

BC Resident's Public Perceptions: COVID-19 Travel and Tourism Wave 13 Report

Data Provided by Insights West
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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 a number of 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 at least 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 19-23, 2020	887	+/-3.3%
9	September 2-7, 2020	880	+/-3.3%
10	September 16-19, 2020	842	+/-3.4%
11	September 30-October 4, 2020	804	+/-3.4%
12	October 13-15, 2020	1,385	+/-2.6%
13	October 28, 2020	802	+/-3.5%

TRAVEL INTENTIONS

- **BC residents' intentions to travel within their surrounding area for a day trip, in the next 4 weeks, continues to be greatest (43%)** compared to intentions to travel to other areas for an overnight trip, such as to other parts of the province (13%), to other provinces within Canada (4%), to the US (2%), or to other countries (1%).
- While BC residents' intentions to travel in the next 4 weeks has increased from 38% to 43% for surrounding areas for a day trip, **overall intentions to take a day trip have slowly declined since the height of intentions reported in August (65%). BC residents' intentions to travel in the next 4 weeks, as reported in Wave 13, are now similar to BC residents' intentions captured in May.**
- BC residents' intentions to travel to other parts of Canada, the US and other countries in the next 4 weeks remain unchanged in Wave 13, compared to Wave 12.
- **Likelihood of travelling to the US or to other countries without a vaccine/treatment available continues to be low and unchanged from the increase seen in Wave 12 (the first increase since mid-July).**
- In Wave 13, BC residents who indicated **short-term intentions to travel (next 4 weeks) within BC are more likely to have a household income of \$75k+ and are residents from Vancouver Island or 'Rest of BC'.**

SUMMARY (cont.)

CONCERN TO WELCOME VISITORS

- **For two consecutive waves, the level of concern to welcome visitors from BC increased** – BC residents are more concerned to welcome visitors into their community compared to previous waves. Forty-seven percent of BC residents are concerned with welcoming visitors into their community from surrounding areas (up from 43% in Wave 12). **This is the second greatest level of concern reported through the tracking waves; the greatest level of concern was reported in Wave 1, May 13.**
- **Concern to welcome visitors from other parts of Canada, the US and other countries remain unchanged.**
- BC residents who are 55 years+ and have a household income of under \$75K have greater concerns with welcoming visitors from nearby communities or elsewhere in BC. Residents from Vancouver Island are more concerned to welcome visitors from elsewhere in BC, compared to Metro Vancouver residents and 'Rest of BC' residents.
- Within Canada, BC residents are most concerned with welcoming visitors from Quebec (87%) and Ontario (86%) and levels of concern have remained unchanged from those reported in Wave 12. **Concern to welcome visitors from all provinces and territories has remained unchanged from Wave 12, except for concerns to welcome visitors from Manitoba/Saskatchewan** (up to 70% from 64% in Wave 12).

