



Destination BC: Omnibus Insights Tracking

May 2020

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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.
- Insights West had undertaken a wave of its own research in early May that provided a benchmark for some metrics of relevance to Destination BC.
 - Results to these metrics are included in this report and labelled in methodology as the “pre” wave.
- Destination BC has commissioned four waves of research, one every two weeks, starting May 13, 2020 to track opinions and intentions. This will include the metrics in the pre wave as well as additional metrics of interest.

Methodology



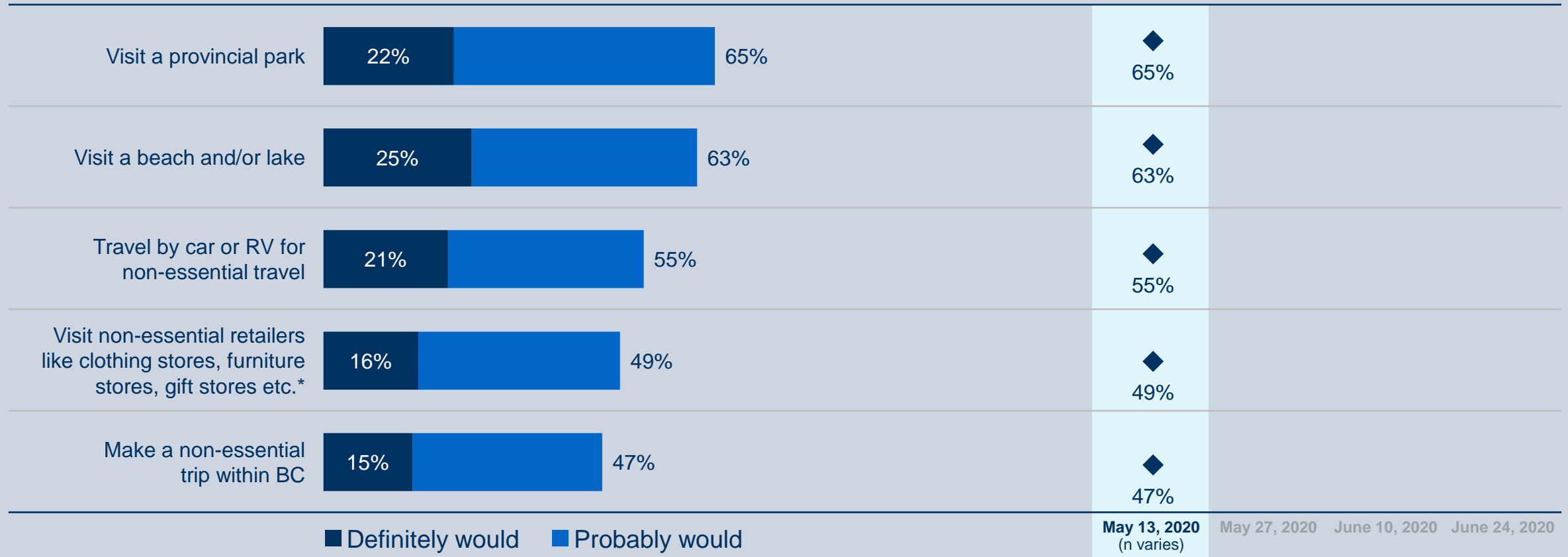
- Online survey with ~800 British Columbian adults via an omnibus (shared study).
- Data is weighted by age, gender, region within BC and past voting behaviour to ensure it is representative of the province.
- Detailed Excel-based crosstabulations are provided in a separate document.

Wave	Field Dates	Sample Size	Margin of Error (19/20)
Pre	May 6-7, 2020	747	+/-3.6%
1	May 13-17, 2020	824	+/-3.4%
2	May 27-xx, 2020		
3	June 10-xx, 2020		
4	June 24-xx, 2020		

Detailed Findings

May 13, 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?



