

# COVID-19 Research Roundup

May 3, 2021

## *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.

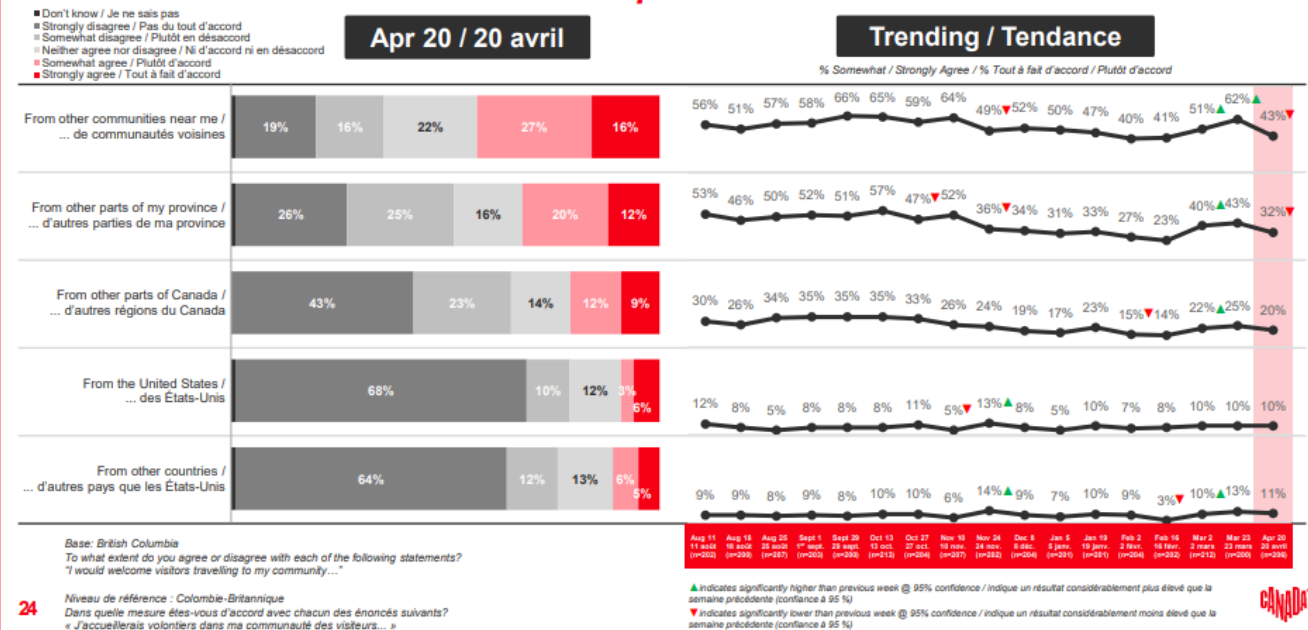
Last week in brief:

- 43% of BC residents would welcome visitors from nearby communities, down -19% from previous wave
- 88% of BC residents will be comfortable with visitors in their community once their community is fully vaccinated
- BC sees a decrease of -20.2% in weekly domestic overnight visitation compared to the previous week
- BC sees an increase of +5.7% in weekly domestic overnight visitation compared to the same period in 2020, and a decrease of -62.6% compared to 2019
- BC's occupancy rate (34.6%) up +0.2 points from the previous week
- BC's average daily rate (\$131.08) down -1.2% from the previous week
- Business Council of BC dashboard displays economic toll, recovery, and economic climate of BC
- Destination Analysts reports that only 35% of American travellers still perceive travel as unsafe
- NYC & Company expects 36.4 million visitors to NYC in 2021
- Global Business Travel Association reveals "return-to-travel" planning is underway for many companies
- Tourism and COVID-19 dashboard and reporting resources

# 43% of BC residents would welcome visitors from nearby communities, down -19% from previous wave

- In Destination Canada's latest Resident Sentiment report (April 20, 2021), 43% of BC residents stated they would welcome visitors from nearby communities, whereas 35% expressed an opposing view, stating they would not, resulting in a net score of +8.
- 32% of BC residents stated they would welcome visitors from other parts of the province, compared to 51% who would not, resulting in a net score of -19.
- BC residents have a net score of -45 for welcoming visitors from other provinces. In comparison, Ontario residents have a net score of -27 for welcoming visitors from other provinces and Alberta residents have a net score of -4.
- Please note that these results were collected prior to the recent orders put in place by the Solicitor General and BC's Provincial Health Office on April 23, 2021.

