

BC Resident's Public Perceptions: COVID-19 Travel and Tourism Wave 15 Report

Data Provided by Insights West
Date: November 25, 2020

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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.
- Note that some changes and additions were made to the questions in a couple of waves to continue to fully meet the research needs of the project.

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-November 1, 2020	802	+/-3.5%
14	November 12 – 15, 2020	852	+/-3.4%
15	November 25 – 30, 2020	817	+/-3.4%

PAST TRAVEL

- *In Wave 14, November 12, BC residents were asked about their past travel in 2020. The number of trips were gathered for the January-March period, April-June period, and July-September period. In January 2021, BC residents will be asked about their trips taken between October-December.*
- As expected, it was found that **BC residents took more leisure trips within the province year-to-date (January – October) compared to taking trips elsewhere, such as to other parts of Canada, the US, or other countries.**
- During January – March, BC residents travelled most within the province (31% took at least 1 leisure trip), followed by travel to the US (16%), and to other countries (9%).
- **In recent months (July – September), BC residents increased the total number of trips taken within the province (44% took at least 1 leisure trip), followed by trips to other provinces within Canada, albeit at a much lower rate (9%).** Trips to the US and to other countries taken by BC residents essentially came to a halt in April.

SUMMARY (cont.)

TRAVEL INTENTIONS

- In Wave 15, November 25, **BC residents' intentions to travel within their surrounding area for a day trip, in the next 4 weeks, continues to be greatest (31%)** compared to intentions to travel to other areas for an overnight trip, such as to other parts of the province (8%), to other provinces within Canada (3%), to the US (1%), or to other countries (1%).
- **BC residents' intentions to travel to surrounding areas for a day trip in the next 4 weeks** has decreased from 35% to 31% in Wave 15 and has **reached the lowest reported since tracking BC residents' intentions to travel.**
- **However, BC residents' intentions to travel to the US or to other countries, in the next 12 months, has increased to rates which haven't been seen since June.** 23% of BC residents intend to travel to the US in the next 12 months (up from 17% in Wave 14) and 19% of intend to travel to other countries in the next 12 months (up from 17% in Wave 14).
- **Likelihood of travelling to the US or to other countries without a vaccine/treatment available continues to be low representing over a third of BC resident respondents who do not intend to travel without a vaccine/treatment.**
- In Wave 15, 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.**

REASONS FOR NOT CONSIDERING TRAVEL

- *In Wave 14, November 12, BC residents who did not intend to travel in the next 3 months at the time of Wave 14 or until a vaccine/treatment is available were asked why they were not likely to travel. This question will not be asked on a regular basis.*
- BC residents who indicated they did not intend to travel in the next 3 months at the time of Wave 14 or until a vaccine/treatment is available, were asked why they did not intend to travel. **65% of BC residents indicated that they do not intend to travel because of the 'risk of being exposed/contracting COVID-19' and 54% of BC residents indicated they do not intend to travel because of 'concerns that COVID-19 protocols are not being properly followed'.**

CONCERN TO WELCOME VISITORS

- **BC residents' level of concern to welcome visitors into their community from nearby communities has increased (43% from 37% in Wave 14).**
- **Concern to welcome visitors from other parts of the province, other parts of Canada, the US, and other countries remains unchanged from Wave 14.**

