

COVID-19 Research Roundup

April 26, 2021



Prince George, 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

Provincial restrictions are in place to help stop the spread of COVID-19. Some insights noted in this Research Roundup were gathered prior to the latest order and direction from the Ministry of Public Safety and Solicitor General in consultation with BC's Provincial Health Office, which restricts travel to essential needs only, effective April 23 – May 25, 2021.

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:

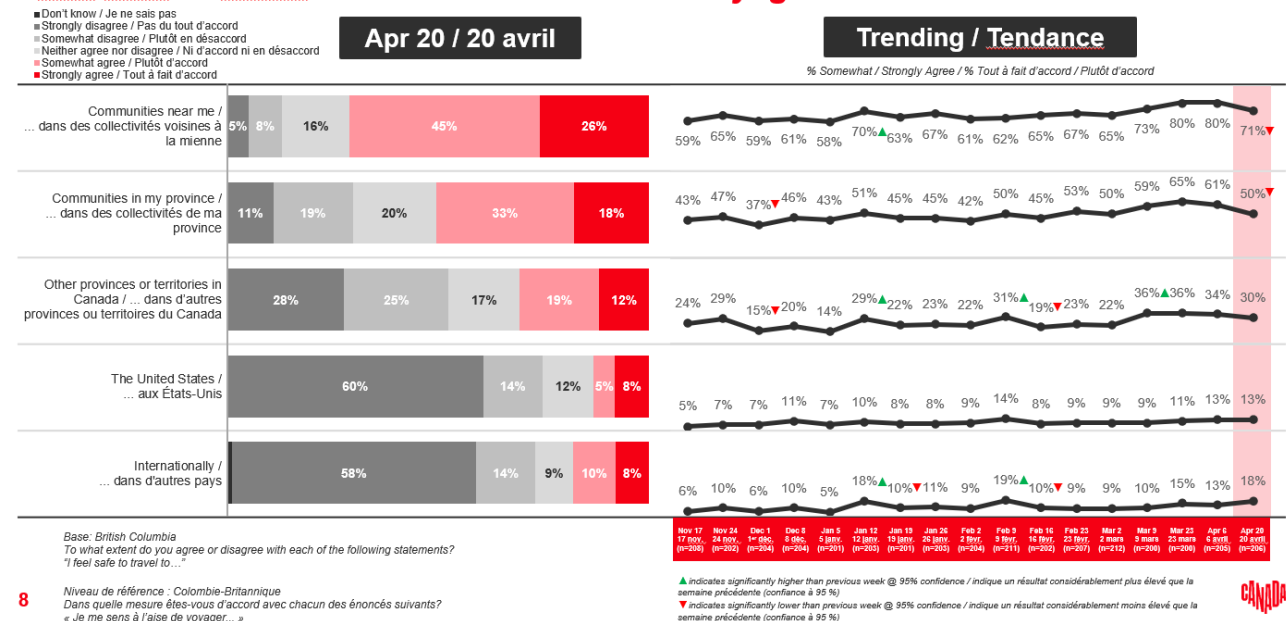
- 71% of BC residents feel safe to travel to nearby communities, down -9% from previous wave
- 68% of BC residents not planning to travel through July are concerned COVID-19 protocols are not being properly followed
- BC sees an increase of +2.9% in weekly domestic overnight visitation compared to previous week
- BC sees an increase of +93.4% in weekly domestic overnight visitation compared to same period in 2020, and a decrease of -62.7% compared to 2019
- BC's occupancy rate (34.4%) down -0.2 points from the previous week
- BC's average daily rate (\$132.67) down -1.0% from the previous week
- BC's revenue per available room (RevPAR) (\$45.62) down -1.5% from the previous week
- Destination Analysts reports 71.9% of American travellers have a ready-to-travel mindset
- New Zealand receives NZD \$32.3 M in Australian news coverage following announcement of quarantine-free travel
- Skift's tourism recovery index breaches 50% for March
- Tourism and COVID-19 dashboard and reporting resources

71% of BC residents feel safe to travel to nearby communities, down -9% from previous wave

- In Destination Canada's latest Resident Sentiment report (April 20, 2021), 71% of BC residents stated they would feel safe to travel to nearby communities, whereas 13% expressed an opposing view, stating they would not, resulting in a net score of +58.
- 50% of BC residents stated they would feel safe to travel to other parts of the province, compared to 30% who would not, resulting in a net score of +20.
- BC residents have a net score of -23 for feeling safe to travel to other provinces. In comparison, Ontario residents have a net score of -8 for feeling safe to travel to other provinces and Alberta residents have a net score of -1.
- Please note that these results were collected prior to the recent orders put in place by the provincial health and general solicitor officials on April 23, 2021.

British Columbia / Colombie-Britannique

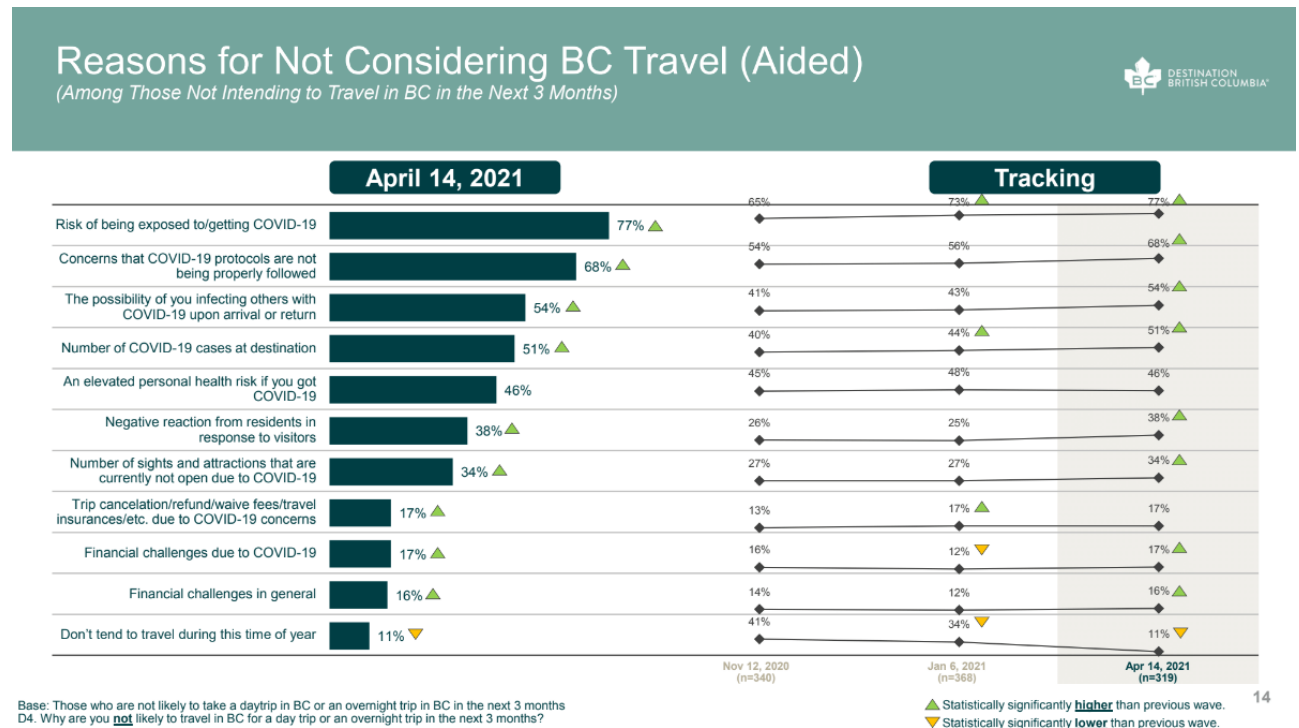
I feel safe to travel / Je me sens à l'aise de voyager



