



DESTINATION
BRITISH COLUMBIA®

COVID-19 Research Roundup

March 29, 2021

Terrace, Northern BC

BC's Restart Plan

The phased approach to [BC's Restart Plan](#) is on pause for the duration of province-wide restrictions, as noted below.

Province-wide restrictions

To get COVID-19 transmission under control, the Province is urging all British Columbians to press pause on all non-essential travel and stay in their local community. Some insights noted in this Research Roundup were gathered prior to this announcement by BC's Provincial Health Officer, Dr Bonnie Henry, originally given on November 19 and reinforced on December 7, 2020, January 7, 2021, February 5, and March 29.

On March 19, 2021, Canadian and US officials agreed to extend the closure of the border between the two countries to non-essential travel until at least April 21, 2021.

Information provided in this Research Roundup Report highlights not only local insights, but global insights which may be applicable to BC now.





Destination BC is rounding up relevant research and articles each week related to the travel and tourism industry and COVID-19.

Last week in brief:

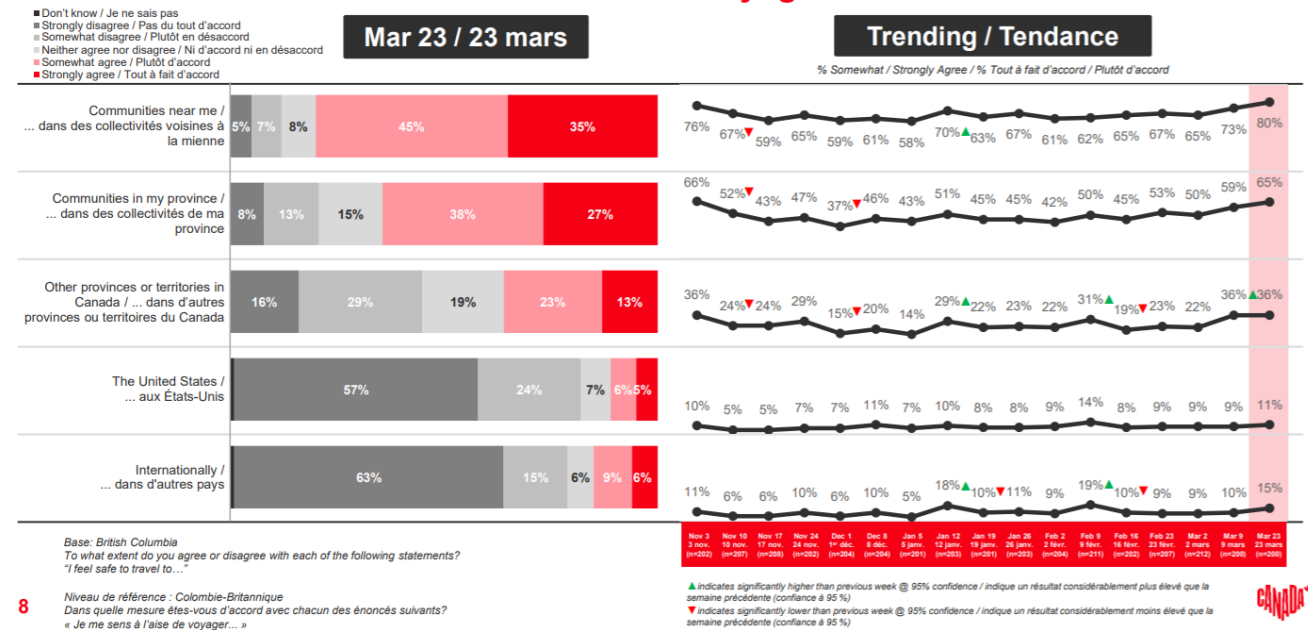
- 80% of BC residents feel safe to travel to nearby communities
- 89% of BC residents intend to travel to nearby communities in the next 12 months
- British Columbians continue to feel most comfortable participating in outdoor activities
- BC sees an increase of +26.8% in weekly domestic overnight visitation compared to previous week
- BC sees an increase of +3.9% in weekly domestic overnight visitation compared to same period last year
- BC's occupancy rate, ADR, and RevPAR will be reported next week
- Longwoods International reports 31% of American travellers choose to drive to a destination instead of fly
- Destination Analysts reports 46.1% of American travellers would be happy to see tourism ads for their own community
- Skift Event Manager demonstrated how "zero-COVID zones" might not save events
- Skift shares that an opportunity may exist for business travel in decentralized teams
- Tourism and COVID-19 dashboard and reporting resources

80% of BC residents feel safe to travel to nearby communities

- In Destination Canada's latest Resident Sentiment report (March 23, 2021), 80% of BC residents stated they feel safe to travel to nearby communities, whereas 12% expressed an opposing view, stating they did not feel safe, resulting in a net score of +68.
- 65% of BC residents stated they feel safe to travel to other communities in their province compared to 21% who do not feel safe, resulting in a net score of +44.
- BC residents have a net score of -9 for feeling safe to travel to other provinces, -70 for travelling to the US, and -63 for travelling to other countries.
- Destination Canada is now releasing this survey on a bi-weekly cadence.