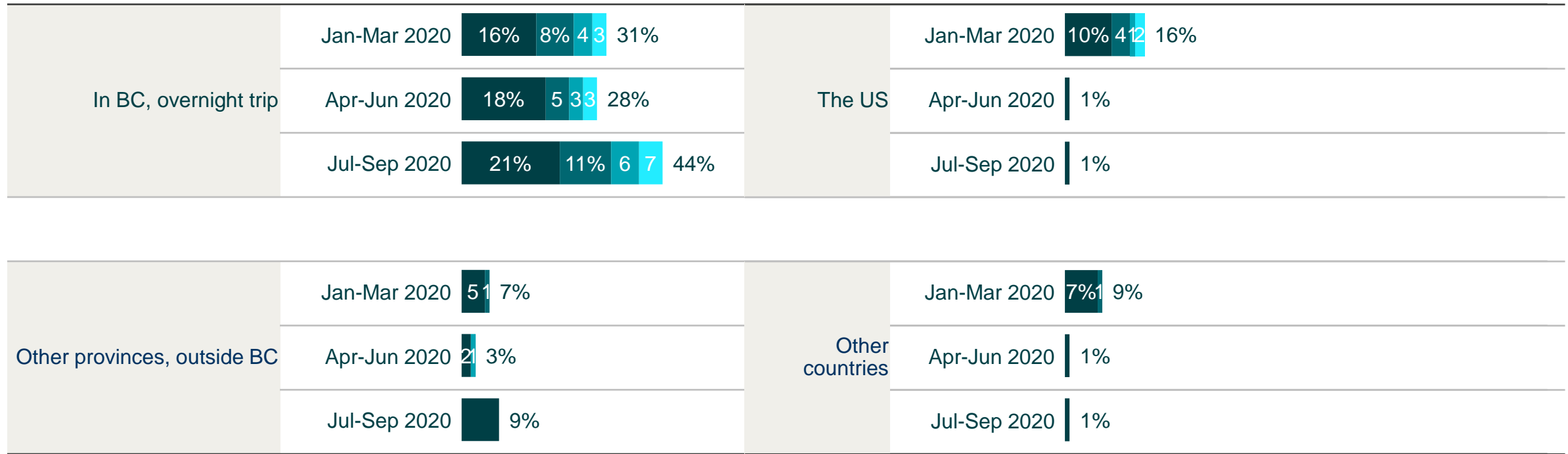
COMFORT WITH ACTIVITIES/MODES OF TRANSPORTATION

- With the exception of **visiting a provincial park or visiting a beach/lake, where comfort to participate remain unchanged (78% and 76%, respectively, in Wave 14), levels of comfort to participate in all other tourism-related activities have decreased in Wave 15.**
- **Level of comfort to travel by plane (16%) or take a cruise (12%) in the coming weeks by BC residents remains low, but has remained unchanged** from Wave 14. Comfort to travel by car/RV for non-essential travel has again decreased substantially (49% vs. 60% in Wave 14 and 70% in Wave 13) indicating that BC residents are feeling less comfortable about travelling for non-essential reasons.

DETAILED FINDINGS

Past Travel

**Nov 12
2020**
(n=340)



■ 1 trip ■ 2 trips ■ 3 trips ■ 4+ trips

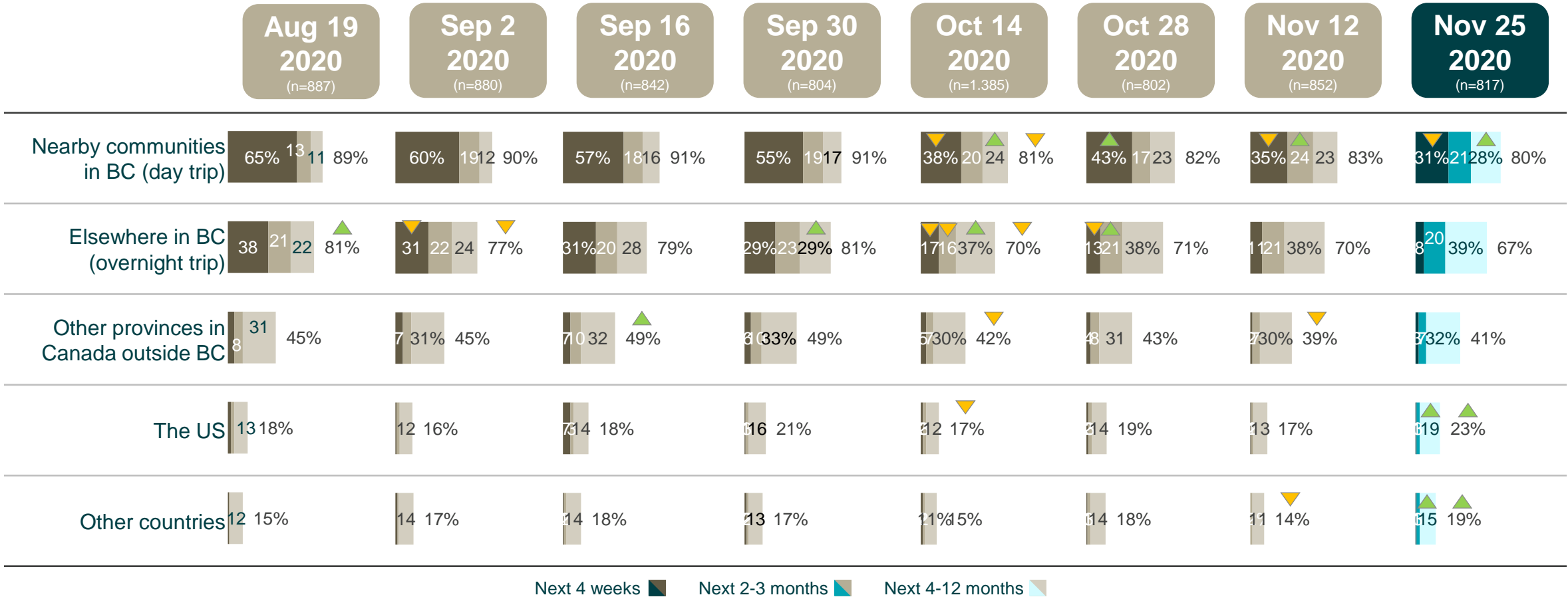
Base: All respondents

D0. In the following time periods, how many trips, if any, did you take to the following destinations for leisure and/or visiting friends and family? (Please do not consider any trips for business purposes).