Source: [Destination Canada's Resident Sentiment, Leger, April 20, 2021](#)

68% of BC residents not planning to travel through July are concerned COVID-19 protocols are not being properly followed

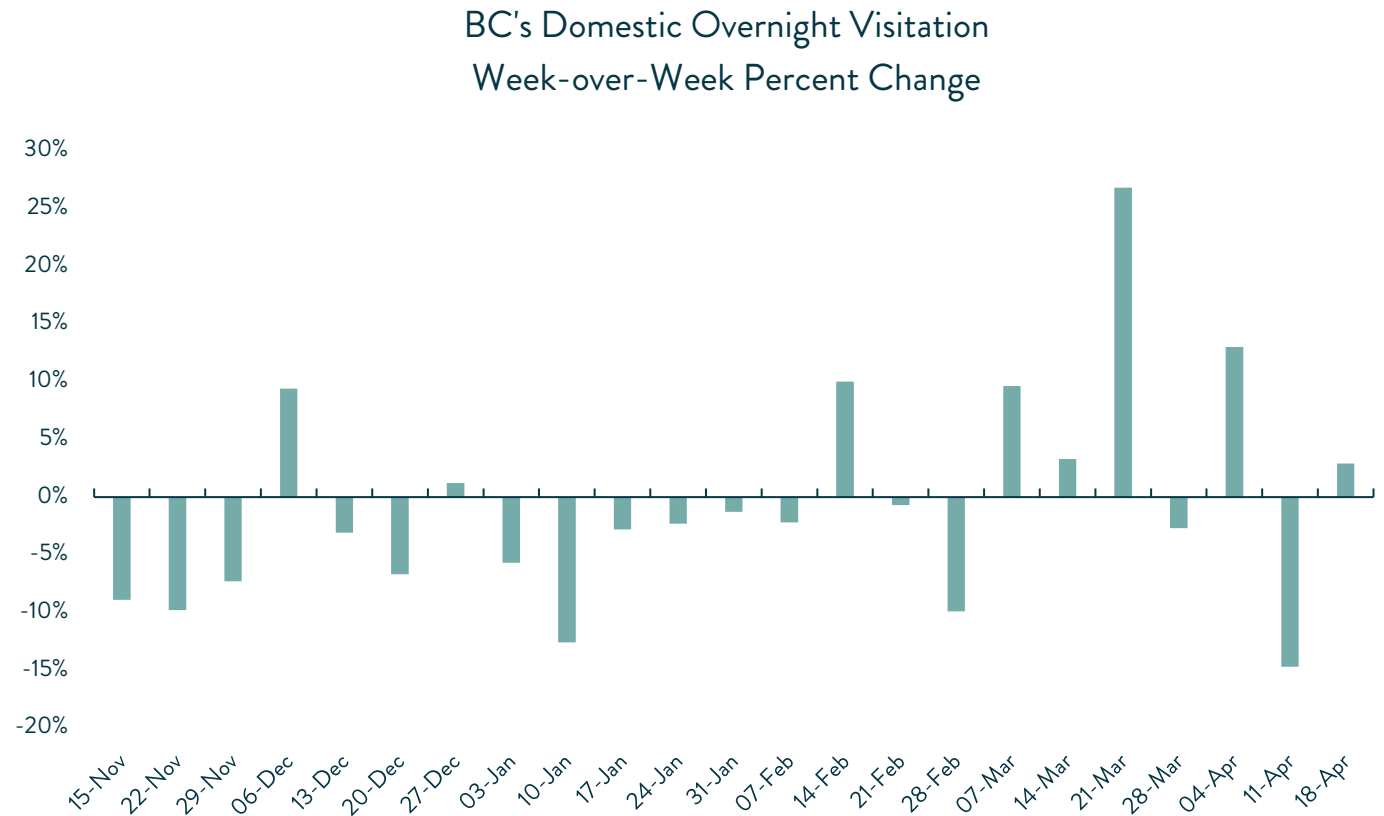
- In Destination BC's BC Residents' Public Perceptions Wave 24 (April 14, 2021) report, 77% of BC residents who said they would not consider travelling within BC in the next 3 months gave risk of being exposed to/getting COVID-19 as a reason, while 68% said they have concerns that COVID-19 protocols are not being properly followed.
- 38% of BC residents who said they would not consider travelling within BC in the next 3 months anticipated a negative reaction from residents in response to visitors. 34% anticipated closures of sights and attractions.
- A reminder that the results of this report, like all reports and articles mentioned in the Research Roundup, were collected prior to the recent orders put in place by the provincial health and general solicitor officials.