British Columbia / Colombie-Britannique

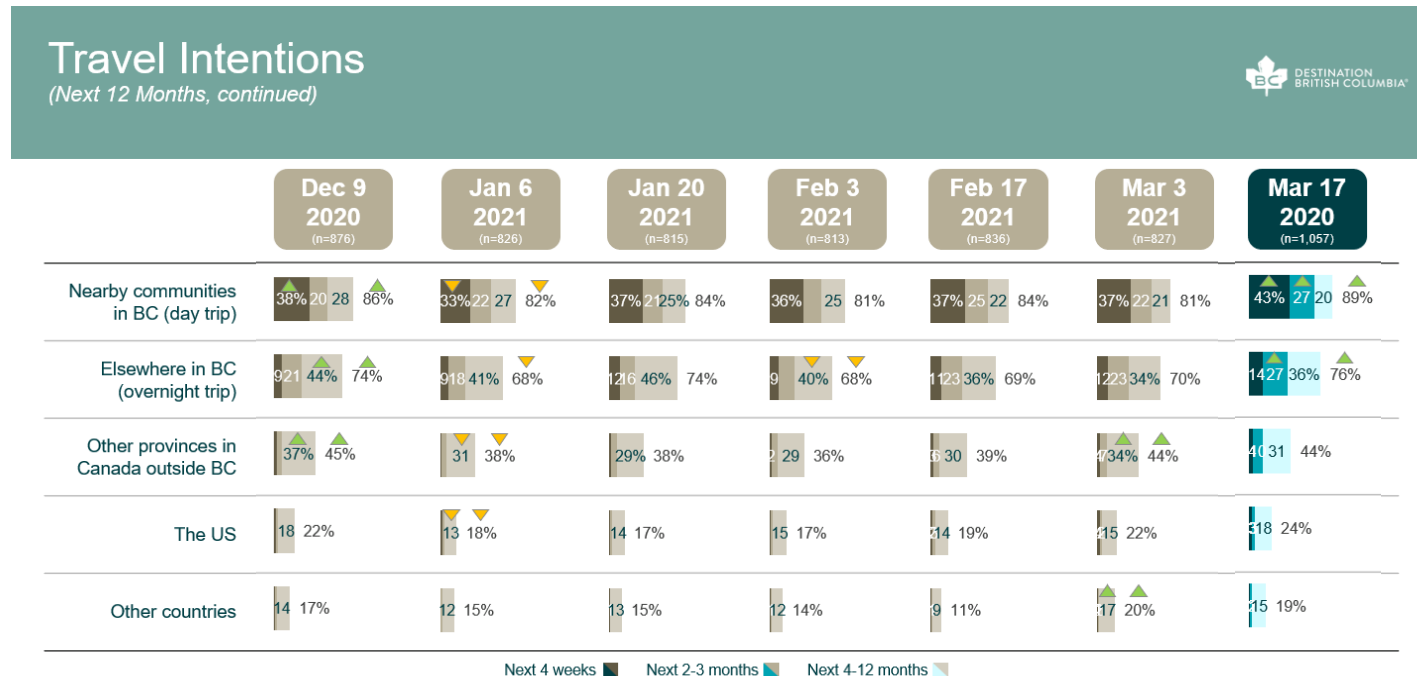
I feel safe to travel / Je me sens à l'aise de voyager



Source: [Destination Canada's Weekly Resident Sentiment, Leger, March 23, 2021](#)

89% of BC residents intend to travel to nearby communities in the next 12 months

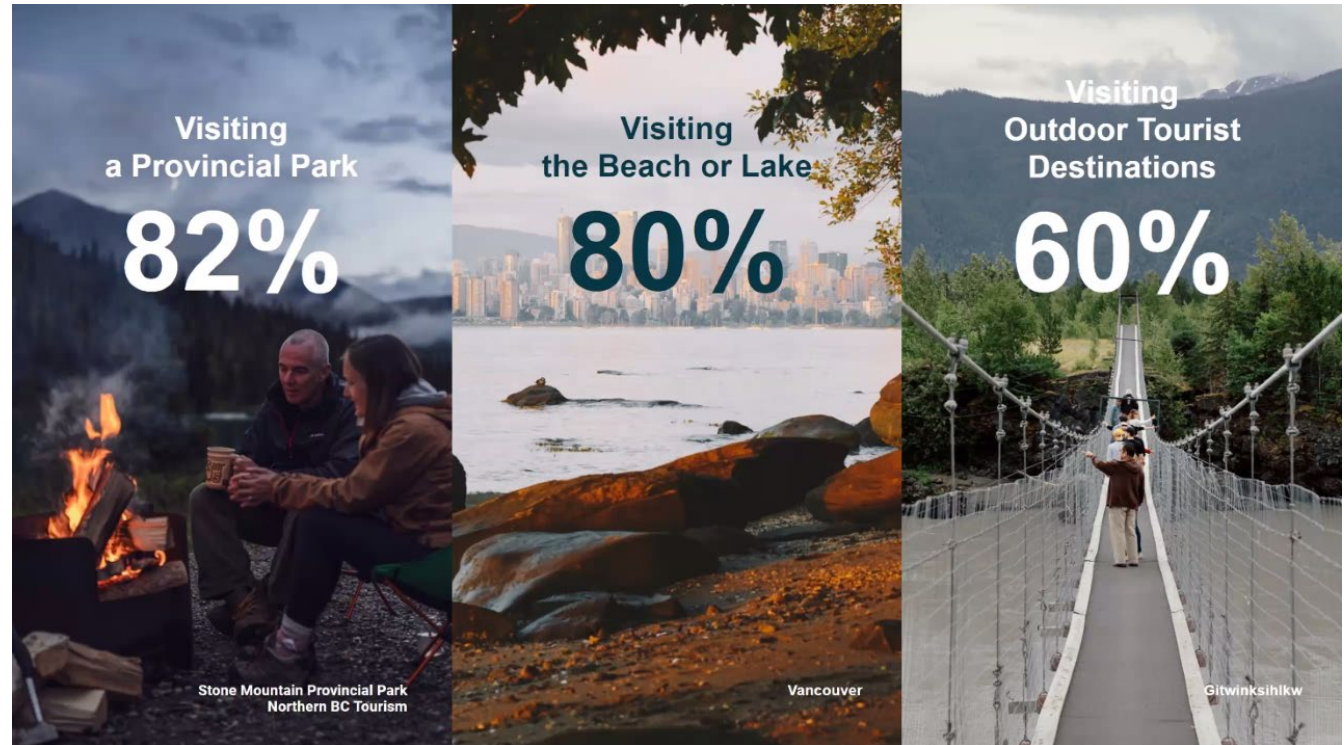
- In Destination BC's BC Residents' Public Perceptions Wave 22 (March 17, 2021) report, 89% of BC residents said they intend to travel to nearby communities in the next 12 months (up 8 points since March 3), compared to 76% who intend to do so elsewhere in BC (up 6 points). This is the highest since last summer.
- 44% of BC residents said they intend to travel to other provinces outside of BC in the next 12 months, compared to 24% to the US and 19% to other countries.