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

Travel Intentions

(Next 12 Months)



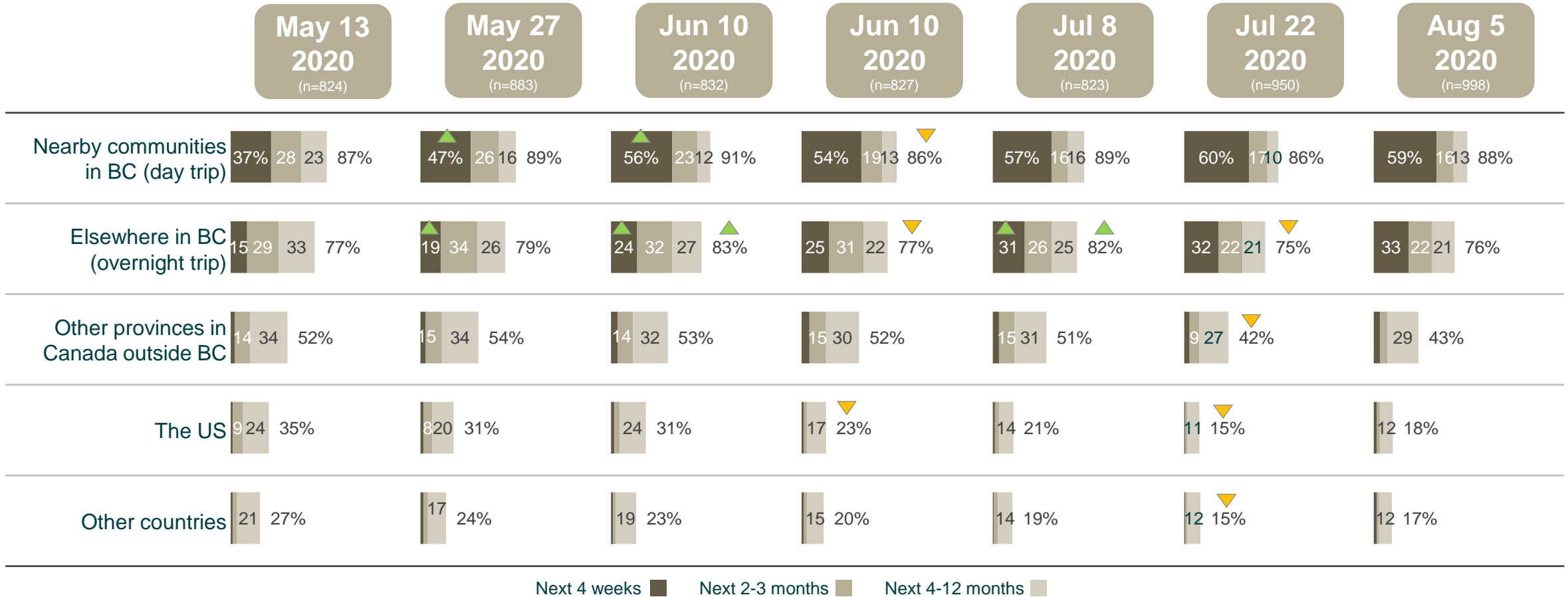
Base: All respondents

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.

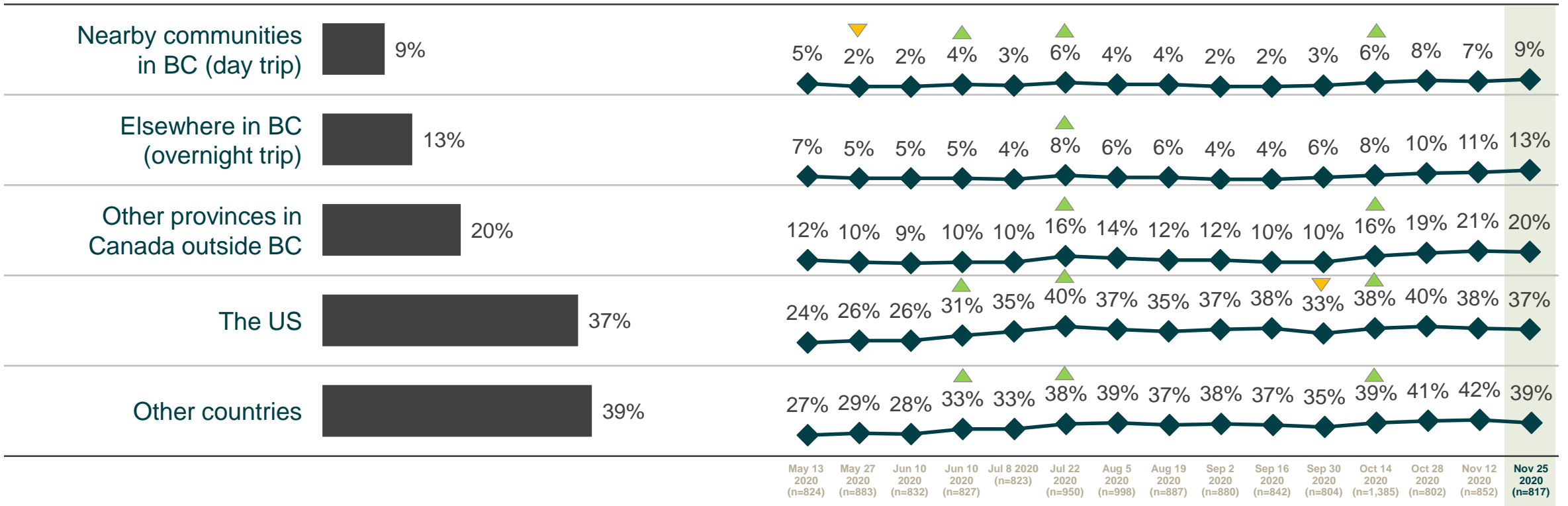
Travel Intentions

(Only if Vaccine/Treatment)