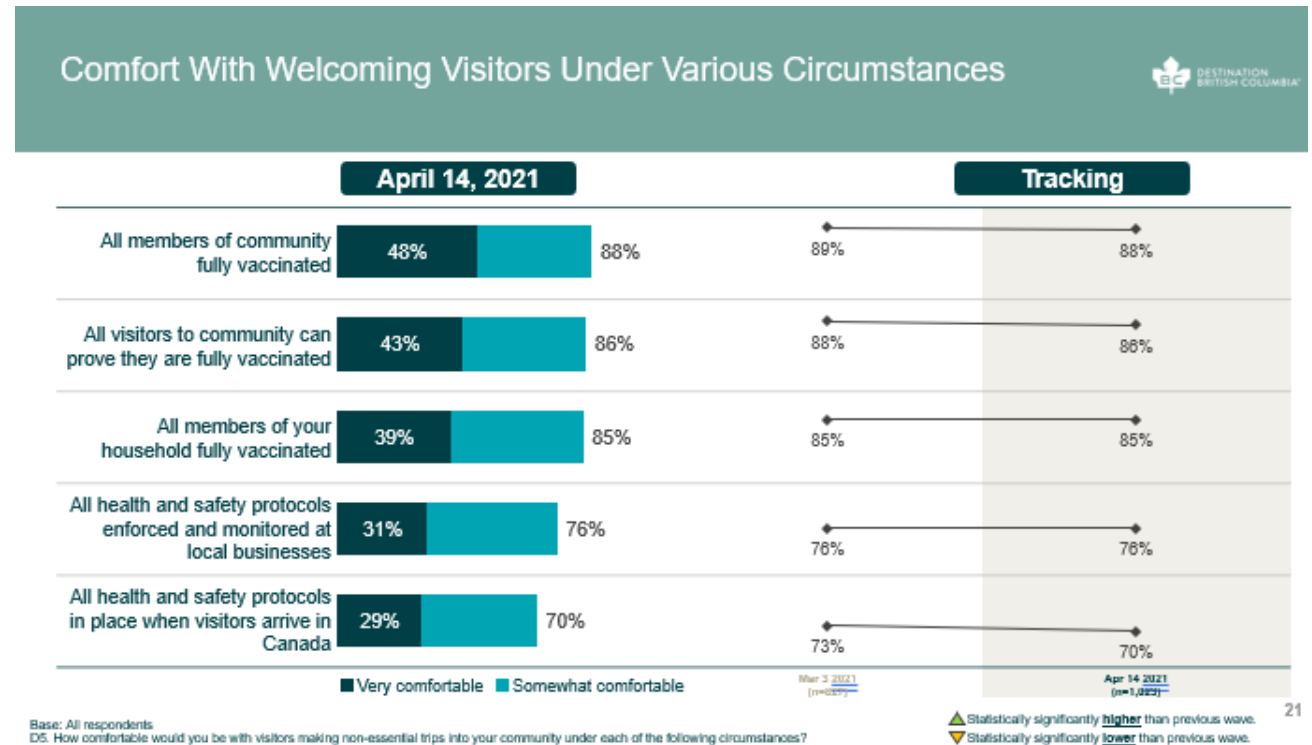
## British Columbia / Colombie-Britannique Level of Welcome Towards Visitors / Opinion envers l'accueil de visiteurs



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

# 88% of BC residents will be comfortable with visitors in their community once their community is fully vaccinated

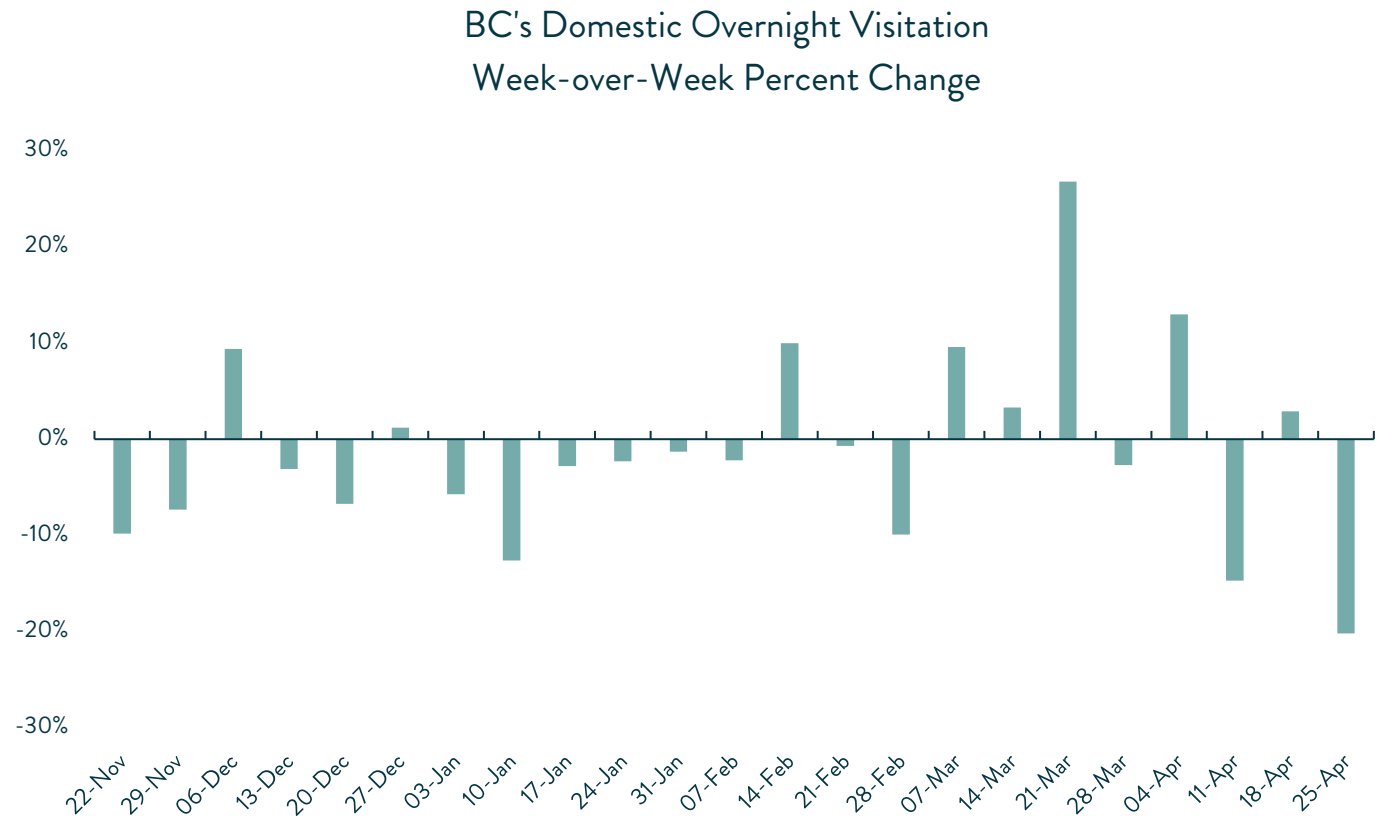
- In Destination BC's BC Residents' Public Perceptions Wave 24 (April 14, 2021) report, 88% of BC residents said they would be comfortable with visitors in their community once all members of their community are fully vaccinated.
- 86% said they would be comfortable with visitors once all visitors to their community are able to prove they are fully vaccinated.
- *A reminder that the results of this report were collected prior to the recent orders put in place by the Solicitor General and BC's Provincial Health Office on April 23, 2021.*



