



DESTINATION
BRITISH COLUMBIA®

COVID-19 Research Roundup

April 19, 2021



Ucluelet, Vancouver Island

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, March 29, and April 19.

On April 20, 2021, Canadian and US officials agreed to extend the closure of the border between the two countries to non-essential travel until at least May 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.

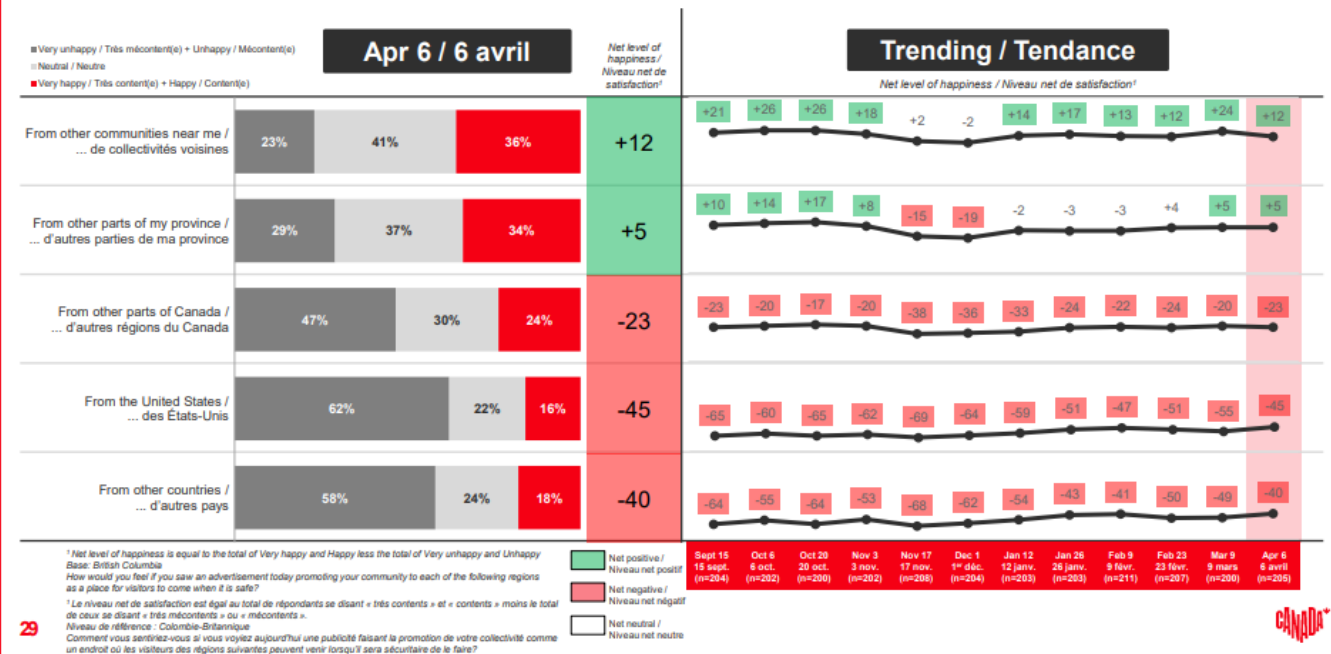
Last week in brief:

- 36% of BC residents would be happy to have their community advertised as a destination to visit, to nearby communities
- 54% of BC residents are concerned about welcoming visitors from nearby communities, up +11% from the previous wave
- BC sees a decrease of -14.7% in weekly domestic overnight visitation compared to previous week
- BC sees an increase of +72.3% in weekly domestic overnight visitation compared to same period in 2020, and a decrease of -47.6% compared to 2019
- BC's occupancy rate (34.6%) down -6.5 points from the previous week
- BC's average daily rate (\$134.00) down -2.5% from the previous week
- BC's revenue per available room (RevPAR) (\$46.31) down -18.0% from the previous week
- BC tourism employment up +9% in March 2021 compared to March 2020 and down -13% from March 2019
- More than two thirds of Canadians think that stadiums, venues, theatres, and gyms should be closed
- Destination Analysts reports 54.4% of American business travellers would be happy to travel for work in the next six months
- Skift announces a Reopening Travel liveblog
- Tourism and COVID-19 dashboard and reporting resources

36% of BC residents would be happy to have their community advertised as a destination to visit, to nearby communities

- In Destination Canada's latest Resident Sentiment report (April 6, 2021), 36% of BC residents stated they would feel happy to have their community advertised as a destination to visit, to nearby communities, whereas 23% expressed an opposing view, stating they would not feel happy, resulting in a net score of +12. This is a drop of -12 compared to the previous report.
- 34% of BC residents stated they would feel happy to have their community advertised to other parts of the province, compared to 29% who would not, resulting in a net score of +5.
- BC residents have a net score of -23 for being happy to have their community advertised to other parts of Canada, -45 to the US, and -40 to other countries.