November 25, 2020

Tracking



Base: All respondents

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

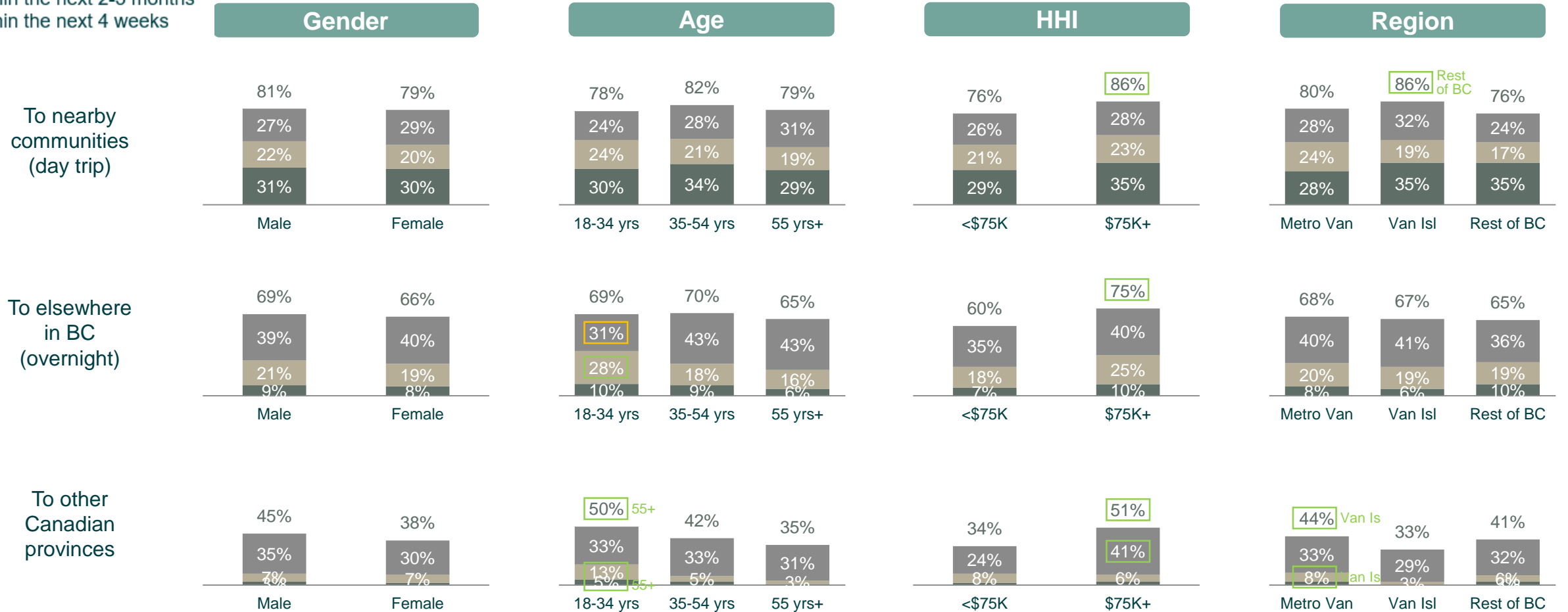
▲ Statistically significantly **higher** than previous wave.
▼ Statistically significantly **lower** than previous wave.

Travel Intentions by Demographics

(Next 12 Months: Wave 15 – November 25, 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).

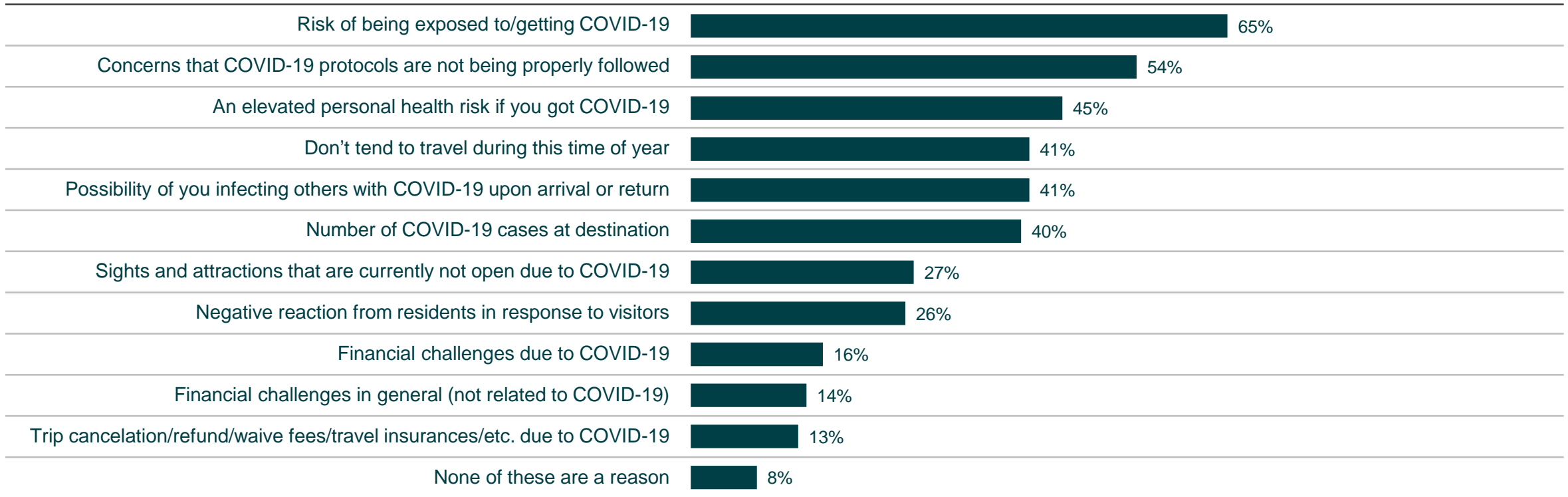
□ Statistically significantly **lower** than comparison group(s).