Source: [Destination BC's BC Residents' Public Perceptions: COVID-19 Travel and Tourism Wave 22, Insights West, March 17, 2021](#)

British Columbians continue to feel most comfortable participating in activities outdoors

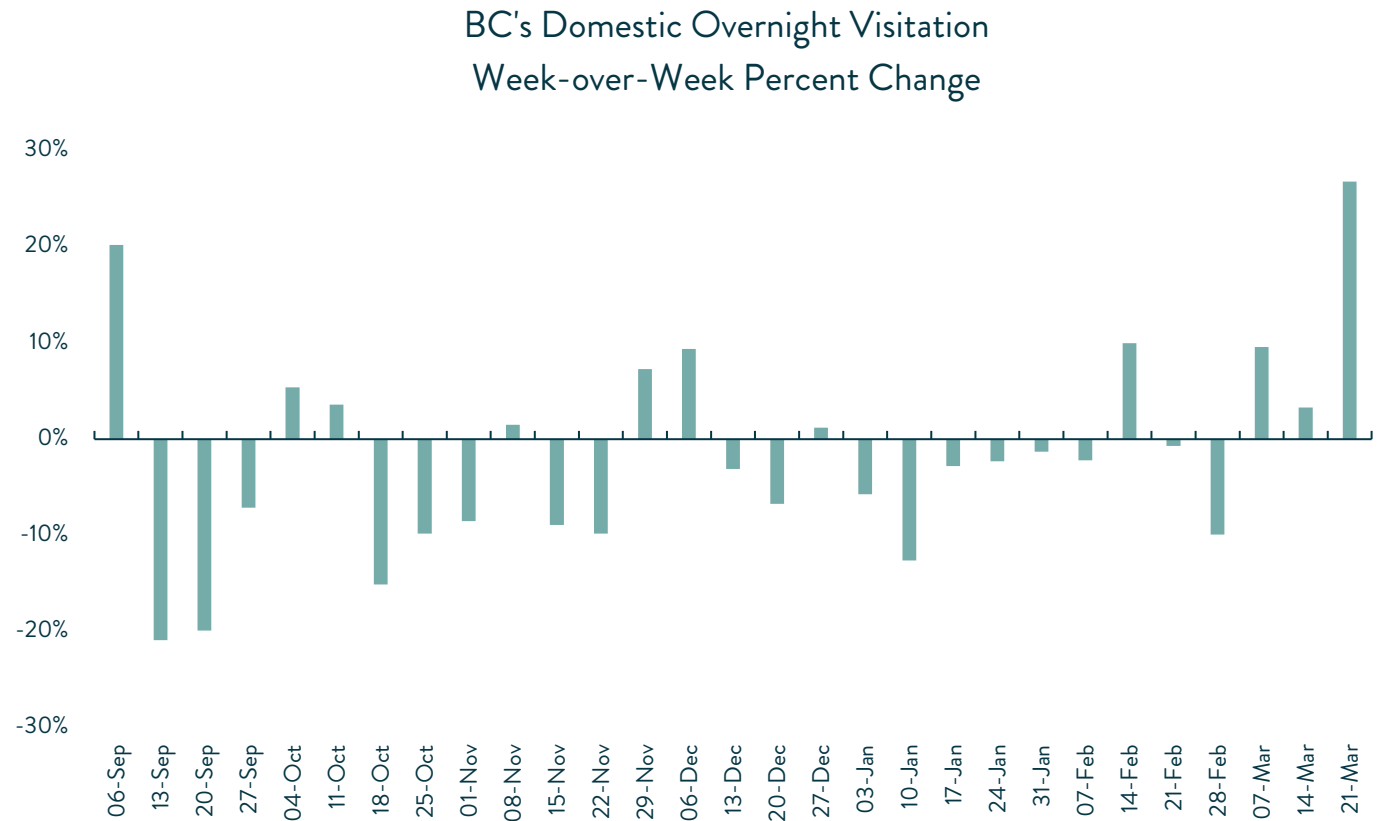
- In Wave 22, (March 17, 2021) of Destination BC's BC Residents' Public Perceptions survey, 82% of BC residents said they would visit a provincial park and 80% would visit a beach or lake. 60% of British Columbians feel comfortable visiting outdoor tourist destinations.
- Visitors prefer to travel by car or RV right now (60%) compared to flying, 17%, a trend that is seen in many countries around the world.



Source: [Destination BC Industry Call, March 25, 2021 \(6:55 minute mark\)](#)