British Columbia / Colombie-Britannique



Source: [Destination Canada's Resident Sentiment, Leger, April 6, 2021](#)

54% of BC residents are concerned about welcoming visitors from nearby communities, up +11% from the previous wave

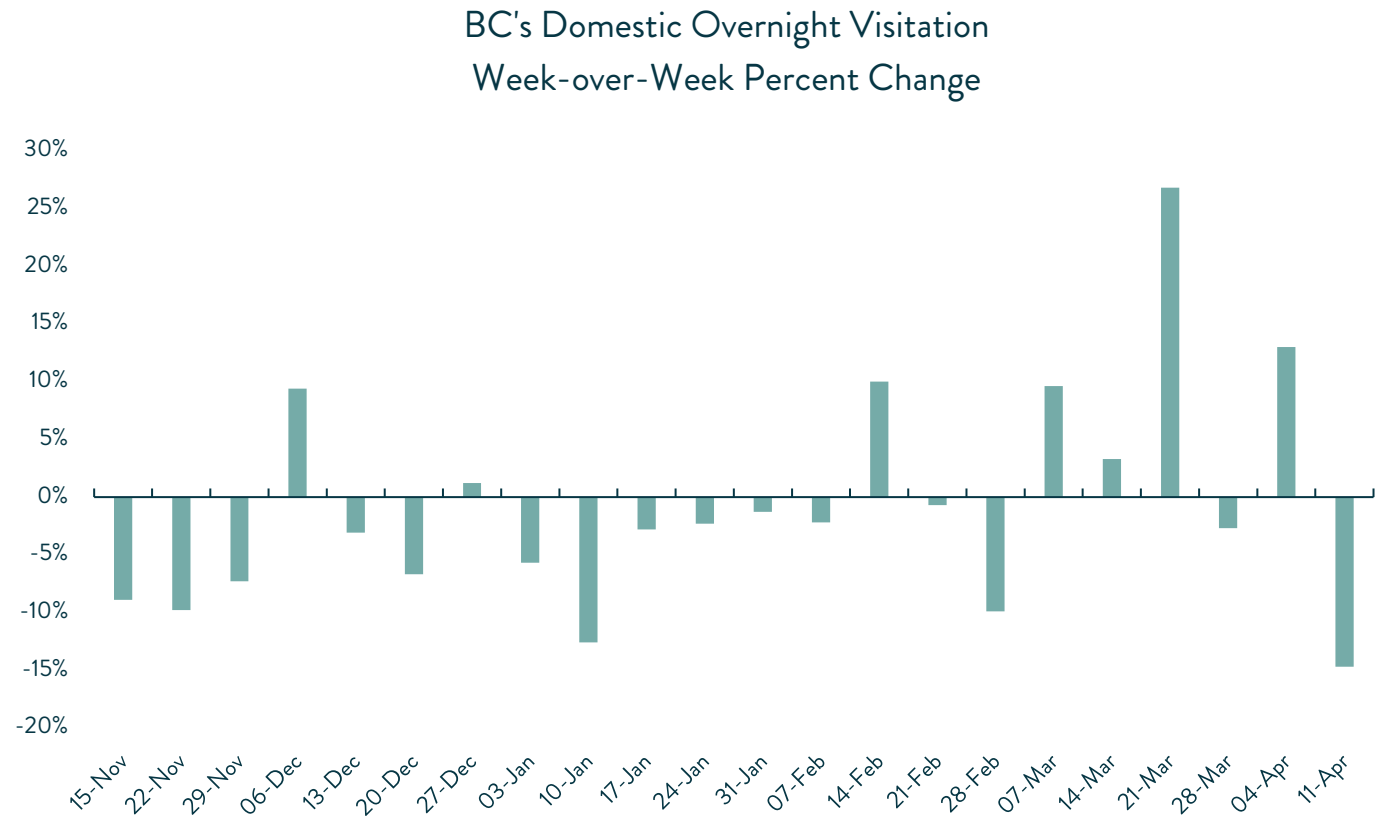
- In Destination BC's BC Residents' Public Perceptions Wave 23 (March 31, 2021) report, 54% of BC residents are concerned to welcome visitors from nearby communities (day trips) and 68% are concerned to welcome visitors from elsewhere in BC.
- BC residents' concern levels have risen back to the levels seen in October through December 2020, presumably marking the impact of recent rising case numbers.
- Concern with visitors from outside the province, from the US, and from other countries have remained the same from the previous wave.



Source: [Destination BC's BC Residents' Public Perceptions: COVID-19 Travel and Tourism Wave 23, Insights West, March 31, 2021](#)