Aided Reasons for Not Considering BC Travel

(Among Those Not Intending to Travel in BC in the Next 3 Months)



**Nov 12
2020**
(n=340)



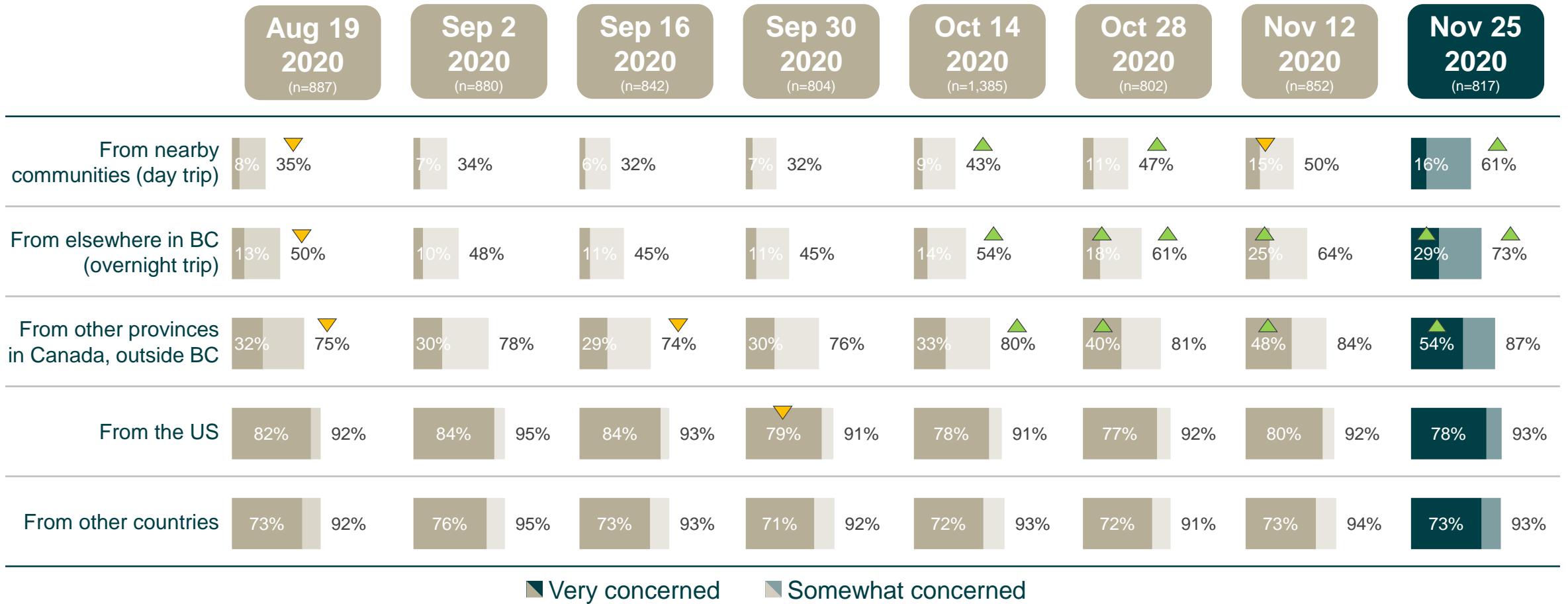
Base: Those who are not likely to take a daytrip in BC or an overnight trip in BC in the next 3 months

D4. Why are you **not** likely to travel in BC for a day trip or an overnight trip in the next 3 months?

