



DESTINATION  
BRITISH COLUMBIA®

# BC Residents' Public Perceptions: COVID-19 Travel and Tourism Wave 21 Report

Report prepared by Insights West  
Date: March 3, 2021

## 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 approximately 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 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%
16	December 9-14, 2020	876	+/-3.4%
17	January 6-10, 2021	826	+/-3.4%
18	January 20-24, 2021	815	+/-3.4%
19	February 3-7, 2021	813	+/-3.4%
20	February 17-21, 2021	836	+/-3.4%
21	March 3-7, 2021	827	+/-3.4%
22	March 17		
23	March 31		

## TRAVEL INTENTIONS

- As vaccines begin to roll out in BC to the general population, we anticipate a small uptick in BC residents intending to travel in the next 4-12 months. Wave 21 (March 3, 2021) found that there is more intended travel to provinces outside of BC, and to countries other than Europe, with travel intentions for the two destinations almost returning to late summer 2020 levels. Specifically, 44% (up from 39% last wave) plan to travel to other provinces within the next 12 months, and 20% (up from 11%) plan to travel to other countries.
- There has been no change in travel intentions within BC this wave. Travel plans within the next 4 weeks continue to be greatest for day trips into surrounding areas (37%), compared to other areas, such as to other parts of the province for an overnight trip (12%), to other provinces within Canada (4%), to the US (4%), or to other countries (1%).
- Travel intentions to the US are up for the longer term (22% in the next 12 months in total versus 19% last wave), but are not statistically significant.

## CONCERN TO WELCOME VISITORS

- Concern with welcoming visitors into their community has remained the same this wave, showing no impact of the upcoming vaccinations as of yet. Currently, 50% of BC residents are concerned with welcoming visitors into their community from surrounding areas, 65% are concerned with welcoming visitors from other parts of the province, and 80% are concerned with welcoming visitors from other parts of Canada.
- In this wave our older residents (55+) show a little more concern with visitors from nearby communities (56% versus 47% of 18-34 year olds and 45% for 35-54 year olds) and from elsewhere in BC (71% of 55+ versus 63% of 18-34 year olds and 60% of 35-54 year olds).

# SUMMARY

*(continued)*



## COMFORT TO WELCOME VISITORS UNDER VARIOUS CIRCUMSTANCES

- Asked as a one-time question this wave, British Columbians were presented with five possible scenarios and asked how comfortable they would be with visitors making trips into their community. All scenarios provide reassurance for a large majority, with at least three-quarters being comfortable under these circumstances. Most reassuring is that all members of their community are fully vaccinated (89% comfortable), followed by all community visitors proving they are fully vaccinated (88% comfortable), and all household members fully vaccinated (85% comfortable).
- Ensuring all health and safety protocols being enforced and monitored at local businesses makes 76% comfortable, and all health and safety protocols being in place when visitors arrive in Canada makes 73% comfortable.

## COMFORT WITH ACTIVITIES/MODES OF TRANSPORTATION

- Comfort with participating in activities and modes of transportation continues to trend upward again this wave, with a few significantly higher. Compared with Wave 20 (February 17, 2021), there are statistically significant increases in comfort with going to an outdoor tourist destination (up from 55% last wave to 60% this wave), travelling by car or RV for non-essential travel (up from 54% to 58%), staying in sharing economy accommodations (up from 29% to 36%), and even taking a cruise (up from 12% to 17%).