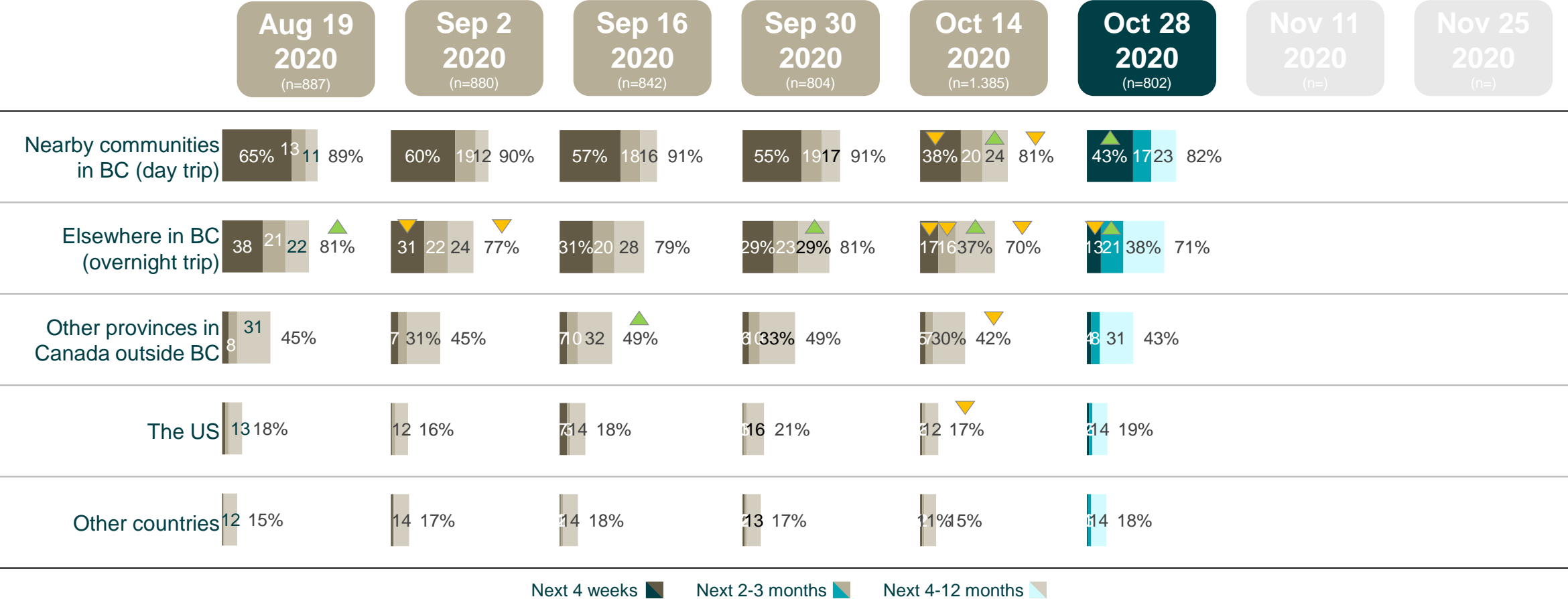
COMFORT WITH ACTIVITIES/MODES OF TRANSPORTATION

- With the exception of eating in a restaurant, where comfort to participate increased (up to 68% from 64% in Wave 12), **levels of comfort to participate in all other tourism-related activities remain unchanged in Wave 13.**
- **Level of comfort to travel by plane (23%) or take a cruise (17%) in the coming weeks by BC residents remains low, however, levels have increased** from Wave 12 (up from 19% and 13%, respectively). Comfort to travel by car/RV for non-essential travel remains unchanged from Wave 12 (70% vs. 71% in Wave 12).

DETAILED FINDINGS

Travel Intentions

(Next 12 months)



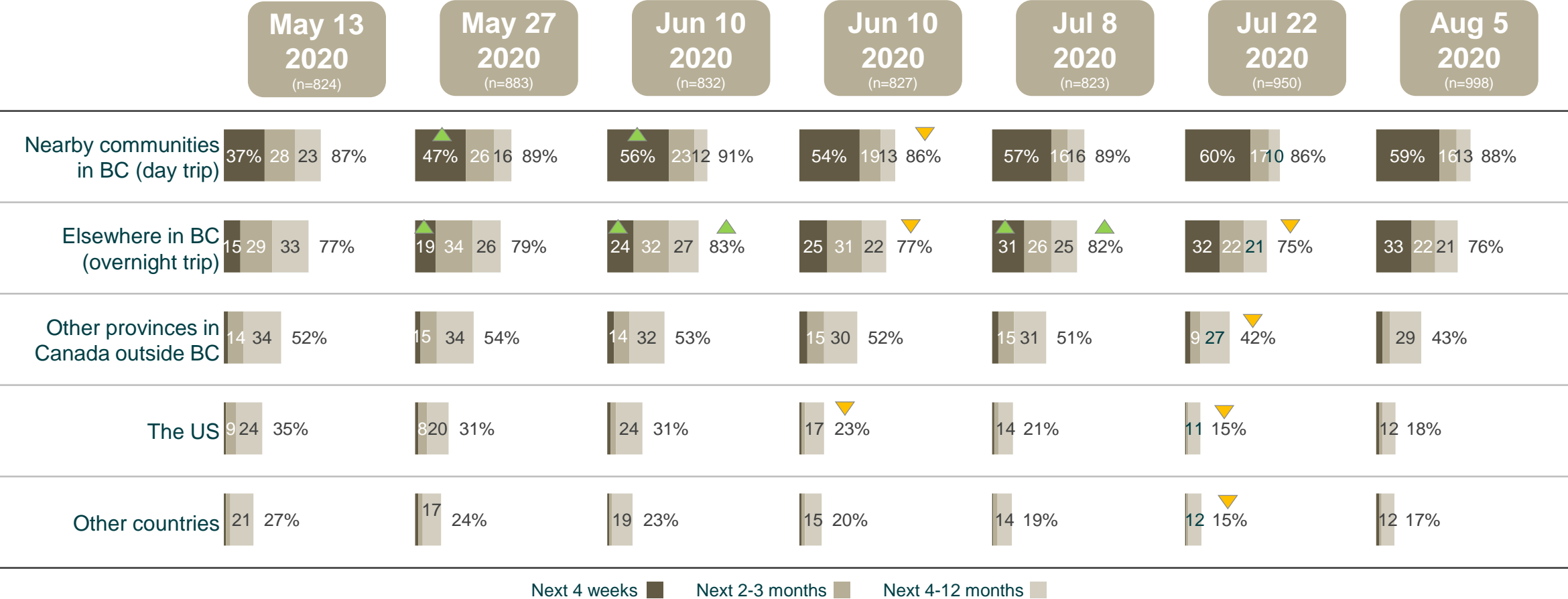
Base: All respondents

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

(Next 12 months, continued)



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.