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

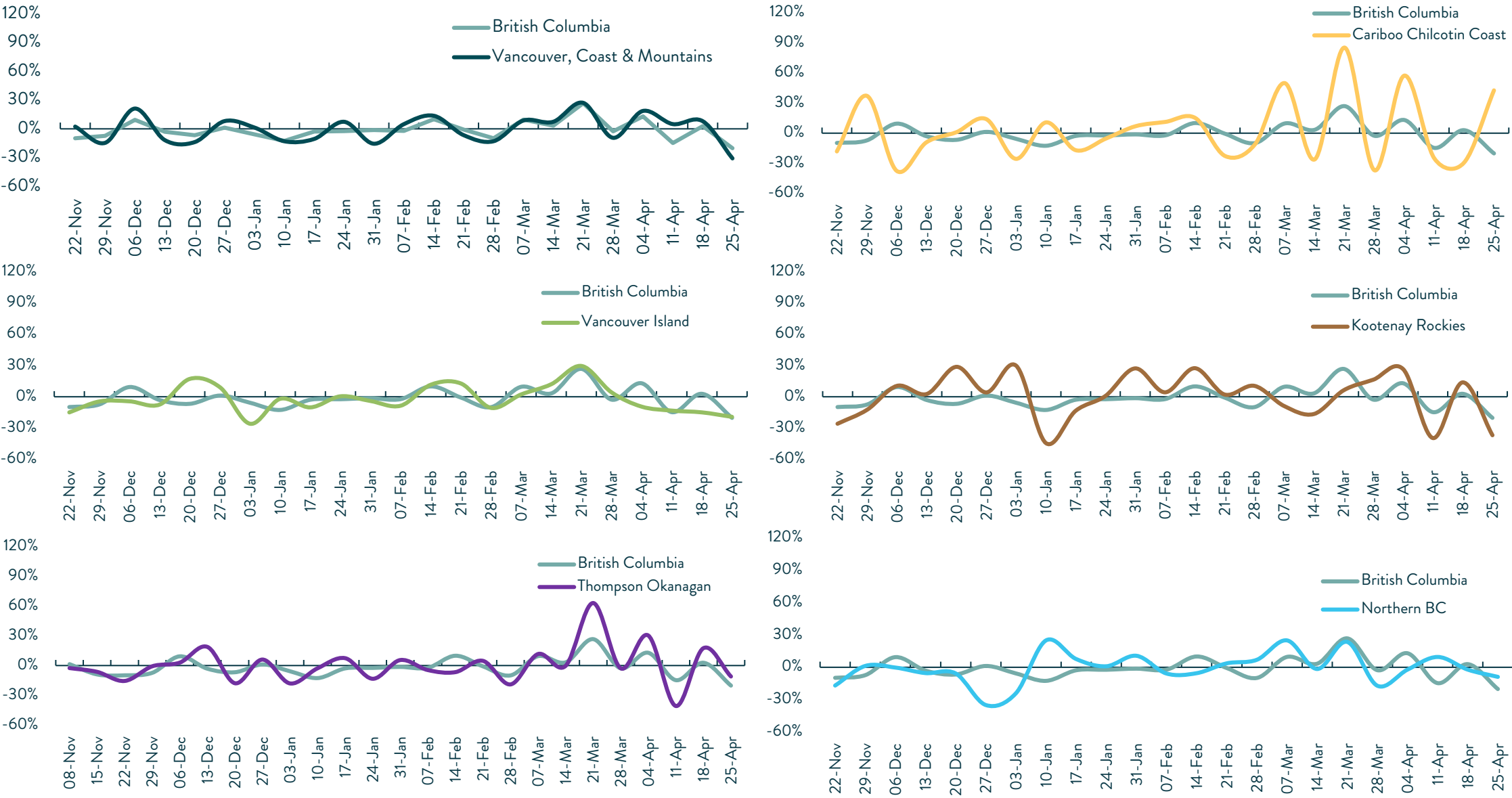
## *BC sees a decrease of -20.2% in weekly domestic overnight visitation compared to the previous week*

- According to Environics Analytics Weekly COVID Tracker Report, during the week ending April 25, 2021, BC experienced a week-over-week decrease of -20.2% in weekly domestic overnight visitation.
- With recent orders from the Solicitor General and BC's Provincial Health Officer in effect April 23, it is encouraging to see that domestic overnight visitation has decreased across the province compared to the previous week.
- Week-over-week decreases in domestic overnight visitation were seen in five of the six tourism regions across the province:
  - Kootenay Rockies (-36.8%)
  - Vancouver, Coast & Mountains (-30.8%)
  - Vancouver Island (-19.3%)
  - Thompson Okanagan (-10.9%)
  - Northern BC (-8.9%)
- However, a week-over-week increase in domestic overnight visitation was seen in one tourism region:
  - Cariboo Chilcotin Coast (+42.6%)



Source: [Environics Analytics Weekly COVID Tracker Report, April 25, 2021](#)