# SUMMARY

*(continued)*

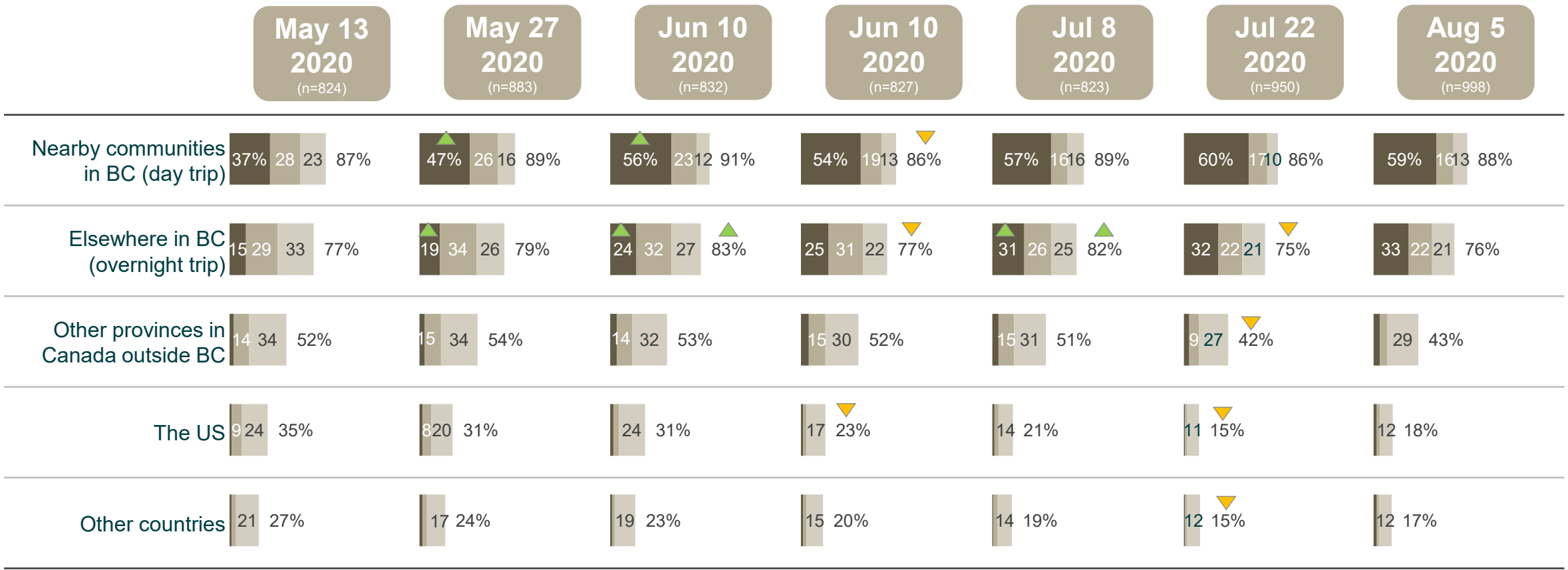
## SOURCE OF PROVINCIAL HEALTH UPDATES

- As a one-time question, the source of information about COVID-19 health updates provided by the province and Provincial Health Officer (PHO) was asked this wave. Respondents could choose any or all of the eight sources listed, or choose “something else”; alternatively they could indicate they don’t follow the updates.
- Results show that nearly all British Columbians are listening to updates (only 4% are not). Half are watching the live broadcasts themselves and 44% are going straight to government sources. Most commonly, online news is the source turned to for PHO updates (62%), followed by TV news (55%). Social media is also well consulted (49%), and word of mouth has its place as well (34%). In keeping with general media trends we have witnessed in other studies, use of newspaper (29%) and radio (29%) are slightly less widespread.

# DETAILED FINDINGS

# Travel Intentions

(Next 12 Months)



Next 4 weeks ■ Next 2-3 months ■ Next 4-12 months ■

Base: All respondents

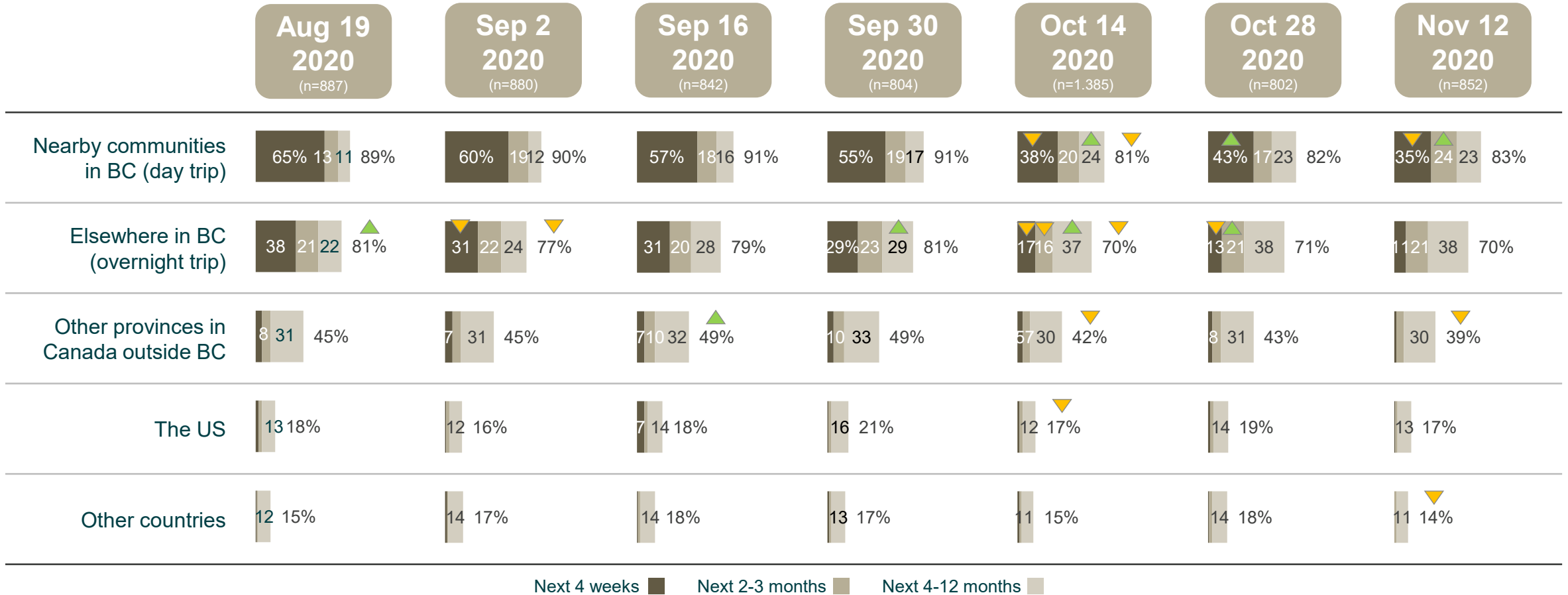
D3. When, if at all, are you likely to make trips to the following destinations?

Due to rounding, the total may not equate 100% to the sum of individual values shown.

▲ 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?

