown	16%	12%	27% ⏶
Greater Summerside	11%	11%	18%
Green Gables Shore	12%	8%	14%
Points East Coastal Drive	10%	13%	14%
North Cape Coastal Drive	10%	9%	12%

Newfoundland & Labrador	W1 (n=200)	W2 (n=185)	W3 (n=205)
St. John's / NE Avalon Peninsula	14%	18%	16%
Western Region	19%	10%	14%
Other Avalon Peninsula	11%	15%	13%
Eastern Region	11%	13%	13%
Central Region	20%	15%	10%

⏶ / ⏷ Significantly higher / lower than previous wave.
Note: NET Active Planning = respondents who are gathering information, planning a visit, making arrangements, or already booked.
Note: Please refer to detailed data tables for results from the full list of in-province destinations.
Base: In-province pleasure travellers
MP1_IP Which of the following best describes your current situation when thinking about each of the following destinations for a vacation trip? (Select all that apply)

7

Net Promoter Score (NPS) – Top 5 City/Region

	W1 (n=750)	W2 (n=750)	W3 (n=750)
British Columbia			
Victoria	+29	+22	+29
Vancouver Island (no Victoria)	+22	+26	+26
Vancouver Coast & Mountains	+22	+22	+17
Thompson Okanagan	+19	+15	+16
Metro Vancouver	+4	-3	-3

	W1 (n=750)	W2 (n=750)	W3 (n=750)
Alberta			
Alberta Rockies	+44	+41	+38
Jasper	+38	+40	+34
Banff & Lake Louise	+41	+43	+33 ⌄
Calgary	-19	-17	-19
Edmonton	-25	-17	-30 ⌄

	W1 (n=250)	W2 (n=250)	W3 (n=250)
Saskatchewan			
Cypress Hills*	+42	+34	+31
Prince Albert Nat Park*	+38	+21	+29
Watrous-Manitou*	+26	+1	+5
Meadow Lake Provincial Park*	-6	+51	+3 ⌄
Moose Jaw*	-2	1	-2

	W1 (n=250)	W2 (n=250)	W3 (n=250)
Manitoba			
Churchill*	-4	+43	+39
Riding Mountain Provincial Park*	+20	+14	+31
Whiteshell Provincial Park*	+22	+34	+16
Winnipeg*	-28	+5	-21 ⌄
Brandon*	-39	-36	-44

	W1 (n=1050)	W2 (n=1050)	W3 (n=1050)
Ontario			
Niagara Region	+28	+12	+23 ⌃
Muskoka	+15	+24	+20
Toronto	+6	+2	+4
South Eastern Ontario	+4	+11	+3
Ottawa	+7	+1	-6

	W1 (n=750)	W2 (n=750)	W3 (n=750)
Quebec			
Charlevoix	+48	+31	+51 ⌃
Gaspésie	+47	+40	+35
Québec City	+30	+23	+33 ⌃
Laurentides	+22	+11	+25 ⌃
Eastern Townships	+35	+21	+23

⌃ / ⌄ Significantly higher / lower than previous wave.

Note: Net Promoter Score (NPS): This measure has an 11pt scale (0-10). The score is calculated by subtracting Detractors (0-6 rating) from Promoters (9-10 rating). Asked of past visitors only.
Note: Please refer to detailed data tables for results from the full list of in-province destinations.
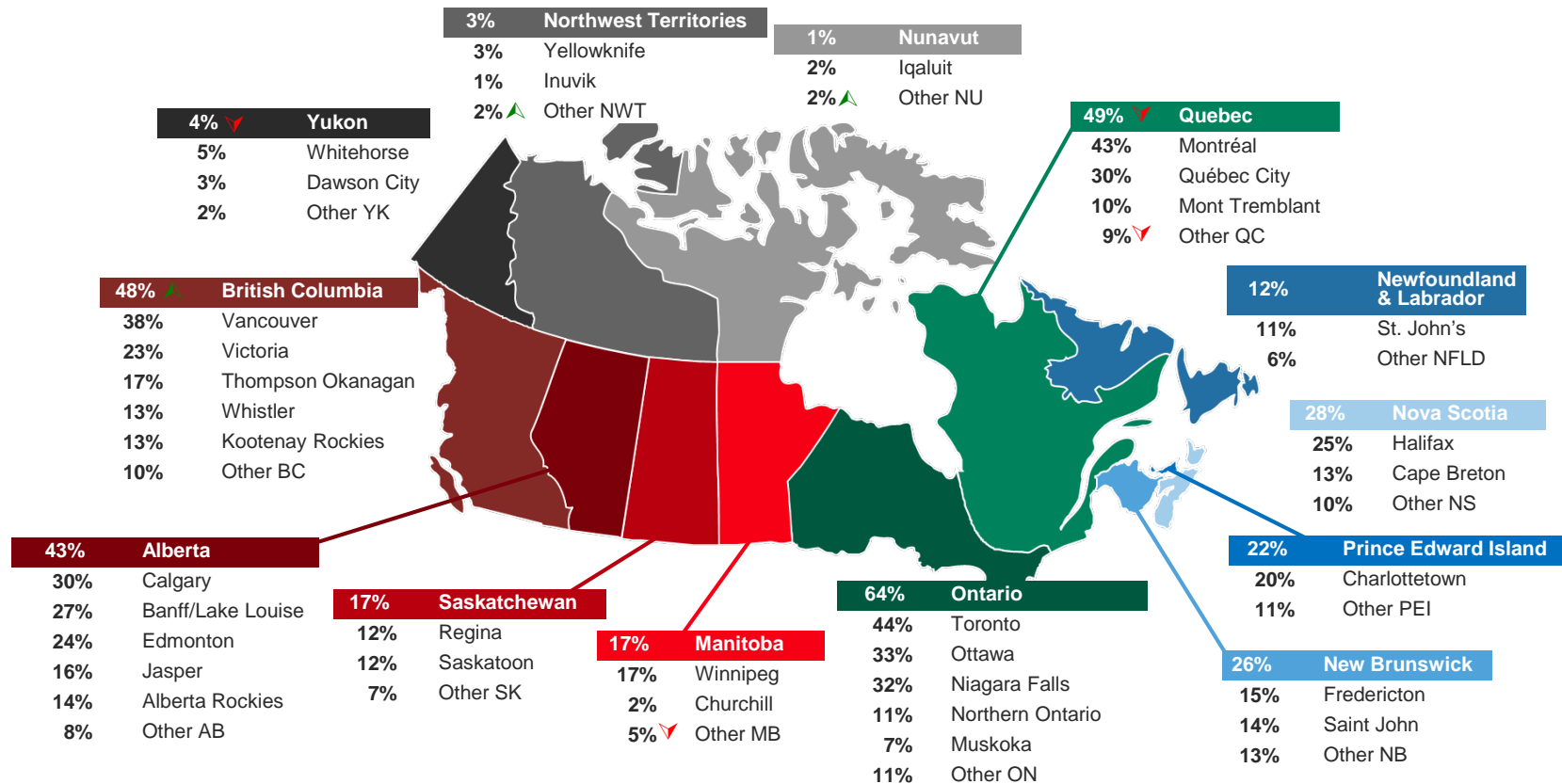Base: In-province pleasure travellers who have visited destination. * Small base size (<100), interpret with caution.
MP11_CA_NEW1_IP. Whether you have visited or not, how likely are you to recommend each of the following vacation destinations to a friend, family member or colleague?

(cont.)

8

CANADA

Net Promoter Score (NPS) – Top 5 City/Region (cont.)

	W1 (n=200)	W2 (n=201)	W3 (n=207)
New Brunswick			
Acadian Peninsula*	+29	+30	+31
Bay of Fundy Area*	+48	+42	+29
Saint John Area*	-18	-4	-1
Moncton Area*	+23	+36	-7 ⌄
Bathurst/Campbelton Area*	-24	-5	-9

	W1 (n=200)	W2 (n=211)	W3 (n=219)
Nova Scotia			
Peggy's Cove*	+52	+48	+52
Halifax Waterfront*	+52	+13	+41 ⌃
Lunenburg*	+47	+44	+40
Annapolis Valley*	+41	+25	+37
Cape Breton*	+46	+53	+37

	W1 (n=125)	W2 (n=111)	W3 (n=94)
Prince Edward Island			
Greater Charlottetown*	+12	+40	+62
North Cape Coastal Drive*	+46	+36	+60
Points East Coastal Drive*	+9	+87	+34 ⌄
Green Gables Shore*	+31	+75	+26 ⌄
Greater Summerside*	+1	+17	+19

	W1 (n=200)	W2 (n=185)	W3 (n=205)
Newfoundland & Labrador			
Western Region	+38	+52	+30 ⌄
Central Region	+6	+36	+25
St. Johns/Northeast Avalon	-1	+37	+24
Labrador*	+11	+19	+22
Eastern Region*	+5	+35	+17

⌃ / ⌄ Significantly higher / lower than previous wave.

Note: Net Promoter Score (NPS): This measure has an 11pt scale (0-10). The score is calculated by subtracting Detractors (0-6 rating) from Promoters (9-10 rating). Asked of past visitors only.

Note: Please refer to detailed data tables for results from the full list of in-province destinations.

Base: In-province pleasure travellers who have visited destination. *Small base size (<100), interpret with caution.*

9 MP11_CA_NEW1_IP. Whether you have visited or not, how likely are you to recommend each of the following vacation destinations to a friend, family member or colleague?

CANADA

2.
Out-of-Province Tourism Demand

Wave 3 – August 2020

Ever Visited

3%	**Northwest Territories**
3%	Yellowknife
1%	Inuvik
2% ⌃	Other NWT

1%	**Nunavut**
2%	Iqaluit
2% ⌃	Other NU

4% ⌄	**Yukon**
5%	Whitehorse
3%	Dawson City
2%	Other YK

49% ⌄	**Quebec**
43%	Montréal
30%	Québec City
10%	Mont Tremblant
9% ⌄	Other QC

48% ⌃	**British Columbia**
38%	Vancouver
23%	Victoria
17%	Thompson Okanagan
13%	Whistler
13%	Kootenay Rockies
10%	Other BC

12%	**Newfoundland & Labrador**
11%	St. John's
6%	Other NFLD

28%	**Nova Scotia**
25%	Halifax
13%	Cape Breton
10%	Other NS

43%	**Alberta**
30%	Calgary
27%	Banff/Lake Louise
24%	Edmonton
16%	Jasper
14%	Alberta Rockies
8%	Other AB

17%	**Saskatchewan**
12%	Regina
12%	Saskatoon
7%	Other SK

17%	**Manitoba**
17%	Winnipeg
2%	Churchill
5% ⌄	Other MB

64%	**Ontario**
44%	Toronto
33%	Ottawa
32%	Niagara Falls
11%	Northern Ontario
7%	Muskoka
11%	Other ON

22%	**Prince Edward Island**
20%	Charlottetown
11%	Other PEI

26%	**New Brunswick**
15%	Fredericton
14%	Saint John
13%	Other NB

⌃ / ⌄ Significantly higher / lower than previous wave.

Base: Out-of-province pleasure travellers (past 3 years), excluding residents from each province (Wave 1=3475-4400)
S10a_NEW_OP and S10b_NEW_OP In addition to the destinations that you mentioned you have travelled to in the past 3 years, which of the following destinations have you ever visited on a vacation trip which was 2 or more nights long, where you spent at least 1 night in paid accommodation? (Select all that apply)

CANADA

Aided Consideration (Next Year) – by City/Region

	W1	W2	W3
British Columbia	47%	48%	46%
Vancouver	43%	42%	42%
Victoria	27%	28%	27%
Kootenay Rockies	19%	19%	18%
Thompson Okanagan	15%	16%	17%
Whistler	15%	17%	16%
Alberta	31%	32%	33%
Banff & Lake Louise	30%	32%	32%
Calgary	26%	27%	26%
Edmonton	19%	19%	18%
Alberta Rockies	17%	18%	17%
Jasper	16%	17%	16%
Saskatchewan	7%	9%	8%
Regina	11%	12%	12%
Saskatoon	11%	12%	11%

	W1	W2	W3
Manitoba	8%	9%	8%
Winnipeg	16%	18%	16% ⌄
Churchill	5%	5%	5%
Ontario	43%	41%	41%
Toronto	32%	29%	30%
Niagara Falls	27%	29%	27%
Ottawa	20%	21%	19% ⌄
Muskoka	8%	7%	7%
Northern Ontario	7%	7%	7%
Quebec	30%	30%	29%
Montréal	33%	32%	30%
Québec City	27%	26%	23% ⌄
Mont Tremblant	9%	11%	9% ⌄
New Brunswick	18%	18%	16% ⌄
Saint John	17%	18%	15% ⌄
Fredericton	14%	16%	14% ⌄

	W1	W2	W3
Nova Scotia	26%	25%	27% ⌃
Halifax	27%	29%	28%
Cape Breton	19%	20%	20%
Prince Edward Island	21%	22%	21%
Charlottetown	28%	30%	28% ⌄
Newfoundland & Labrador	16%	15%	14%
St. John's	23%	24%	22% ⌄
Yukon	6%	7%	6%
Whitehorse	12%	13%	12%
Dawson City	7%	9%	6% ⌄
Northwest Territories	4%	4%	4%
Yellowknife	12%	13%	12%
Inuvik	4%	4%	4%
Nunavut	2%	2%	2%
Iqaluit	11%	11%	10%

⌃ / ⌄ Significantly higher / lower than previous wave.