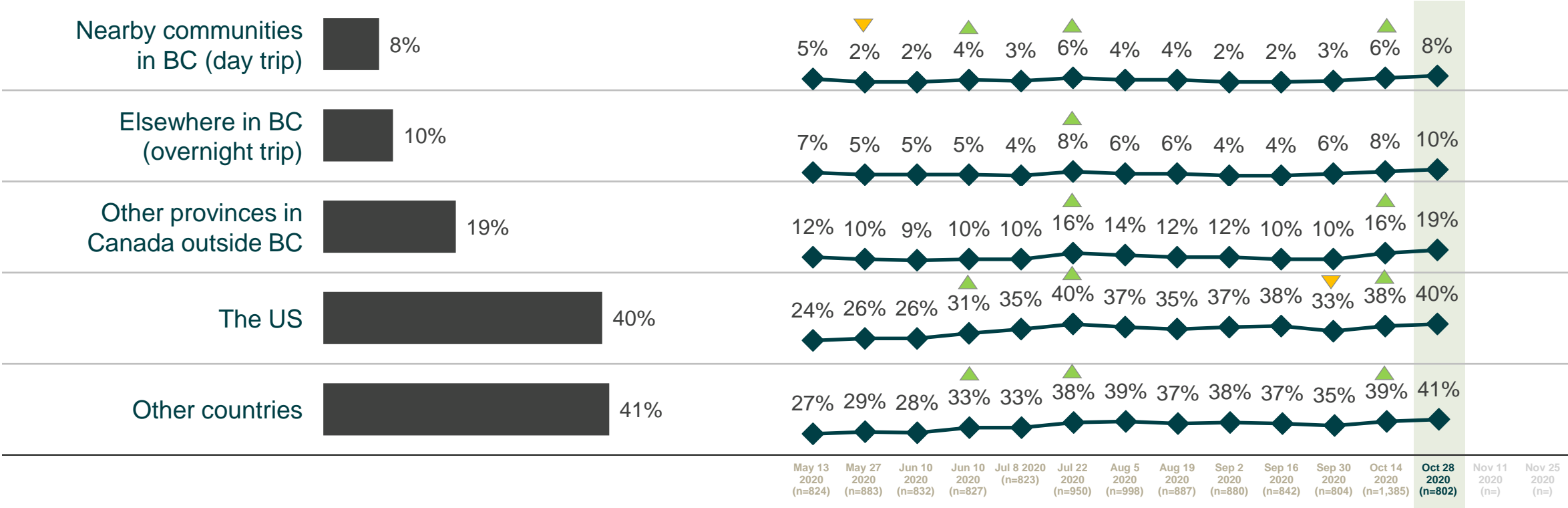
Travel Intentions

(Only if Vaccine/Treatment)