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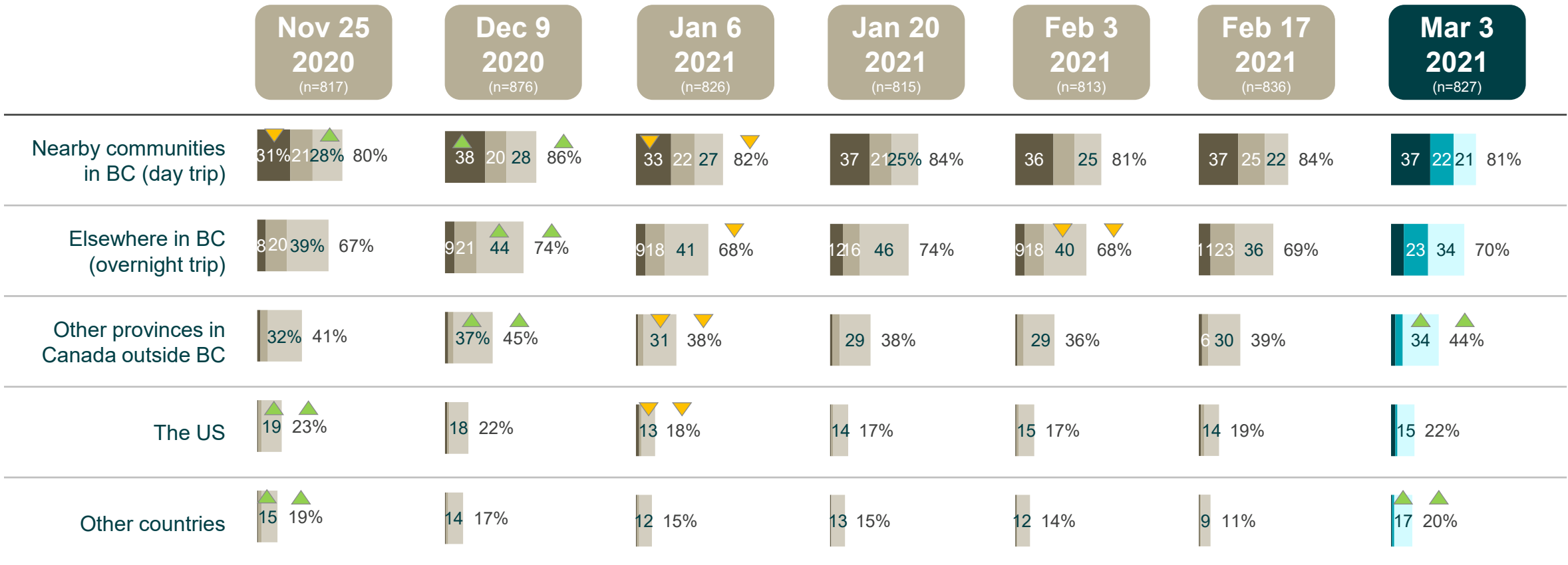
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# Travel Intentions

(Next 12 Months, continued)



Next 4 weeks ■ Next 2-3 months ■ Next 4-12 months ■

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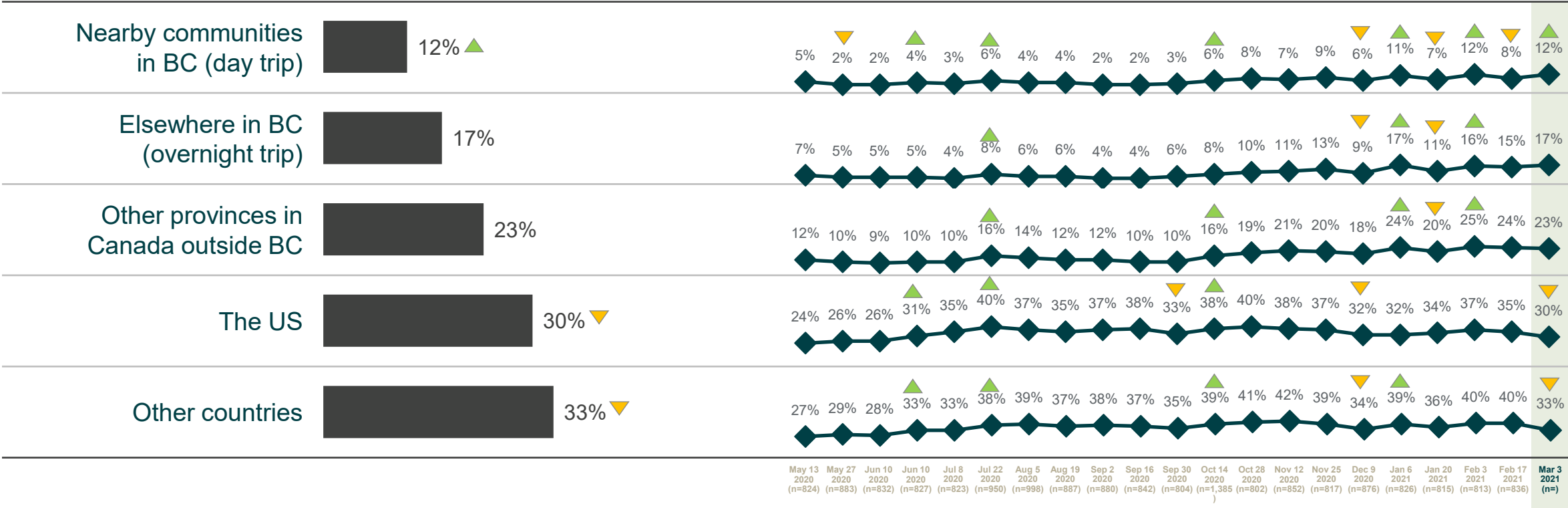
# Travel Intentions

(Only if Vaccine/Treatment)