Base: Out-of-province pleasure travellers (past 3 years), excluding residents from each province (Wave 1=3475-4400)
BVC1a_OP and BVC1b_OP. You may have already mentioned this before, but which destinations would you seriously consider visiting in the next year? (Select all that apply)

NET Active Planning – by City/Region

	W1	W2	W3
British Columbia	15%	15%	19%
Thompson Okanagan	6%	13%	11%
Vancouver	15%	10%	11%
Kootenay Rockies	8%	7%	11%
Victoria	13%	11%	10%
Whistler	7%	10%	9%
Alberta	16%	15%	18%
Alberta Rockies	10%	15%	12%
Edmonton	13%	7%	12%
Calgary	9%	13%	12%
Banff & Lake Louise	13%	14%	9%
Jasper	9%	11%	9%
Saskatchewan	8%	7%	5%
Saskatoon	4%	6%	6%
Regina	6%	6%	4%

	W1	W2	W3
Manitoba	7%	6%	9%
Winnipeg	10%	6%	8%
Churchill	4%	4%	6%
Ontario	16%	14%	16%
Toronto	11%	11%	10%
Northern Ontario	5%	6%	8%
Ottawa	8%	14%	7% ⌄
Niagara Falls	12%	8%	7%
Muskoka	3%	7%	6%
Quebec	12%	13%	12%
Québec City	10%	8%	13%
Mont Tremblant	9%	9%	12%
Montréal	10%	15%	9%
New Brunswick	11%	14%	9% ⌄
Saint John	6%	7%	9%
Fredericton	6%	5%	9%

	W1	W2	W3
Nova Scotia	13%	13%	14%
Halifax	10%	13%	12%
Cape Breton	7%	7%	8%
Prince Edward Island	9%	12%	12%
Charlottetown	9%	5%	7%
Newfoundland & Labrador	12%	10%	10%
St. John's	9%	10%	12%
Yukon	6%	8%	8%
Whitehorse	5%	6%	9%
Dawson City	7%	5%	7%
Northwest Territories	7%	7%	6%
Yellowknife	5%	9%	5%
Inuvik	2%	7%	4%
Nunavut	4%	4%	6%
Iqaluit	7%	4%	6%

⌃ / ⌄ Significantly higher / lower than previous wave.
Note: NET Active Planning = respondents who are gathering information, planning a visit, making arrangements, or already booked.
Base: Out-of-province pleasure travellers (past 3 years), excluding residents from each province
MP1_OP. Which of the following best describes your current situation when thinking about each of the following destinations for a vacation trip? (Select one for each)

Net Promoter Score (NPS) – by City/Region

	W1	W2	W3
British Columbia	+50	+44	+39
Thompson Okanagan	+45	+42	+43
Victoria	+41	+38	+37
Vancouver	+27	+37	+22 ⌄
Kootenay Rockies	+46	+34	+42
Whistler	+32	+32	+29
Alberta	+14	+13	+10
Banff & Lake Louise	+52	+51	+41 ⌄
Alberta Rockies	+44	+46	+39
Jasper	+40	+45	+41
Calgary	+4	+1	+1
Edmonton	-14	-19	-20
Saskatchewan	-53	-44	-44
Saskatoon	-47	-37	-41
Regina	-60	-55	-50

	W1	W2	W3
Manitoba	-49	-45	-45
Churchill	-20	-20	-5
Winnipeg	-47	-42	-40
Ontario	+9	+9	+10
Niagara Falls	+37	+32	+31
Toronto	+31	+26	+16 ⌄
Ottawa	+11	+21	+13
Muskoka	+17	+20	+21
Northern Ontario	-21	-11	-8
Quebec	+9	+9	+16
Montréal	+28	+25	+24
Québec City	+25	+25	+39 ⌃
Mont Tremblant	+5	+15	+22
New Brunswick	+13	+2	+5
Saint John	-2	-5	-14
Fredericton	-6	-11	-12

	W1	W2	W3
Nova Scotia	+29	+32	+33
Cape Breton	+46	+50	+46
Halifax	+25	+38	+27 ⌄
Prince Edward Island	+35	+34	+29
Charlottetown	+25	+30	+25
Newfoundland & Labrador	+39	+33	+37
St. John's	+24	+20	+20
Yukon	+19	+12	+45 ⌃
Dawson City	+3	+10	+19
Whitehorse	0	+5	+27 ⌃
Northwest Territories	+3	0	+1
Yellowknife	+1	+3	+1
Inuvik*	-17	-3	-25
Nunavut*	-12	-23	-34
Iqaluit*	-28	-27	-42

⌃ / ⌄ Significantly higher / lower than previous wave.

Note: Net Promoter Score (NPS): This measure has an 11pt scale (0-10). The score is calculated by subtracting Detractors (0-6 rating) from Promoters (9-10 rating). Asked of past visitors only.
Base: Out-of-province pleasure travellers (past 3 years), excluding residents from each province who have visited destination (Wave 1= 50-866) * Small base size (<100), interpret with caution.
MP11_CA_NEW1_OP. Whether you have visited or not, how likely are you to recommend each of the following vacation destinations to a friend, family member or colleague?

14

3.
COVID Questions

Wave 3 – August 2020

Intended Travel – Pre-/Post-COVID-19

	Wave 2 TOTAL	Wave 3 TOTAL	BC		AB		SK		MB		ON		QC		NB		NS		PE		NL	
	PRE-COVID (n=9050) POST-COVID (n=6816)	PRE-COVID (n=9050) POST-COVID (n=6681)	W2 (n=1500)	W3 (n=1500)	W2 (n=1500)	W3 (n=1500)	W2 (n=500)	W3 (n=500)	W2 (n=500)	W3 (n=500)	W2 (n=2100)	W3 (n=2100)	W2 (n=1500)	W3 (n=1500)	W2 (n=405)	W3 (n=407)	W2 (n=424)	W3 (n=419)	W2 (n=236)	W3 (n=219)	W2 (n=385)	W3 (n=405)
Other communities near you	11% / 22%	10% / 21%	14%	14%	11%	9%▼	13%	11%	9%	7%	10%	11%	9%	8%	10%	12%	13%	12%	9%	12%	7%	12%
			30%	27%	20%	17%	19%	20%	19%	13%▼	18%	19%	24%	19%▼	31%	33%	30%	29%	21%	27%	20%	32%▲
Other parts of your province	22% / 39%	22% / 35%▼	28%	27%	24%	21%	22%	19%	11%	13%	22%	23%	20%	20%	22%	21%	26%	20%	16%	24%	18%	23%
			45%	40%▼	42%	36%▼	43%	30%▼	37%	22%▼	33%	31%	43%	39%	46%	52%	48%	48%	34%	38%	45%	46%
Others parts of Canada	27% / 25%	26% / 23%▼	28%	27%	39%	37%	45%	37%▼	35%	37%	27%	26%	14%	14%	42%	32%▼	32%	31%	57%	54%	31%	35%
			20%	19%	37%	30%▼	37%	32%	32%	21%▼	23%	21%	19%	21%	34%	24%▼	26%	30%	39%	30%	22%	19%
The United States	26% / 6%	24% / 6%	32%	31%	29%	28%	28%	25%	29%	29%	28%	26%	17%	16%	25%	20%	17%	18%	21%	21%	28%	20%▼
			6%	6%	8%	6%▼	4%	5%	7%	5%	7%	9%	4%	4%	4%	3%	3%	2%	3%	3%	4%	3%
Other countries (outside of the United States)	24% / 7%	24% / 7%	30%	31%	28%	26%	20%	18%	23%	21%	24%	24%	22%	24%	17%	15%	16%	20%	21%	19%	22%	15%▼
			8%	6%	7%	7%	6%	5%	6%	5%	7%	7%	7%	8%	4%	3%	3%	5%	6%	4%	3%	2%
No 2020 travel plans at that time	31%	33%	24%	23%	23%	29%▲	24%	30%	33%	32%	30%	31%	40%	42%	29%	35%	31%	36%	17%	22%	29%	32%
I no longer intend to travel in 2020	34%	40%▲	30%	39%▲	29%	37%▲	29%	41%▲	36%	54%▲	40%	42%	30%	39%▲	25%	26%	32%	29%	31%	40%	32%	29%

▲ / ▼ Significantly higher / lower than previous wave.

Base: Total respondents W2 (n=9050) for COV2A. For COV2B base is those with travel plans pre-Covid (n=6816) W3 (n=9050) for COV2A. For COV2B base is those with travel plans pre-Covid (n=6681)
[NEW Wave 2] COV2A. Thinking of any 2020 travel plans you had made before COVID-19 and related government restrictions, where were you originally intending to travel?
[NEW Wave 2] COV2B. Now, as government restrictions related to COVID-19 are relaxed, where are you currently planning to travel in 2020?

Likelihood to Travel Next Year – Top2Box (Definitely/Very Likely)

	TOTAL ■ W1 (n=9050) ■ W2 (n=9050) ■ W3 (n=9050)	BC W1 (n=1500) W2 (n=1500) W3 (n=1500)	AB W1 (n=1500) W2 (n=1500) W3 (n=1500)	SK W1 (n=500) W2 (n=500) W3 (n=500)	MB W1 (n=500) W2 (n=500) W3 (n=500)	ON W1 (n=2100) W2 (n=2100) W3 (n=2100)	QC W1 (n=1500) W2 (n=1500) W3 (n=1500)	NB W1 (n=400) W2 (n=405) W3 (n=407)	NS W1 (n=400) W2 (n=424) W3 (n=419)	PE W1 (n=250) W2 (n=236) W3 (n=219)	NL W1 (n=400) W2 (n=385) W3 (n=405)
Visiting friends and relatives	48% 41% 42%	46% 42% 40%	49% 49% 46%	48% 51% 46%	48% 37% 33%	47% 41% 42%	49% 37% 40%	43% 42% 38%	46% 38% 39%	55% 48% 48%	47% 40% 45%
Leisure/pleasure	43% 39% 38%	44% 43% 37%⌄	44% 42% 41%	37% 43% 38%	43% 33% 28%	40% 37% 35%	48% 40% 41%	32% 37% 35%	39% 32% 34%	45% 34% 40%	43% 34% 41%
Business Meetings	10% 8% 8%	8% 8% 7%	10% 9% 10%	11% 9% 9%	11% 9% 6%	10% 8% 10%	11% 7% 7%	9% 4% 6%	8% 3% 8%⌃	10% 3% 5%	10% 7% 9%
Conferences/ Conventions	9% 8% 8%	8% 8% 8%	9% 11% 9%	10% 8% 13%⌃	11% 7% 4%	9% 10% 9%	10% 7% 7%	8% 7% 6%	11% 5% 6%	6% 5% 6%	12% 7% 8%

⌃ / ⌄ Significantly higher / lower than previous wave.

Base: Total respondents
COV3. How likely are you to travel in the next year for the following reasons as government restrictions related to COVID-19 are relaxed?

CANADA

Duration of Next Trip – Top2Box (Definitely/Very Likely)

	TOTAL		BC W1 (n=1500) W2 (n=1500) W3 (n=1500)	AB W1 (n=1500) W2 (n=1500) W3 (n=1500)	SK W1 (n=500) W2 (n=500) W3 (n=500)	MB W1 (n=500) W2 (n=500) W3 (n=500)	ON W1 (n=2100) W2 (n=2100) W3 (n=2100)	QC W1 (n=1500) W2 (n=1500) W3 (n=1500)	NB W1 (n=400) W2 (n=405) W3 (n=407)	NS W1 (n=400) W2 (n=424) W3 (n=419)	PE W1 (n=250) W2 (n=236) W3 (n=219)	NL W1 (n=400) W2 (n=385) W3 (n=405)
		W1 (n=9050) W2 (n=9050) W3 (n=9050)										
A trip of 1 night	36% 32% 33%		35% 34% 32%	36% 37% 36%	34% 41% 32% ⍦	34% 27% 23%	34% 30% 32%	39% 33% 36%	31% 37% 42%	31% 27% 30%	44% 32% 39%	34% 29% 34%
A trip of 2 nights	35% 33% 33%		36% 36% 34%	36% 38% 37%	33% 39% 30% ⍦	32% 26% 21%	33% 32% 31%	38% 33% 34%	30% 33% 38%	32% 24% 29%	41% 30% 32%	35% 29% 33%
A trip of 3-4 nights	30% 28% 28%		34% 31% 32%	35% 34% 29% ⍦	29% 31% 27%	27% 23% 22%	28% 27% 27%	31% 25% 26%	22% 29% 22%	25% 21% 20%	24% 20% 25%	33% 29% 27%
A trip of 5-6 nights	24% 22% 21%		26% 23% 26%	28% 27% 24%	22% 21% 22%	23% 20% 20%	22% 22% 21%	26% 19% 19%	14% 19% 12% ⍦	19% 15% 14%	14% 13% 12%	23% 28% 25%
A trip of 7+ nights	23% 20% 20%		25% 23% 24%	27% 25% 23%	21% 22% 21%	24% 19% 18%	21% 19% 20%	24% 17% 19%	12% 16% 10% ⍦	20% 12% 13%	19% 17% 14%	28% 26% 22%

⍌ / ⍦ Significantly higher / lower than previous wave.