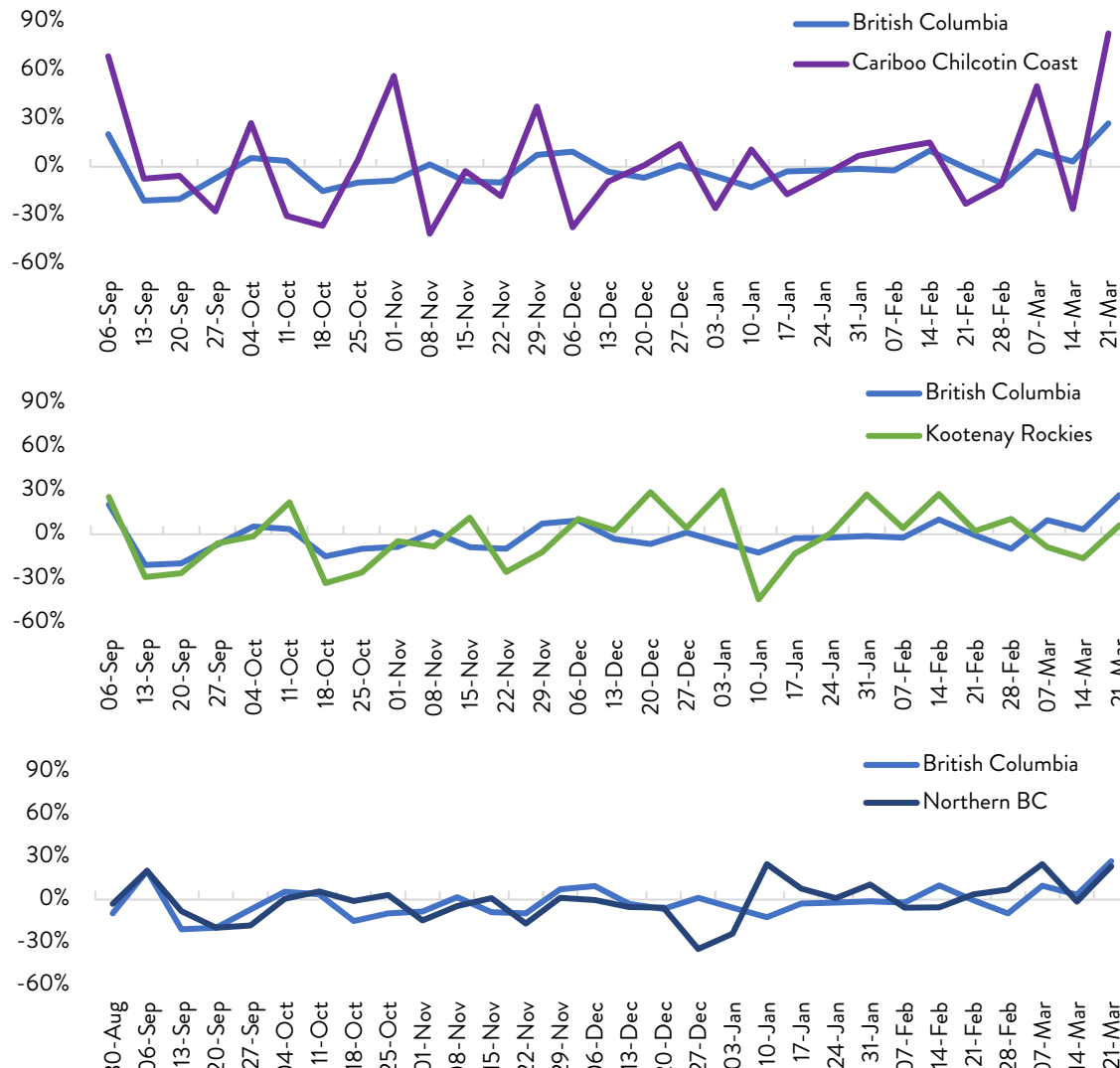
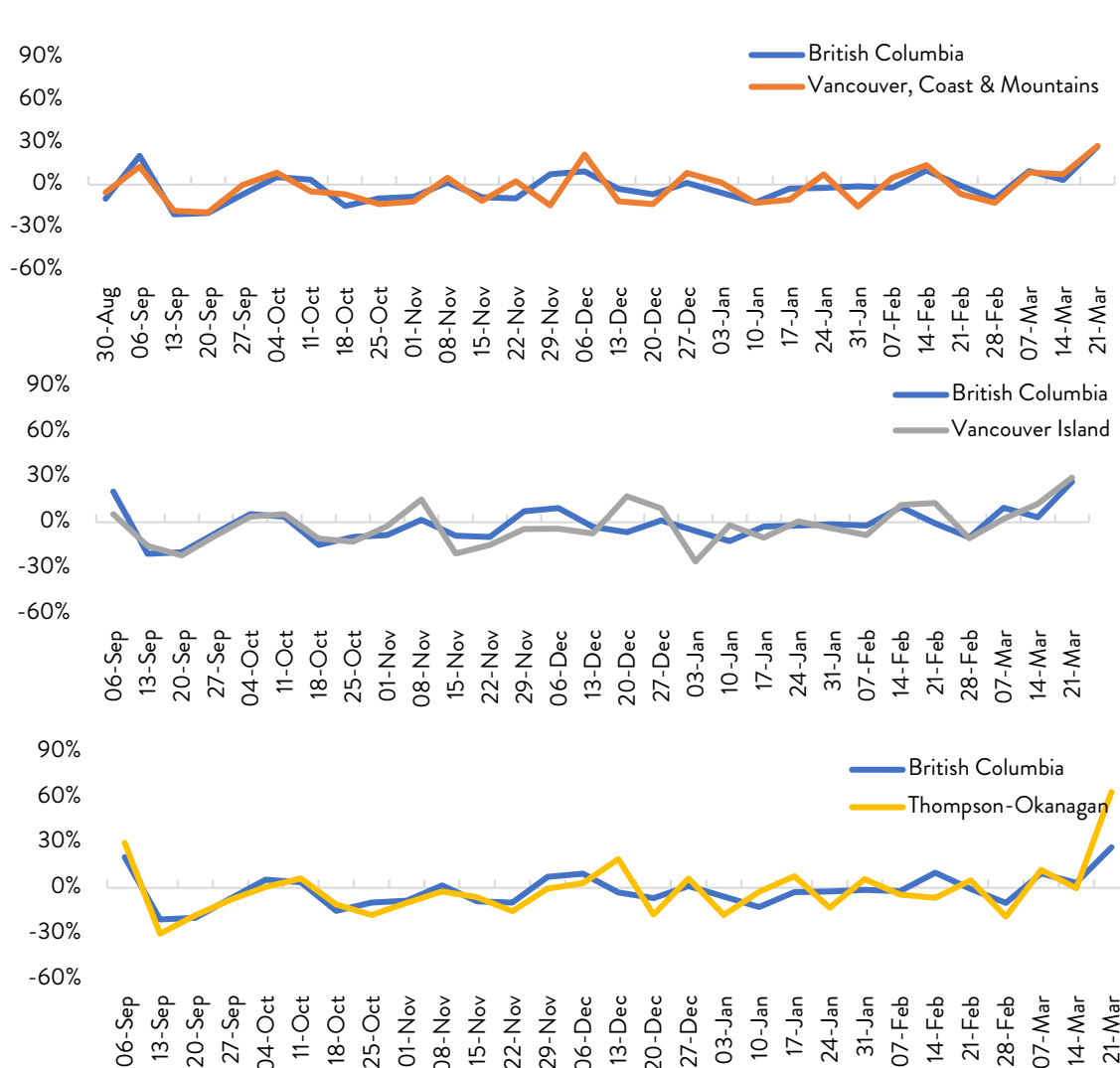
BC sees an increase of +26.8% in weekly domestic overnight visitation compared to previous week