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

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

Concern to Welcome Visitors



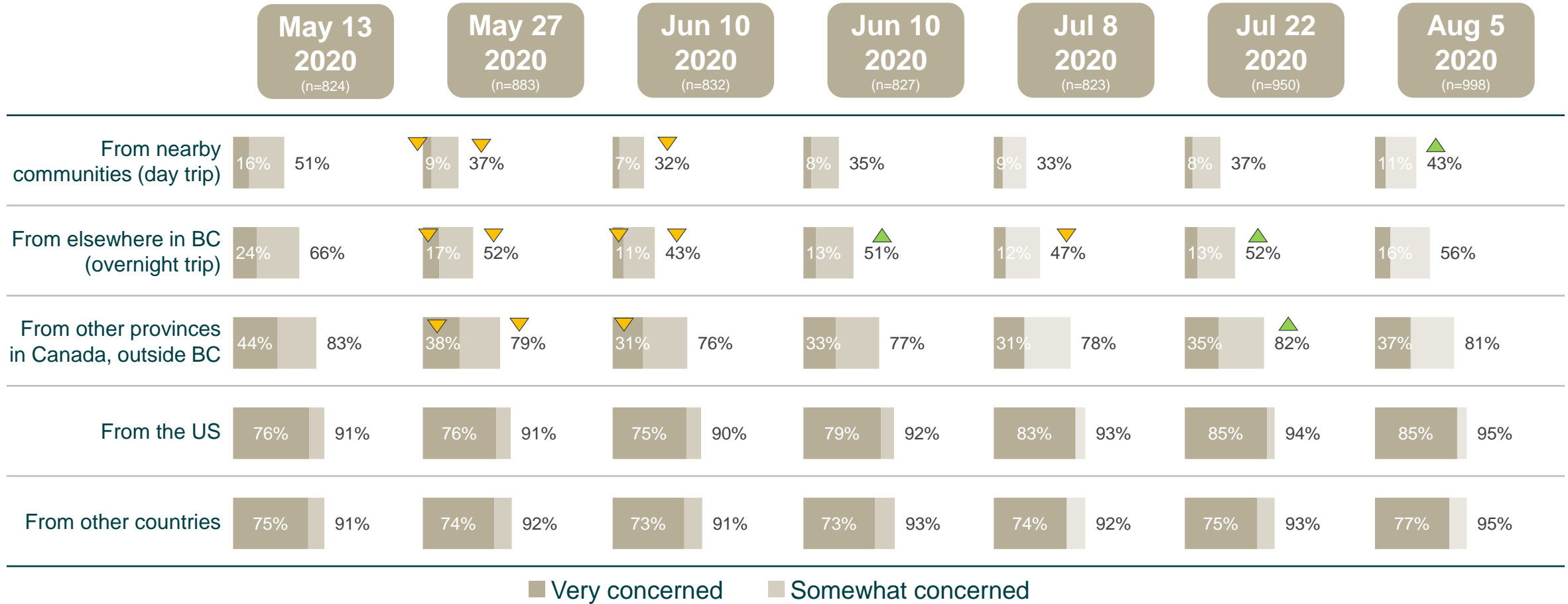
Base: All respondents

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.

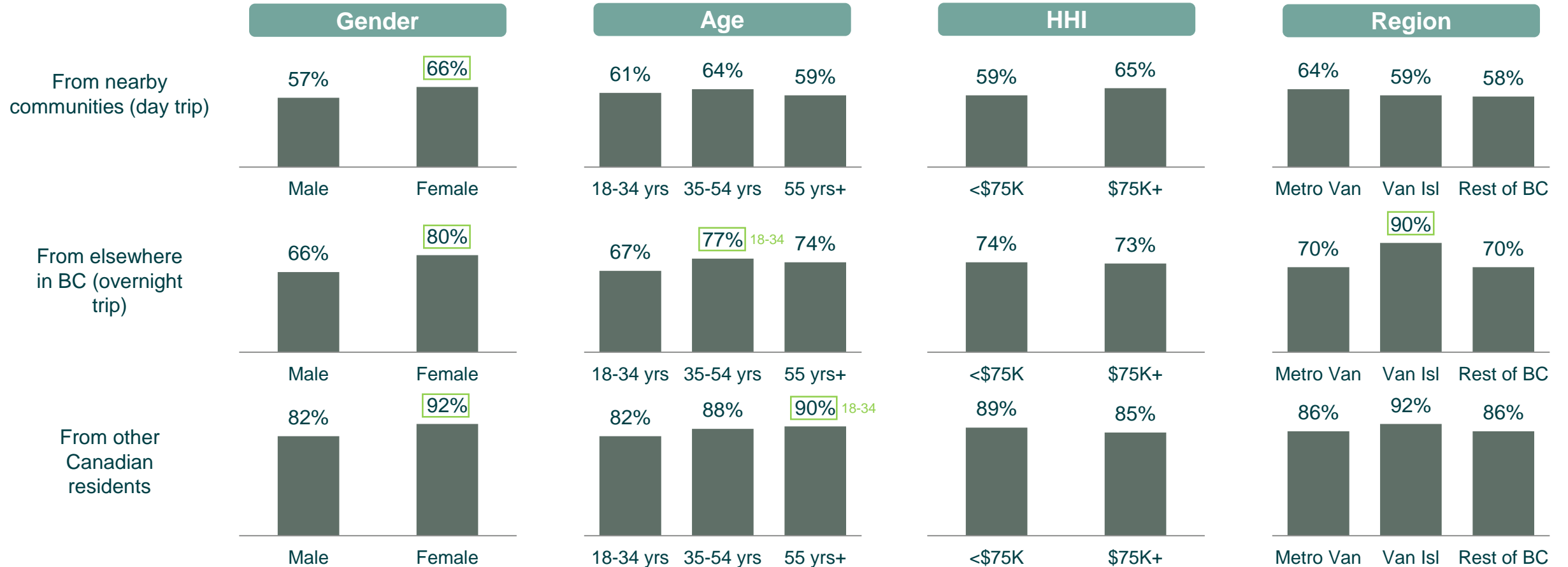
▼ Statistically significantly **lower** than previous wave.