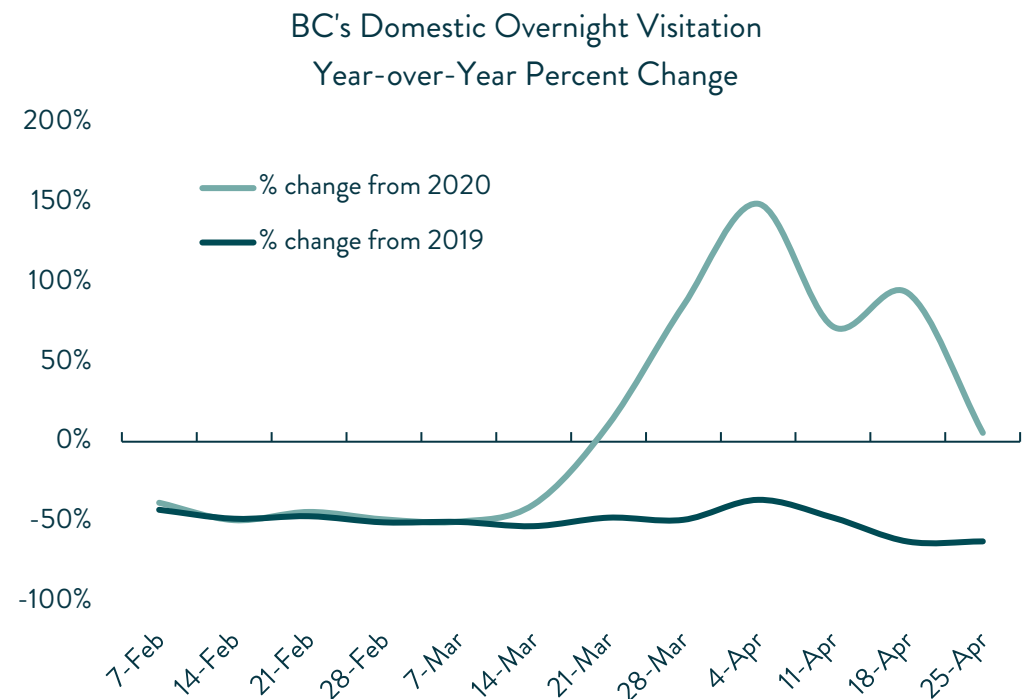
# BC and Regional Domestic Overnight Visitation Week-over-Week Percent Change



Source: [Environics Analytics Weekly COVID Tracker Report, April 25, 2021](#)

## *BC sees an increase of +5.7% in weekly domestic overnight visitation compared to the same period in 2020, and a decrease of -62.6% compared to 2019*

- For the week ending April 25, 2021, Environics Analytics reported that weekly domestic overnight visitation is up +5.7% compared to the same week in 2020. Compared to the same week in 2019, weekly domestic overnight visitation was down -62.6%.
- Across the province, there was a mixture of year-over-year increases and decreases in weekly visitation seen 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 (+17.0% over 2020; -68.6% over 2019)
  - Thompson Okanagan (+30.1%; -55.4%)
  - Northern BC (-2.7%; -46.2%)
  - Vancouver Island (-11.0%; -74.0%)
  - Cariboo Chilcotin Coast (-13.4%; -58.0%)
  - Kootenay Rockies (-15.2%; -56.2%)