**March 3, 2021**

**Tracking**



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

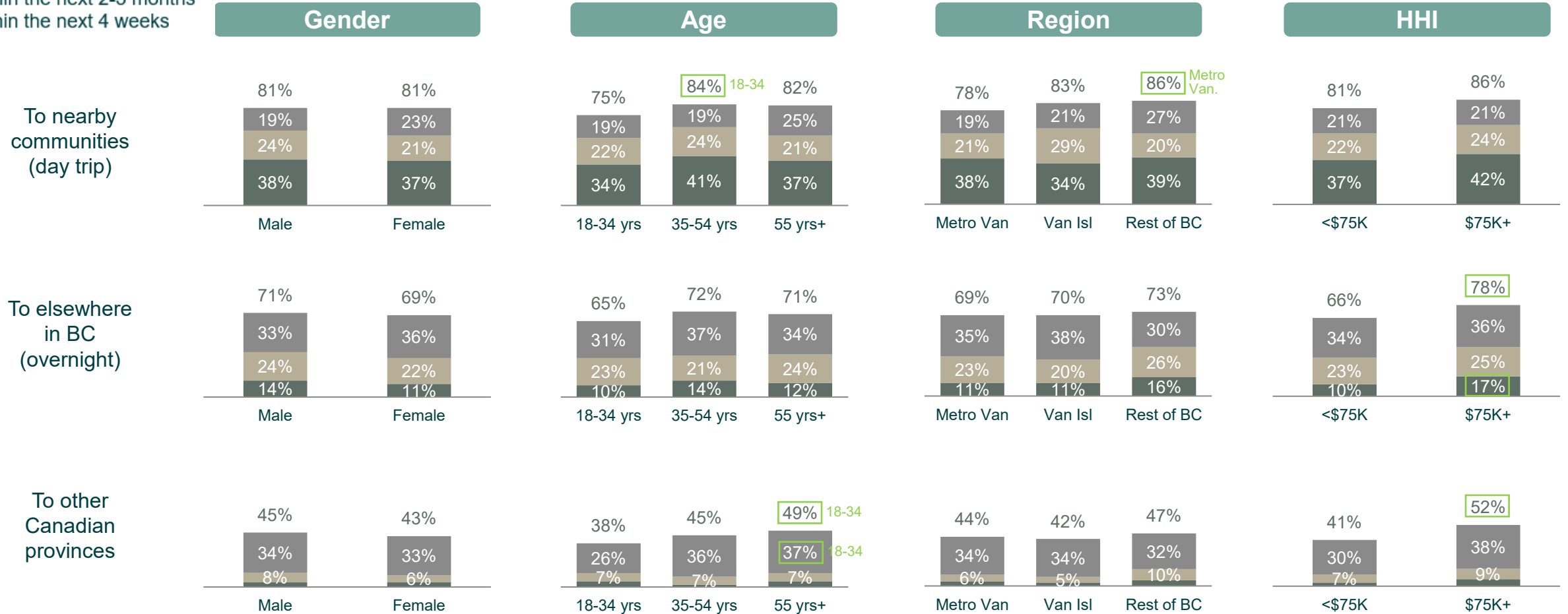
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# Travel Intentions by Demographics

(Next 12 Months: Wave 21 – March 3, 2021)



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



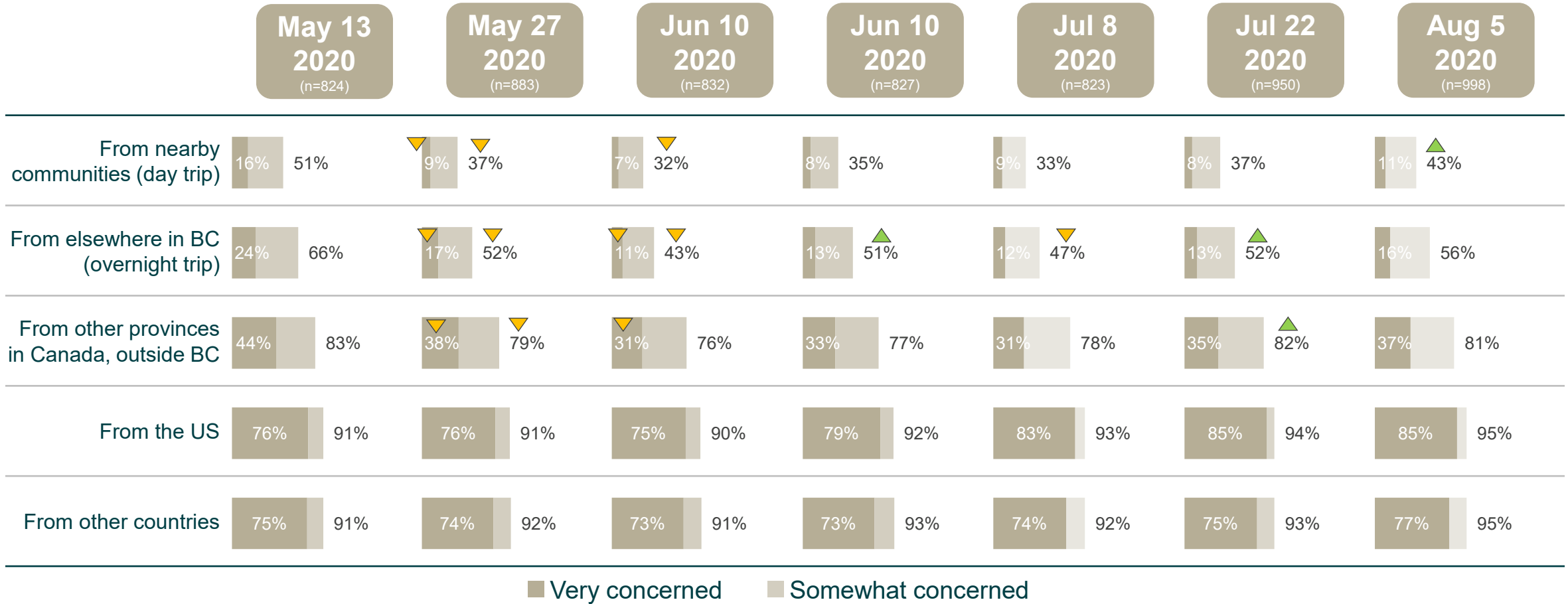
Base: All respondents

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

Due to rounding, the total may not equate 100% to the sum of individual values shown.

   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?