October 28, 2020

Tracking



Base: All respondents

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

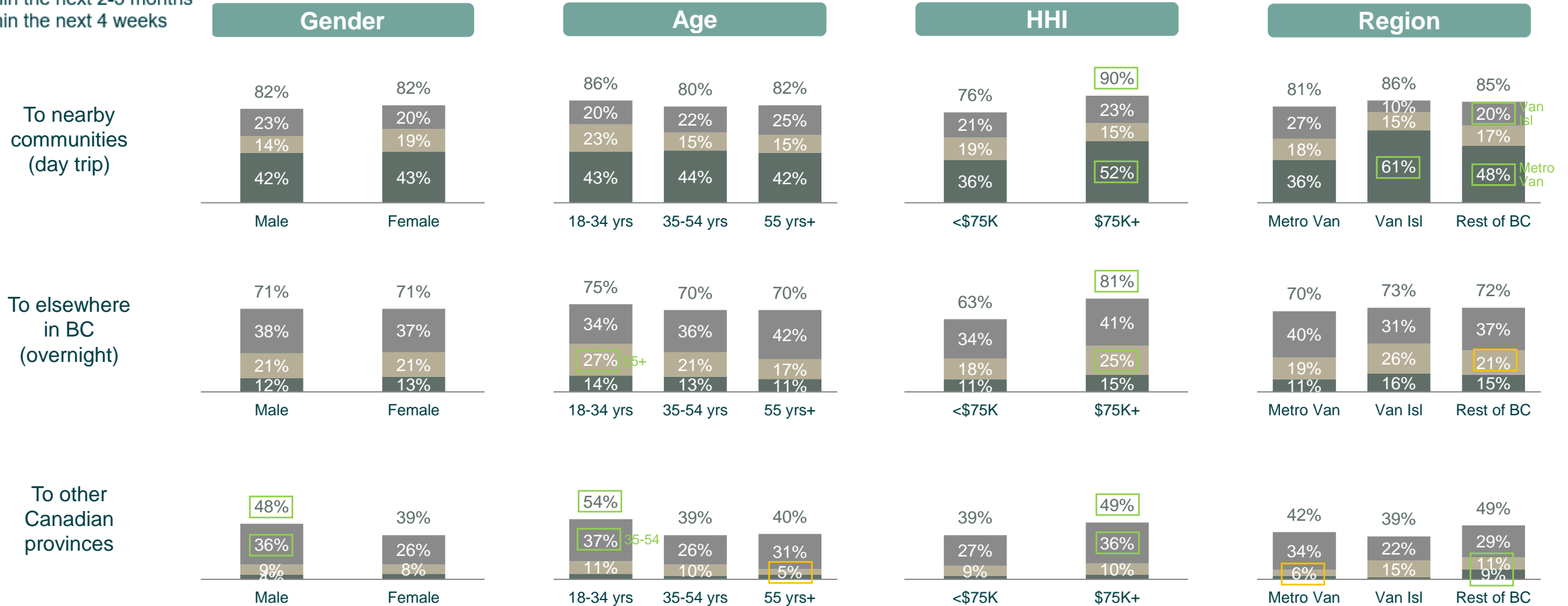
▲ Statistically significantly **higher** than previous wave.
▼ Statistically significantly **lower** than previous wave.

Travel Intentions by Demographics

(Next 12 months: Wave 13 – October 28, 2020)