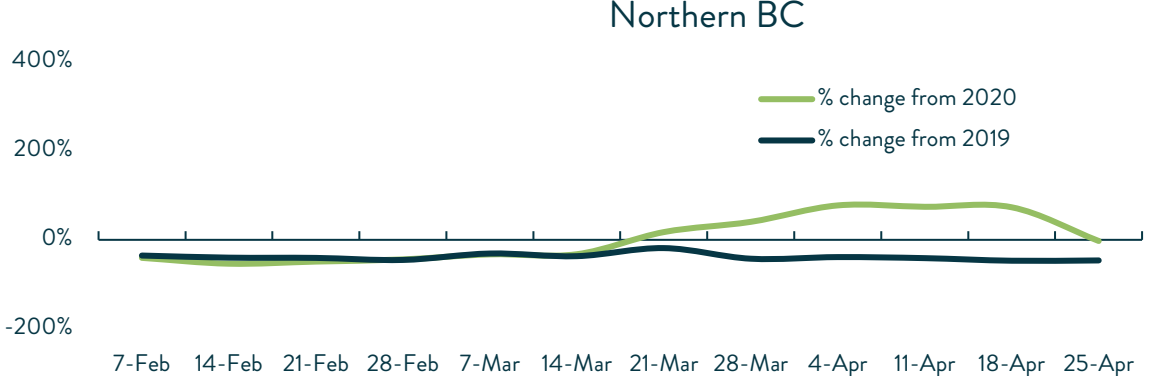
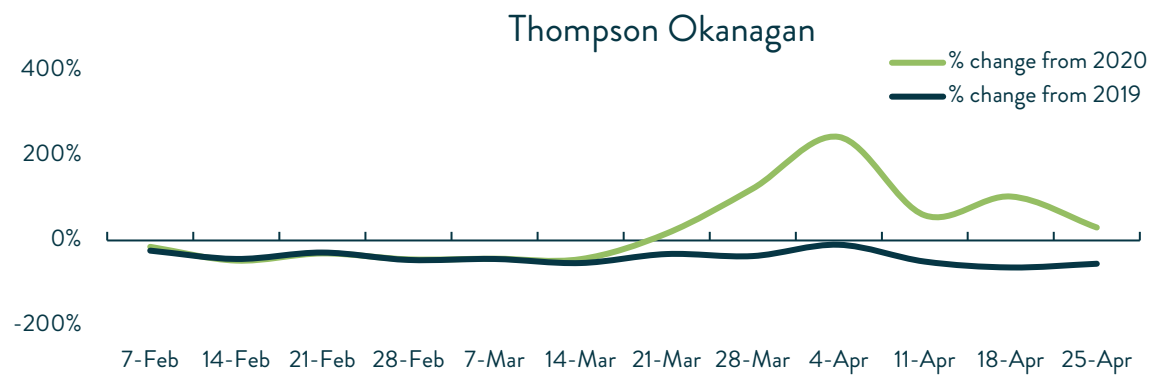
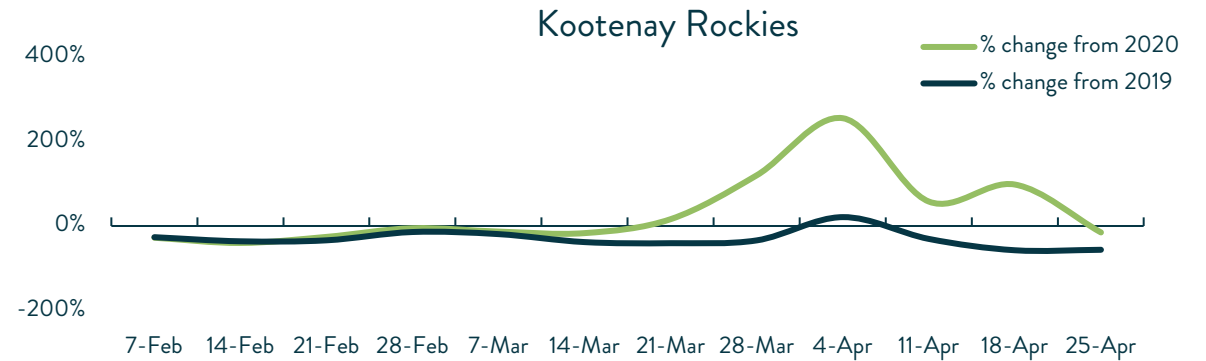
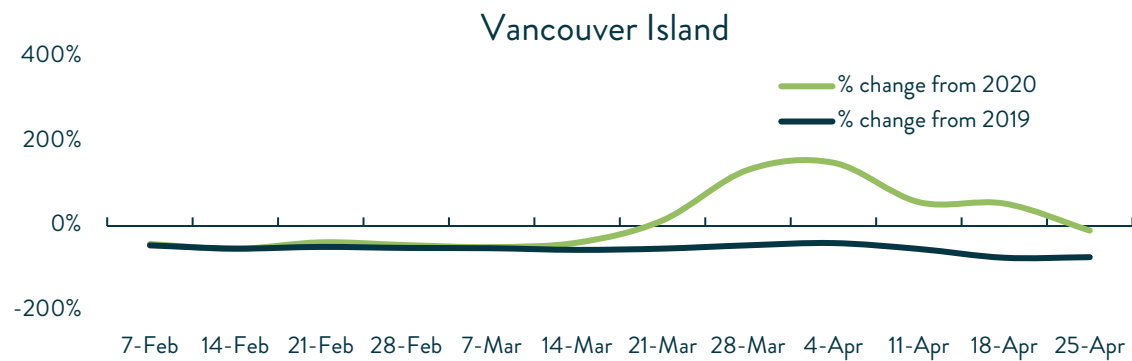
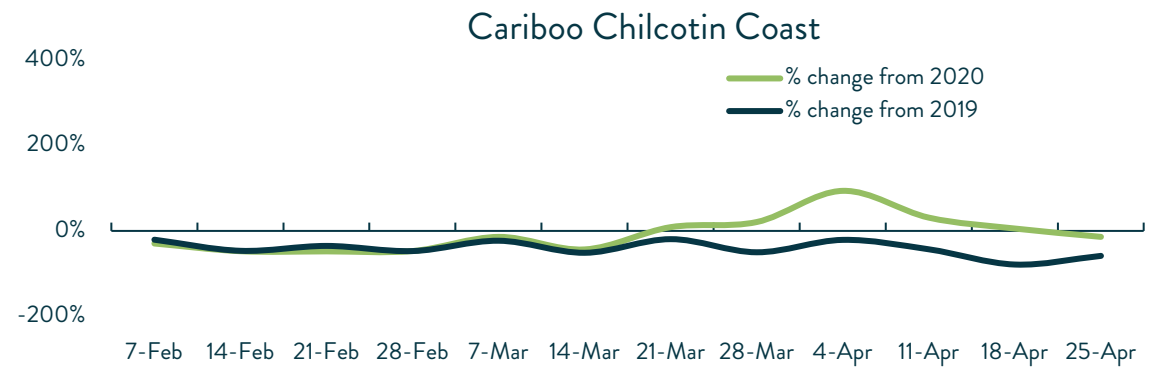
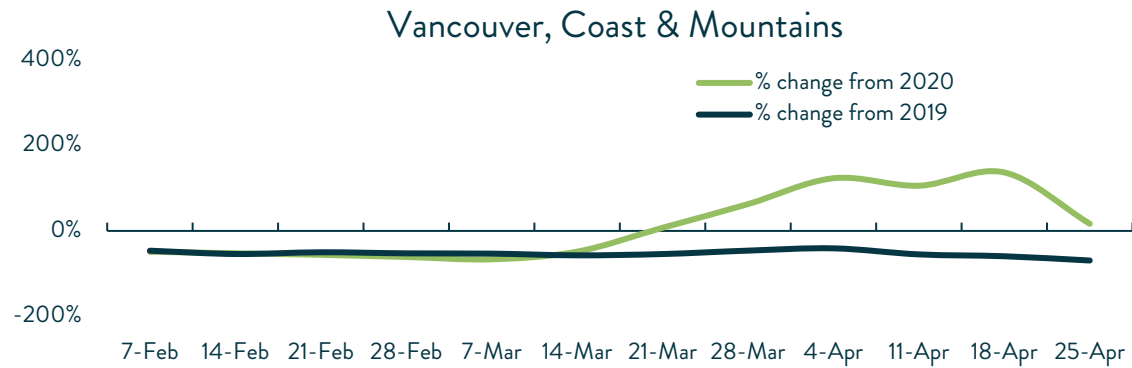


Source: [Environics Analytics Weekly COVID Tracker Report, April 25, 2021](#)