Base: Total respondents

COV4. Thinking of your next vacation as government restrictions related to COVID-19 are relaxed, how likely are you to take a trip of the following durations?

When Interested in Travelling to Destinations

Total (n=9050)	Before Sep 2020	Sep – Dec 2020	Winter 2021	Spring 2021	Summer 2021	Fall 2021	Not until vaccine	Don't know
Nearby communities	16%	37%	12%	19%	27%	14%	17%	18%
Within own province	11%	31%	10%	18%	27%	13%	18%	19%
Other parts of Canada	3%	12%	7%	15%	25%	11%	28%	25%
The United States	1%	4%	3%	6%	8%	7%	59%	22%
Other countries (outside of the United States)	1%	4%	5%	6%	9%	7%	53%	25%
British Columbia (n=1500)								
Nearby communities	17%	40%	13%	23%	27%	16%	16%	18%
Within own province	10%	30%	10%	24%	27%	15%	19%	17%
Other parts of Canada	2%	11%	6%	15%	25%	11%	31%	24%
The United States	<1%	4%	3%	6%	7%	8%	62%	19%
Other countries (outside of the United States)	1%	4%	6%	8%	8%	9%	53%	24%
Alberta (n=1500)								
Nearby communities	19%	38%	14%	23%	28%	17%	14%	19%
Within own province	15%	36%	11%	21%	29%	14%	14%	20%
Other parts of Canada	5%	18%	8%	18%	28%	11%	22%	23%
The United States	1%	4%	5%	6%	9%	7%	54%	25%
Other countries (outside of the United States)	<1%	4%	5%	6%	9%	7%	50%	29%

Saskatchewan (n=500)	Before Sep 2020	Sep – Dec 2020	Winter 2021	Spring 2021	Summer 2021	Fall 2021	Not until vaccine	Don't know
Nearby communities	19%	34%	13%	19%	25%	14%	13%	21%
Within own province	14%	32%	10%	19%	23%	13%	12%	23%
Other parts of Canada	6%	17%	8%	18%	21%	11%	22%	24%
The United States	-	4%	5%	4%	6%	7%	58%	21%
Other countries (outside of the United States)	<1%	4%	7%	4%	4%	5%	52%	29%
Manitoba (n=500)								
Nearby communities	16%	31%	10%	15%	24%	11%	22%	16%
Within own province	13%	28%	7%	11%	21%	9%	27%	17%
Other parts of Canada	3%	13%	7%	10%	20%	9%	37%	18%
The United States	1%	4%	3%	5%	6%	7%	66%	15%
Other countries (outside of the United States)	1%	2%	3%	3%	6%	6%	65%	18%
Ontario (n=2100)								
Nearby communities	15%	38%	13%	20%	26%	15%	18%	16%
Within own province	8%	31%	11%	20%	25%	13%	19%	18%
Other parts of Canada	2%	11%	7%	18%	28%	13%	27%	22%
The United States	1%	5%	4%	7%	9%	8%	57%	21%
Other countries (outside of the United States)	1%	5%	5%	6%	10%	8%	50%	25%

(cont.)

Base: Total respondents
[NEW Wave 3] COV5B. Please indicate when you would be interested in travelling to the following destinations.

CANADA

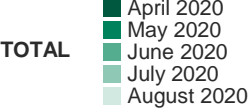# When Interested in Travelling to Destinations (cont.)

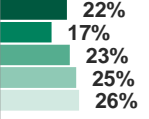| Total (n=9050)	Before Sep 2020	Sep – Dec 2020	Winter 2021	Spring 2021	Summer 2021	Fall 2021	Not until vaccine	Don't know
Nearby communities	16%	37%	12%	19%	27%	14%	17%	18%
Within own province	11%	31%	10%	18%	27%	13%	18%	19%
Other parts of Canada	3%	12%	7%	15%	25%	11%	28%	25%
The United States	1%	4%	3%	6%	8%	7%	59%	22%
Other countries (outside of the United States)	1%	4%	5%	6%	9%	7%	53%	25%
Quebec (n=1500)								
Nearby communities	13%	31%	12%	15%	28%	11%	18%	22%
Within own province	10%	27%	10%	13%	30%	12%	18%	21%
Other parts of Canada	3%	11%	6%	9%	22%	8%	29%	31%
The United States	1%	3%	3%	5%	8%	4%	57%	26%
Other countries (outside of the United States)	1%	4%	6%	5%	8%	6%	52%	26%
New Brunswick (n=407)								
Nearby communities	27%	44%	9%	13%	20%	12%	15%	17%
Within own province	23%	40%	7%	12%	18%	10%	16%	20%
Other parts of Canada	5%	17%	4%	12%	21%	10%	30%	24%
The United States	1%	1%	2%	5%	6%	4%	67%	19%
Other countries (outside of the United States)	-	2%	4%	6%	3%	2%	66%	22%
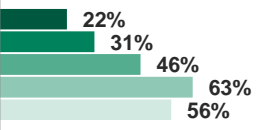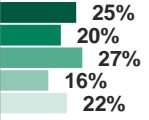
Nova Scotia (n=419)	Before Sep 2020	Sep – Dec 2020	Winter 2021	Spring 2021	Summer 2021	Fall 2021	Not until vaccine	Don't know
Nearby communities	23%	44%	12%	22%	30%	18%	18%	13%
Within own province	20%	41%	10%	18%	24%	15%	15%	18%
Other parts of Canada	2%	14%	5%	13%	22%	10%	35%	22%
The United States	-	1%	1%	2%	3%	3%	74%	18%
Other countries (outside of the United States)	-	1%	3%	3%	3%	7%	67%	21%
Prince Edward Island (n=219)								
Nearby communities	23%	45%	17%	25%	25%	19%	10%	19%
Within own province	31%	48%	16%	27%	26%	19%	8%	17%
Other parts of Canada	6%	23%	7%	18%	22%	13%	21%	21%
The United States	1%	5%	2%	4%	4%	4%	68%	17%
Other countries (outside of the United States)	1%	2%	3%	4%	5%	2%	62%	26%
Newfoundland & Labrador (n=405)								
Nearby communities	25%	47%	7%	14%	21%	11%	16%	16%
Within own province	19%	41%	8%	15%	25%	9%	15%	18%
Other parts of Canada	2%	14%	3%	11%	23%	6%	34%	21%
The United States	-	3%	1%	4%	3%	5%	74%	13%
Other countries (outside of the United States)	-	1%	3%	4%	4%	4%	69%	19%

Base: Total respondents
[NEW Wave 3] COV5B. Please indicate when you would be interested in travelling to the following destinations.

CANADA

Destinations Travelled to Since April 2020

	TOTAL ■ W3 (n=9050)	BC W3 (n=1500)	AB W3 (n=1500)	SK W3 (n=500)	MB W3 (n=500)	ON W3 (n=2100)	QC W3 (n=1500)	NB W3 (n=407)	NS W3 (n=419)	PE W3 (n=219)	NL W3 (n=405)
Other communities near you	51%	56%	55%	58%	53%	51%	39%	59%	67%	73%	71%
Other parts of your province	36%	35%	47%	50%	45%	30%	34%	52%	55%	77%	55%
Other parts of Canada	11%	9%	17%	18%	11%	10%	8%	17%	14%	17%	9%
The United States	3%	2%	1%	3%	2%	5%	2%	3%	2%	-	3%
Other countries (outside of the United States	3%	2%	2%	3%	2%	4%	3%	2%	1%	-	4%

Base: Total respondents
[NEW Wave 3] COV5C. Have you travelled to the following destinations since April 2020?

Month Travelled to Destination

	TOTAL		BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
	April 2020 / May 2020 / June 2020 / July 2020 / August 2020											
Other communities near you (n=5082)	22%		24%	27%	30%	26%	23%	17%	18%	16%	27%	16%
	31%		33%	39%	39%	34%	32%	22%	29%	27%	33%	27%
	46%		48%	55%	55%	55%	42%	43%	54%	47%	57%	50%
	63%		60%	67%	66%	68%	60%	66%	73%	67%	72%	66%
	56%		56%	58%	51%	52%	56%	55%	66%	61%	68%	59%
Other parts of your province (n=3874)	11%		8%	13%	17%	17%	12%	7%	11%	7%	28%	10%
	19%		13%	22%	31%	29%	22%	12%	20%	13%	25%	16%
	32%		32%	35%	35%	37%	30%	29%	40%	31%	50%	34%
	55%		53%	60%	62%	58%	50%	53%	63%	60%	73%	52%
	52%		51%	56%	49%	52%	46%	53%	57%	61%	70%	55%
Other parts of Canada (n=1144)	10%		6%	13%	5%	17%	12%	8%	3%	7%	2%	15%
	14%		13%	18%	15%	17%	17%	12%	1%	1%	-	2%
	25%		24%	30%	28%	24%	24%	24%	18%	14%	4%	42%
	41%		36%	52%	46%	41%	35%	39%	50%	50%	62%	27%
	40%		42%	42%	38%	28%	33%	45%	55%	51%	70%	25%
The United States (n=253)	25%		*Bases too small*									
	20%											
	27%											
	16%											
	22%											
Other countries (outside of the United States (n=251)	22%		*Bases too small*									
	17%											
	23%											
	25%											
	26%											

Base: Travelled to destination since April 2020
[NEW Wave 3] COV5D. Which months did you travel to the following destination(s) since April 2020?

Reason Travelled to Destinations Since April 2020

Total		Business meetings	Conferences/ conventions	Visiting friends and relatives	Leisure/ pleasure	Other
Nearby communities	(n=5082)	4%	2%	49%	62%	12%
Within own province	(n=3874)	5%	2%	44%	64%	10%
Other parts of Canada	(n=1144)	10%	5%	41%	49%	12%
The United States	(n=253)	22%	13%	30%	37%	9%
Other countries (outside of the United States)	(n=251)	22%	13%	28%	41%	10%
British Columbia						
Nearby communities	(n=863)	4%	1%	41%	67%	14%
Within own province	(n=532)	3%	2%	43%	69%	8%
Other parts of Canada	(n=142)	9%	3%	49%	48%	12%
The United States	(n=45)**	17%	11%	34%	35%	11%
Other countries (outside of the United States)	(n=40)**	22%	6%	19%	45%	16%
Alberta						
Nearby communities	(n=872)	5%	2%	48%	61%	14%
Within own province	(n=726)	5%	1%	42%	71%	8%
Other parts of Canada	(n=280)	6%	5%	50%	59%	7%
The United States	(n=20)**	Base too small				
Other countries (outside of the United States)	(n=30)**	11%	2%	32%	42%	23%

Saskatchewan		Business meetings	Conferences/ conventions	Visiting friends and relatives	Leisure/ pleasure	Other
Nearby communities	(n=293)	4%	1%	50%	54%	19%
Within own province	(n=253)	5%	3%	47%	51%	20%
Other parts of Canada	(n=99)*	14%	4%	49%	36%	16%
The United States	(n=16)**	Base too small				
Other countries (outside of the United States)	(n=17)**	Base too small				
Manitoba						
Nearby communities	(n=278)	3%	2%	42%	64%	13%
Within own province	(n=240)	3%	2%	38%	67%	11%
Other parts of Canada	(n=58)*	13%	2%	36%	44%	18%
The United States	(n=10)**	Base too small				
Other countries (outside of the United States)	(n=9)**	Base too small				
Ontario						
Nearby communities	(n=1091)	5%	3%	52%	58%	13%
Within own province	(n=660)	7%	4%	46%	57%	10%
Other parts of Canada	(n=220)	12%	8%	37%	46%	12%
The United States	(n=108)	25%	15%	34%	33%	6%
Other countries (outside of the United States)	(n=97)*	29%	14%	27%	37%	9%

(cont.)

*Small base size (<100), interpret with caution.   ** Very small base size (<50), interpret with extreme caution
Base: Travelled to destination since Apr 2020
[NEW Wave 3] COV5E. For what reason(s) did you travel to the following destination(s) since April 2020?