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



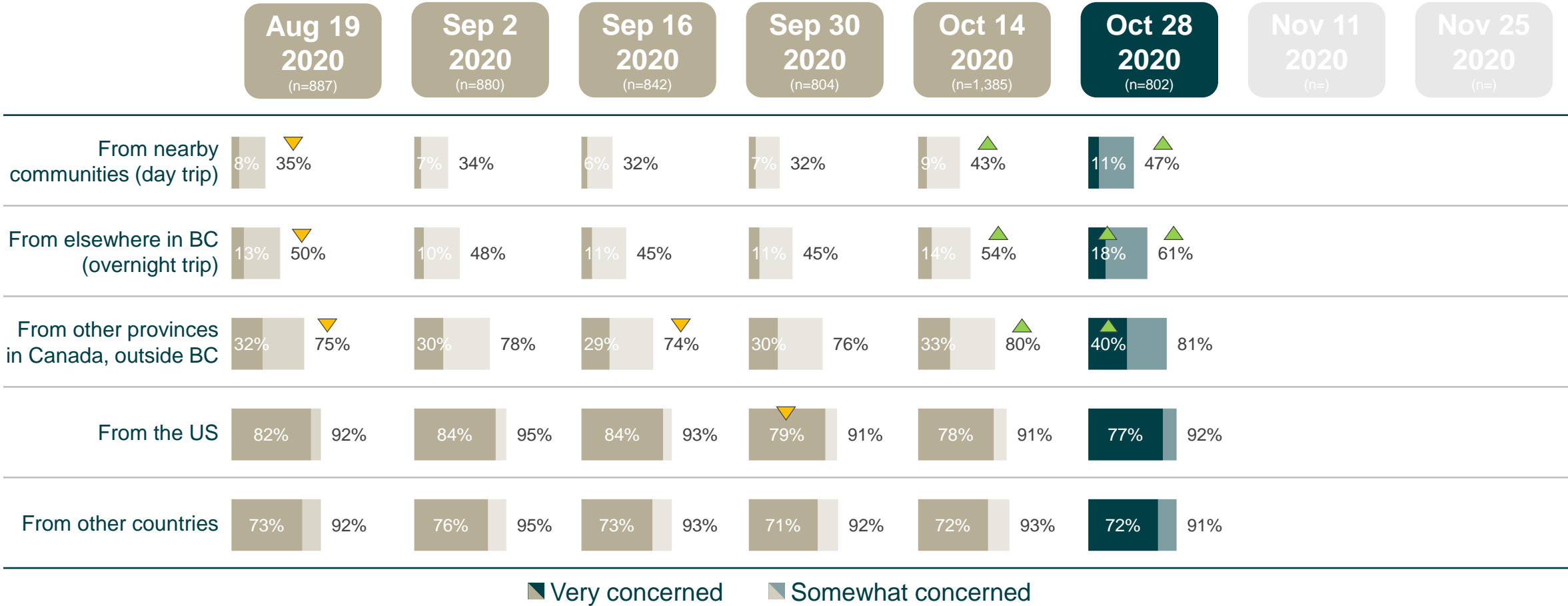
Base: All respondents

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



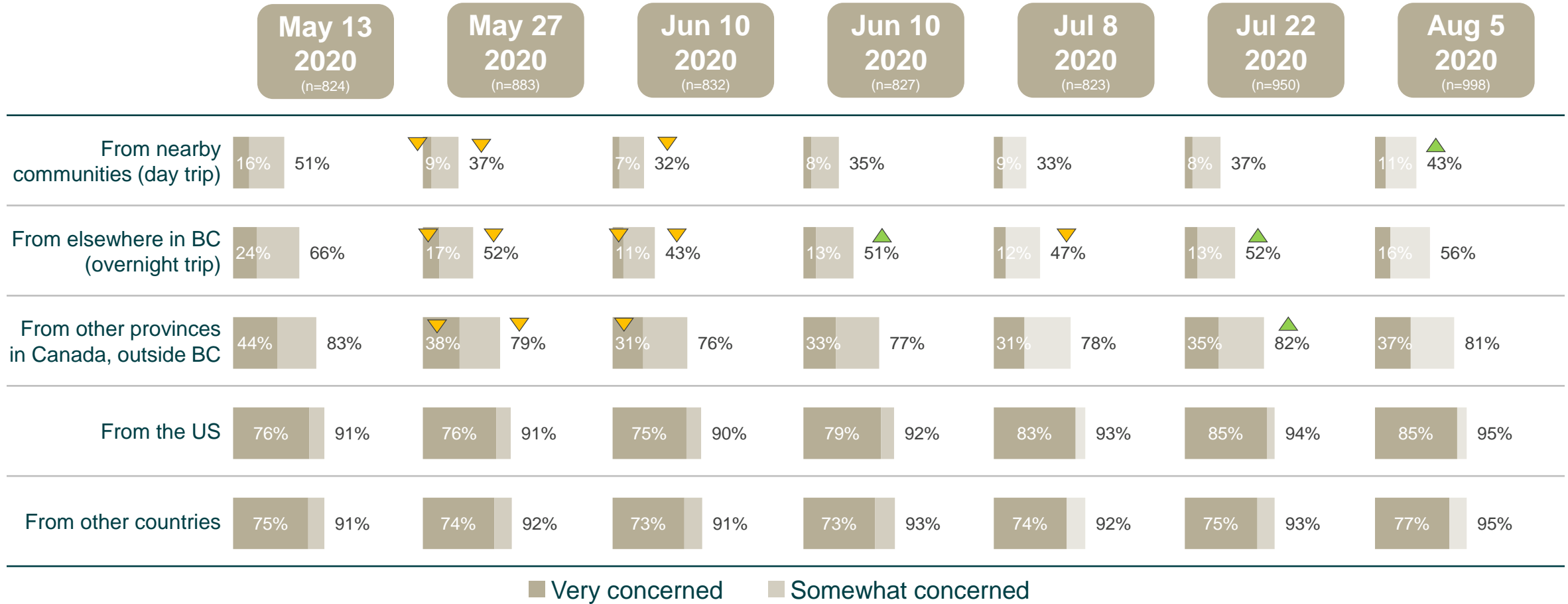
Base: All respondents

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

(Continued)



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.