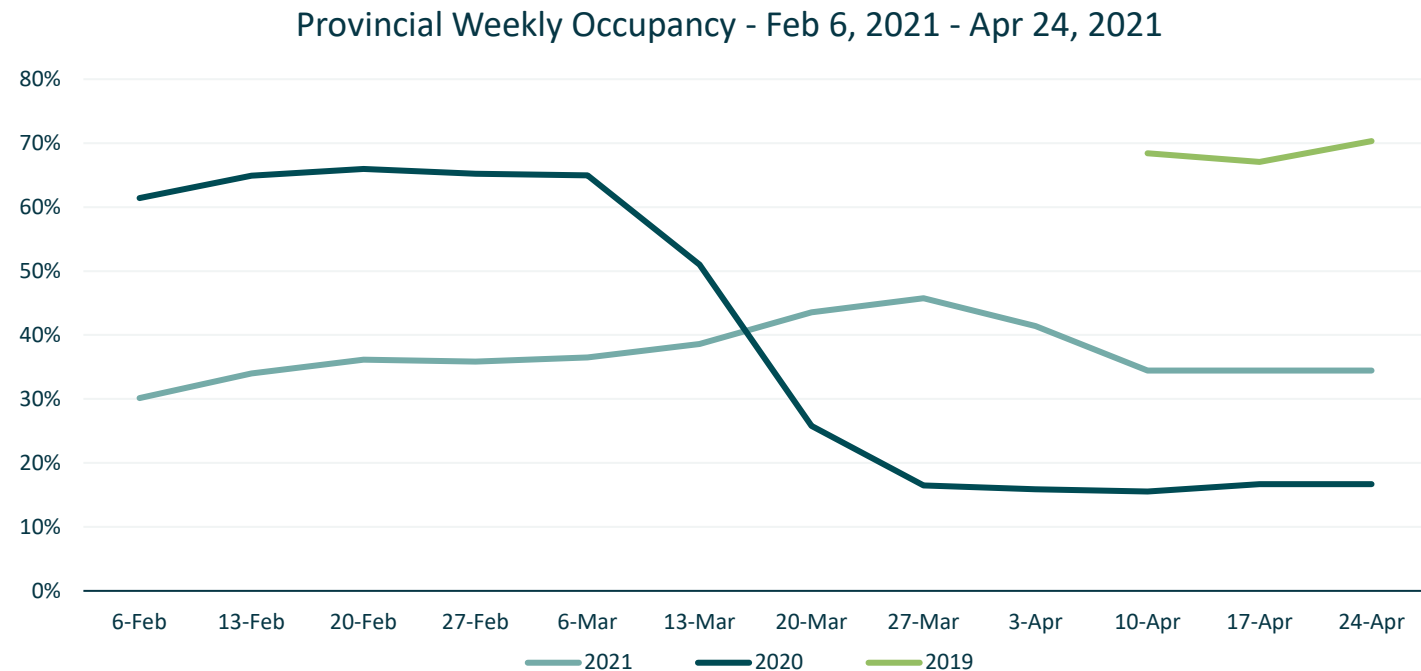


# BC and Regional Domestic Overnight Visitation Year-over-Year Percent Change



## *BC's occupancy rate (34.6%) up +0.2 points from the previous week*

- STR, an agency which reports BC's hotel performance, shows the average weekly occupancy for BC was 34.6% for the week of April 18 – 24, 2021. This represents an increase of +0.2 points from the previous week.
- It also represents an increase of +15.2 points compared to a similar period in 2020 and a decrease of -35.7 points compared to 2019.



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



## British Columbia's Hotel Occupancy Rate Week-over-Week

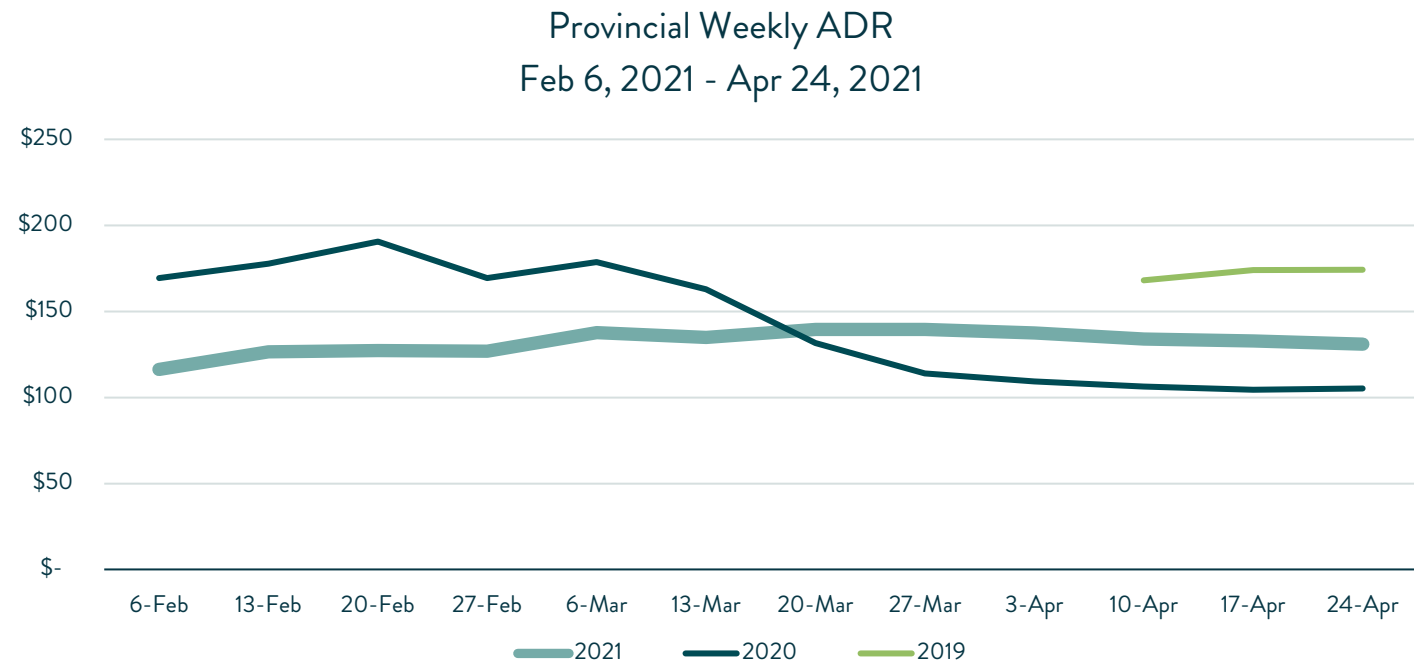
	Apr. 18 - 24, 2021 Occupancy Rate	Apr. 18 - 24, 2021 vs. Apr. 11 - 17, 2021 Occupancy Point Change	2021 vs. 2020 Apr. 18 - 24, 2021 vs. Apr. 19 - 25, 2020 Occupancy Point Change	2021 vs. 2019 Apr. 18 - 24, 2021 vs. April 21 - 27, 2019 Occupancy Point Change
<b>British Columbia</b>	<b>34.6%</b>	<b>+0.2</b>	<b>+15.2</b>	<b>-35.7</b>
Vancouver (City of)	23.6%	+0.3	+17.0	-55.8
Whistler	3.1%	-1.6	0.0	-61.1
Victoria	36.3%	-0.9	+18.6	-37.9
Kelowna	28.9%	-3.0	+16.5	-45.5
Kamloops	58.3%	+9.9	+40.9	-12.2
Richmond	54.7%	+4.7	+12.7	-28.9
Revelstoke*	18.9%	-0.8	+8.4	