- According to Environics Analytics Weekly COVID Tracker Report, during the week ending March 21, 2021, BC experienced a week-over-week increase of +26.8% in weekly domestic overnight visitation. This week captures Spring Break 2021.
- Week-over-week increases in domestic overnight visitation were seen across the province:
 - Cariboo Chilcotin Coast (+82.5%)
 - Thompson Okanagan (+63.3%)
 - Vancouver Island (+29.5%)
 - Vancouver, Coast & Mountains (+27.2%)
 - Northern BC (+23.4%)
 - Kootenay Rockies (+6.2%)



Source: [Environics Analytics Weekly COVID Tracker Report, March 21, 2021](#)

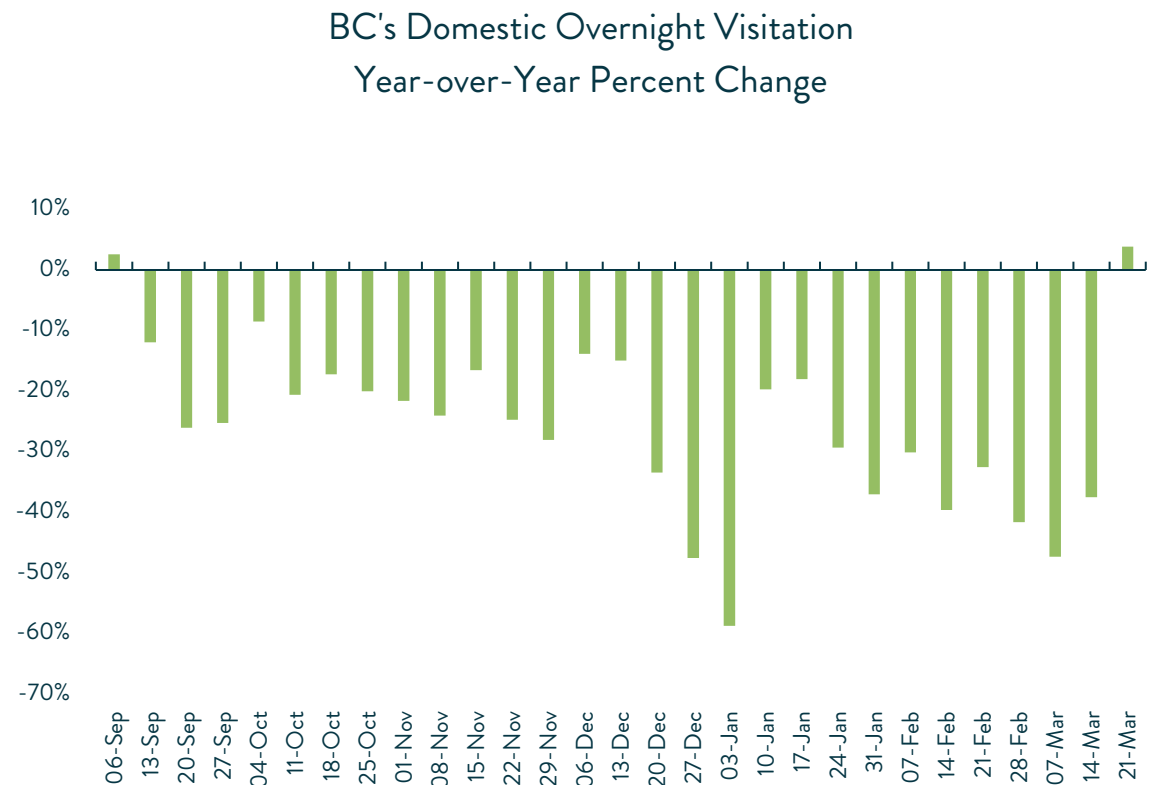
BC and Regional Domestic Overnight Visitation Week-over-Week Percent Change



Source: [Environics Analytics Weekly COVID Tracker Report, March 21, 2021](#)