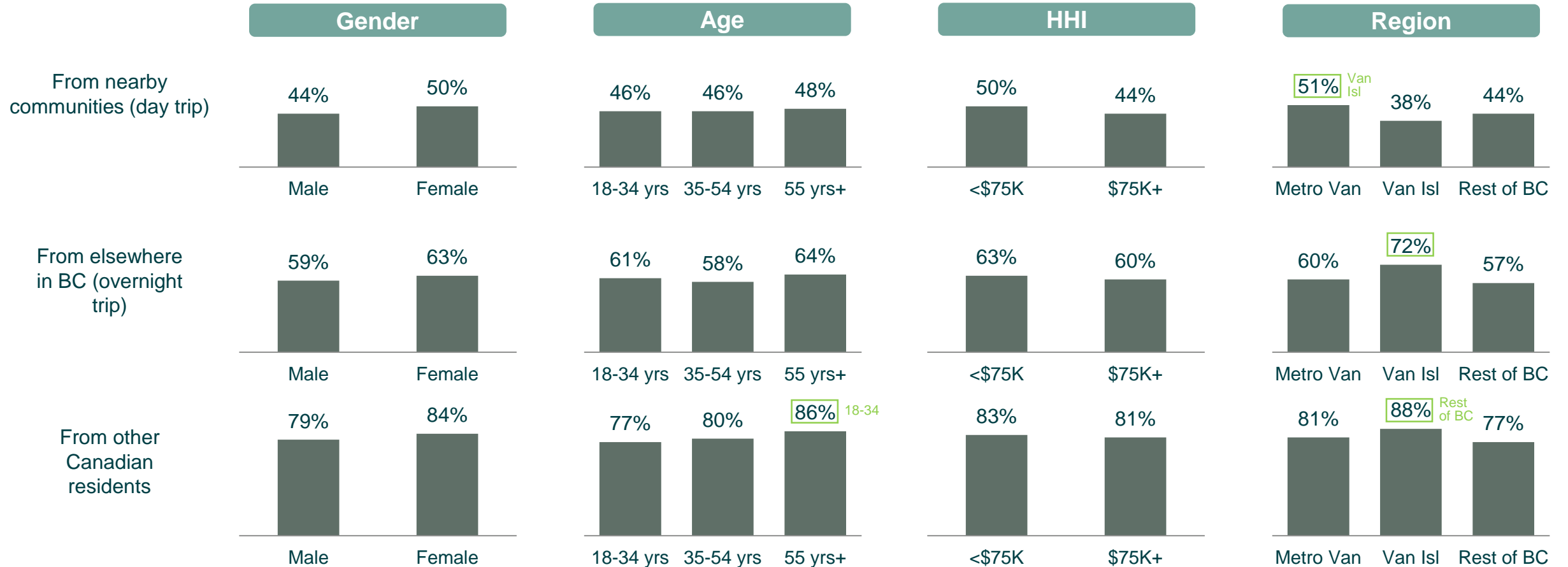
▼ Statistically significantly **lower** than previous wave.

Concern to Welcome Visitors by Demographics

(Wave 13 – October 28, 2020)