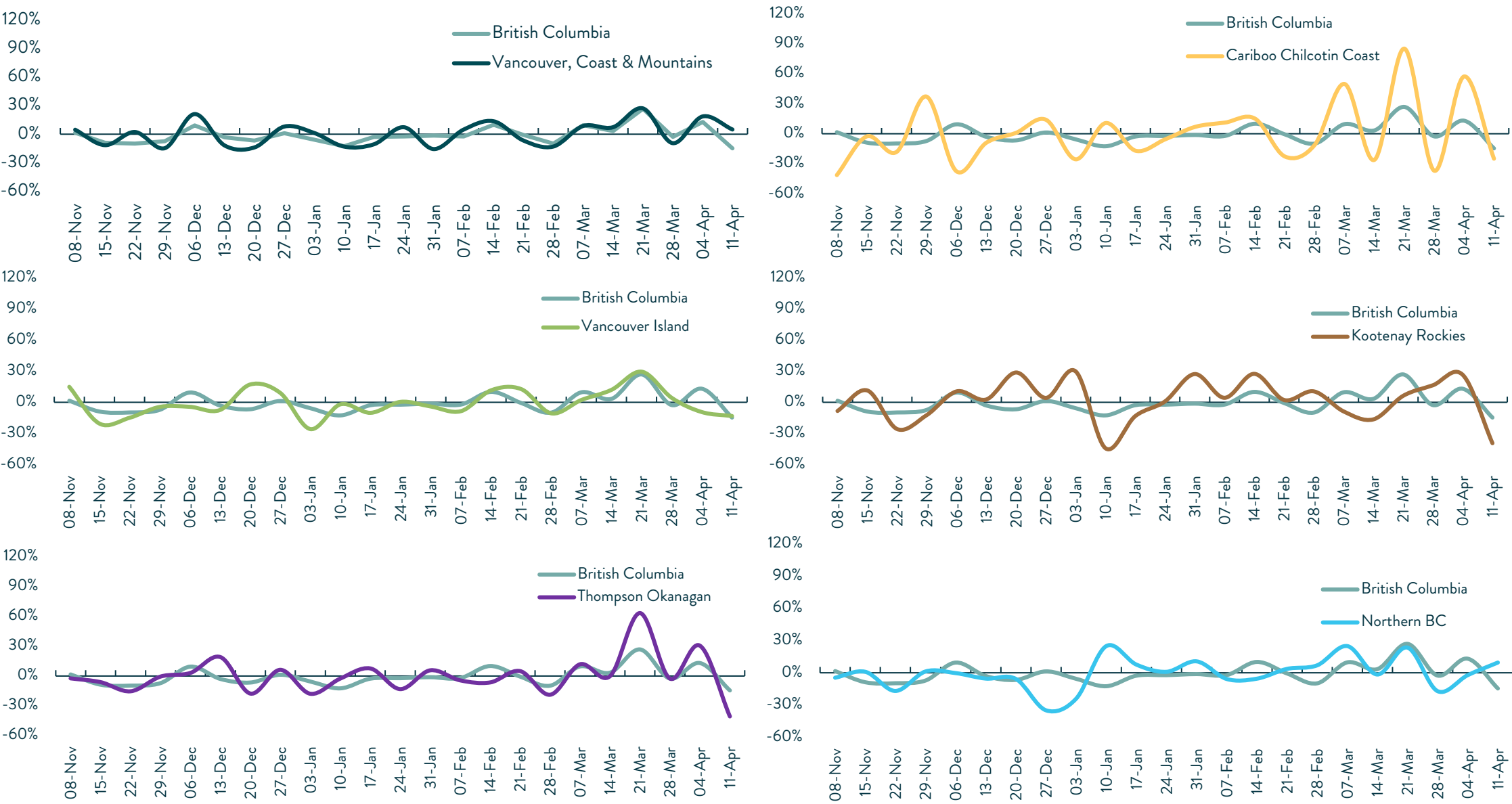
BC sees a decrease of -14.7% in weekly domestic overnight visitation compared to previous week

- According to Environics Analytics Weekly COVID Tracker Report, during the week ending April 11, 2021, BC experienced a week-over-week decrease of -14.7% in weekly domestic overnight visitation.
- Week-over-week decreases in domestic overnight visitation were seen in four of the province's tourism regions:
 - Thompson Okanagan (-40.7%)
 - Kootenay Rockies (-39.5%)
 - Cariboo Chilcotin Coast (-25.0%)
 - Vancouver Island (-13.3%)
- However, week-over-week increases in domestic overnight visitation were seen in the remaining two tourism regions:
 - Northern BC (+9.5%)
 - Vancouver, Coast & Mountains (+5.0%)



Source: [Environics Analytics Weekly COVID Tracker Report, April 11, 2021](#)

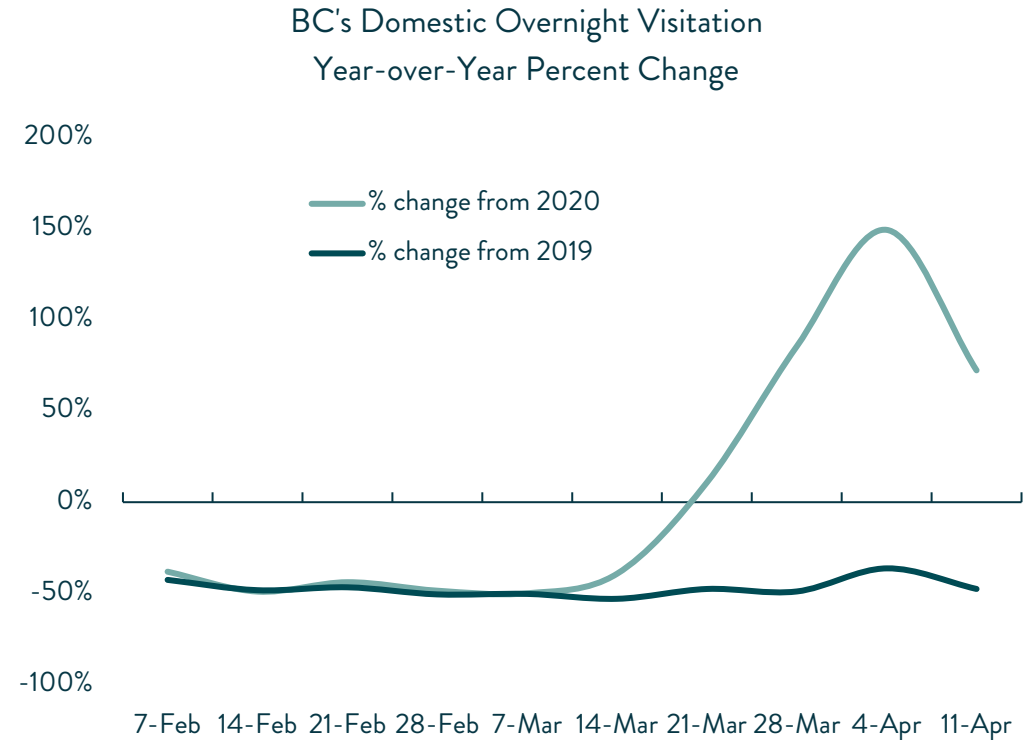
BC and Regional Domestic Overnight Visitation Week-over-Week Percent Change



Source: [Environics Analytics Weekly COVID Tracker Report, April 11, 2021](#)