CANADA

Reason Travelled to Destinations Since April 2020 (cont.)

Total

		Business meetings	Conferences/ conventions	Visiting friends and relatives	Leisure/ pleasure	Other
Nearby communities	(n=5082)	4%	2%	49%	62%	12%
Within own province	(n=3874)	5%	2%	44%	64%	10%
Other parts of Canada	(n=1144)	10%	5%	41%	49%	12%
The United States	(n=253)	22%	13%	30%	37%	9%
Other countries (outside of the United States)	(n=251)	22%	13%	28%	41%	10%

Quebec

		Business meetings	Conferences/ conventions	Visiting friends and relatives	Leisure/ pleasure	Other
Nearby communities	(n=668)	3%	2%	51%	67%	6%
Within own province	(n=583)	4%	1%	45%	67%	10%
Other parts of Canada	(n=126)	11%	2%	31%	53%	11%
The United States	(n=30)**	23%	4%	20%	46%	7%
Other countries (outside of the United States)	(n=38)**	13%	12%	34%	48%	4%

New Brunswick

		Business meetings	Conferences/ conventions	Visiting friends and relatives	Leisure/ pleasure	Other
Nearby communities	(n=260)	3%	-	41%	69%	11%
Within own province	(n=227)	3%	1%	37%	72%	8%
Other parts of Canada	(n=76)*	5%	-	44%	50%	18%
The United States	(n=9)**	Base too small				
Other countries (outside of the United States)	(n=4)**	Base too small				

Nova Scotia

		Business meetings	Conferences/ conventions	Visiting friends and relatives	Leisure/ pleasure	Other
Nearby communities	(n=282)	4%	1%	48%	64%	16%
Within own province	(n=234)	3%	-	41%	65%	13%
Other parts of Canada	(n=63)*	6%	-	49%	52%	13%
The United States	(n=8)**	Base too small				
Other countries (outside of the United States)	(n=5)**	Base too small				

Prince Edward Island

		Business meetings	Conferences/ conventions	Visiting friends and relatives	Leisure/ pleasure	Other
Nearby communities	(n=167)	4%	-	41%	78%	10%
Within own province	(n=172)	4%	1%	43%	77%	12%
Other parts of Canada	(n=45)**	1%	4%	65%	46%	12%
The United States	(n=0)**	Base too small				
Other countries (outside of the United States)	(n=1)**	Base too small				

Newfoundland & Labrador

		Business meetings	Conferences/ conventions	Visiting friends and relatives	Leisure/ pleasure	Other
Nearby communities	(n=308)	2%	1%	46%	69%	11%
Within own province	(n=247)	4%	3%	44%	68%	12%
Other parts of Canada	(n=35)**	13%	7%	55%	21%	15%
The United States	(n=7)**	Base too small				
Other countries (outside of the United States)	(n=10)**	Base too small				

*Small base size (<100), interpret with caution.   ** Very small base size (<50), interpret with extreme caution
Base: Travelled to destination since Apr 2020
[NEW Wave 3] COV5E. For what reason(s) did you travel to the following destination(s) since April 2020?

CANADA

Travelling Outside of Province before December 2020

	TOTAL			BC			AB			SK			MB			ON		
	W1 (n=0)	W2 (n=0)	W3 (n=1503)	W1 (n=0)	W2 (n=0)	W3 (n=184)	W1 (n=0)	W2 (n=0)	W3 (n=324)	W1 (n=0)	W2 (n=0)	W3 (n=116)	W1 (n=0)	W2 (n=0)	W3 (n=76)*	W1 (n=0)	W2 (n=0)	W3 (n=295)
British Columbia	-	-	42%	-	-	-	-	-	76%	-	-	65%	-	-	45%	-	-	49%
Alberta	-	-	29%	-	-	62%	-	-	-	-	-	73%	-	-	52%	-	-	34%
Saskatchewan	-	-	12%	-	-	14%	-	-	22%	-	-	-	-	-	47%	-	-	11%
Manitoba	-	-	11%	-	-	10%	-	-	14%	-	-	36%	-	-	-	-	-	16%
Ontario	-	-	27%	-	-	33%	-	-	33%	-	-	17%	-	-	39%	-	-	-
Quebec	-	-	22%	-	-	18%	-	-	16%	-	-	11%	-	-	7%	-	-	47%
Nova Scotia	-	-	24%	-	-	15%	-	-	22%	-	-	11%	-	-	5%	-	-	30%
New Brunswick	-	-	18%	-	-	8%	-	-	16%	-	-	4%	-	-	5%	-	-	21%
Prince Edward Island	-	-	17%	-	-	5%	-	-	16%	-	-	7%	-	-	6%	-	-	22%
Newfoundland & Labrador	-	-	12%	-	-	6%	-	-	14%	-	-	5%	-	-	2%	-	-	19%
Yukon	-	-	7%	-	-	8%	-	-	9%	-	-	3%	-	-	2%	-	-	11%
Northwest Territories	-	-	6%	-	-	3%	-	-	9%	-	-	3%	-	-	1%	-	-	11%
Nunavut	-	-	5%	-	-	1%	-	-	6%	-	-	2%	-	-	1%	-	-	7%
Don't know	-	-	5%	-	-	3%	-	-	1%	-	-	3%	-	-	3%	-	-	5%

(cont.)

Travelling Outside of Province before December 2020 (cont.)

	TOTAL			QC			NB			NS			PE			NL		
	W1 (n=0)	W2 (n=0)	W3 (n=1503)	W1 (n=0)	W2 (n=0)	W3 (n=219)	W1 (n=0)	W2 (n=0)	W3 (n=82)*	W1 (n=0)	W2 (n=0)	W3 (n=71)*	W1 (n=0)	W2 (n=0)	W3 (n=59)*	W1 (n=0)	W2 (n=0)	W3 (n=77)*
British Columbia	-	-	42%	-	-	34%	-	-	6%	-	-	8%	-	-	9%	-	-	27%
Alberta	-	-	29%	-	-	19%	-	-	12%	-	-	19%	-	-	8%	-	-	26%
Saskatchewan	-	-	12%	-	-	7%	-	-	4%	-	-	2%	-	-	4%	-	-	6%
Manitoba	-	-	11%	-	-	3%	-	-	3%	-	-	4%	-	-	3%	-	-	5%
Ontario	-	-	27%	-	-	55%	-	-	29%	-	-	37%	-	-	36%	-	-	49%
Quebec	-	-	22%	-	-	-	-	-	22%	-	-	11%	-	-	10%	-	-	9%
Nova Scotia	-	-	24%	-	-	16%	-	-	74%	-	-	-	-	-	88%	-	-	52%
New Brunswick	-	-	18%	-	-	18%	-	-	-	-	-	39%	-	-	75%	-	-	21%
Prince Edward Island	-	-	17%	-	-	13%	-	-	55%	-	-	43%	-	-	-	-	-	26%
Newfoundland & Labrador	-	-	12%	-	-	5%	-	-	10%	-	-	21%	-	-	18%	-	-	-
Yukon	-	-	7%	-	-	3%	-	-	3%	-	-	1%	-	-	4%	-	-	3%
Northwest Territories	-	-	6%	-	-	3%	-	-	4%	-	-	2%	-	-	4%	-	-	7%
Nunavut	-	-	5%	-	-	4%	-	-	1%	-	-	1%	-	-	4%	-	-	8%
Don't know	-	-	5%	-	-	12%	-	-	2%	-	-	6%	-	-	2%	-	-	-

Base: Respondents willing to travel to other parts of Canada before December 2020. *Small base size (<100), interpret with caution.*

[NEW WORDING Wave 3] COV7. You mentioned that you might feel comfortable travelling to other parts of Canada by December 2020. Which provinces or territories would you consider visiting? (Select all that apply)

CANADA

Conditions Impacting Interest in Travel – Top2Box (Much More/More Interested)

	TOTAL	BC W1 (n=1500) W2 (n=1500) W3 (n=1500)	AB W1 (n=1500) W2 (n=1500) W3 (n=1500)	SK W1 (n=500) W2 (n=500) W3 (n=500)	MB W1 (n=500) W2 (n=500) W3 (n=500)	ON W1 (n=2100) W2 (n=2100) W3 (n=2100)	QC W1 (n=1500) W2 (n=1500) W3 (n=1500)	NB W1 (n=400) W2 (n=405) W3 (n=407)	NS W1 (n=400) W2 (n=424) W3 (n=419)	PE W1 (n=250) W2 (n=236) W3 (n=219)	NL W1 (n=400) W2 (n=385) W3 (n=405)
	W1 (n=9050) W2 (n=9050) W3 (n=9050)										
Businesses, attractions and tours employing strict cleaning protocols	49% 42% 39%⌄	48% 47% 41%⌄	51% 46% 38%⌄	47% 46% 35%⌄	44% 42% 32%⌄	47% 40% 39%	52% 44% 40%	42% 38% 29%⌄	46% 35% 34%	49% 40% 41%	49% 41% 35%
Businesses, attractions and tours employing physical distancing practices	44% 40% 35%⌄	44% 45% 38%⌄	44% 42% 34%⌄	41% 41% 31%⌄	43% 37% 31%	44% 37% 35%	47% 41% 35%⌄	36% 33% 30%	46% 35% 31%	44% 39% 33%	47% 41% 36%
Businesses, attractions and tours providing masks for staff	39% 36% 32%⌄	37% 40% 36%	38% 35% 32%	35% 34% 27%⌄	33% 32% 27%	40% 35% 31%⌄	42% 38% 32%⌄	32% 32% 28%	42% 33% 30%	30% 35% 25%	34% 35% 35%
Tours and activities that are restricted to one travel group / family	39% 36% 33%⌄	38% 38% 38%	40% 37% 33%⌄	39% 39% 35%	35% 34% 30%	40% 35% 34%	39% 34% 30%⌄	31% 33% 28%	42% 34% 33%	43% 35% 29%	40% 36% 37%
Businesses, attractions and tours providing masks for customers	36% 33% 28%⌄	35% 35% 33%	34% 33% 28%⌄	32% 30% 26%	33% 27% 25%	37% 33% 29%	38% 35% 26%⌄	29% 26% 23%	35% 29% 25%	25% 31% 24%	36% 34% 30%
+Trips, tours or activities that are booked or operated by a tour operator	n/a 19% 18%	- 19% 19%	- 21% 16%⌄	- 20% 19%	- 18% 14%	- 20% 20%	- 20% 17%	- 19% 16%	- 14% 14%	- 18% 13%	- 18% 21%

⌃ / ⌄ Significantly higher / lower than previous wave.
+ New answer response added Wave 2.
Base: Total respondents
COV9. As government restrictions related to COVID-19 are relaxed, how will the following affect your interest in travelling or participating in experiences while travelling?

Most Important Operational Practices in Restaurants

		BC W1 (n=512) W2 (n=492) W3 (n=516)	AB W1 (n=466) W2 (n=503) W3 (n=482)	SK W1 (n=173) W2 (n=181) W3 (n=188)	MB W1 (n=165) W2 (n=166) W3 (n=180)	ON W1 (n=722) W2 (n=714) W3 (n=685)	QC W1 (n=506) W2 (n=480) W3 (n=507)	NB W1 (n=134) W2 (n=130) W3 (n=131)	NS W1 (n=117) W2 (n=140) W3 (n=129)	PE W1 (n=86) W2 (n=87) W3 (n=65)	NL W1 (n=135) W2 (n=123) W3 (n=133)
Provide hand sanitizer	67% / 72% / 70%	69% / 73% / 70%	69% / 70% / 69%	64% / 71% / 73%	67% / 70% / 70%	68% / 72% / 69%	63% / 72% / 72%	56% / 67% / 56%	69% / 73% / 75%	74% / 71% / 68%	77% / 74% / 77%
Enforce social distancing guidelines	65% / 71% / 70%	69% / 76% / 76%	66% / 71% / 69%	73% / 64% / 68%	63% / 68% / 73%	69% / 72% / 70%	56% / 64% / 66%	66% / 68% / 63%	67% / 86% / 79%	73% / 74% / 89%	61% / 79% / 79%
Required employee health screening	57% / 57% / 55%	62% / 60% / 62%	58% / 60% / 56%	56% / 59% / 54%	56% / 54% / 52%	64% / 64% / 59%	41% / 43% / 42%	49% / 50% / 52%	61% / 57% / 62%	60% / 58% / 61%	51% / 61% / 53%
Cleaning/sanitizing procedures well-explained	56% / 55% / 54%	60% / 59% / 54%	58% / 53% / 51%	59% / 48% / 58%	53% / 62% / 50%	57% / 59% / 58%	54% / 49% / 47%	46% / 53% / 45%	51% / 51% / 52%	52% / 42% / 50%	58% / 57% / 57%
Require employees to wear masks	55% / 66% / 70% ⌃	56% / 65% / 71%	59% / 67% / 65%	58% / 62% / 66%	42% / 54% / 68% ⌃	58% / 68% / 71%	52% / 64% / 71%	46% / 61% / 56%	60% / 68% / 73%	39% / 54% / 66%	52% / 65% / 76%
Cleaning activity during your visit	55% / 54% / 54%	56% / 56% / 54%	55% / 57% / 52%	61% / 45% / 57%	54% / 56% / 55%	56% / 55% / 54%	51% / 50% / 52%	40% / 42% / 45%	52% / 56% / 61%	56% / 61% / 60%	61% / 55% / 59%

TOTAL
W1 (n=3016)
W2 (n=3016)
W3 (n=3016)

⌃ / ⌄ Significantly higher / lower than previous wave.