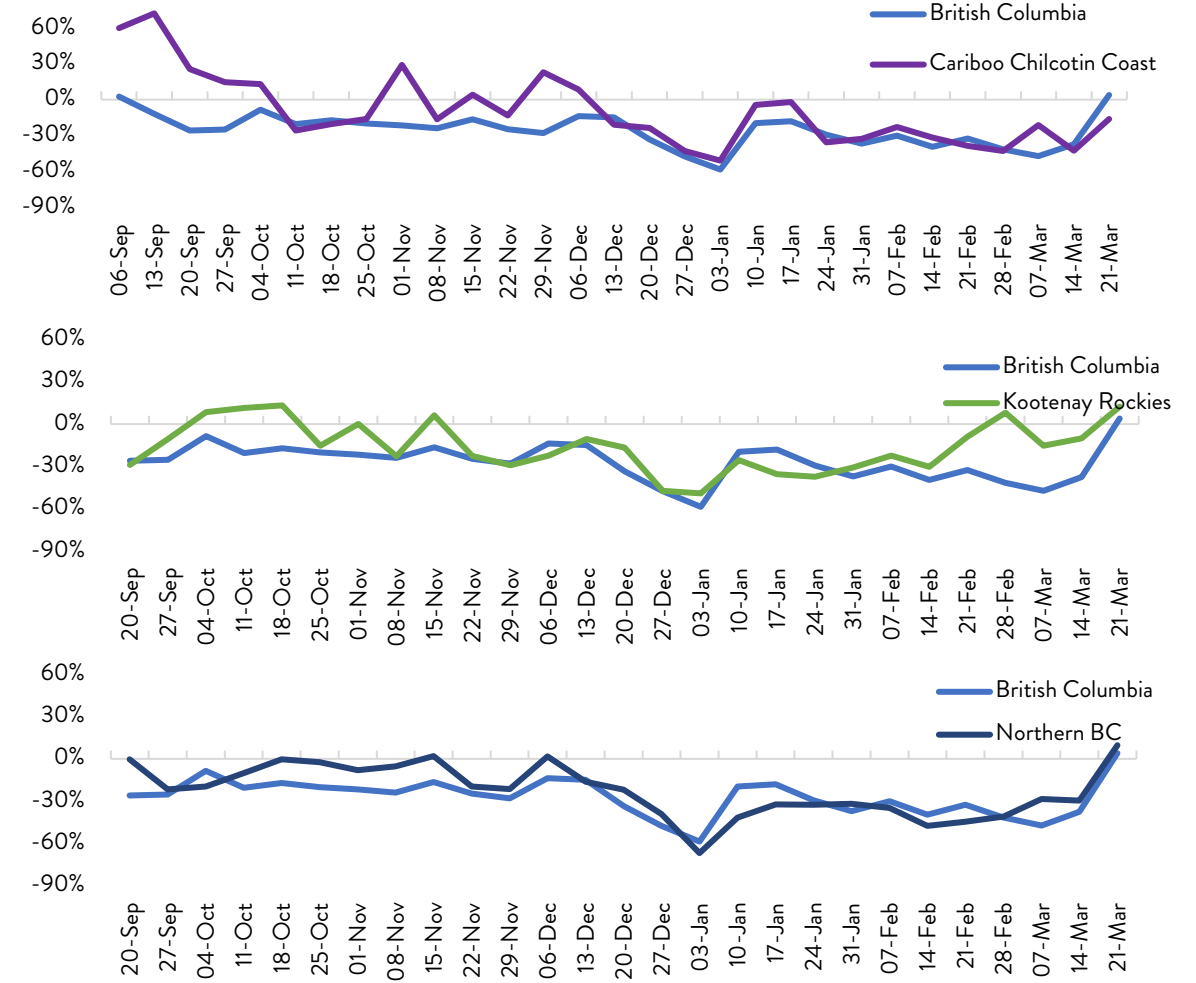
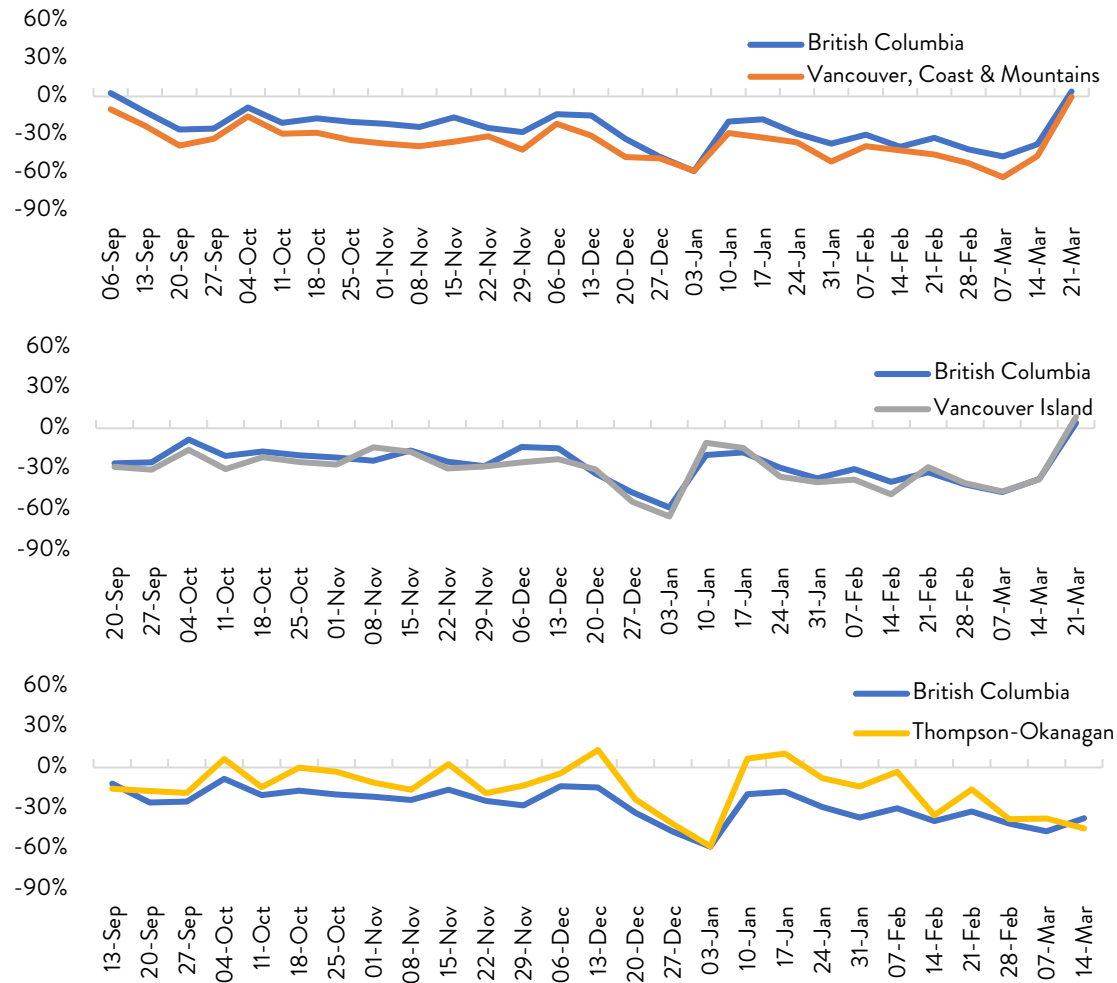
BC sees an increase of +3.9% in weekly domestic overnight visitation compared to same period last year