Source: [Destination BC's BC Residents' Public Perceptions: COVID-19 Travel and Tourism Wave 24, Insights West, April 14, 2021](#)

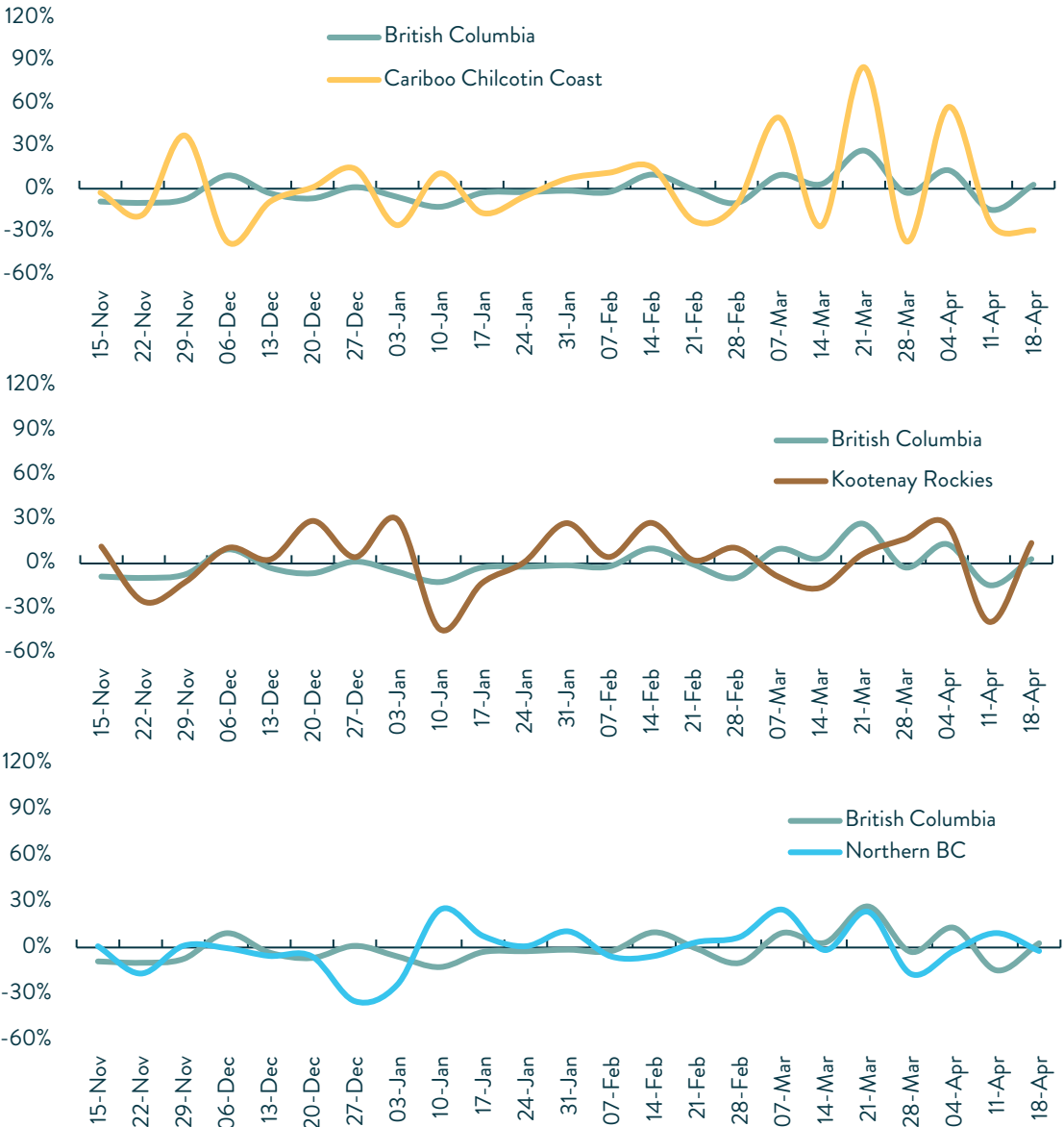
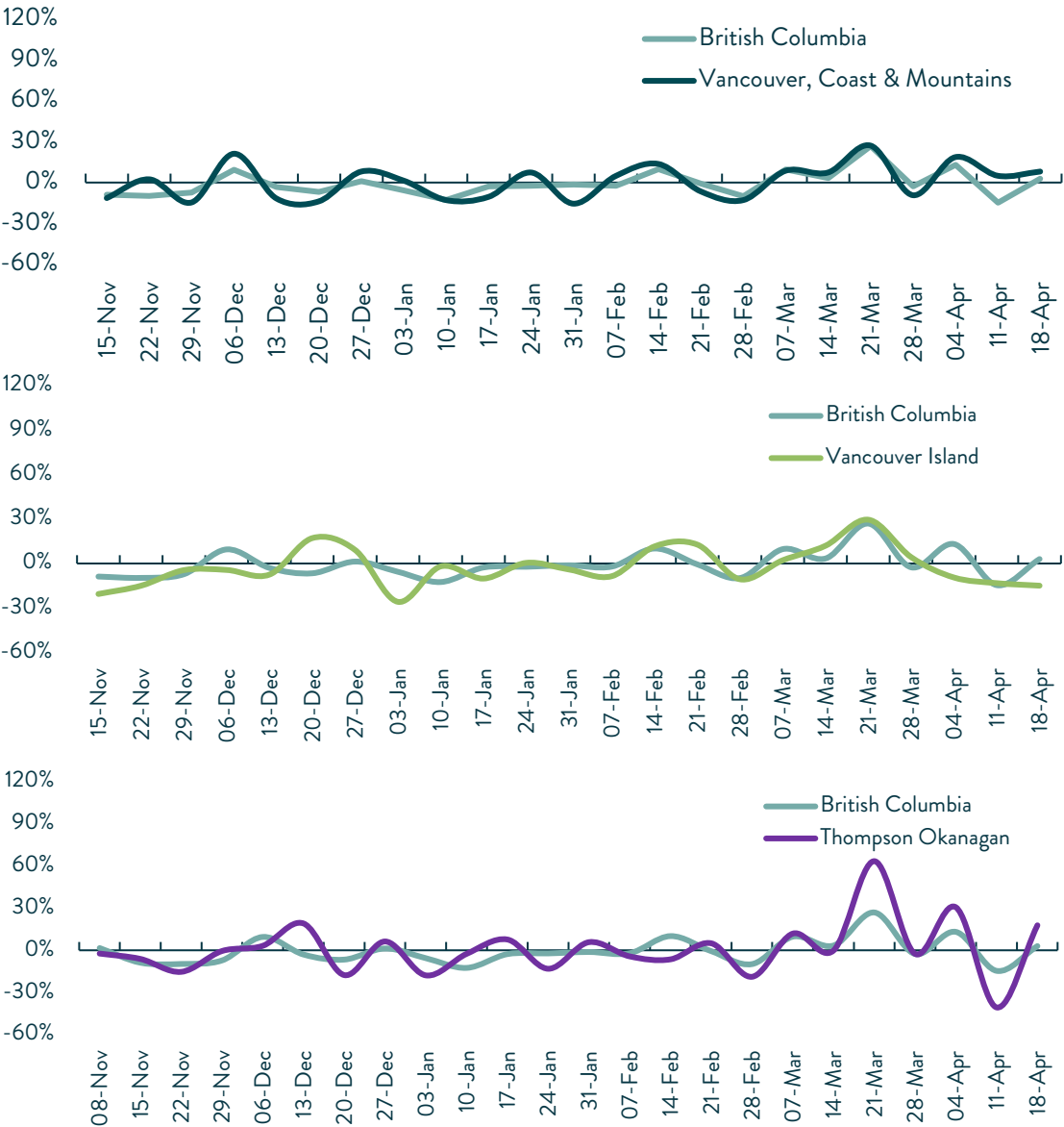
BC sees an increase of +2.9% in weekly domestic overnight visitation compared to previous week