■ Total concerned



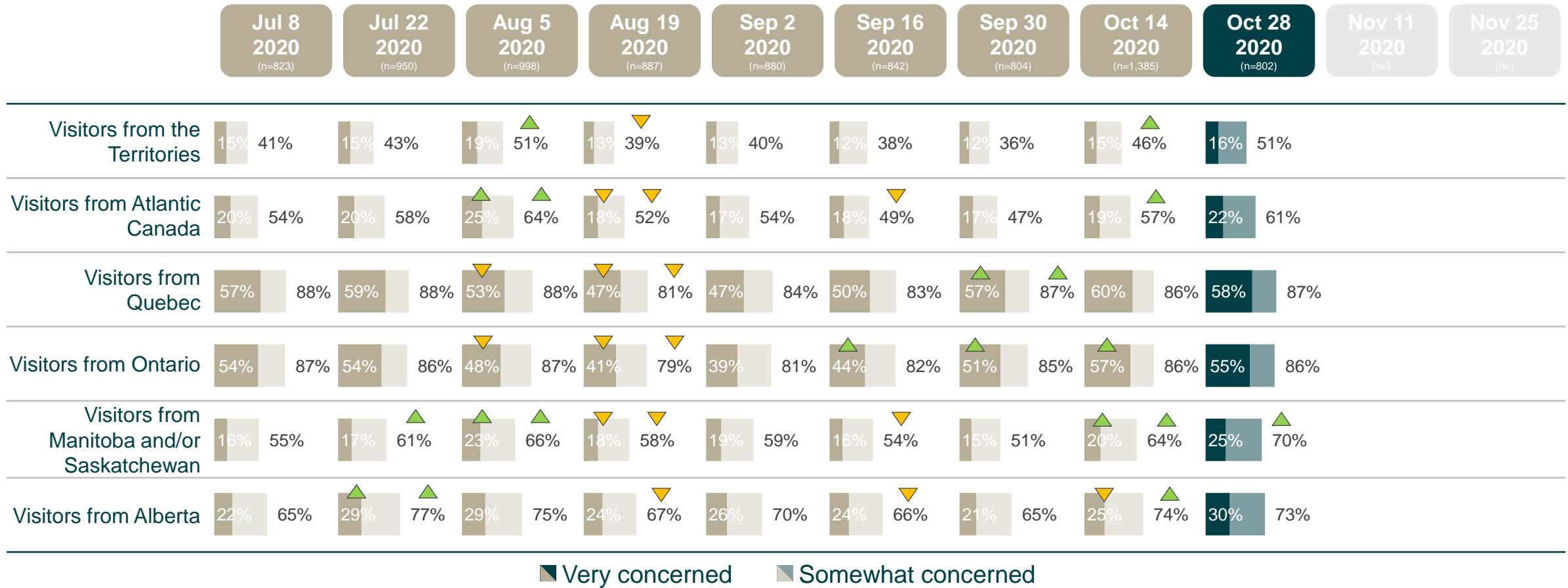
Base: All respondents

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).

Concern to Welcome Visitors

(Canadian Visitors)



Base: All respondents

D2a. And how concerned would you be with the following types of **Canadian** 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.

Comfort With Activities/Modes of Transportation

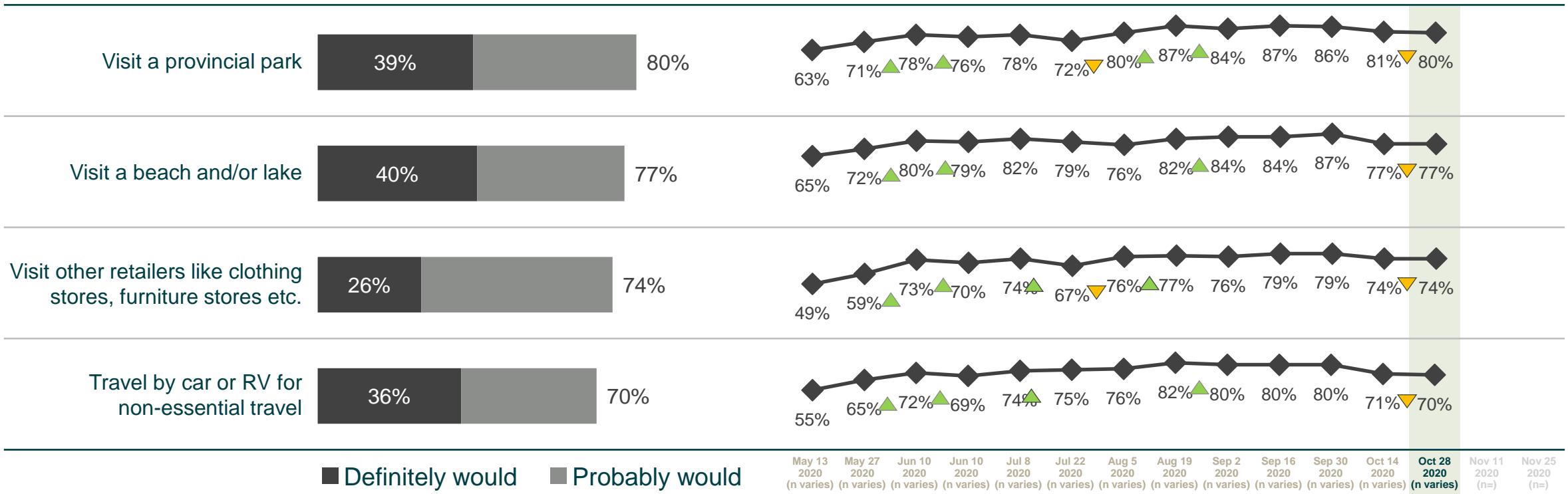
(Among Those Who Generally Do Each)



October 28, 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)



October 28, 2020

Tracking

(Total Would)