Concern to Welcome Visitors by Demographics

(Wave 15 – November 25, 2020)



■ Total concerned



Base: All respondents

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

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

Comfort With Activities/Modes of Transportation

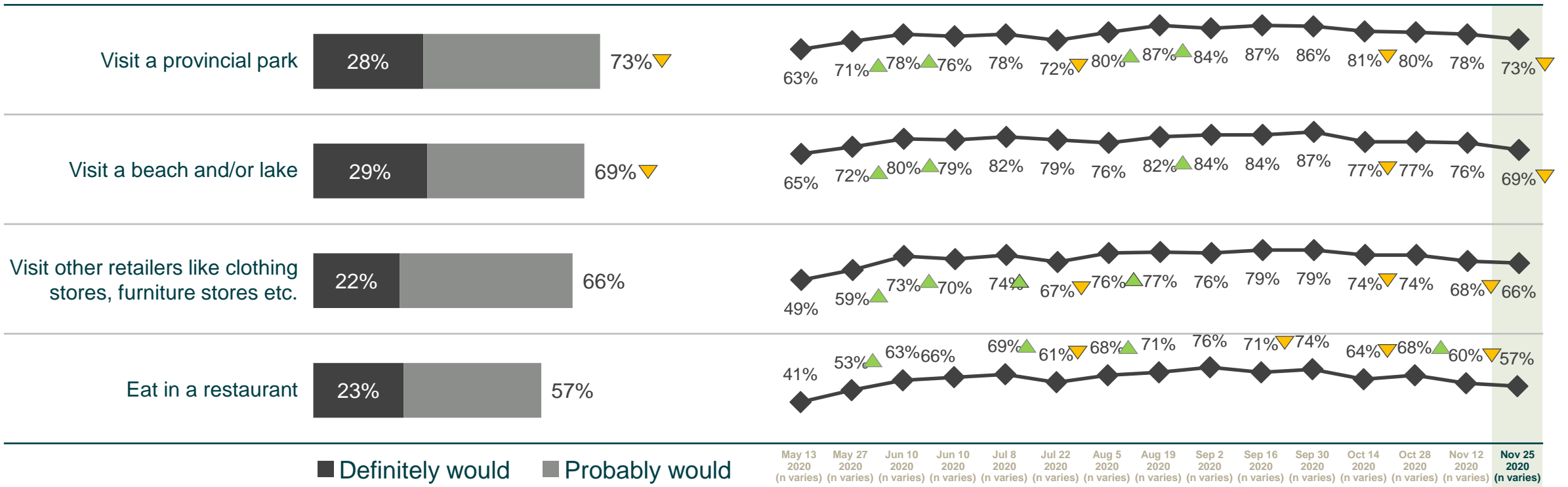
(Among Those Who Do Each)



November 25, 2020

Tracking

(Total Would)



■ Definitely would ■ Probably would

May 13 2020 (n varies) May 27 2020 (n varies) Jun 10 2020 (n varies) Jun 10 2020 (n varies) Jul 8 2020 (n varies) Jul 22 2020 (n varies) Aug 5 2020 (n varies) Aug 19 2020 (n varies) Sep 2 2020 (n varies) Sep 16 2020 (n varies) Sep 30 2020 (n varies) Oct 14 2020 (n varies) Oct 28 2020 (n varies) Nov 12 2020 (n varies) Nov 25 2020 (n varies)

⌘ Question wording change starting November 12: new response category “not applicable/wouldn’t do this at this time of year” added.

Base: All respondents, excluding not applicable/don’t do this in general and starting November 12 also excluding not applicable/wouldn’t do this at this time of year.