- According to Environics Analytics Weekly COVID Tracker Report, during the week ending April 18, 2021, BC experienced a week-over-week increase of +2.9% in weekly domestic overnight visitation.
- Week-over-week increases in domestic overnight visitation were seen in three of the provinces tourism regions:
 - Thompson Okanagan (+17.7%)
 - Kootenay Rockies (+13.8%)
 - Vancouver, Coast & Mountains (+8.1%)
- However, week-over-week decreases in domestic overnight visitation were seen in the remaining tourism regions:
 - Cariboo Chilcotin Coast (-29.3%)
 - Vancouver Island (-15.0%)
 - Northern BC (-2.2%)



Source: [Environics Analytics Weekly COVID Tracker Report, April 18, 2021](#)

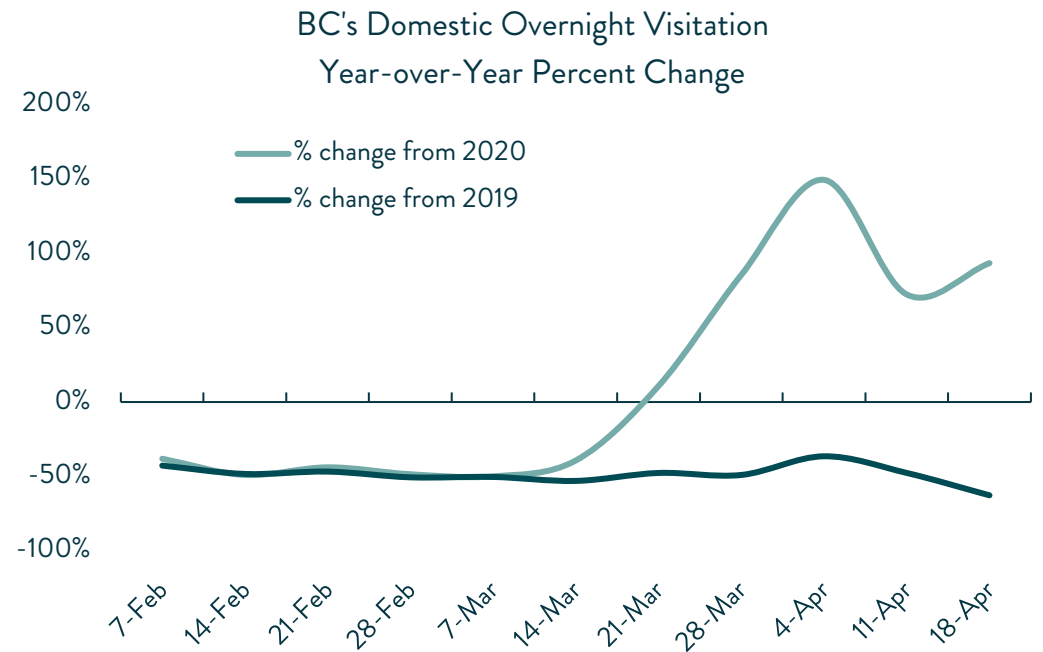
BC and Regional Domestic Overnight Visitation Week-over-Week Percent Change



Source: [EnviroNics Analytics Weekly COVID Tracker Report, April 18, 2021](#)