- For the week ending March 21, 2021, Environics Analytics reported that weekly domestic overnight visitation was up +3.9% compared to the same week in 2020.
- This was the first year-over-year increase seen since September 2020. The increase seen was likely due in part to the lower domestic overnight visitation seen during the same period last year. This period in 2020 marked the onset of the pandemic when travel restrictions and social distancing measures were first announced.
- Across the province, year-over-year increases in weekly visitation were seen in four of BC's tourism region. These include: Kootenay Rockies (+12.4%), Thompson Okanagan (+11.1%), Northern BC (+9.6%), and Vancouver Island (+8.4%).
- However, year-over-year decreases in weekly visitation was seen in the Cariboo Chilcotin Coast (-16.1%) and Vancouver, Coast & Mountains (-0.2%).



Source: [Environics Analytics Weekly COVID Tracker Report, March 21, 2021](#)

BC and Regional Domestic Overnight Visitation Year-over-Year Percent Change



BC's occupancy rate, ADR, and RevPAR will be reported next week

- STR, an agency which reports BC's hotel performance, such as hotel occupancy, ADR and RevPAR is unavailable this week for British Columbia and select cities. It is anticipated that data will be available in next week's Research Roundup.



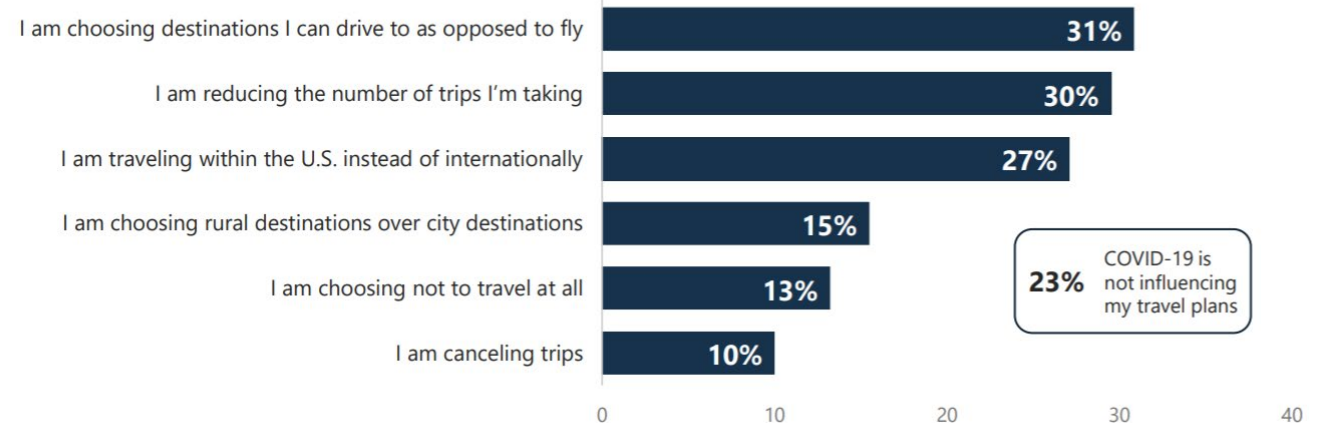
Longwoods International reports 31% of American travellers choose to drive to a destination instead of fly

- According to Longwoods International's recent COVID-19 Travel Sentiment Study (Wave 33, March 17, 2021), 31% of American travellers are choosing a destination they can drive to instead of fly to due to COVID-19. In the next 6 months, 30% are reducing the number of trips they are taking, and 27% are travelling domestically instead of internationally. 23% of respondents say that COVID-19 is not influencing their travel plans.
- In the next 6 months, 87% of the respondents said they intend to travel, the highest since March 11, 2020.

IMPACT ON TRAVEL PLANS

Base: Travelers (n=749)

Influence of COVID-19 on Travel Plans in the Next Six Months



Source: [COVID-19 Travel Sentiment Study – Wave 33, Longwoods International, March 17, 2021](#)

Destination Analysts reports 46.1% of American travellers would be happy to see tourism ads for their own community

- Destination Analysts, a US-based tourism research company, shared that 46.1% of American travellers would be happy to see an ad promoting tourism in their community.
- Of those who were happy, 64.8% said it was because it would help local businesses.
- Right now, 38.4% said it is becoming significantly safer to travel, 29.8% said it is now safe to travel, and 26.0% said they feel pride in their community, as reasons why they would be happy to see tourism ads for their own community.