DESTINATION
BRITISH COLUMBIA®

BC OMNIBUS INSIGHTS STUDY

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

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

May 13, 2020

Tracking
(Total Would)

Visit outdoor tourist destinations

15%

41%

41%



Eat in a restaurant

14%

41%

41%



Stay at a hotel/motel

9%

27%

27%



Make a non-essential trip to another Canadian province

9%

25%

25%



■ Definitely would ■ Probably would

May 13, 2020
(n varies)

May 27, 2020

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 likely to hold off longer due to concerns about COVID-19?

May 13, 2020

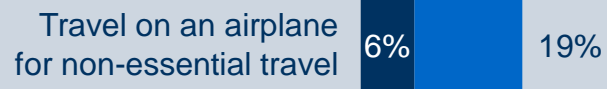
Tracking
(Total Would)



25%



22%



19%



15%



■ Definitely would ■ Probably would

May 13, 2020
(n varies)

May 27, 2020

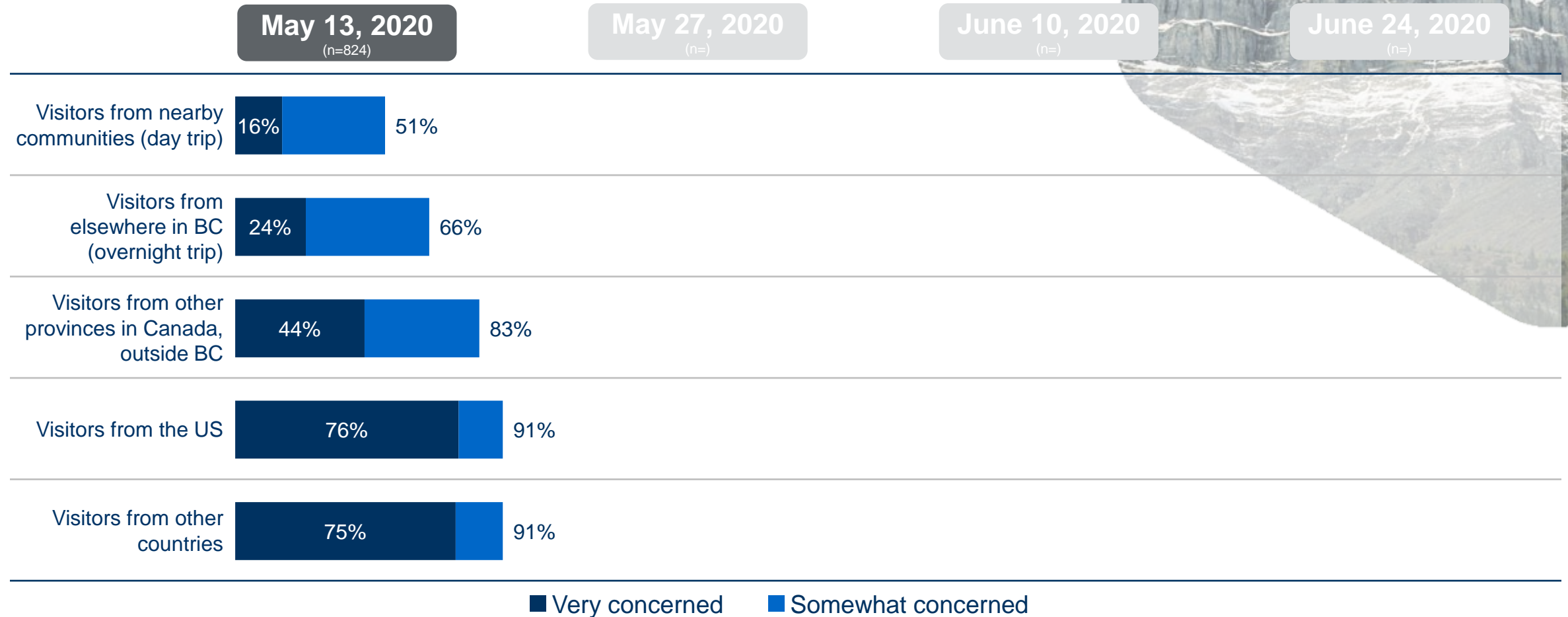
June 10, 2020

June 24, 2020

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

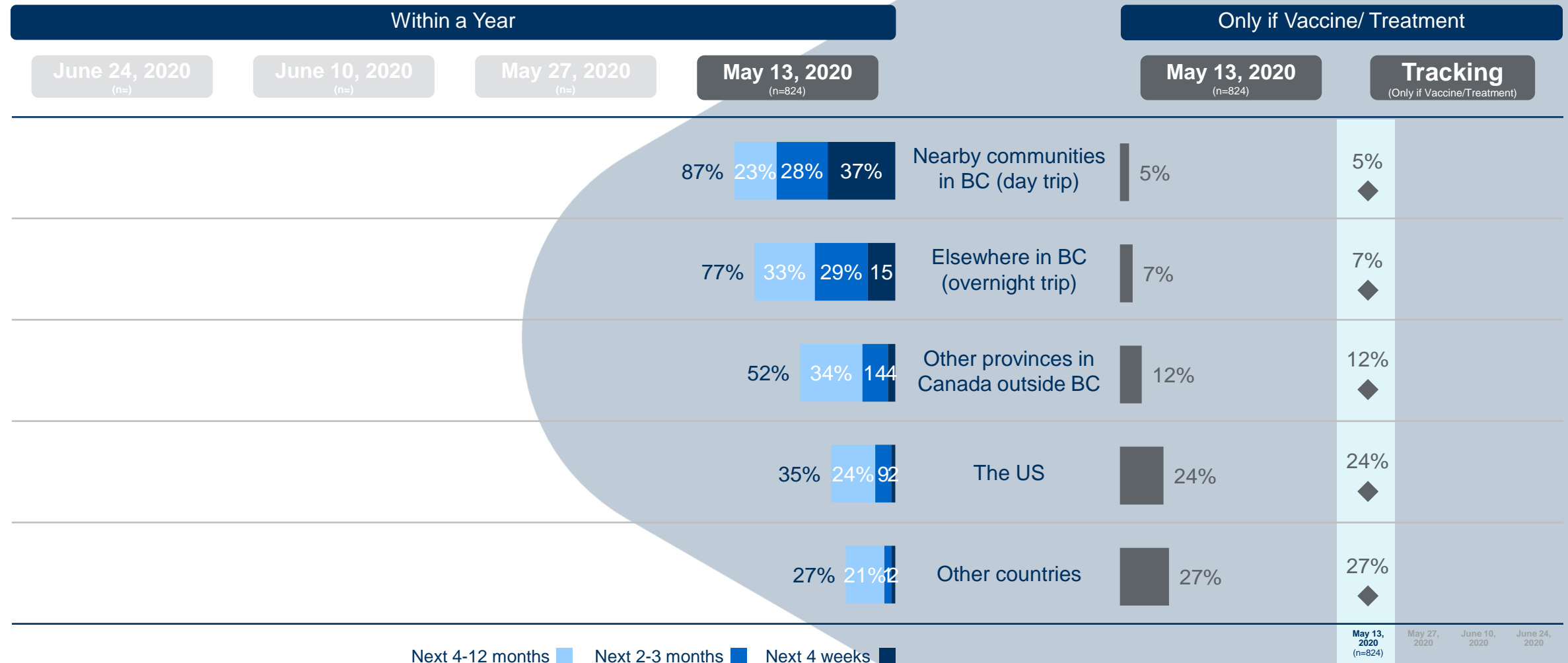
D1. Would you be comfortable doing/using each of the following in the next few weeks, or are you likely to hold off longer due to concerns about COVID-19?

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:

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