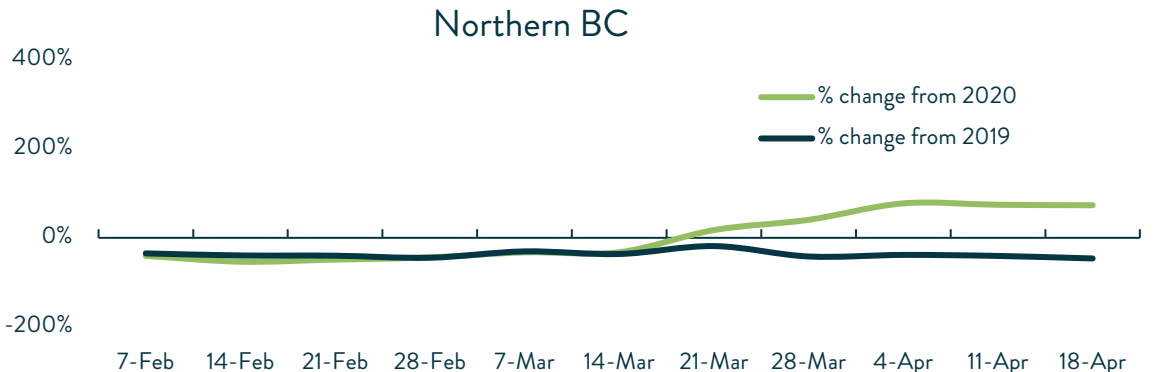
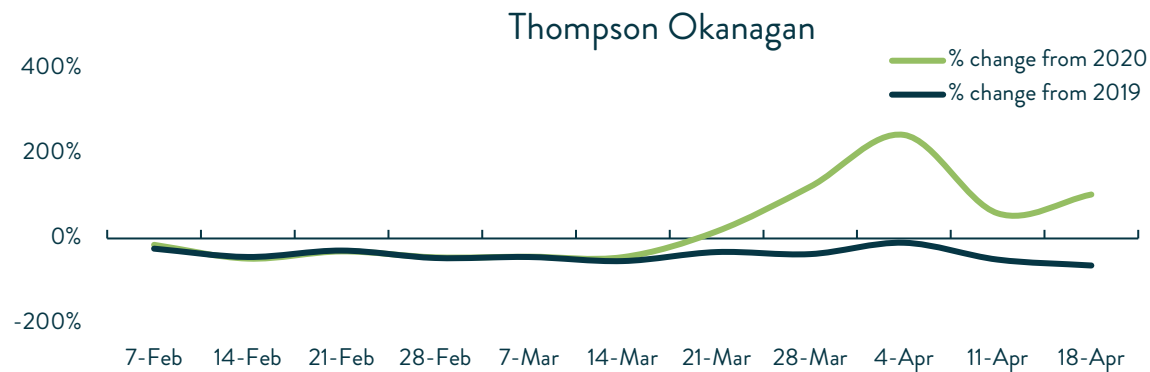
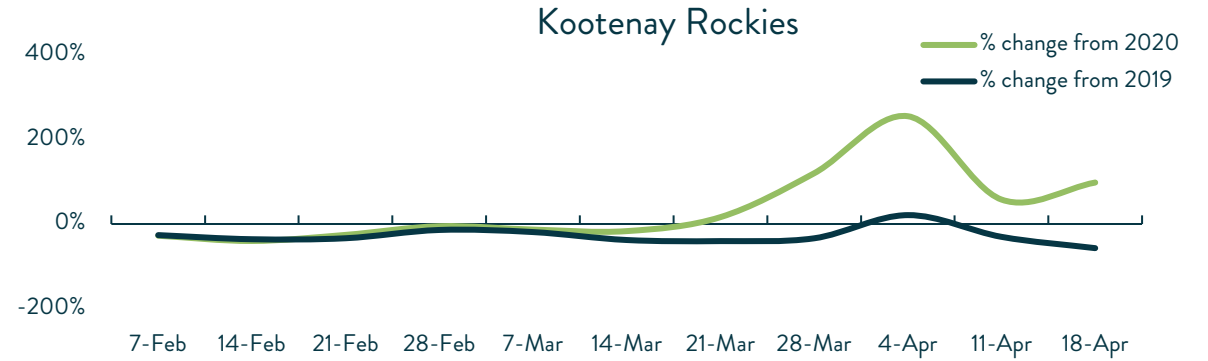
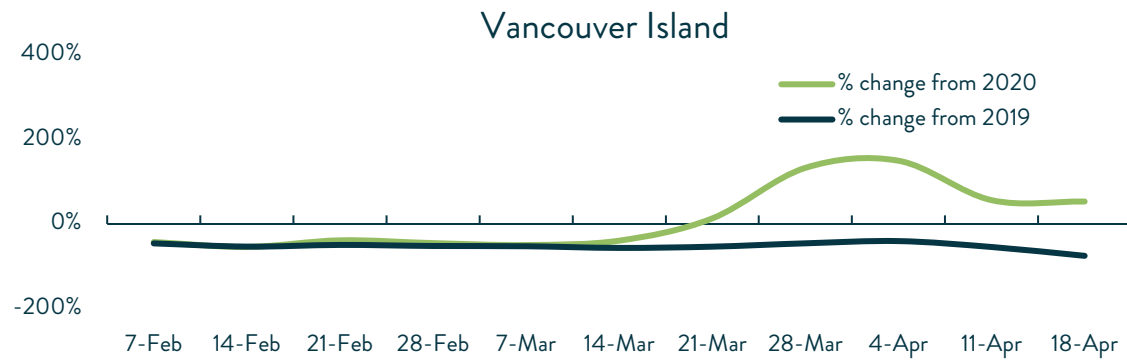
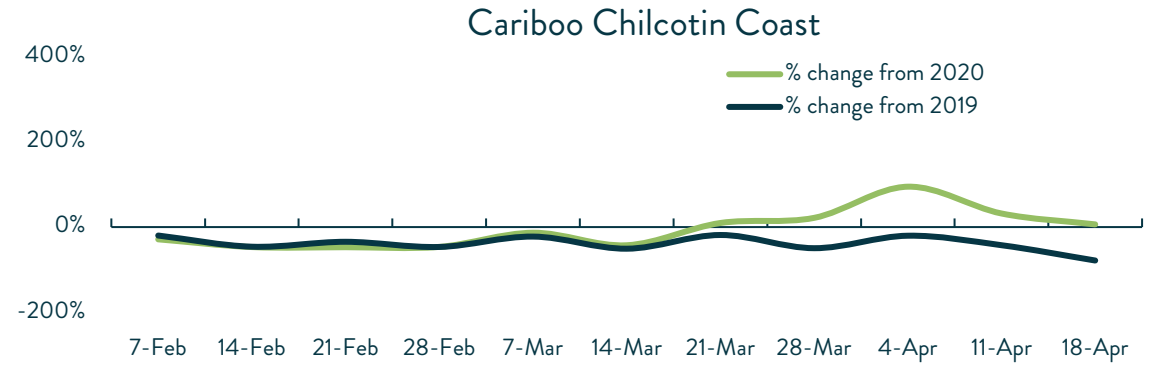
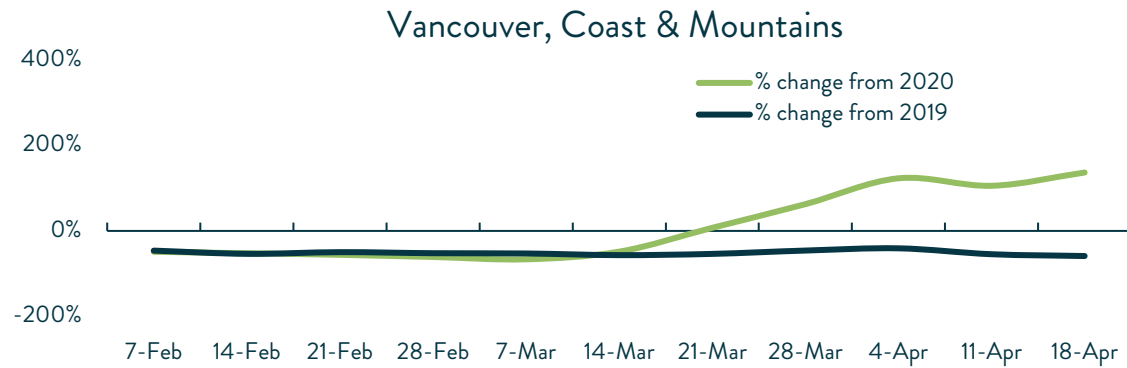
BC sees an increase of +93.4% in weekly domestic overnight visitation compared to same period in 2020, and a decrease of -62.7% compared to 2019