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

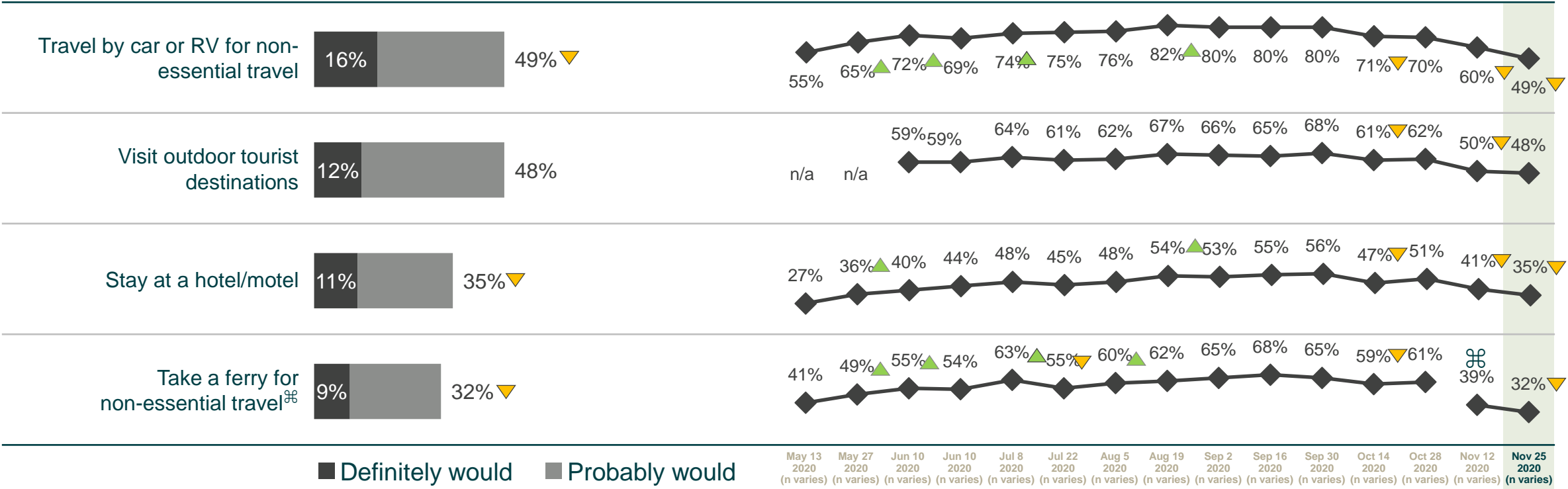
(Among Those Who Do Each, continued)



November 25, 2020

Tracking

(Total Would)



■ Definitely would ■ Probably would

⌘ Question wording change starting November 12: new response category “not applicable/wouldn’t do this at this time of year”; “non-essential travel” added to “Take a ferry” starting November 12.
 Base: All respondents, excluding not applicable/don’t do this in general and starting November 12 also excluding not applicable/wouldn’t do this at this time of year.
 D1. Would you be comfortable doing/using each of the following in the next few weeks, or are you likely to hold off longer due to concerns about COVID-19?

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

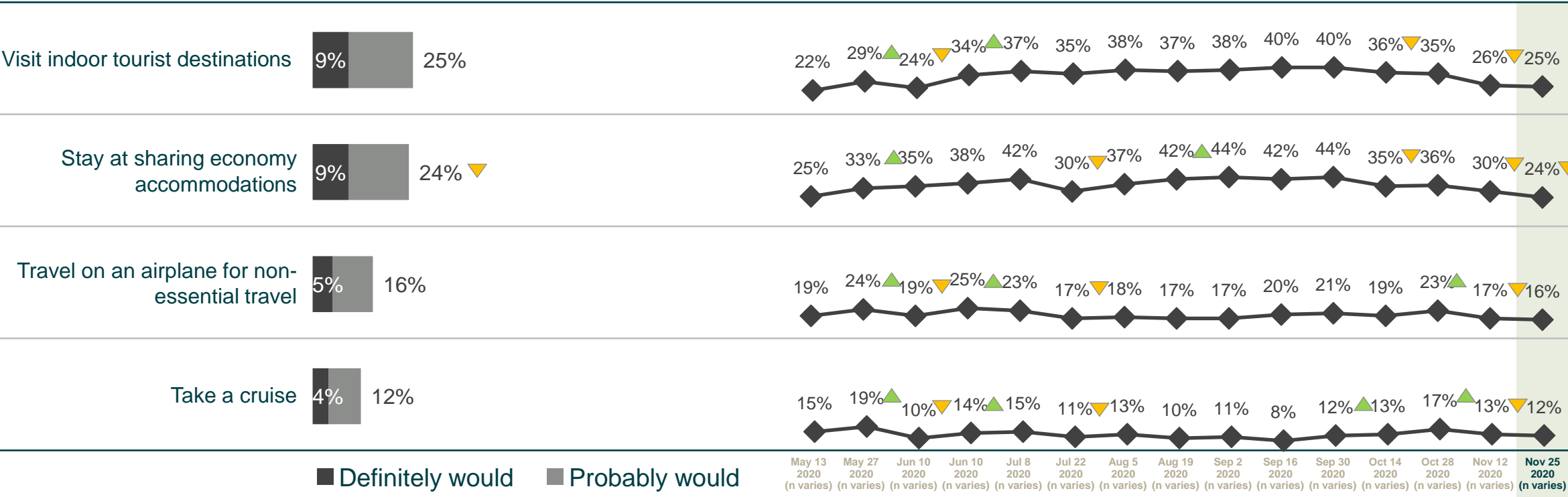
Comfort With Activities/Modes of Transportation

(Among Those Who Do Each, continued)



November 25, 2020

Tracking
(Total Would)



■ Definitely would ■ Probably would

⌘ Question wording change starting November 12: new response category “not applicable/wouldn’t do this at this time of year” added.
 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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