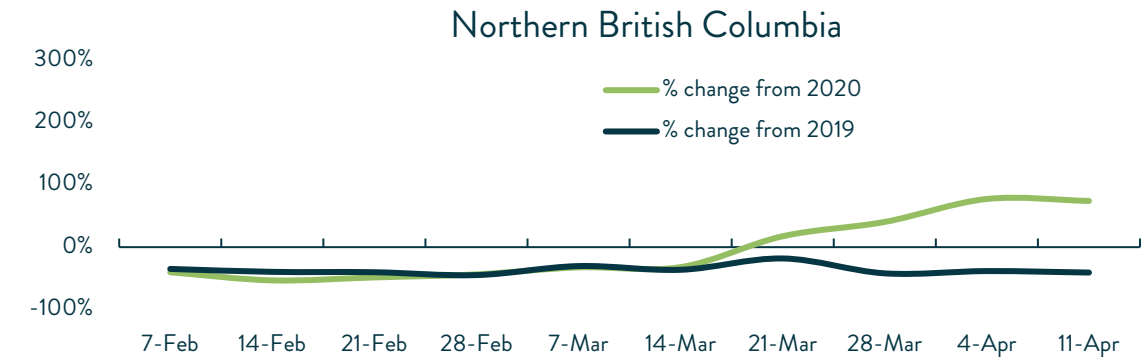
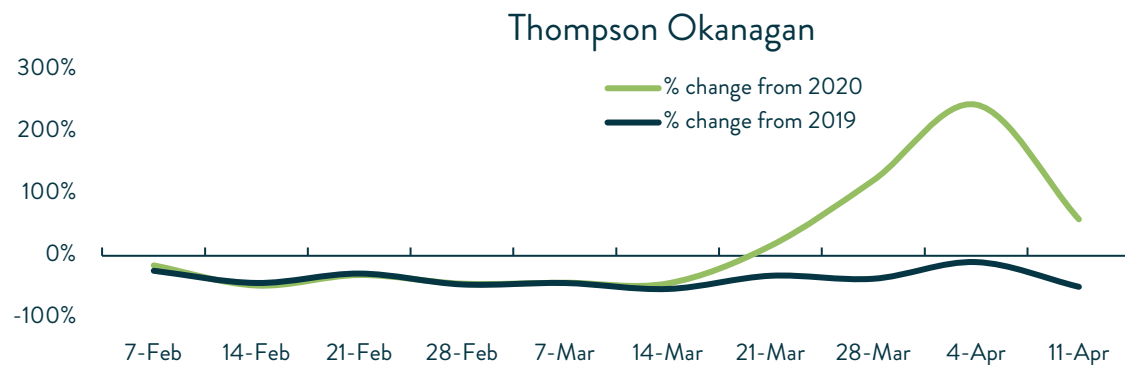
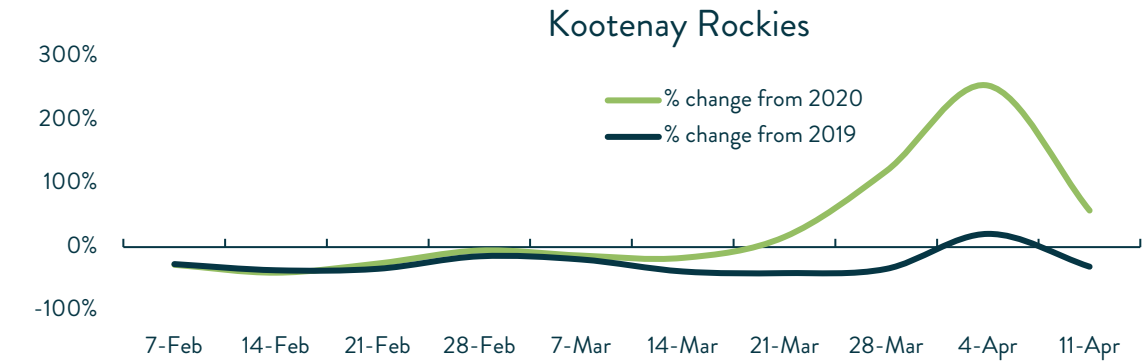
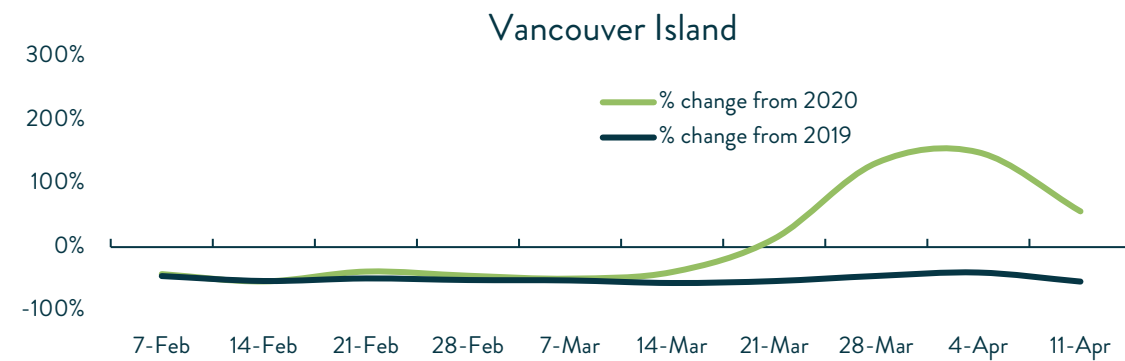
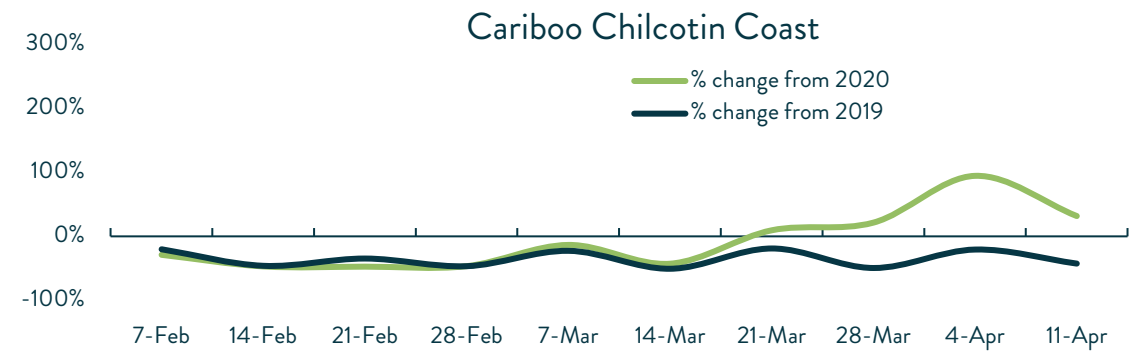
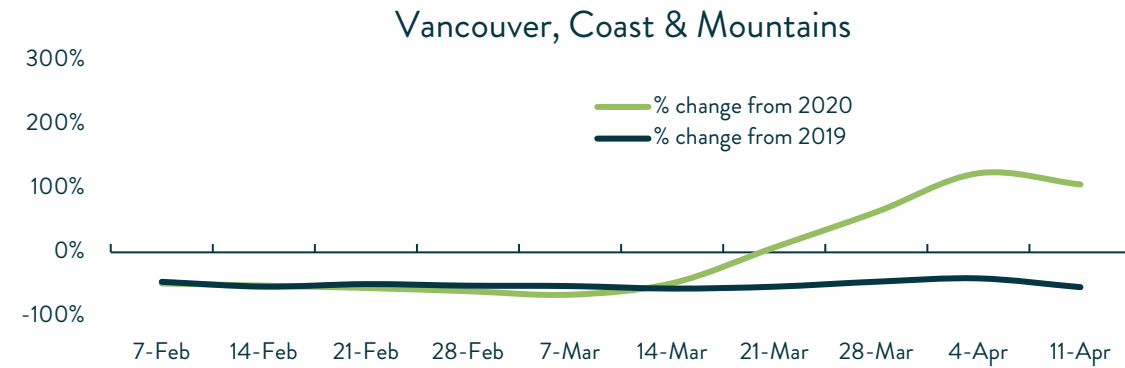
BC sees an increase of +72.3% in weekly domestic overnight visitation compared to same period in 2020, and a decrease of -47.6% compared to 2019