Base: Respondents seeing question (split sample for COV10, COVID11, and COV12). *Small base size (<100), interpret with caution.*

COV10. When dining in restaurants in the future, what are the most important operational practices you think should be used? (Select all that apply.)

(cont.)

Most Important Operational Practices in Restaurants (cont.)

	TOTAL	BC W1 (n=512) W2 (n=492) W3 (n=516)	AB W1 (n=466) W2 (n=503) W3 (n=482)	SK W1 (n=173) W2 (n=181) W3 (n=188)	MB W1 (n=165) W2 (n=166) W3 (n=180)	ON W1 (n=722) W2 (n=714) W3 (n=685)	QC W1 (n=506) W2 (n=480) W3 (n=507)	NB W1 (n=134) W2 (n=130) W3 (n=131)	NS W1 (n=117) W2 (n=140) W3 (n=129)	PE W1 (n=86) W2 (n=87) W3 (n=65)	NL W1 (n=135) W2 (n=123) W3 (n=133)
	W1 (n=3016) W2 (n=3016) W3 (n=3016)										
Provide disinfectant wipes	53% 52% 49%	55% 50% 51%	57% 52% 50%	64% 49% 52%	49% 49% 43%	54% 58% 53%	45% 42% 39%	40% 49% 43%	60% 58% 56%	46% 48% 39%	60% 56% 58%
Sneeze guards or other barriers	45% 49% 51%	55% 56% 61%	44% 51% 50%	50% 41% 44%	39% 47% 53%	48% 51% 52%	35% 42% 44%	38% 45% 34%	53% 49% 60%	52% 48% 42%	44% 58% 57%
Require employees to wear gloves	40% 39% 36%	41% 40% 35%	41% 40% 37%	30% 30% 27%	30% 36% 31%	46% 47% 43%	31% 28% 28%	35% 31% 29%	46% 37% 39%	30% 24% 13%	38% 35% 37%
Encourage customers to wear masks	33% 41% 53%⋀	28% 44% 46%	32% 40% 46%	23% 30% 41%	24% 31% 42%	40% 49% 59%⋀	27% 32% 54%⋀	21% 25% 30%	33% 39% 65%⋀	20% 42% 29%	33% 47% 56%
+Nationally accredited cleaning and disinfection standards	n/a 56% 54%	- 63% 60%	- 56% 56%	- 50% 55%	- 57% 50%	- 56% 54%	- 52% 51%	- 51% 50%	- 64% 59%	- 54% 41%	- 56% 53%
None of these	8% 6% 8%⋀	5% 2% 8%⋀	7% 7% 9%	7% 6% 8%	11% 4% 7%	7% 6% 6%	10% 8% 11%	13% 10% 18%	9% 5% 2%	9% 4% 4%	5% 6% 6%

⋀ / ⋁ Significantly higher / lower than previous wave.
+ New answer response added Wave 2.
Base: Respondents seeing question (split sample for COV10, COVID11, and COV12). * Small base size (<100), interpret with caution.

COV10. When dining in restaurants in the future, what are the most important operational practices you think should be used? (Select all that apply.)

Most Important Operational Practices on Airlines

	TOTAL	BC W1 (n=516) W2 (n=496) W3 (n=478)	AB W1 (n=488) W2 (n=518) W3 (n=515)	SK W1 (n=162) W2 (n=153) W3 (n=157)	MB W1 (n=171) W2 (n=161) W3 (n=163)	ON W1 (n=687) W2 (n=687) W3 (n=700)	QC W1 (n=503) W2 (n=514) W3 (n=528)	NB W1 (n=124) W2 (n=130) W3 (n=132)	NS W1 (n=146) W2 (n=144) W3 (n=136)	PE W1 (n=80) W2 (n=69) W3 (n=81)	NL W1 (n=140) W2 (n=145) W3 (n=127)
Passengers provided with hand sanitizers, face masks, disinfectant wipes, etc.	W1 (n=3017) 70%	72%	72%	72%	70%	72%	64%	60%	68%	60%	77%
	W2 (n=3017) 69%	74%	72%	77%	78%	68%	61%	78%	86%	85%	75%
	W3 (n=3017) 66%▼	69%	69%	71%	70%	65%	61%	64%▼	65%▼	73%	73%
High-tech cleaning of plane's interior between flights	69%	73%	70%	65%	68%	70%	64%	68%	66%	69%	76%
	65%	75%	71%	66%	82%	64%	56%	73%	74%	77%	67%
	65%	72%	71%	63%	66%▼	68%	56%	53%▼	64%	68%	65%
Passenger health screening (temperature checks, screening for COVID-19 symptoms)	68%	72%	74%	69%	66%	68%	62%	70%	73%	67%	76%
	68%	76%	74%	69%	78%	67%	59%	79%	83%	80%	79%
	66%	73%	70%	71%	67%	66%	58%	66%	75%	71%	69%
Health screening required for flight crew	62%	67%	67%	65%	56%	64%	54%	65%	63%	65%	68%
	63%	68%	68%	71%	73%	64%	51%	71%	75%	79%	70%
	62%	71%	66%	72%	67%	64%	51%	60%	69%	72%	69%
Social distancing enforced in the boarding area	60%	65%	58%	55%	59%	63%	51%	64%	72%	67%	67%
	63%	70%	63%	58%	74%	64%	52%	68%	80%	81%	79%
	62%	71%	61%	66%	64%	63%	54%	62%	70%	76%	71%

▲ / ▼ Significantly higher / lower than previous wave.

(cont.)

Base: Respondents seeing question (split sample for COV10, COVID11, and COV12). *Small base size (<100), interpret with caution.*

COV11. When travelling on a commercial airline in the future, what are the most important operational practices you think should be used? (Select all that apply.)

CANADA

Most Important Operational Practices on Airlines (cont.)

	TOTAL W1 (n=3017) / W2 (n=3017) / W3 (n=3017)	BC W1 (n=516) W2 (n=496) W3 (n=478)	AB W1 (n=488) W2 (n=518) W3 (n=515)	SK W1 (n=162) W2 (n=153) W3 (n=157)	MB W1 (n=171) W2 (n=161) W3 (n=163)	ON W1 (n=687) W2 (n=687) W3 (n=700)	QC W1 (n=503) W2 (n=514) W3 (n=528)	NB W1 (n=124) W2 (n=130) W3 (n=132)	NS W1 (n=146) W2 (n=144) W3 (n=136)	PE W1 (n=80) W2 (n=69) W3 (n=81)	NL W1 (n=140) W2 (n=145) W3 (n=127)
Empty middle seat policy	59% / 60% / 59%	63% / 67% / 67%	62% / 61% / 64%	62% / 59% / 57%	62% / 67% / 65%	63% / 61% / 61%	47% / 50% / 48%	51% / 54% / 53%	64% / 75% / 65%	65% / 73% / 65%	65% / 69% / 62%
Plane bathroom cleaned after each use	57% / 58% / 56%	59% / 62% / 58%	59% / 57% / 60%	50% / 54% / 62%	51% / 63% / 55%	58% / 56% / 56%	55% / 54% / 53%	63% / 71% / 54%▼	54% / 75% / 68%	67% / 75% / 63%	61% / 68% / 54%
Flight crew required to wear masks and gloves	56% / 59% / 60%	58% / 66% / 67%	55% / 56% / 61%	46% / 61% / 60%	42% / 63% / 60%	59% / 59% / 63%	55% / 54% / 52%	48% / 61% / 58%	55% / 68% / 59%	52% / 72% / 63%	52% / 59% / 55%
Sneeze guards barriers between seats	42% / 43% / 43%	48% / 51% / 49%	39% / 45% / 41%	35% / 35% / 40%	44% / 44% / 49%	49% / 48% / 48%	31% / 29% / 31%	37% / 50% / 42%	56% / 64% / 49%▼	46% / 56% / 49%	48% / 51% / 44%
+Nationally accredited cleaning and disinfection standards	n/a / 60% / 61%	- / 68% / 67%	- / 67% / 64%	- / 62% / 65%	- / 77% / 70%	- / 57% / 60%	- / 51% / 54%	- / 65% / 58%	- / 76% / 66%	- / 74% / 69%	- / 66% / 62%
++Encourage customers to wear masks	n/a / n/a / 60%	- / - / 69%	- / - / 64%	- / - / 64%	- / - / 63%	- / - / 62%	- / - / 49%	- / - / 57%	- / - / 74%	- / - / 71%	- / - / 68%
None of these	10% / 11% / 12%	10% / 6% / 7%	7% / 7% / 11%	9% / 9% / 12%	11% / 2% / 5%	8% / 10% / 11%	14% / 17% / 16%	18% / 13% / 17%	9% / 8% / 12%	9% / 6% / 11%	7% / 6% / 6%

Legend: W1 (n=3017) / W2 (n=3017) / W3 (n=3017)

▲ / ▼ Significantly higher / lower than previous wave.

+ New answer response added Wave 2.

++ New answer response added Wave 3.

Base: Respondents seeing question (split sample for COV10, COVID11, and COV12). *Small base size (<100), interpret with caution.*

COV11. When travelling on a commercial airline in the future, what are the most important operational practices you think should be used? (Select all that apply.)

CANADA

Most Important Operational Practices in Hotels

	TOTAL	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
W1	(n=3017)	(n=472)	(n=546)	(n=165)	(n=171)	(n=691)	(n=491)	(n=142)	(n=137)	(n=84)	(n=125)
W2	(n=3017)	(n=512)	(n=479)	(n=166)	(n=161)	(n=699)	(n=506)	(n=145)	(n=140)	(n=80)	(n=117)
W3	(n=3017)	(n=506)	(n=503)	(n=155)	(n=163)	(n=715)	(n=465)	(n=144)	(n=154)	(n=73)	(n=145)
Guests provided with hand sanitizer, face masks, disinfectant wipes, etc.	67%	63%	65%	58%	59%	69%	68%	66%	67%	83%	65%
	67%	67%	63%	66%	67%	66%	68%	76%	73%	73%	72%
	65%	68%	68%	67%	70%	63%	63%	58% ▽	66%	62%	59%
Cleaning/sanitizing procedures well-explained	65%	65%	64%	65%	63%	65%	64%	69%	69%	82%	67%
	62%	66%	61%	64%	67%	61%	59%	64%	72%	77%	69%
	61%	66%	65%	62%	69%	64%	52%	51%	63%	65%	61%
Cleaning activity visible in public areas during your hotel stay	60%	64%	64%	67%	64%	61%	52%	64%	74%	73%	64%
	58%	62%	57%	68%	67%	59%	48%	69%	73%	72%	71%
	58%	63%	65% ▲	59%	69%	60%	47%	53% ▽	57% ▽	60%	62%
Required employee health screening	57%	64%	58%	54%	57%	60%	49%	53%	70%	65%	56%
	58%	62%	57%	55%	65%	60%	50%	65%	66%	68%	68%
	56%	62%	60%	61%	63%	56%	50%	48% ▽	62%	53%	55%
Social distancing guidelines enforced	55%	63%	52%	53%	52%	62%	41%	54%	65%	49%	58%
	61%	68%	60%	62%	64%	64%	46%	74%	74%	75%	81%
	60%	68%	59%	64%	72%	62%	48%	59% ▽	69%	69%	69%
Sneeze guard barriers at front desk, gift shop, etc.	52%	58%	53%	46%	40%	54%	46%	55%	55%	58%	39%
	52%	58%	50%	49%	51%	54%	46%	59%	60%	63%	63%
	52%	56%	59% ▲	57%	57%	52%	45%	47%	57%	41% ▽	53%

▲ / ▽ Significantly higher / lower than previous wave.

Base: Respondents seeing question (split sample for COV10, COVID11, and COV12). *Small base size (<100), interpret with caution.*

COV12. When staying in a hotel in the future, what are the most important operational practices you think should be used? (Select all that apply.)

Most Important Operational Practices in Hotels (cont.)