- For the week ending April 18, 2021, Environics Analytics reported that weekly domestic overnight visitation is up +93.4% compared to the same week in 2020. Compared to the same week in 2019, weekly domestic overnight visitation was down -62.7%.
- 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 all tourism regions when compared to the same period in 2019.
 - Vancouver, Coast & Mountains (+137.0% over 2020; -58.7% over 2019)
 - Thompson Okanagan (+103.3%; -64.2%)
 - Kootenay Rockies (+97.8%; -57.6%)
 - Northern BC (+72.9%; -46.8%)
 - Vancouver Island (+52.9%; -75.4%)
 - Cariboo Chilcotin Coast (+6.1%; -78.3%)



Source: [Environics Analytics Weekly COVID Tracker Report, April 18, 2021](#)

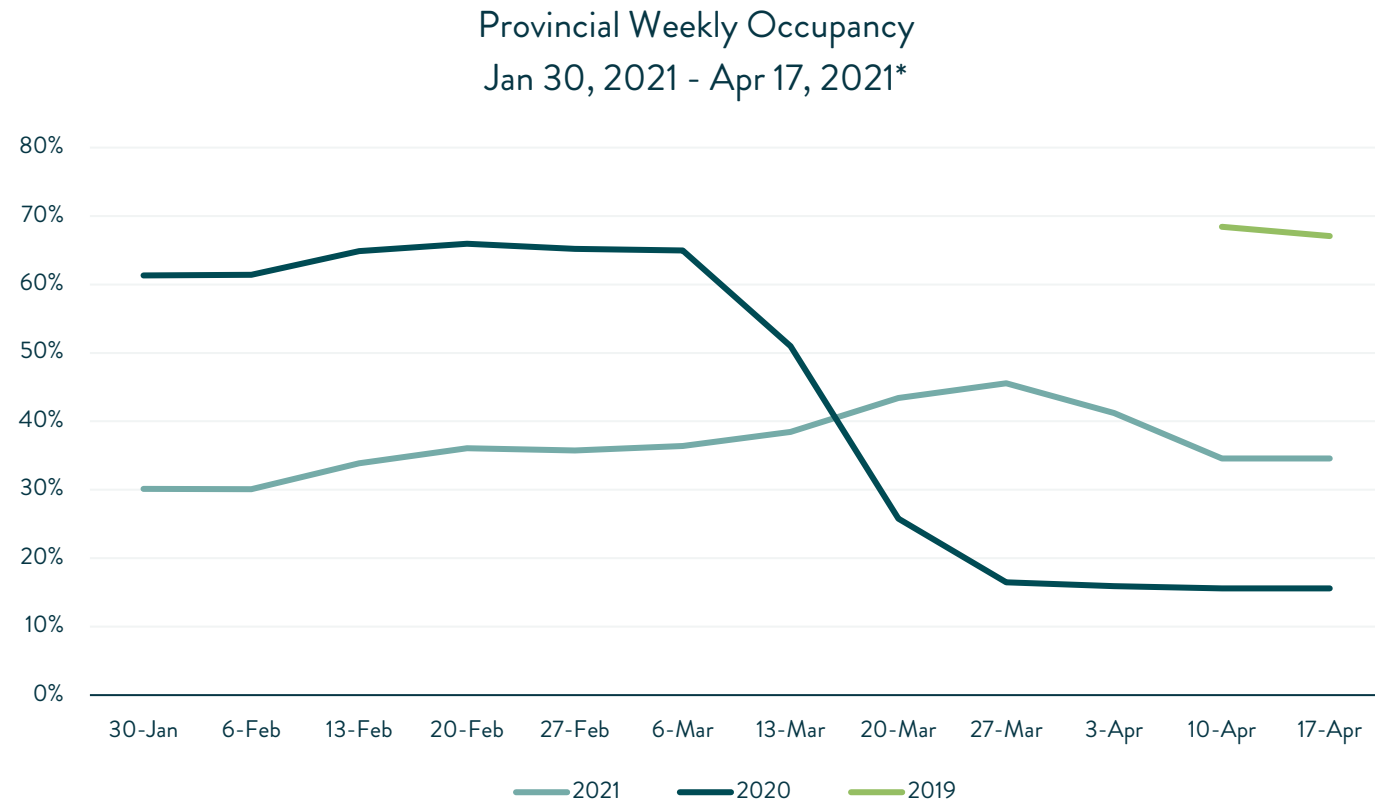
BC and Regional Domestic Overnight Visitation Year-over-Year Percent Change



Source: [Environics Analytics Weekly COVID Tracker Report, April 18, 2021](#)

BC's occupancy rate (34.4%) down -0.2 points from the previous week

- STR, an agency which reports BC's hotel performance, shows the average weekly occupancy for BC was 34.4% for the week of April 11 – April 17, 2021. This represents a decrease of -0.2 points from the previous week.
- It also represents an increase of +17.7 points compared to a similar period in 2020 and a decrease of -32.7 points compared to 2019.



*Please note data for 2019 is only available starting for the week April 7 - 13, 2019

Source: [2021 STR, STR Global Ltd - STR Apr 11 – Apr 17, 2021](#)