- For the week ending April 11, 2021, Environics Analytics reported that weekly domestic overnight visitation is up +72.3% compared to the same week in 2020. Compared to the same week in 2019, weekly domestic overnight visitation was down -47.6%.
- Across the province, year-over-year increases in weekly visitation were seen across BC compared to the same period in 2020, however, decreases continue to be seen for most tourism regions when compared to the same period in 2019:
 - Vancouver, Coast & Mountains (+105.9% over 2020; -54.4% over 2019)
 - Thompson Okanagan (+58.9%; -50.2%)
 - Kootenay Rockies (+57.6%; +30.83%)
 - Vancouver Island (+56.1%; -54.4%)
 - Northern BC (+74.0%; -41.1%)
 - Cariboo Chilcotin Coast (+31.6%; -42.5%)



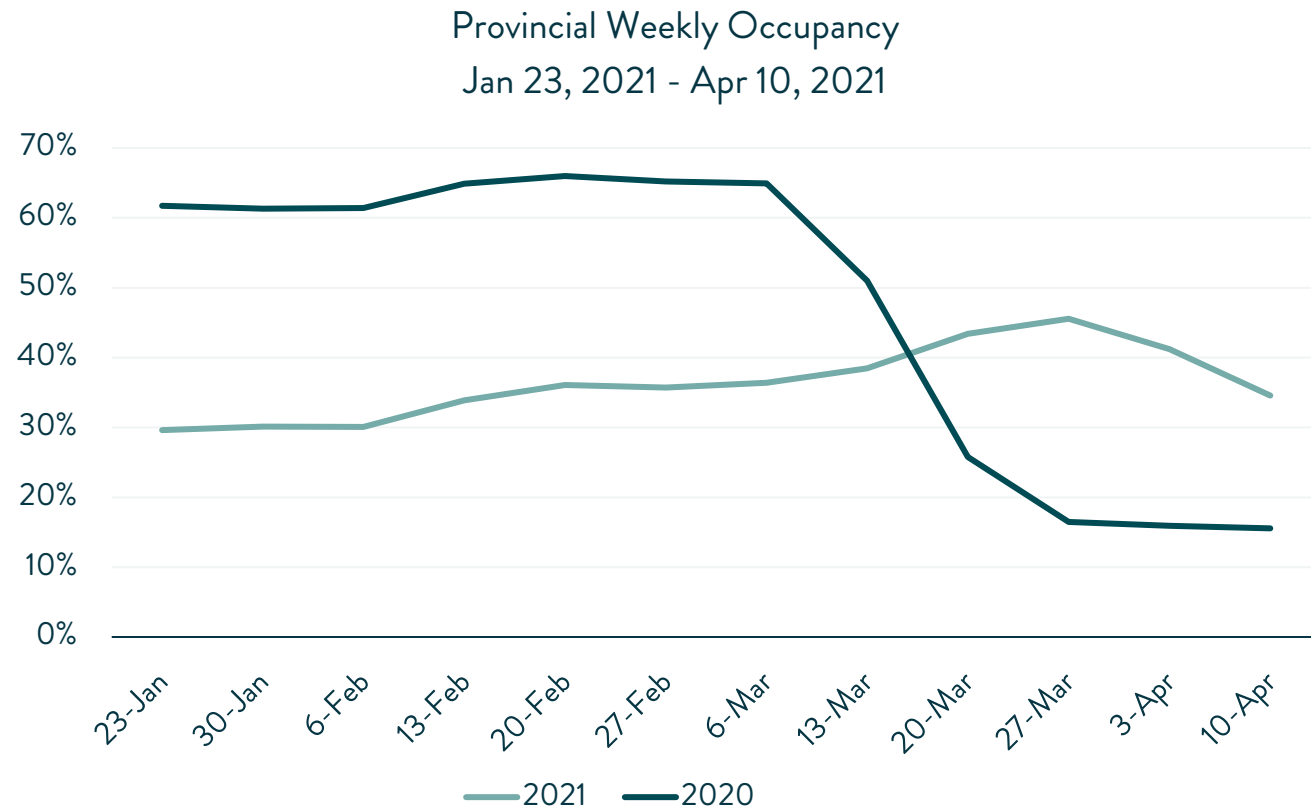
Source: [Environics Analytics Weekly COVID Tracker Report, April 11, 2021](#)