	TOTAL	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
	W1 (n=3017)	W1 (n=472)	W1 (n=546)	W1 (n=165)	W1 (n=164)	W1 (n=691)	W1 (n=491)	W1 (n=142)	W1 (n=137)	W1 (n=84)	W1 (n=125)
	W2 (n=3017)	W2 (n=512)	W2 (n=479)	W2 (n=166)	W2 (n=173)	W2 (n=699)	W2 (n=506)	W2 (n=145)	W2 (n=140)	W2 (n=80)	W2 (n=117)
	W3 (n=3017)	W3 (n=506)	W3 (n=503)	W3 (n=155)	W3 (n=157)	W3 (n=715)	W3 (n=465)	W3 (n=144)	W3 (n=154)	W3 (n=73)	W3 (n=145)
Require buffets replaced by room service or grab-and-go options	44%	43%	43%	42%	40%	48%	41%	50%	39%	46%	43%
	44%	44%	39%	47%	46%	44%	43%	50%	54%	50%	50%
	46%	52% ⬆	43%	53%	53%	47%	42%	42%	42%	42%	36%
Floor markings for social distancing	42%	41%	37%	32%	38%	45%	42%	53%	42%	37%	40%
	44%	43%	38%	36%	45%	47%	40%	52%	56%	56%	55%
	41%	45%	35%	49%	47%	41% ⬇	40%	43%	48%	34% ⬇	39% ⬇
Contact-less check-in (app based, no human contact)	38%	39%	41%	28%	32%	40%	33%	45%	40%	46%	43%
	39%	38%	38%	37%	28%	43%	36%	40%	41%	38%	47%
	38%	42%	36%	35%	38%	40%	33%	37%	35%	37%	27% ⬇
Smartphone-based mobile room keys	29%	34%	33%	27%	22%	29%	25%	28%	31%	32%	23%
	29%	27%	33%	33%	23%	32%	24%	24%	32%	32%	35%
	27%	31%	27%	30%	25%	29%	23%	21%	23%	18%	28%
+Nationally accredited cleaning and disinfection standards	n/a	-	-	-	-	-	-	-	-	-	-
	59%	62%	59%	69%	68%	56%	56%	66%	72%	67%	67%
	58%	61%	59%	64%	58%	54%	60%	52% ⬇	60%	68%	57%
++Encourage customers to wear masks	n/a	-	-	-	-	-	-	-	-	-	-
	n/a	-	-	-	-	-	-	-	-	-	-
	57%	58%	55%	51%	55%	59%	57%	47%	58%	53%	54%
None of these	9%	7%	9%	11%	16%	9%	10%	11%	6%	2%	7%
	8%	7%	10%	2%	3%	8%	11%	5%	7%	4%	7%
	9%	5%	6%	5%	5%	9%	12%	14% ⬆	11%	4%	6%

⬆ / ⬇ Significantly higher / lower than previous wave.

\+ New answer response added Wave 2.

\++ New answer response added Wave 3.

Base: Respondents seeing question (split sample for COV10, COVID11, and COV12). *Small base size (<100), interpret with caution.*

COV12. When staying in a hotel in the future, what are the most important operational practices you think should be used? (Select all that apply.)

Attitudes Towards Travel – Top2Box (Strong/Somewhat Agree)
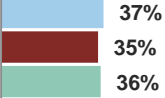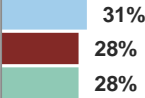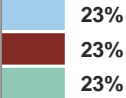
	TOTAL	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
	W1 (n=9050) W2 (n=9050) W3 (n=9050)	W1 (n=1500) W2 (n=1500) W3 (n=1500)	W1 (n=1500) W2 (n=1500) W3 (n=1500)	W1 (n=500) W2 (n=500) W3 (n=500)	W1 (n=500) W2 (n=500) W3 (n=500)	W1 (n=2100) W2 (n=2100) W3 (n=2100)	W1 (n=1500) W2 (n=1500) W3 (n=1500)	W1 (n=400) W2 (n=405) W3 (n=407)	W1 (n=400) W2 (n=424) W3 (n=419)	W1 (n=250) W2 (n=236) W3 (n=219)	W1 (n=400) W2 (n=385) W3 (n=405)
I will visit destinations that I know well or have visited before	52% 49% 49%	55% 53% 54%	60% 58% 53% ⅴ	55% 54% 52%	53% 50% 49%	52% 50% 49%	43% 39% 41%	45% 55% 50%	55% 50% 54%	74% 58% 61%	59% 50% 57%
I will visit and participate in outdoor attractions and activities	52% 51% 50%	53% 57% 55%	56% 56% 56%	55% 61% 50% ⅴ	56% 55% 50%	50% 50% 48%	49% 46% 46%	45% 50% 45%	54% 46% 47%	57% 56% 47%	54% 50% 52%
I miss travel. I can't wait to get out and travel again	51% 51% 51%	53% 56% 57%	55% 59% 57%	48% 54% 49%	51% 53% 53%	50% 51% 50%	51% 43% 46%	38% 47% 42%	49% 40% 41%	54% 46% 48%	56% 54% 51%
I will only do one or two things per day to limit social interaction	46% 48% 46% ⅴ	47% 50% 49%	46% 51% 44% ⅴ	46% 44% 47%	45% 48% 44%	46% 51% 50%	45% 42% 40%	42% 49% 44%	45% 48% 46%	50% 46% 45%	46% 50% 46%
I will spend less than I did on vacations pre-COVID-19	38% 41% 38% ⅴ	37% 43% 41%	40% 44% 39% ⅴ	40% 41% 39%	37% 42% 37%	38% 40% 41%	37% 40% 31% ⅴ	35% 45% 40%	36% 40% 40%	40% 43% 38%	36% 41% 41%

⅄ / ⅴ Significantly higher / lower than previous wave.

Base: Total respondents

COV13. Thinking of your next vacation, as government restrictions related to COVID-19 are relaxed, how much do you agree or disagree with the following statements?

(cont.)

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Attitudes Towards Travel – Top2Box (Strong/Somewhat Agree) (cont.)

	TOTAL	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
	W1 (n=9050) W2 (n=9050) W3 (n=9050)	W1 (n=1500) W2 (n=1500) W3 (n=1500)	W1 (n=1500) W2 (n=1500) W3 (n=1500)	W1 (n=500) W2 (n=500) W3 (n=500)	W1 (n=500) W2 (n=500) W3 (n=500)	W1 (n=2100) W2 (n=2100) W3 (n=2100)	W1 (n=1500) W2 (n=1500) W3 (n=1500)	W1 (n=400) W2 (n=405) W3 (n=407)	W1 (n=400) W2 (n=424) W3 (n=419)	W1 (n=250) W2 (n=236) W3 (n=219)	W1 (n=400) W2 (n=385) W3 (n=405)
I will visit new destinations that I have never visited before	37% 35% 36%	38% 40% 36%	39% 41% 38%	34% 37% 30%⏷	35% 36% 34%	39% 36% 38%	34% 28% 35%⏶	31% 31% 30%	33% 29% 35%	38% 32% 36%	42% 34% 34%
I will visit and participate in indoor attractions and activities	31% 28% 28%	30% 29% 27%	38% 33% 32%	35% 38% 27%⏷	37% 30% 29%	31% 28% 29%	26% 23% 24%	22% 26% 25%	31% 20% 25%	31% 24% 31%	33% 25% 29%
I will fill my days with as many attractions/activities as possible	23% 23% 23%	22% 22% 22%	25% 28% 24%⏷	21% 23% 21%	24% 25% 20%	25% 24% 25%	19% 19% 18%	16% 21% 22%	23% 18% 22%	19% 16% 22%	26% 21% 27%
I will spend more than I did on vacations pre-COVID-19	14% 13% 13%	14% 14% 13%	12% 12% 12%	11% 13% 13%	13% 10% 12%	15% 15% 16%	12% 11% 10%	8% 10% 14%	13% 7% 11%	11% 8% 12%	15% 12% 15%

⏶ / ⏷ Significantly higher / lower than previous wave.

Base: Total respondents

COV13. Thinking of your next vacation, as government restrictions related to COVID-19 are relaxed, how much do you agree or disagree with the following statements?

General Activities Interested In

Activity	%
Hiking or walking in nature	47%
Natural attractions like mountains or waterfalls	44%
Trying local food and drink	42% ⌄
Nature parks	41%
Fall colours	36% ⌃
City green spaces like parks or gardens	34% ⌄
Camping	32% ⌄
Viewing wildlife or marine life	32%
Self-guided driving tours or road trips	30%
Shopping for clothes and shoes	29%
Fine dining	27%
Historical, archaeological or world heritage sites	27%
Northern lights	26%
Shopping for items that help me remember my trip	25%
Breweries or wineries	24%
Food and drink festivals or events	24%
Art galleries or museums	23%
Exploring places most tourists won't go to	22%

Activity	%
Kayaking, canoeing or paddle boarding	22% ⌄
+Live shows	22% ⌄
Amusement or theme parks	20%
Casual biking	19% ⌄
Travelling to remote destinations	19%
Fishing or hunting	18%
Music festivals	18%
Spring blossoms	18%
Cultural or traditional festivals	17%
Guided city tours	17%
Spa or wellness centres	17%
Cruises	16%
+Sporting events (attend or participate)	15%
Exploring Indigenous culture, traditions or history	14%
Guided nature tours	14% ⌄
Nightlife	14%
Ziplining	14%
Comedy festivals	13%

Activity	%
Golfing	13%
Guided train tours	13%
Road cycling	13%
Winter festivals	13%
Guided boat tours	12%
Mountain biking	11%
Agricultural or country farm tours	10%
Culinary tours or cooking classes	10%
Downhill skiing or snowboarding	10%
Renting a recreational vehicle (RV)	10%
Snowshoeing or cross country skiing	10%
Movie festivals	9%
Scuba diving	9%
Shopping for luxury items	8%
Guided airplane or helicopter tours	7%
Rodeos	5%
None of the above	12%

+ Live shows or sporting events were split into two separate responses in Wave 2
Note: Please refer to detailed data tables for results by province.
Base: Total respondents (n=9050)

⌃ / ⌄ Significantly higher / lower than previous wave.

COV14. Thinking of your next vacation as government restrictions related to COVID-19 are relaxed, what activities or places are you interested in while on vacation? (Check all that apply.)

CANADA

Accommodation Use – Top2Box (Definitely/Very Likely)

TOTAL	W1 (n=9050) W2 (n=9050) W3 (n=9050)	BC W1 (n=1500) W2 (n=1500) W3 (n=1500)	AB W1 (n=1500) W2 (n=1500) W3 (n=1500)	SK W1 (n=500) W2 (n=500) W3 (n=500)	MB W1 (n=500) W2 (n=500) W3 (n=500)	ON W1 (n=2100) W2 (n=2100) W3 (n=2100)	QC W1 (n=1500) W2 (n=1500) W3 (n=1500)	NB W1 (n=400) W2 (n=405) W3 (n=407)	NS W1 (n=400) W2 (n=424) W3 (n=419)	PE W1 (n=250) W2 (n=236) W3 (n=219)	NL W1 (n=400) W2 (n=385) W3 (n=405)
Home of friends or relatives	46% 45% 44%	51% 48% 47%	50% 49% 47%	54% 58% 46%▽	49% 44% 45%	45% 45% 44%	42% 39% 40%	44% 46% 46%	44% 50% 56%	58% 51% 56%	50% 53% 57%
Mid-priced hotel / motel	28% 28% 28%	28% 29% 29%	32% 31% 30%	32% 37% 26%▽	28% 27% 23%	25% 26% 27%	31% 28% 29%	25% 26% 24%	27% 21% 23%	35% 24% 29%	30% 24% 25%
Luxury hotel	23% 22% 22%	23% 21% 21%	23% 24% 23%	24% 24% 21%	18% 23% 17%	24% 24% 24%	23% 21% 20%	17% 18% 21%	22% 14% 18%	18% 12% 18%	21% 23% 19%
Camping or trailer /RV park	23% 23% 23%	24% 28% 25%	24% 28% 30%	26% 30% 28%	22% 19% 22%	18% 20% 21%	25% 24% 21%	21% 19% 18%	24% 16% 19%	20% 22% 17%	22% 21% 19%
Own cottage or second home	23% 24% 21%▽	18% 18% 17%	21% 25% 20%▽	24% 26% 22%	22% 25% 22%	25% 26% 23%	22% 24% 19%▽	23% 26% 17%▽	25% 18% 23%	18% 21% 18%	28% 33% 27%
Resort	22% 21% 20%	24% 23% 21%	26% 27% 24%	21% 24% 20%	24% 21% 23%	25% 24% 23%	14% 14% 14%	18% 16% 18%	19% 12% 15%	18% 23% 17%	22% 23% 22%

△ / ▽ Significantly higher / lower than previous wave.

Base: Total respondents

COV15. As government restrictions related to COVID-19 are relaxed, how likely are you to stay at the following accommodation types?

(cont.)

Accommodation Use – Top2Box (Definitely/Very Likely) (cont.)