British Columbia's Hotel Occupancy Rate

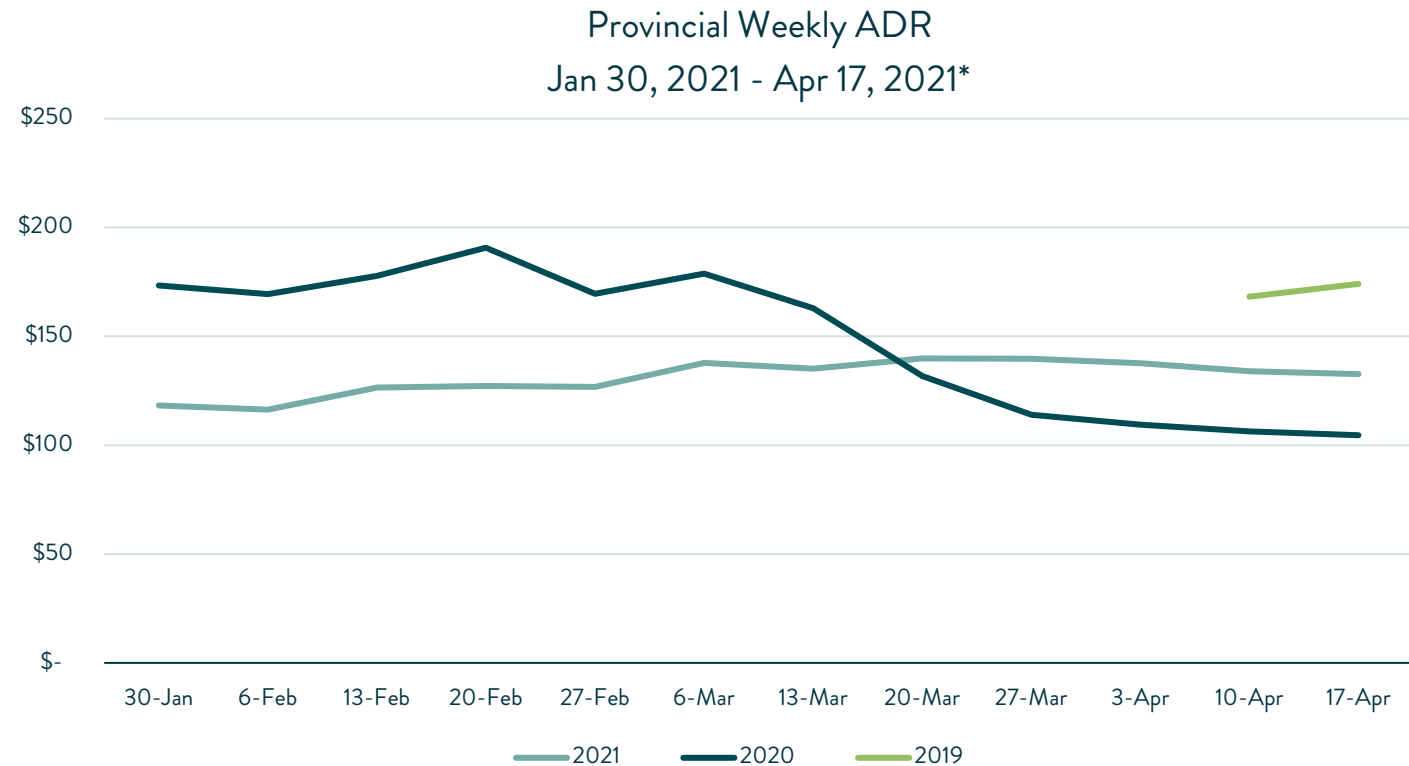
	Apr. 11 - 17, 2021 Occupancy Rate	Week-over-Week Apr. 11 - 17, 2021 vs. Apr. 4 - 10, 2021 Occupancy Point Change	2021 vs. 2020 Apr. 11 - 17, 2021 vs. Apr. 12 - 18, 2020 Occupancy Point Change	2021 vs. 2019 Apr. 11 - 17, 2021 vs. April 14 - 20, 2019 Occupancy Point Change
British Columbia	34.4%	-0.2	+17.7	-32.7
Vancouver (City of)	23.3%	-0.1	+16.2	-56.4
Whistler	4.7%	-0.2	+1.9	-69.9
Victoria	37.3%	+2.2	+21.9	-28.7
Kelowna	32.0%	-2.3	+21.5	-33.4
Kamloops	48.4%	+3.0	+33.8	-18.6
Richmond	50.0%	+2.0	+17.3	-22.3
Revelstoke*	19.6%	-1.3	+10.8	NA

*2019 data is not available for Revelstoke



BC's average daily rate (\$132.67) down -1.0% from the previous week

- STR, an agency which reports BC's hotel performance, shows BC's average daily rate (ADR) was \$132.67 for the week of April 11 – April 17, 2021. This represents a decrease of -1.0% from the previous week.
- It also represents an increase of +27.0% compared to a similar period in 2020 and a decrease of -23.8% compared to 2019.



*Please note data for 2019 is only available starting for the week April 7 - 13, 2019

Source: [2021 STR, STR Global Ltd - STR Apr 11 – Apr 17, 2021](#)



British Columbia's Hotel Average Daily Rate (ADR)

	Apr. 11 - 17, 2021 ADR	Week-over-Week Apr. 11 - 17, 2021 vs. Apr. 4 - 10, 2021 ADR Percent Change	2021 vs. 2020 Apr. 11 - 17, 2021 vs. Apr. 12 - 18, 2020 ADR Percent Change	2021 vs. 2019 Apr. 11 - 17, 2021 vs. April 14 - 20, 2019 ADR Percent Change
British Columbia	\$132.67	-1.0%	+27.0%	-23.8%
Vancouver (City of)	\$187.31	0.0%	+66.7%	-18.0%
Whistler	\$169.50	-12.8%	+68.5%	-41.3%
Victoria	\$104.37	-6.3%	+37.3%	-38.3%
Kelowna	\$109.44	-0.4%	+17.2%	-17.4%
Kamloops	\$94.22	-0.1%	+13.5%	-13.4%
Richmond	\$201.36	-4.2%	+50.2%	+28.7%
Revelstoke*	\$106.99	-3.0%	+37.9%	NA

*2019 data is not available for Revelstoke



BC's revenue per available room (RevPAR) (\$45.62) down -1.5% from the previous week

- STR, an agency which reports BC's hotel performance, shows BC's revenue per available room (RevPAR) was \$45.62 for the week of April 11 – April 17, 2021. This represents a decrease of -1.5% from the previous week.
- However, BC's RevPAR showed an increase (+162.0%) for the week of April 11 – April 17, 2021 compared to a similar period in 2020 and a decrease (-60.9%) for 2019.
- RevPAR substantially increased for all reported cities compared to a similar period in 2020 and remain below 2019 levels.

	Apr. 11 - 17, 2021 RevPAR	Week-over-Week Apr. 11 - 17, 2021 vs. Apr. 4 - 10, 2021 RevPAR Percent Change
British Columbia	\$45.62	-1.5%
Vancouver (City of)	\$43.69	-0.5%
Whistler	\$7.98	-15.7%
Victoria	\$38.88	-0.5%
Kelowna	\$34.97	-7.2%
Kamloops	\$45.64	+6.6%
Richmond	\$100.67	-0.3%
Revelstoke	\$21.02	-8.8%