\*2019 data is not available for Revelstoke



## *BC's average daily rate (\$131.08) down -1.2% from the previous week*

- STR, an agency which reports BC's hotel performance, shows BC's average daily rate (ADR) was \$131.08 for the week of April 18 – 24, 2021. This represents a decrease of -1.2% from the previous week.
- It also represents an increase of +24.4% compared to a similar period in 2020 and a decrease of -24.8% compared to 2019.



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



## British Columbia's Hotel Average Daily Rate (ADR) Week-over-Week

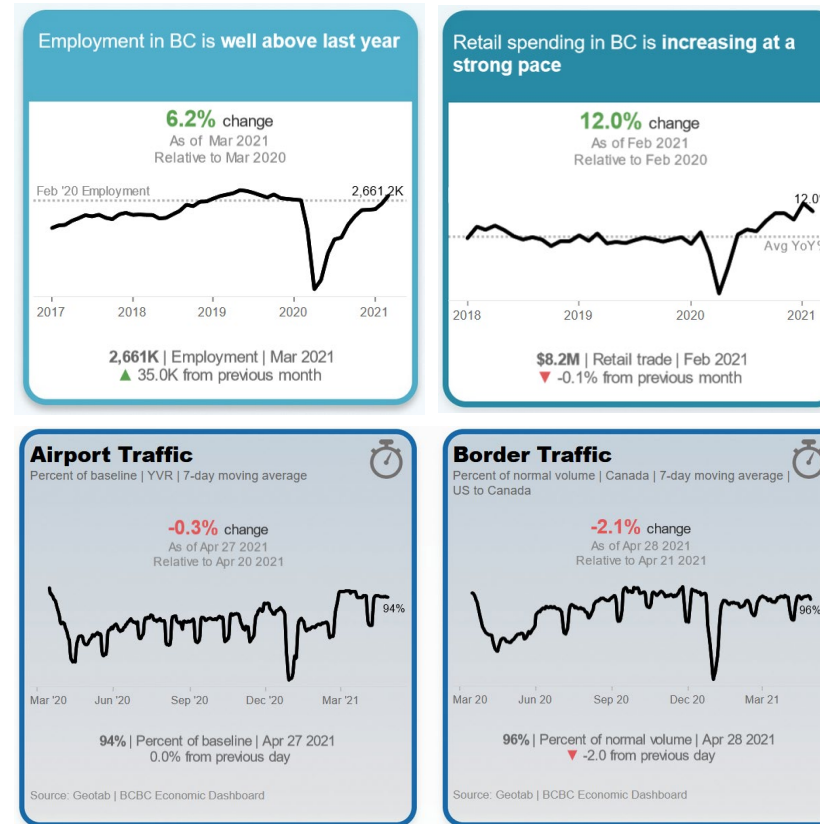
	Apr. 18 - 24, 2021 ADR	Apr. 18 - 24, 2021 vs. Apr. 11 - 17, 2021 ADR Percent Change	2021 vs. 2020 Apr. 18 - 24, 2021 vs. Apr. 19 - 25, 2020 ADR Percent Change	2021 vs. 2019 Apr. 18 - 24, 2021 vs. April 21 - 27, 2019 ADR Percent Change
<b>British Columbia</b>	<b>\$131.08</b>	<b>-1.2%</b>	<b>+24.4%</b>	<b>-24.8%</b>
Vancouver (City of)	\$180.47	-3.7%	+69.7%	-25.5%
Whistler	\$151.09	-10.9%	+59.2%	-28.2%
Victoria	\$103.89	-0.5%	+29.8%	-38.9%
Kelowna	\$106.85	-2.4%	+10.1%	-22.9%
Kamloops	\$98.08	4.1%	+12.5%	-9.6%
Richmond	\$193.89	-3.7%	+46.5%	+14.6%
Revelstoke*	\$99.94	-6.6%	+27.2%	

\*2019 data is not available for Revelstoke



# *Business Council of BC dashboard displays economic toll, recovery, and economic climate of BC*

- The Business Council of BC (BCBC) has created a dashboard to display information on the economic state of the British Columbia.
- The dashboard tracks information such as the number of active tourism businesses in BC, vaccination progress, employment, and retail spending.
- The dashboard can be used to identify risks and dispel misinformation in the community.
- The Business Council of BC Dashboard can be found [here](#).