	TOTAL		BC W1 (n=1500) W2 (n=1500) W3 (n=1500)	AB W1 (n=1500) W2 (n=1500) W3 (n=1500)	SK W1 (n=500) W2 (n=500) W3 (n=500)	MB W1 (n=500) W2 (n=500) W3 (n=500)	ON W1 (n=2100) W2 (n=2100) W3 (n=2100)	QC W1 (n=1500) W2 (n=1500) W3 (n=1500)	NB W1 (n=400) W2 (n=405) W3 (n=407)	NS W1 (n=400) W2 (n=424) W3 (n=419)	PE W1 (n=250) W2 (n=236) W3 (n=219)	NL W1 (n=400) W2 (n=385) W3 (n=405)
	W1 (n=9050) W2 (n=9050) W3 (n=9050)											
Budget hotel / motel	19% 19% 21%		18% 17% 19%	18% 23% 23%	20% 28% 19%▼	25% 16% 15%	16% 16% 19%▲	26% 24% 25%	21% 19% 18%	20% 17% 18%	23% 15% 25%▲	19% 17% 20%
Rented house, apartment or condominium	19% 20% 20%		21% 19% 21%	21% 22% 21%	18% 17% 22%	20% 19% 18%	19% 21% 22%	18% 20% 17%	15% 17% 14%	19% 14% 18%	19% 16% 14%	24% 25% 23%
Bed & Breakfast	13% 14% 14%		14% 13% 13%	16% 17% 14%	12% 14% 10%	12% 11% 14%	13% 14% 15%	11% 15% 12%	8% 14% 13%	12% 8% 11%	12% 13% 10%	16% 15% 17%
Guest ranch, farm, or lodge	11% 11% 10%		12% 12% 10%	12% 13% 10%	11% 12% 8%	10% 10% 9%	11% 10% 12%	9% 11% 8%	11% 7% 8%	11% 4% 7%	10% 9% 8%	13% 9% 7%
Hostel, university or school dormitory	8% 8% 8%		8% 7% 6%	7% 8% 6%	4% 5% 5%	7% 5% 6%	9% 9% 10%	8% 8% 6%	6% 4% 9%▲	5% 2% 3%	4% 3% 3%	10% 3% 7%▲

▲ / ▼ Significantly higher / lower than previous wave.

Base: Total respondents

COV15. As government restrictions related to COVID-19 are relaxed, how likely are you to stay at the following accommodation types?

Transportation Modes – Top2Box (Definitely/Very Likely)

TOTAL		BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
W1 (n=9050)		W1 (n=1500)	W1 (n=1500)	W1 (n=500)	W1 (n=500)	W1 (n=2100)	W1 (n=1500)	W1 (n=400)	W1 (n=400)	W1 (n=250)	W1 (n=400)
W2 (n=9050)		W2 (n=1500)	W2 (n=1500)	W2 (n=500)	W2 (n=500)	W2 (n=2100)	W2 (n=1500)	W2 (n=405)	W2 (n=424)	W2 (n=236)	W2 (n=385)
W3 (n=9050)		W3 (n=1500)	W3 (n=1500)	W3 (n=500)	W3 (n=500)	W3 (n=2100)	W3 (n=1500)	W3 (n=407)	W3 (n=419)	W3 (n=219)	W3 (n=405)
Domestic air travel	21%	26%	28%	20%	27%	21%	14%	17%	23%	22%	33%
	19%	23%	28%	28%	24%	19%	12%	13%	11%	21%	28%
	18%	20%	24%	19% ⅴ	19%	19%	13%	10%	16%	20%	27%
International air travel	21%	22%	25%	18%	19%	21%	21%	12%	14%	16%	20%
	19%	19%	25%	21%	20%	19%	16%	12%	7%	14%	20%
	18%	20%	22%	18%	15%	18%	18%	12%	12%	11%	16%
Rental car	19%	19%	24%	19%	21%	20%	16%	16%	16%	17%	26%
	20%	23%	27%	25%	22%	21%	15%	13%	12%	22%	27%
	19%	21%	22% ⅴ	17% ⅴ	19%	20%	15%	13%	15%	14%	21%
Ferry	18%	32%	17%	16%	12%	13%	18%	15%	18%	27%	26%
	18%	35%	16%	16%	11%	13%	16%	16%	14%	27%	25%
	18%	31%	15%	13%	12%	14%	18%	17%	15%	26%	19%
Public transit	16%	19%	18%	9%	17%	17%	16%	8%	13%	8%	13%
	16%	17%	13%	10%	13%	17%	18%	7%	6%	8%	13%
	17%	20%	15%	11%	13%	18%	17%	10%	10%	9%	11%

⋀ / ⅴ Significantly higher / lower than previous wave.

Base: Total respondents

COV16. As government restrictions related to COVID-19 are relaxed, how likely are you to use the following modes of transportation?

(cont.)

39

Transportation Modes – Top2Box (Definitely/Very Likely) (cont.)

	TOTAL	BC W1 (n=1500) W2 (n=1500) W3 (n=1500)	AB W1 (n=1500) W2 (n=1500) W3 (n=1500)	SK W1 (n=500) W2 (n=500) W3 (n=500)	MB W1 (n=500) W2 (n=500) W3 (n=500)	ON W1 (n=2100) W2 (n=2100) W3 (n=2100)	QC W1 (n=1500) W2 (n=1500) W3 (n=1500)	NB W1 (n=400) W2 (n=405) W3 (n=407)	NS W1 (n=400) W2 (n=424) W3 (n=419)	PE W1 (n=250) W2 (n=236) W3 (n=219)	NL W1 (n=400) W2 (n=385) W3 (n=405)
	W1 (n=9050) W2 (n=9050) W3 (n=9050)										
Taxis	14% 13% 14%	17% 13% 14%	17% 16% 15%	13% 16% 14%	17% 15% 12%	13% 13% 15%	14% 13% 15%	10% 10% 13%	16% 9% 10%	15% 11% 13%	15% 12% 15%
Bus travel	12% 11% 13%⏶	12% 11% 12%	13% 10% 11%	6% 8% 9%	11% 12% 10%	13% 12% 13%	13% 14% 16%	7% 7% 7%	9% 6% 6%	11% 5% 8%	13% 8% 10%
Ride sharing services	12% 11% 12%	12% 11% 11%	12% 12% 12%	9% 12% 10%	13% 12% 12%	13% 13% 15%	10% 9% 9%	6% 6% 5%	9% 3% 5%	5% 3% 6%	10% 8% 7%
Cruise	9% 9% 9%	10% 8% 10%	8% 9% 8%	7% 8% 6%	10% 7% 8%	9% 9% 10%	9% 9% 9%	6% 6% 7%	6% 3% 7%⏶	8% 1% 4%	11% 13% 9%

⏶ / ⏷ Significantly higher / lower than previous wave.

Base: Total respondents

COV16. As government restrictions related to COVID-19 are relaxed, how likely are you to use the following modes of transportation?

CANADA

Offerings to Encourage Travel in Near Future

TOTAL		BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
W1 (n=9050) W2 (n=9050) W3 (n=9050)		W1 (n=1500) W2 (n=1500) W3 (n=1500)	W1 (n=1500) W2 (n=1500) W3 (n=1500)	W1 (n=500) W2 (n=500) W3 (n=500)	W1 (n=500) W2 (n=500) W3 (n=500)	W1 (n=2100) W2 (n=2100) W3 (n=2100)	W1 (n=1500) W2 (n=1500) W3 (n=1500)	W1 (n=400) W2 (n=405) W3 (n=407)	W1 (n=400) W2 (n=424) W3 (n=419)	W1 (n=250) W2 (n=236) W3 (n=219)	W1 (n=400) W2 (n=385) W3 (n=405)
Full ticket refund	25% 26% 20%⌄	31% 29% 22%⌄	27% 29% 21%⌄	26% 25% 22%	22% 29% 20%⌄	26% 26% 21%⌄	21% 22% 16%⌄	18% 24% 16%⌄	26% 22% 21%	18% 36% 19%⌄	30% 30% 27%
Discounted travel deal	19% 17% 13%⌄	19% 16% 11%⌄	22% 20% 14%⌄	19% 16% 10%⌄	19% 19% 11%⌄	18% 18% 13%⌄	20% 14% 14%	14% 14% 12%	18% 8% 13%	20% 8% 6%	21% 14% 14%
Free cancellations	15% 16% 14%⌄	16% 19% 15%⌄	15% 16% 14%	14% 18% 11%⌄	16% 15% 11%	15% 15% 13%	15% 15% 15%	16% 16% 11%	15% 13% 10%	12% 16% 15%	12% 12% 11%
Travel insurance offer	5% 5% 4%⌄	5% 5% 4%	4% 4% 2%⌄	5% 5% 4%	6% 3% 4%	4% 5% 4%⌄	6% 6% 5%	3% 3% 3%	3% 2% 2%	4% 4% 1%	6% 4% 1%
Waived booking fees	3% 2% 2%	2% 2% 1%	2% 1% 2%	2% 3% 2%	2% 1% 2%	3% 3% 2%	3% 2% 2%	1% 1% 3%	1% 1% 2%	3% 2% 1%	2% 2% 1%

⌃ / ⌄ Significantly higher / lower than previous wave.

Base: Total respondents

COV17. Which one of the following offerings would most encourage you to make a travel booking in the near future? (Select one?)

CANADA

Offerings to Encourage Travel in Near Future (cont.)

	TOTAL W1 (n=9050) W2 (n=9050) W3 (n=9050)	BC W1 (n=1500) W2 (n=1500) W3 (n=1500)	AB W1 (n=1500) W2 (n=1500) W3 (n=1500)	SK W1 (n=500) W2 (n=500) W3 (n=500)	MB W1 (n=500) W2 (n=500) W3 (n=500)	ON W1 (n=2100) W2 (n=2100) W3 (n=2100)	QC W1 (n=1500) W2 (n=1500) W3 (n=1500)	NB W1 (n=400) W2 (n=405) W3 (n=407)	NS W1 (n=400) W2 (n=424) W3 (n=419)	PE W1 (n=250) W2 (n=236) W3 (n=219)	NL W1 (n=400) W2 (n=385) W3 (n=405)
++Government incentive program – travel expense rebate	n/a n/a 4%	- - 3%	- - 5%	- - 3%	- - 2%	- - 5%	- - 4%	- - 7%	- - 6%	- - 4%	- - 5%
++Government incentive program – travel expense tax refund	n/a n/a 4%	- - 4%	- - 3%	- - 5%	- - 3%	- - 4%	- - 3%	- - 3%	- - 2%	- - 4%	- - 2%
++Government incentive program – discounted travel packages or passes	n/a n/a 5%	- - 7%	- - 6%	- - 5%	- - 3%	- - 5%	- - 4%	- - 3%	- - 3%	- - 7%	- - 3%
None of the above would encourage me to make a travel booking in the near future	32% 33% 33%	26% 27% 30%	28% 27% 31%	34% 31% 38%	34% 32% 42%⋀	32% 31% 30%	34% 40% 38%	47% 41% 42%	36% 51% 40%⋎	40% 32% 41%	29% 38% 36%
Other	1% 1% 1%	1% 2% 2%	1% 2% 1%	1% 2% <1%	1% 2% 2%	2% 1% 2%	1% 1% 1%	<1% 1% 2%	1% 3% 2%	3% 1% 3%	- 1% 1%

⋀ / ⋎ Significantly higher / lower than previous wave.
++ New answer response added Wave 3.
Base: Total respondents

COV17. Which one of the following offerings would most encourage you to make a travel booking in the near future? (Select one.)

CANADA

4.
Resident Sentiment

Wave 3 – August 2020

CANADA

Importance of Tourism Industry to Canada's Economy

	TOTAL W2 (n=9050) W3 (n=9050)	BC W2 (n=1500) W3 (n=1500)	AB W2 (n=1500) W3 (n=1500)	SK W2 (n=500) W3 (n=500)	MB W2 (n=500) W3 (n=500)	ON W2 (n=2100) W3 (n=2100)	QC W2 (n=1500) W3 (n=1500)	NB W2 (n=405) W3 (n=407)	NS W2 (n=424) W3 (n=419)	PE W2 (n=236) W3 (n=219)	NL W2 (n=385) W3 (n=405)
Very important	52% 51%	63% 59%	61% 57%	59% 51% ⌄	55% 53%	50% 50%	38% 40%	67% 60%	77% 64% ⌄	78% 75%	68% 72%
Somewhat important	34% 34%	29% 31%	30% 31%	30% 34%	34% 32%	34% 36%	42% 38% ⌄	26% 28%	19% 23%	15% 21%	23% 20%
Neither important nor unimportant	7% 8%	4% 4%	5% 5%	6% 9%	5% 7%	8% 7%	10% 12%	2% 6% ⌃	2% 6% ⌃	3% -	3% 3%
Not very important	2% 2%	1% 2%	2% 2%	1% 1%	2% 2%	2% 2%	1% 2%	1% <1%	1% 2%	1% 2%	1% <1%
Not at all important	1% 1%	1% <1%	<1% <1%	1% 3%	1% 2%	1% 1%	1% 1%	- -	<1% -	1% -	1% 2%
Don't know	5% 5%	3% 4%	2% 4% ⌃	3% 4%	2% 4%	5% 4%	8% 8%	4% 6%	1% 4% ⌃	1% 1%	4% 3%

Base: Total respondents
[NEW Wave 2] RS1. In your opinion, how important is the tourism industry to Canada's economy?