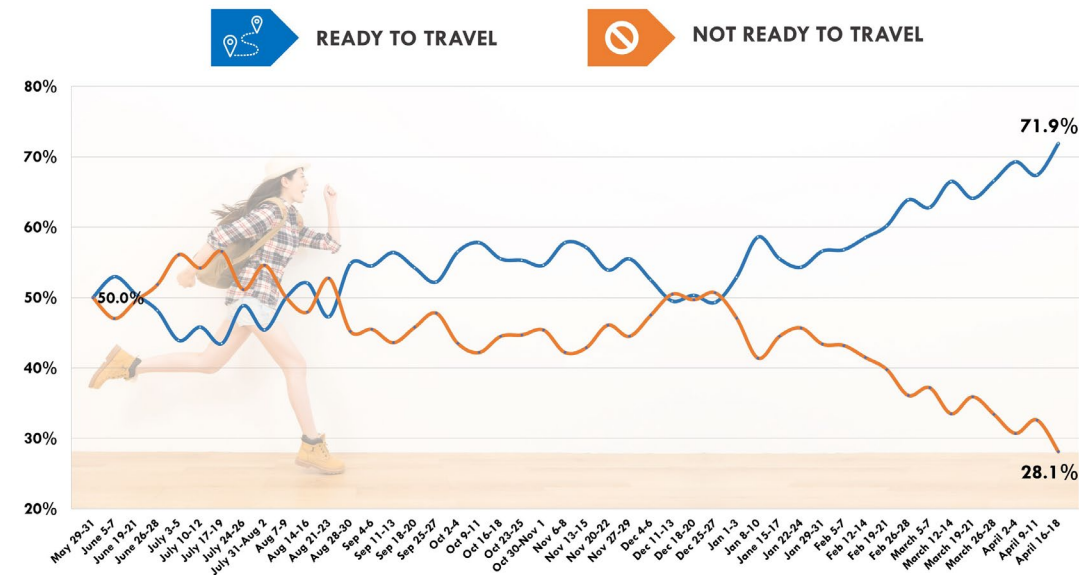


Source: [2021 STR, STR Global Ltd - STR Apr 11 – Apr 17, 2021](#)

Destination Analysts reports 71.9% of American travellers have a ready-to-travel mindset

- Destination Analysts, a US-based tourism research company, reported that 71.9% of American travellers have a ready-to-travel mindset, a pandemic high and over 20 points higher than in May 2020.

AMERICANS' READINESS TO TRAVEL REACHES A PANDEMIC ERA HIGH MAY 29, 2020 – APRIL 18, 2021



QUESTION: WHEN IT COMES TO GETTING BACK OUT AND TRAVELING AGAIN, WHICH BEST DESCRIBES YOUR CURRENT STATE OF MIND? (SELECT ONE)

(Base: Waves 12-13 and 15-58. All respondents, 1,257, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225, 1,205, 1,206, 1,209, 1,209, 1,216, 1,210, 1,204, 1,209, 1,204, 1,208, 1,202, 1,206, 1,202 and 1,210 completed surveys.)

Destination  Analysts
DO YOUR RESEARCH

Source: [Destination Analysts, April 18, 2021](#)



New Zealand receives NZD \$32.3 M in Australian news coverage following announcement of quarantine-free travel

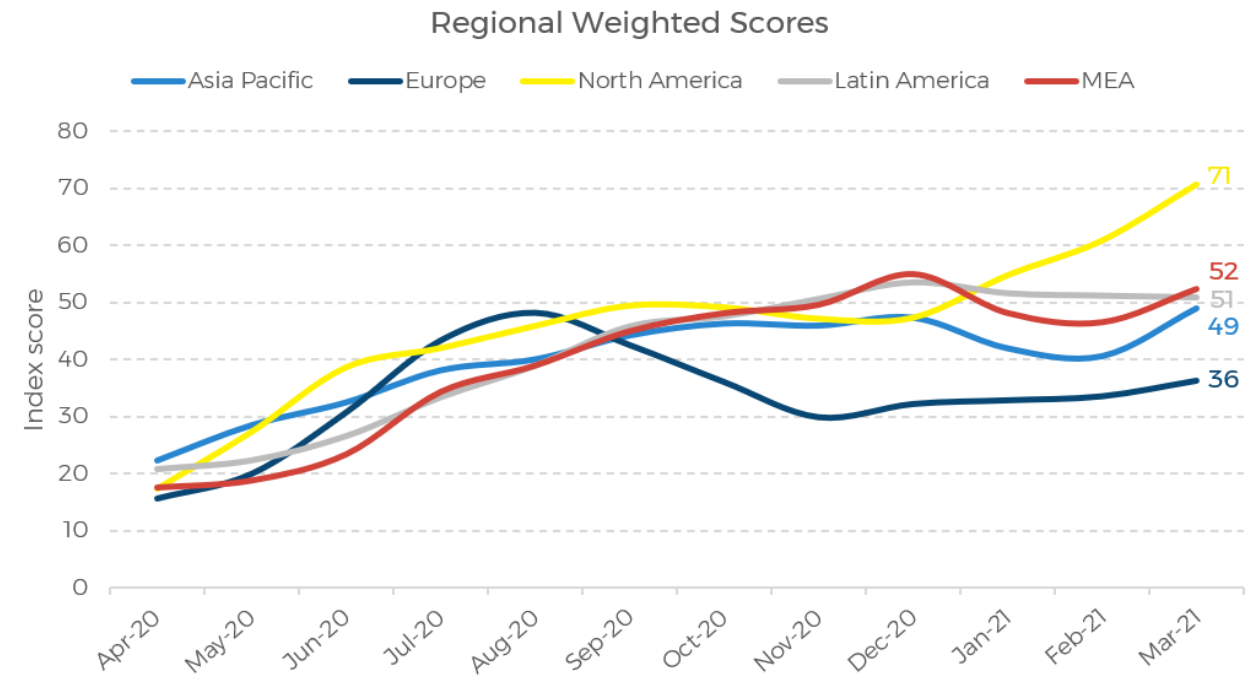
- According to Tourism New Zealand, following the announcement of quarantine-free travel their go-to market approach is focused on generating impact in Australian news media. Early results show total media coverage about quarantine-free travel published in Australia in the first week had a reach of 23 million people with an equivalent advertising value (EAV) of NZD \$32.3 M.
- Newzealand.com also saw significant traffic from Australia with over 46,000 visits from Australia in the first week (a 303% increase from the previous week) and over 7,00 referrals to operators (a 459% increase from the previous week).
- They are specifically seeing interest from Australians for content on Queenstown, Auckland, ski and longer itineraries (8-14 days).



Source: [Tourism New Zealand, April 14, 2021](#)

Skift's global tourism recovery index reaches above 50% for March

- Skift recently announced that the global average of the Recovery Index Score for tourism reached 53% in March 2021. The score is weighted based on tourism output per country. North America is the strongest region at 71%. Europe is the lowest at 36%.
- Only three countries saw scores decline in March, including Brazil, France, and Italy, with Mexico growing 32% for the month. Thailand, China, and Singapore all grew more than 25%. Canada grew 14%, while the US grew 16%.



Source: Skift Research

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.





DESTINATION BRITISH COLUMBIA®

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

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