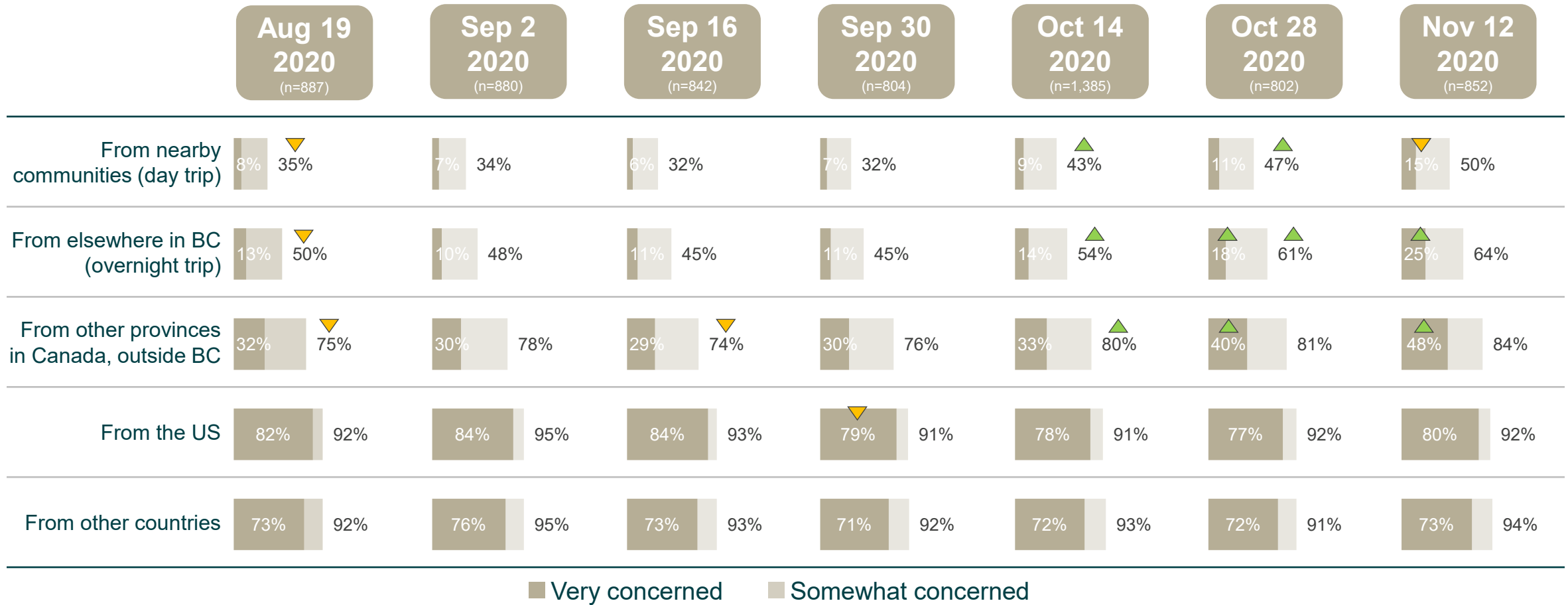
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# Concern to Welcome Visitors

(continued)



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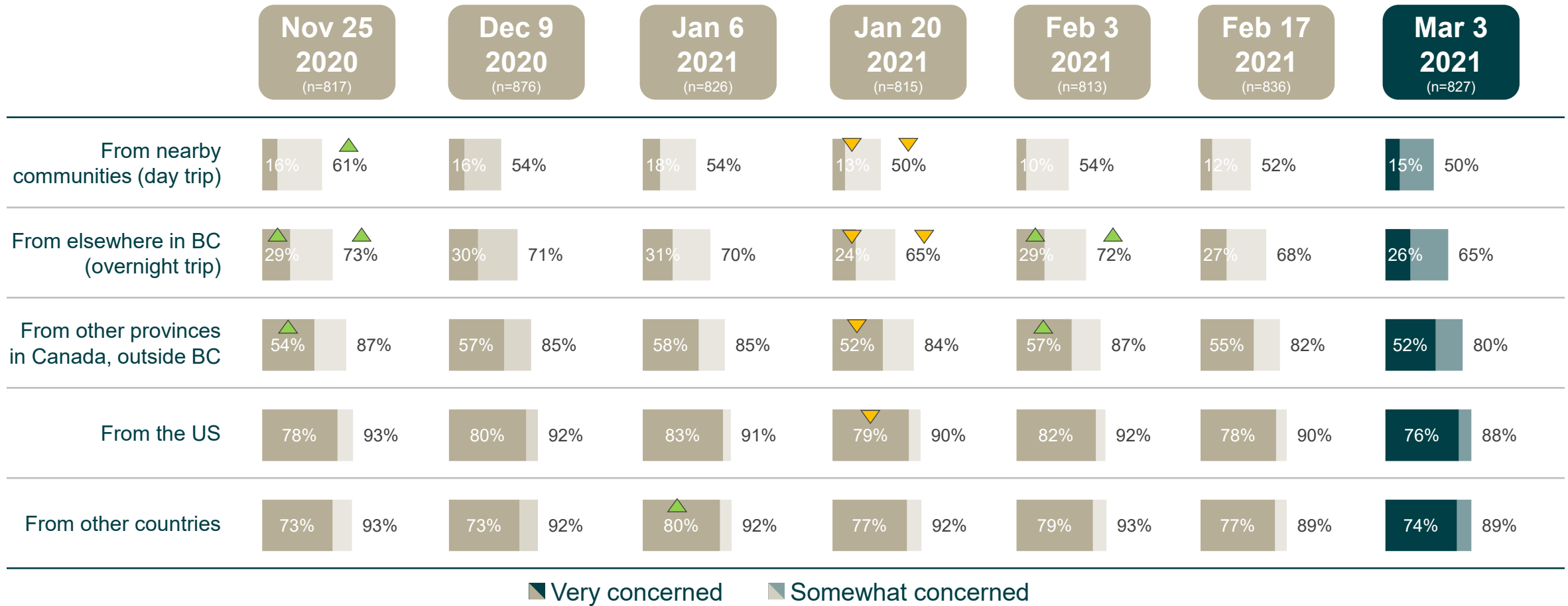
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(continued)