44

Opinions about International and Domestic Tourism

TOTAL			BC W2 (n=1500) W3 (n=1500)	AB W2 (n=1500) W3 (n=1500)	SK W2 (n=500) W3 (n=500)	MB W2 (n=500) W3 (n=500)	ON W2 (n=2100) W3 (n=2100)	QC W2 (n=1500) W3 (n=1500)	NB W2 (n=405) W3 (n=407)	NS W2 (n=424) W3 (n=419)	PE W2 (n=236) W3 (n=219)	NL W2 (n=385) W3 (n=405)
W2 (n=9050) Strongly agree / Somewhat agree	W3 (n=9050) Strongly agree / Somewhat agree											
Visitors from other countries are good for Canada	30% / 34% — 63%		65%	68%	65%	66%	65%	58%	68%	63%	62%	56%
	30% / 34% — 64%		65%	68%	61%	63%	64%	63% ▲	56% ▼	62%	68%	51%
Canadian visitors travelling domestically are good for Canada	42% / 35% — 77%		83%	81%	80%	80%	76%	72%	80%	79%	75%	74%
	42% / 34% — 76%		77% ▼	81%	76%	74%	74%	76% ▲	72% ▼	74%	83%	78%

Base: Total respondents
[NEW Wave 2] RS2. To what extent do you agree or disagree with each of the following statements?

45

5.
Market Sizing

Wave 3 – August 2020

Market Sizing – Out-of-Province Travel Destinations
For travel from August to December 2020

	Residents									
	BC (n=184)	AB (n=324)	SK (n=116)	MB (n=76*)	ON (n=295)	QC (n=219)	NB (n=82*)	NS (n=71*)	PE (n=59*)	NL (n=77*)
*Out-of-province traveller population^*	*456,500*	*628,500*	*168,500*	*147,500*	*1,184,000*	*789,500*	*122,500*	*114,000*	*30,000*	*68,500*
BC	-	76%	65%	45%	49%	34%	6%	8%	9%	27%
	-	477,500	109,500	66,500	580,000	268,500	7,500	9,000	2,500	18,500
AB	62%	-	73%	52%	34%	19%	12%	19%	8%	26%
	283,000	-	123,000	76,500	402,500	150,000	14,500	21,500	2,500	18,000
SK	14%	22%	-	47%	11%	7%	4%	2%	4%	6%
	64,000	138,500	-	69,500	130,000	55,500	5,000	2,500	1,000	4,000
MB	10%	14%	36%	-	16%	3%	3%	4%	3%	5%
	45,500	88,000	60,500	-	189,500	23,500	3,500	4,500	1,000	3,500
ON	33%	33%	17%	39%	-	55%	29%	37%	36%	49%
	150,500	207,500	28,500	57,500	-	434,000	35,500	42,000	11,000	33,500
QC	18%	16%	11%	7%	47%	-	22%	11%	10%	9%
	82,000	100,500	18,500	10,500	556,500	-	27,000	12,500	3,000	6,000
NB	8%	16%	4%	5%	21%	18%	-	39%	75%	21%
	36,500	100,500	6,500	7,500	248,500	142,000	-	44,500	22,500	14,500

^Out-of-province traveller population represents the population that are interested in travelling to other parts of Canada from August to December 2020.
*Small base size (<100), interpret with caution. **Very small base size (<50), interpret with extreme caution.
Base: Respondents interested in travelling to other parts of Canada from August to December 2020.
COV7. You mentioned that you might feel comfortable travelling to other parts of Canada by December 2020. Which provinces or territories would you consider visiting? (Select all that apply)

Market Sizing – Out-of-Province Travel Destinations
For travel from August to December 2020

	Residents									
	BC (n=184)	AB (n=324)	SK (n=116)	MB (n=76*)	ON (n=295)	QC (n=219)	NB (n=82*)	NS (n=71*)	PE (n=59*)	NL (n=77*)
*Out-of-province traveller population^*	*456,500*	*628,500*	*168,500*	*147,500*	*1,184,000*	*789,500*	*122,500*	*114,000*	*30,000*	*68,500*
NS	15%	22%	11%	5%	30%	16%	74%	-	88%	52%
	68,500	138,500	18,500	7,500	355,000	126,500	90,500	-	26,500	35,500
PE	5%	16%	7%	6%	22%	13%	55%	43%	-	26%
	23,000	100,500	12,000	9,000	260,500	102,500	67,500	49,000	-	18,000
NL	6%	14%	5%	2%	19%	5%	10%	21%	18%	-
	27,500	88,000	8,500	3,000	225,000	39,500	12,500	24,000	5,500	-
YT	8%	9%	3%	2%	11%	3%	3%	1%	4%	3%
	36,500	56,500	5,000	3,000	130,000	23,500	3,500	1,000	1,000	2,000
NT	3%	9%	3%	1%	11%	3%	4%	2%	4%	7%
	13,500	56,500	5,000	1,500	130,000	23,500	5,000	2,500	1,000	5,000
NU	1%	6%	2%	1%	7%	4%	1%	1%	4%	8%
	4,500	37,500	3,500	1,500	83,000	31,500	1,000	1,000	1,000	5,500

^Out-of-province traveller population represents the population that are interested in travelling to other parts of Canada from August to December 2020.
*Small base size (<100), interpret with caution. **Very small base size (<50), interpret with extreme caution.
Base: Respondents interested in travelling to other parts of Canada from August to December 2020.
COV7. You mentioned that you might feel comfortable travelling to other parts of Canada by December 2020. Which provinces or territories would you consider visiting? (Select all that apply)

Market Sizing – Demand for <u>Rest of 2020 (Sep to Dec 2020)</u>

	Residents									
	BC **(n=1500)**	**AB** **(n=1500)**	**SK** **(n=500)**	**MB** **(n=500)**	**ON** **(n=2100)**	**QC** **(n=1500)**	**NB** **(n=407)**	**NS** **(n=419)**	**PE** **(n=219)**	**NL** **(n=405)**
Adult population aged 18+	*3,804,000*	*3,143,500*	*841,500*	*984,000*	*10,763,500*	*6,579,000*	*612,170*	*759,470*	*115,075*	*428,905*
NET Domestic	**48%**	**50%**	**47%**	**41%**	**46%**	**40%**	**52%**	**55%**	**59%**	**59%**
	1,826,000	**1,572,000**	**395,500**	**403,500**	**4,951,000**	**2,631,500**	**318,500**	**417,500**	**68,000**	**253,000**
NET In-Province	**47%**	**47%**	**43%**	**39%**	**45%**	**38%**	**49%**	**53%**	**56%**	**56%**
	1,788,000	**1,477,500**	**362,000**	**384,000**	**4,843,500**	**2,500,000**	**300,000**	**402,500**	**64,500**	**240,000**
Other communities near you	40%	38%	34%	31%	38%	31%	44%	44%	45%	47%
	1,521,500	1,194,500	286,000	305,000	4,090,000	2,039,500	269,500	334,000	52,000	201,500
Other parts of your province	30%	36%	32%	28%	31%	27%	40%	41%	48%	41%
	1,141,000	1,131,500	269,500	275,500	3,336,500	1,776,500	245,000	311,500	55,000	176,000
Other parts of Canada	11%	18%	17%	13%	11%	11%	17%	14%	23%	14%
	418,500	566,000	143,000	128,000	1,184,000	723,500	104,000	106,500	26,500	60,000
The United States	4%	4%	4%	4%	5%	3%	1%	1%	5%	3%
	152,000	125,500	33,500	39,500	538,000	197,500	6,000	7,500	6,000	13,000
Other countries (outside of the US)	4%	4%	4%	2%	5%	4%	0.02	1%	2%	1%
	152,000	125,500	33,500	19,500	538,000	263,000	12,000	7,500	2,500	4,500

Base: Wave 3 respondents
COV5B. Please indicate when you would be interested in travelling to the following destinations. (Select all that apply)

Market Sizing – Demand for Fall 2020 (Sep to Nov)

	Residents									
	BC **(n=1500)**	**AB** **(n=1500)**	**SK** **(n=500)**	**MB** **(n=500)**	**ON** **(n=2100)**	**QC** **(n=1500)**	**NB** **(n=407)**	**NS** **(n=419)**	**PE** **(n=219)**	**NL** **(n=405)**
Adult population aged 18+	*3,804,000*	*3,143,500*	*841,500*	*984,000*	*10,763,500*	*6,579,000*	*612,170*	*759,470*	*115,075*	*428,905*
NET Domestic	**44%**	**46%**	**45%**	**37%**	**40%**	**36%**	**50%**	**53%**	**58%**	**56%**
	1,674,000	**1,446,000**	**378,500**	**364,000**	**4,305,500**	**2,368,500**	**306,000**	**402,500**	**66,500**	**240,000**
NET In-Province	**43%**	**43%**	**40%**	**35%**	**39%**	**34%**	**48%**	**52%**	**55%**	**54%**
	1,635,500	**1,351,500**	**336,500**	**344,500**	**4,198,000**	**2,237,000**	**294,000**	**395,000**	**63,500**	**231,500**
Other communities near you	36%	35%	32%	28%	33%	28%	42%	43%	45%	46%
	1,369,500	1,100,000	269,500	275,500	3,552,000	1,842,000	257,000	326,500	52,000	197,500
Other parts of your province	27%	32%	29%	25%	25%	25%	38%	40%	47%	39%
	1,027,000	1,006,000	244,000	246,000	2,691,000	1,645,000	232,500	304,000	54,000	167,500
Other parts of Canada	8%	15%	16%	9%	7%	9%	15%	10%	21%	9%
	304,500	471,500	134,500	88,500	753,500	592,000	92,000	76,000	24,000	38,500
The United States	3%	3%	3%	2%	3%	2%	1%	1%	3%	1%
	114,000	94,500	25,000	19,500	323,000	131,500	6,000	7,500	3,500	4,500
Other countries (outside of the US)	3%	3%	3%	1%	3%	2%	1%	0%	2%	1%
	114,000	94,500	25,000	10,000	323,000	131,500	6,000	-	2,500	4,500

Base: Wave 3 respondents
COV5B. Please indicate when you would be interested in travelling to the following destinations. (Select all that apply)

Market Sizing – Demand for Dec 2020 & Winter 2021

	Residents									
	BC **(n=1500)**	**AB** **(n=1500)**	**SK** **(n=500)**	**MB** **(n=500)**	**ON** **(n=2100)**	**QC** **(n=1500)**	**NB** **(n=407)**	**NS** **(n=419)**	**PE** **(n=219)**	**NL** **(n=405)**
Adult population aged 18+	*3,804,000*	*3,143,500*	*841,500*	*984,000*	*10,763,500*	*6,579,000*	*612,170*	*759,470*	*115,075*	*428,905*
NET Domestic	**26%**	**28%**	**29%**	**22%**	**29%**	**23%**	**20%**	**23%**	**28%**	**22%**
	989,000	**880,000**	**244,000**	**216,500**	**3,121,500**	**1,513,000**	**122,500**	**174,500**	**32,000**	**94,500**
NET In-Province	**23%**	**24%**	**23%**	**18%**	**26%**	**20%**	**17%**	**18%**	**24%**	**16%**
	875,000	**754,500**	**193,500**	**177,000**	**2,798,500**	**1,316,000**	**104,000**	**136,500**	**27,500**	**68,500**
Other communities near you	19%	18%	19%	15%	20%	16%	13%	14%	19%	12%
	723,000	566,000	160,000	147,500	2,152,500	1,052,500	79,500	106,500	22,000	51,500
Other parts of your province	14%	16%	15%	10%	17%	13%	11%	12%	19%	11%
	532,500	503,000	126,000	98,500	1,830,000	855,500	67,500	91,000	22,000	47,000
Other parts of Canada	9%	11%	12%	10%	11%	8%	7%	9%	10%	8%
	342,500	346,000	101,000	98,500	1,184,000	526,500	43,000	68,500	11,500	34,500
The United States	4%	6%	6%	4%	6%	4%	2%	2%	3%	3%
	152,000	188,500	50,500	39,500	646,000	263,000	12,000	15,000	3,500	13,000
Other countries (outside of the US)	7%	6%	8%	3%	7%	8%	5%	3%	4%	3%
	266,500	188,500	67,500	29,500	753,500	526,500	30,500	23,000	4,500	13,000

Base: Wave 3 respondents
COV5B. Please indicate when you would be interested in travelling to the following destinations. (Select all that apply)