WHY AMERICANS WOULD BE HAPPY TO SEE TOURISM ADS FOR THEIR OWN COMMUNITY AS OF MARCH 21, 2021

46.1% of American Travelers would happy right now to see an ad promoting tourism to their own community



QUESTION: WHY WOULD YOU BE "HAPPY" SEEING AN ADVERTISEMENT NOW PROMOTING YOUR COMMUNITY AS A PLACE FOR TOURISTS TO COME VISIT WHEN IT IS SAFE?
(SELECT ALL THAT APPLY)

(Base: Wave 54 data. Respondents who would be "happy" or "very happy" seeing an advertisement promoting their community for tourists, 526 completed surveys. Data collected March 19-21, 2021)

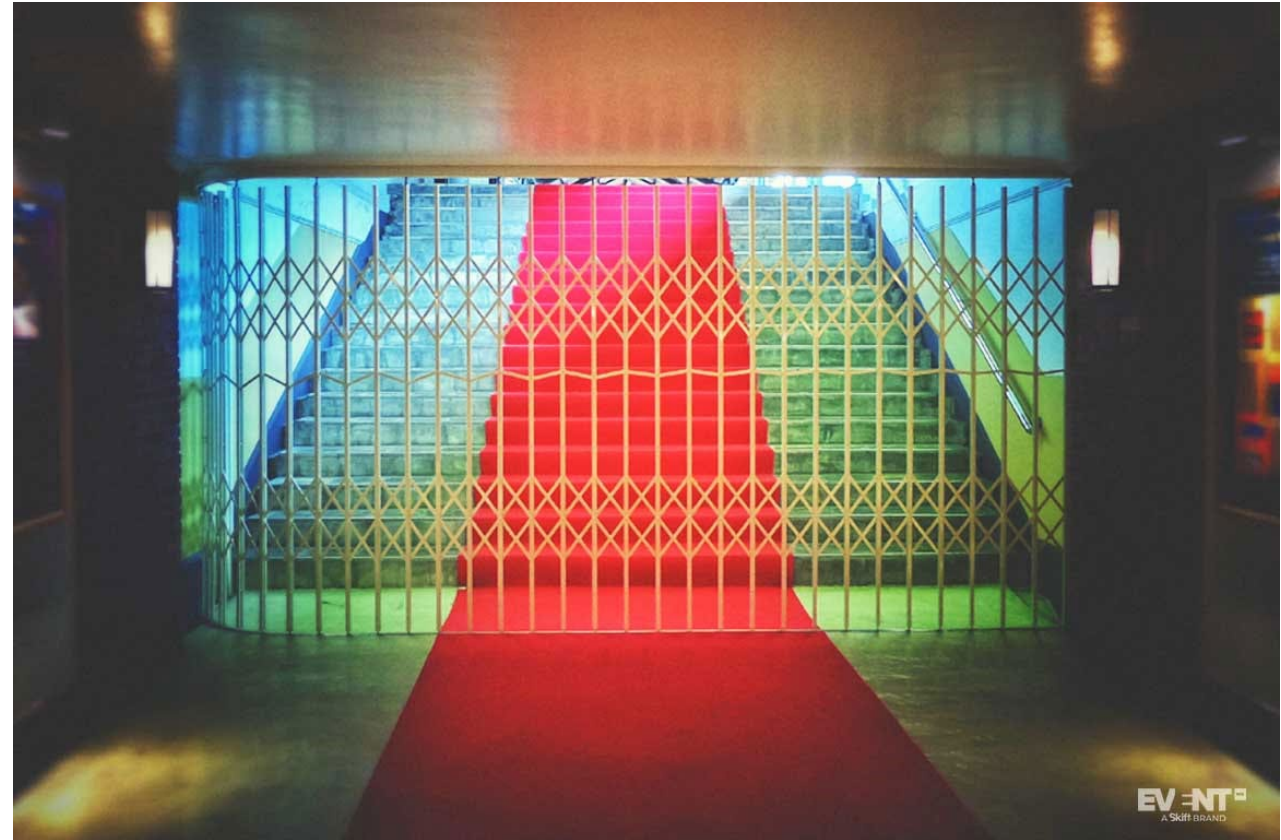
Destination  Analysts
DO YOUR RESEARCH



Source: [Destination Analysts, March 22, 2021](#)

Skift Event Manager demonstrated how “zero-COVID zones” might not save events

- Skift’s Event Manager shared insights from ‘Save Victorian Events’, an Australian initiative that discovered a “zero-COVID zone” (following strict pandemic control measures) does not necessarily facilitate successful tourism events.
- Founder Simon Thewlis stated that the swift lockdowns deemed necessary to maintain a zero-COVID zone means a high risk of event cancellation and a loss of investment.
- Events may also rely on government support and broadcast revenue to be successful, such as the Australian Open, which is still slated to lose \$78 million AUD even with some events reaching attendances of 30,000 and incoming revenues from broadcasting.



Source: [Event Manager Blog, March 22, 2021](#)

Skift shares that an opportunity may exist for business travel in decentralized teams

- A recent article by Skift pointed out that a larger remote workforce may result in a higher demand for business travel as decentralized teams come together more often in hotels and meeting spaces, as well as create a higher demand for business travel solutions from hoteliers and airlines.
- Brands like Marriott, Hilton, and Accor have already created hybrid meeting offerings.



Source: [Skift, March 17, 2021](#)

Tourism and COVID-19 dashboard and reporting resources

- Destination BC's new [Tourism Industry Dashboard](#) tracks statistics across tourism-related industries including accommodations, food & beverage, and transportation.
- Destination BC's conducts and commissions general [research and insights](#) related to travel and tourism in British Columbia, as well as [COVID-19 Research and Insights](#).
- The UNWTO has a [tourism recovery tracker](#), the most comprehensive tourism dashboard to date.
- The UNWTO has an [online dashboard of international statistics](#) on the impact of COVID-19 on the tourism sector.
- MPI has created a [coronavirus resource page](#) that compiles meetings and events information as well as links to several other resources helpful to the Business Events segment in our industry.
- The BC Tourism Resiliency Network hosts [tourism impact reports and travel pattern studies](#).
- The Travel and Tourism Research Association links to many [research and analytics companies](#) on their COVID-19 Resource Centre.





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This report can be found online on the [Destination BC Research & Insights COVID-19](#) webpage

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