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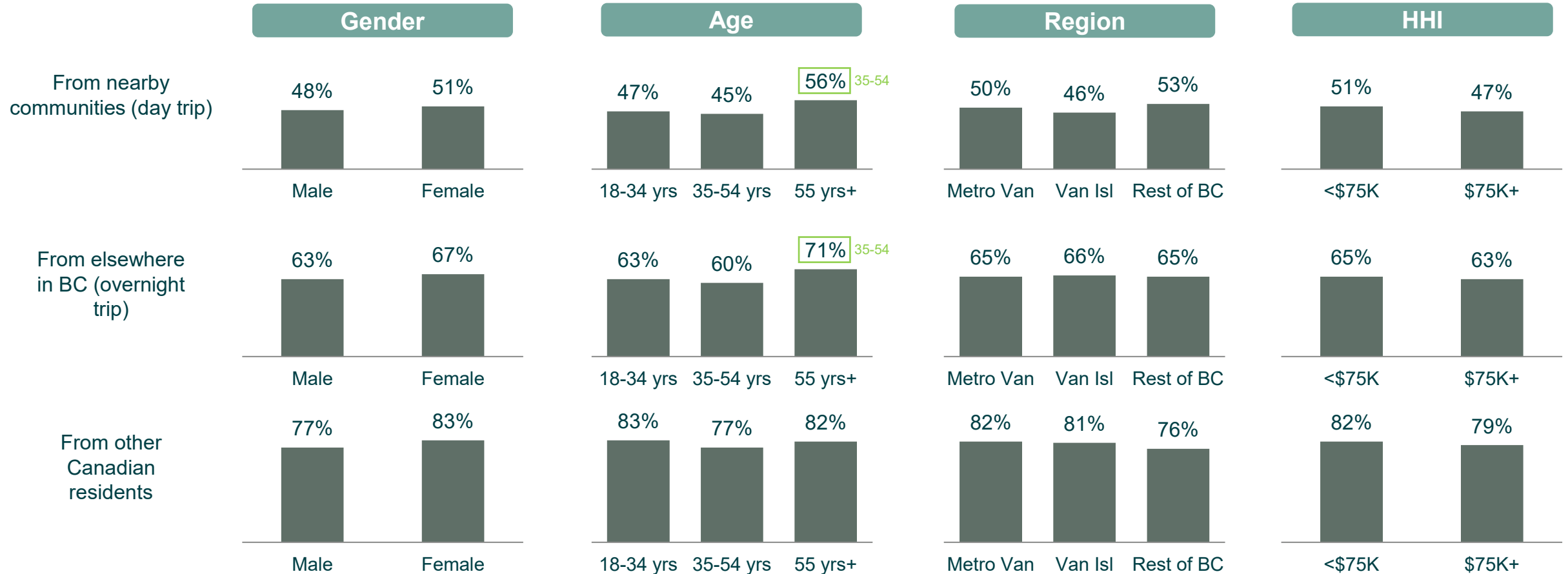
▼ Statistically significantly **lower** than previous wave.

# Concern to Welcome Visitors by Demographics

(Wave 21 – March 3, 2021)



■ 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?

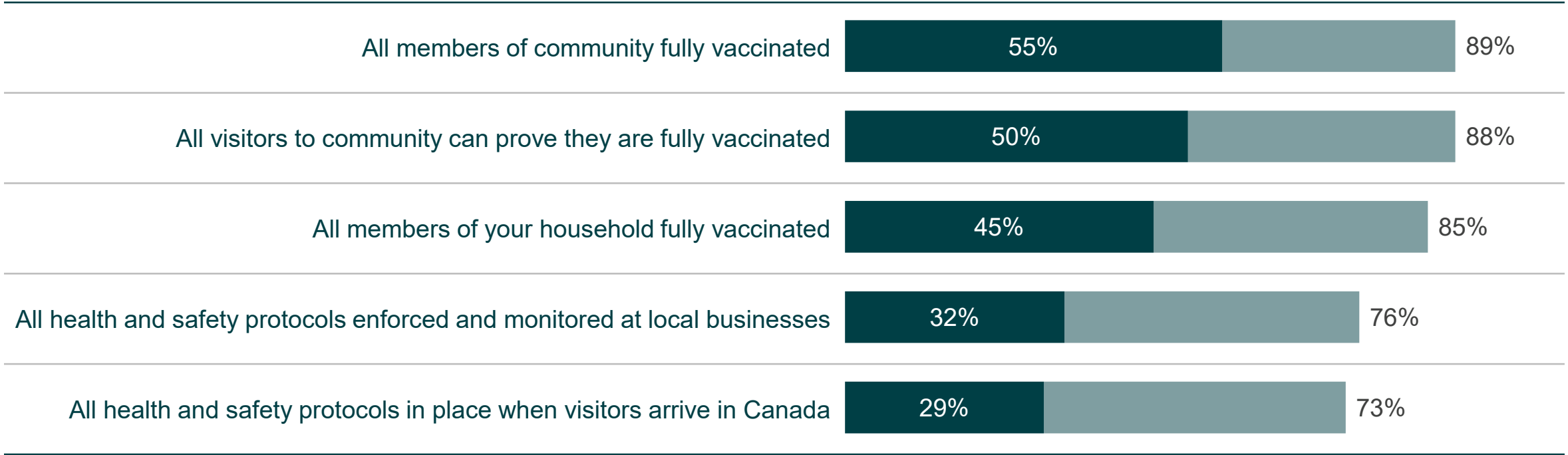
  Statistically significantly **higher** than comparison group(s).  
  Statistically significantly **lower** than comparison group(s).