Eat in a restaurant

32%

68% ▲

Visit outdoor tourist destinations

22%

62%

Take a ferry

26%

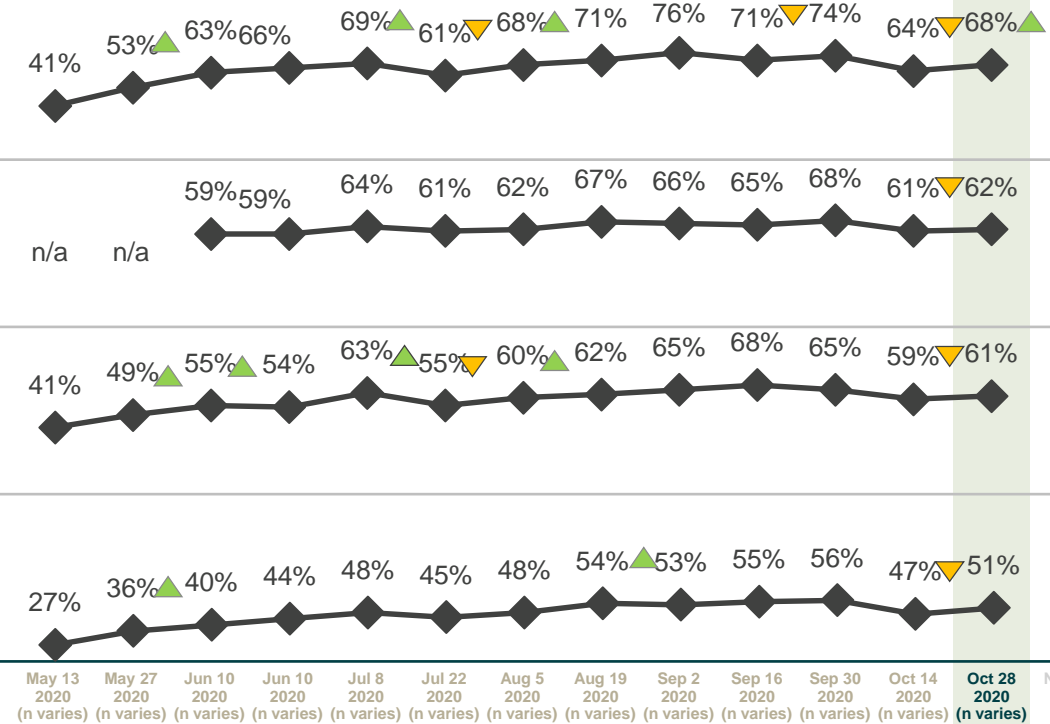
61%

Stay at a hotel/motel

21%

51%

■ 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.)

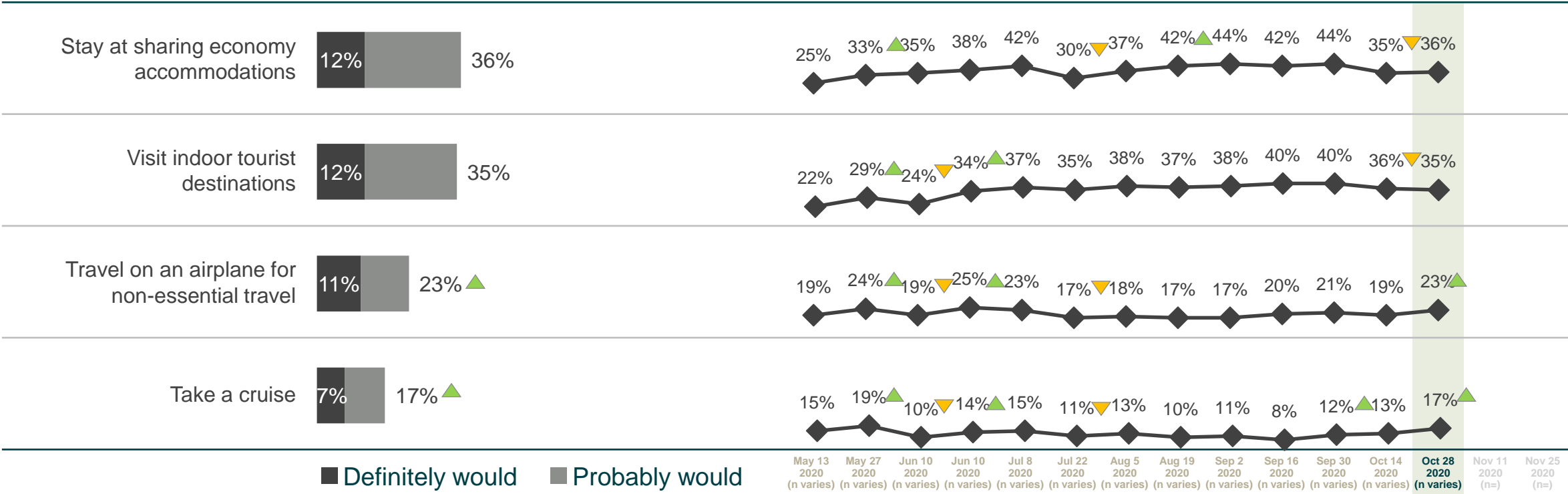
(Among Those Who Generally Do Each)



October 28, 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's COVID-19 Research & Insights](#) webpage.

For more information, please contact:

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