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



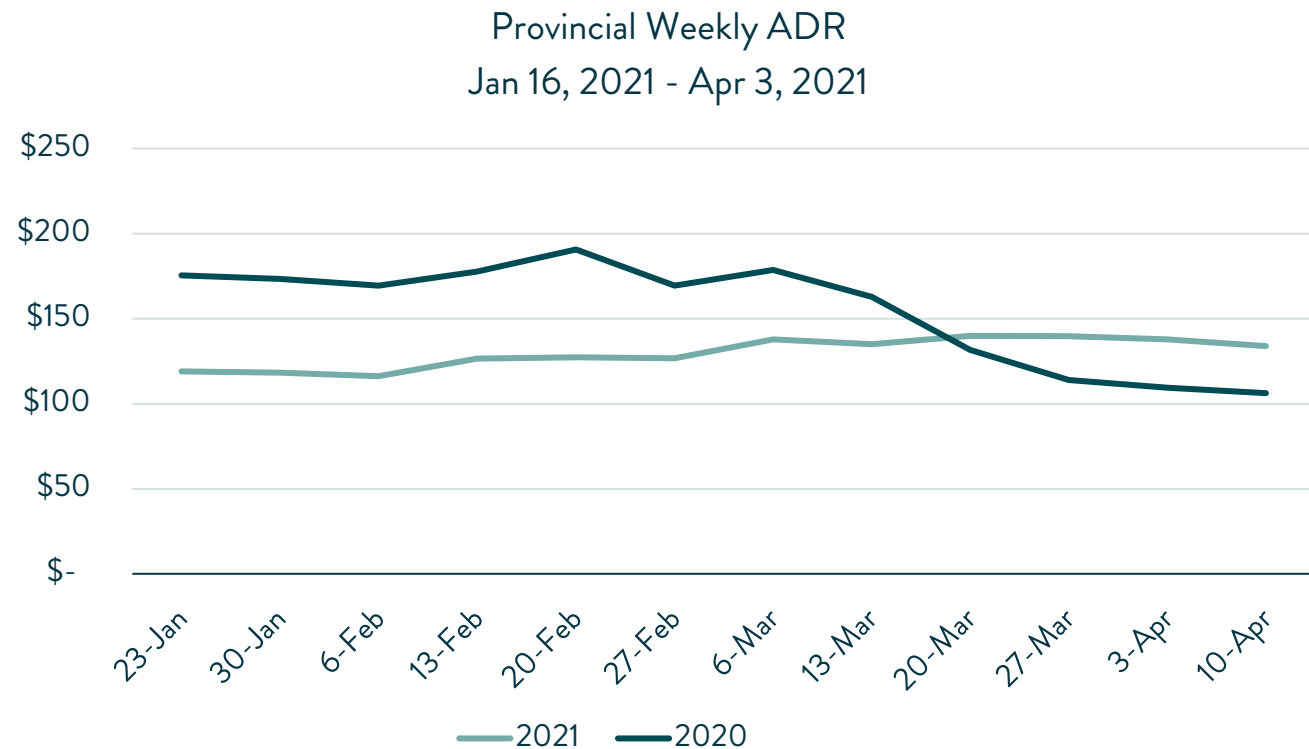
BC's occupancy rate (34.6%) down -6.5 points from the previous week

- STR, an agency which reports BC's hotel performance, shows the average weekly occupancy for BC was 34.6% for the week of April 4 – April 10, 2021. This represents a decrease of -6.5 points from the previous week and an increase of +18.7 points compared to a similar period in 2020.



BC's average daily rate (\$134.00) down -2.5% from the previous week

- STR, an agency which reports BC's hotel performance, shows BC's average daily rate (ADR) was \$134.00 for the week of April 4 – April 10, 2021. This represents a decrease of -2.5% from the previous week and an increase of +26.2% compared to a similar period in 2020.