# Comfort With Welcoming Visitors Under Various Circumstances

(Wave 21: March 3, 2021)



**Mar 3  
2021**  
(n=827)



■ Very comfortable   ■ Somewhat comfortable

Base: All respondents

D5. How comfortable would you be with visitors making non-essential trips into your community under each of the following circumstances?

Due to rounding, the total may not equate 100% to the sum of individual values shown.



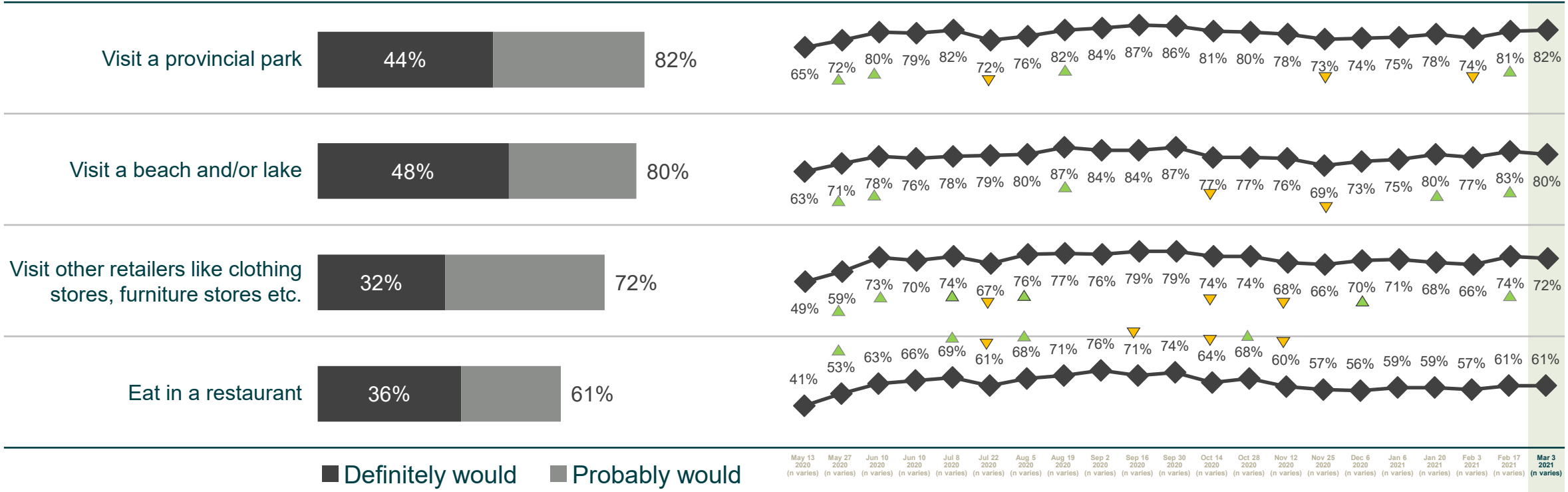
# Comfort With Activities/Modes of Transportation <sup>⌘</sup>

(Among Those Who Do Each)



**March 3, 2021**

**Tracking**  
(Total 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 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?

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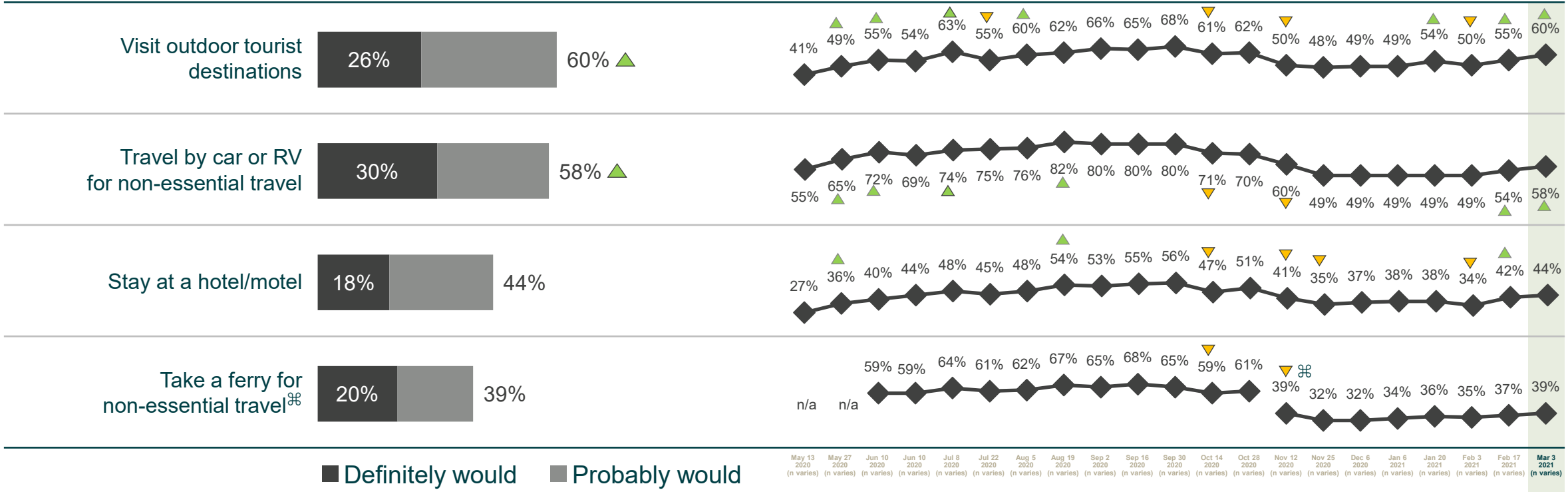
# Comfort With Activities/Modes of Transportation

(Among Those Who Do Each, continued)



**March 3, 2021**

**Tracking**  
(Total Would)



⌘ Question wording change starting November 12: new response category “not applicable/wouldn’t do this at this time of year” and “non-essential travel” added to “Take a ferry”.  
 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?