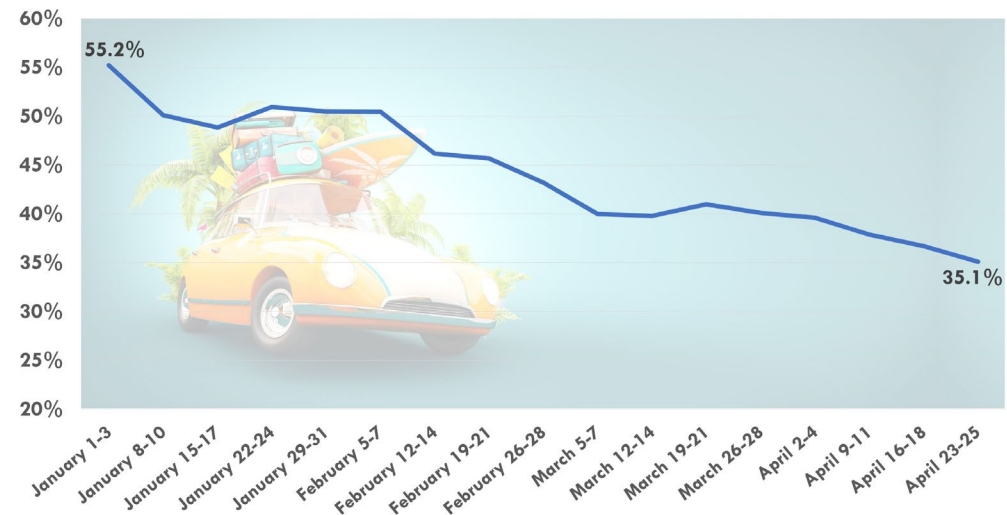
Source: [BCBC Economic Dashboard, April 29, 2021](#)

# *Destination Analysts reports that only 35% of American travellers still perceive travel as unsafe*

- The latest survey by Destination Analysts, a US-based tourism research company, reported that 35% of American travellers perceive travel activities as unsafe, a new pandemic record low.
- However, 75% of American travellers are dreaming of or planning travel and 18% are making a travel booking and/or reservation in the week preceding the survey.

## PERCEPTIONS OF TRAVEL ACTIVITIES AS UNSAFE REACHES ANOTHER PANDEMIC RECORD LOW JANUARY 1 – APRIL 25, 2021

% Somewhat unsafe or Very unsafe (AVERAGE SCORE FOR ALL ACTIVITIES TESTED)



QUESTION: AT THIS MOMENT, HOW SAFE WOULD YOU FEEL DOING EACH TYPE OF TRAVEL ACTIVITY?

(Base: Waves 43-59. All respondents, 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, 1,210 and 1,215 completed surveys.)

Destination  Analysts  
DO YOUR RESEARCH

Source: [Destination Analysts, April 26, 2021](#)



## *NYC & Company expects 36.4 million visitors to NYC in 2021*

- NYC & Company, the official DMO of New York City, predicted that 36.4 million people will visit the city in 2021. This would be a recovery of more than 50% of the 66.6 million visitors seen in 2019. The city welcomed 22.3 million visitors in 2020.
- In June, NYC & Company will launch their largest ever \$30 million marketing campaign to signal the reopening and comeback of the city. The 'NYC Reawakens' campaign intends to “show travellers everywhere that New York City is not only ready to host them – it’s creating a fairer, better, and more vibrant city than ever before”.
- In 2024, New York City is expected to exceed its 2019 record by welcoming 69.3 million visitors.



Source: [Breaking Travel News, April 26, 2021](#)

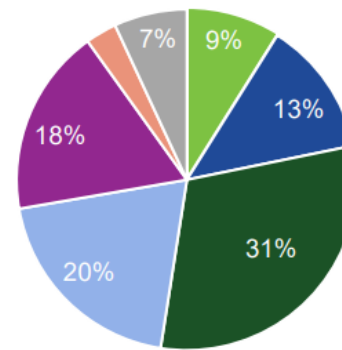




# *Global Business Travel Association reveals ‘return-to-travel’ planning is underway for many companies*

- A new survey by the Global Business Travel Association (GBTA) shows that 9% of member companies have already resumed non-essential business travel.
- 13% have a fully developed plan for resuming business travel, 31% have ‘return-to-travel’ planning underway, and 20% have ‘return-to-travel’ in the early stages of planning.

**Which best describes “return to travel” planning efforts?**



- Our company has already resumed non-essential business travel
- Our company has a fully developed plan for resuming business travel: This might include a timeline for resuming travel, updated travel policies, or new safety resources or information for travelers
- Our “return to travel planning” is underway: We are working on developing a timeline for resuming travel, updating our travel policies, or developing new safety resources or information for travelers
- Our “return to travel” planning is in the early stages: We have begun working on a timeline for resuming travel, updating our travel policies, or developing new safety resources or information for travelers – but we still have lots of work to do
- Our “return to travel” planning has not yet begun: While we might have thought about resuming business travel, we have not done any formal planning
- Other
- Not sure

Q. Which of the following best describes the current state of your company’s “return to travel” planning efforts? (n=823)

Source: [Global Business Travel Association, April 22, 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.
- **NEW:** The Business Council of BC Dashboard allows users to [quickly understand the economic toll, recovery, and economic climate of BC](#).





## DESTINATION BRITISH COLUMBIA®

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

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