British Columbia's Hotel Occupancy Rate and Average Daily Room Rate (ADR)

	Apr. 4 - 10, 2021 Occupancy Rate	Week-over-Week Apr. 4 - 10, 2021 vs. Mar. 28 - Apr. 3, 2021 Occupancy Point Change	Year-over-Year Apr. 4 - 10, 2021 vs. Apr. 5 - 11, 2020 Occupancy Point Change	Apr. 4 - 10, 2021 ADR	Week-over-Week Apr. 4 - 10, 2021 vs. Mar. 28 - Apr. 3, 2021 ADR Percent Change	Year-over-Year Apr. 4 - 10, 2021 vs. Apr. 5 - 11, 2020 ADR Percent Change
British Columbia	34.6%	-6.5	+18.7	\$134.00	-2.5%	+26.2%
Vancouver (City of)	23.5%	-5.6	+16.6	\$187.23	+6.2%	+55.0%
Whistler	4.9%	-9.5	+2.4	\$194.41	-16.4%	+103.1%
Victoria	35.1%	-8.1	+21.3	\$111.33	-13.2%	+42.2%
Kelowna	34.3%	-7.8	+25.0	\$109.89	-8.3%	+16.2%
Kamloops	45.4%	-7.4	+31.6	\$94.27	+0.1%	+14.8%
Richmond	48.0%	-8.2	+19.5	\$210.17	+4.6%	+54.0%
Revelstoke	20.9%	-18.6	+12.3	\$110.25	-25.2%	+40.6%



BC's revenue per available room (RevPAR) (\$46.31) down -18.0% from the previous week

- STR, an agency which reports BC's hotel performance, shows BC's revenue per available room (RevPAR) was \$46.31 for the week of April 4 – April 10, 2021. This represents a decrease of -18.0% from the previous week.
- However, BC's RevPAR showed an increase (+180.0%) for the week of April 4 – April 10, 2021 compared to a similar period in 2020. RevPAR substantially increased for all reported cities compared to a similar period in 2020 as well.

	Apr. 4 - 10, 2021 RevPAR	Week-over-Week Apr. 4 - 10, 2021 vs. Mar. 28 - Apr. 3, 2021 RevPAR Percent Change
British Columbia	\$46.31	-18.0%
Vancouver (City of)	\$43.91	-14.4%
Whistler	\$9.47	-71.8%
Victoria	\$39.07	-29.5%
Kelowna	\$37.69	-25.2%
Kamloops	\$42.81	-13.8%
Richmond	\$100.97	-10.7%
Revelstoke	\$23.06	-60.4%

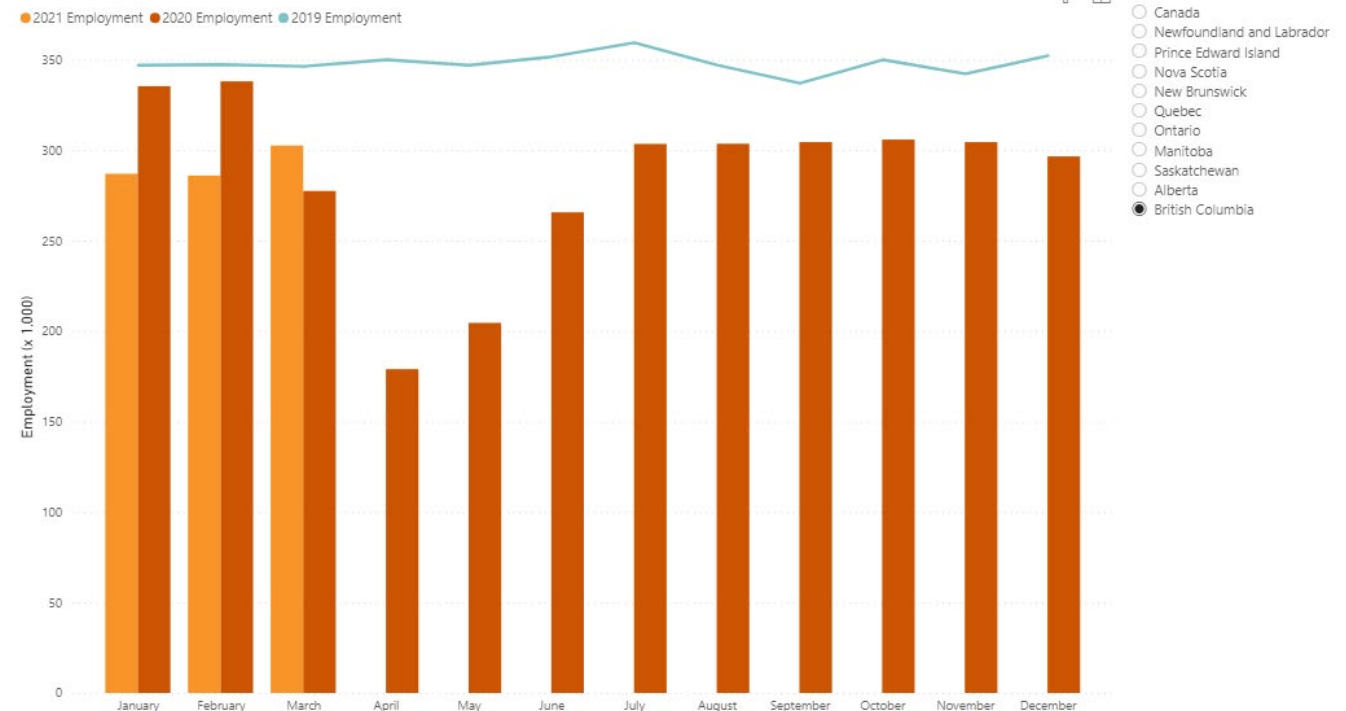
Source: [2021 STR, STR Global Ltd - STR Apr 4 – Apr 10, 2021](#)



BC tourism employment up +9% in March 2021 compared to March 2020 and down -13% from March 2019

- According to March data from Tourism HR Canada, tourism employment in BC reached 302,600 for March 2021. This is up (+6%) from 286,000 in February and up (+9%) from 277,500 in March 2020 and down (-13%) from 346,400 in 2019.