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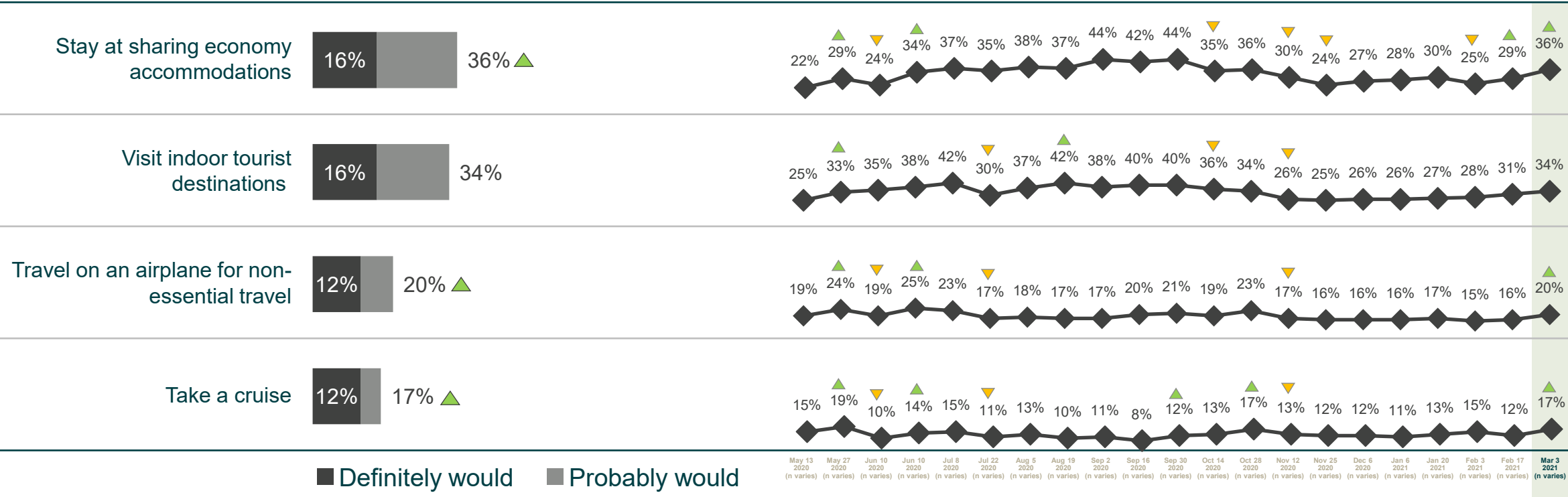
# Comfort With Activities/Modes of Transportation

(Among Those Who Do Each, continued)



**March 3, 2021**

**Tracking**  
(Total Would)



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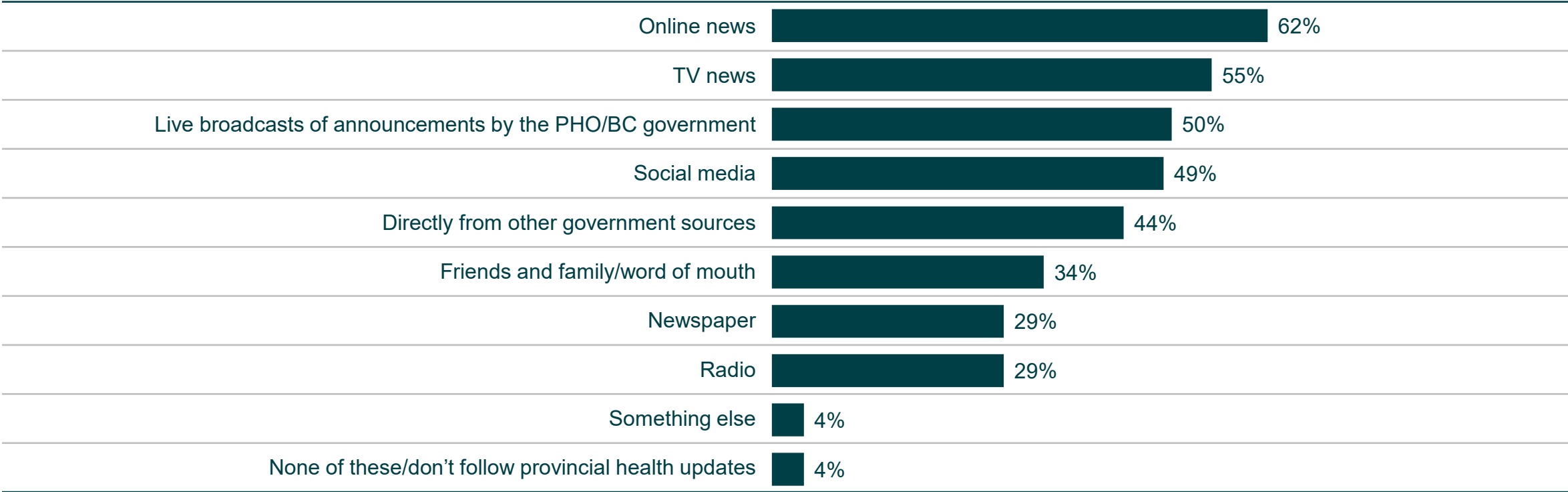
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# Source of Provincial COVID-19 Health Updates

(Wave 21: March 3, 2021)



**Mar 3  
2021**  
(n=827)



Base: All respondents

D5. How comfortable would you be with visitors making non-essential trips into your community under each of the following circumstances?

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**For more information, please contact:**

Destination BC's Research and Analytics Team  
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