Chart 1: Tourism Employment by Province
Tourism Employment (x 1,000)

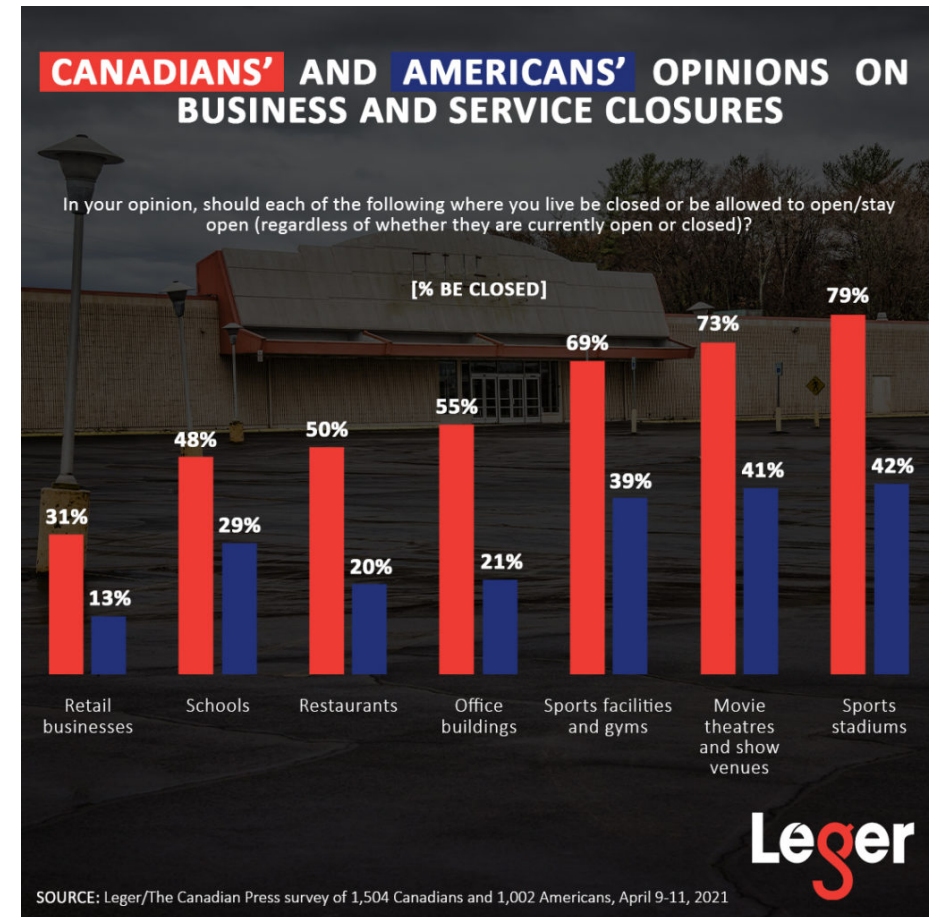


Source: [Tourism HR Canada, March 2021](#)



More than two thirds of Canadians think that stadiums, venues, theatres, and gyms should be closed

- The April 9-11 edition of Leger's weekly North American COVID-19 tracker showed that over two-thirds of Canadians think that sports stadiums (79%), movie theatres and show venues (73%), and sports facilities and gyms (69%) should be closed where they live.
- Americans are much less likely to agree that businesses and services should be closed.



Source: [Leger, April 13, 2021](#)

Destination Analysts reports 54.4% of American business travellers would be happy to travel for work in the next six months

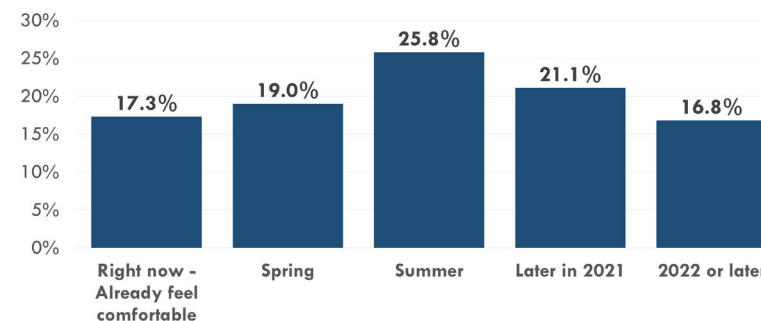
THE RETURN TO IN-PERSON MEETINGS

AS OF APRIL 11, 2021

- Destination Analysts, a US-based tourism research company, reported that 54.4% of business travellers say they would be happy if their employer asked them to attend an in-person conference, convention or group meeting in the next six months. This is nearly double what was recorded August 2020 (29.5%).
- 36.9% of American business travellers say they currently have plans to attend a conference/convention/group meeting this year.



WHEN AMERICAN BUSINESS TRAVELERS EXPECT TO FEEL COMFORTABLE ATTENDING IN-PERSON CONFERENCES/GROUP MEETINGS



(Base: Wave 57 data. Respondents traveling for business in the past 2 years, 373 completed surveys. Data collected April 9-11, 2021)

Destination  Analysts
DO YOUR RESEARCH

Source: [Destination Analysts, April 12, 2021](#)



Skift announces a Reopening Travel liveblog

- In the midst of optimism around effective containment measures, vaccination progress, and vaccine passports, Skift has announced a Reopening Travel liveblog to provide updates on global reopenings.



Source: [Skift, April 2021](#)

Tourism and COVID-19 dashboard and reporting resources

- Destination BC's [Tourism Industry Dashboard](#) tracks statistics across tourism-related industries including accommodations, food & beverage, and transportation.
- Destination BC 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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