

# COVID-19 Research Roundup

May 10, 2021



Clayoquet Sound, 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**

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:

- Destination Canada reports 78% of BC residents feel safe to travel to nearby communities
- BC sees a decrease of -24.5% in weekly domestic overnight visitation compared to the previous week
- BC sees a decrease of -33.6% in weekly domestic overnight visitation compared to the same period in 2020, and a decrease of -70.8% compared to 2019
- BC's occupancy rate (31.4%) up +11.0 points compared to a similar period in 2020
- BC's average daily rate (\$124.73) up +17.0% compared to a similar period in 2020
- BC's revenue per available room (RevPAR) (\$39.22) down -13.5% from the previous week
- Insights West reports 85% of Canadian adults get news from media daily, with media habits changing dramatically during the pandemic
- Conference Board of Canada reports Canada's GDP growth continued in February despite looming third wave of COVID-19
- Destination Analysts reports Americans' perceptions of travel as "unsafe" is reaching pandemic-record lows
- Destination Analysts reports that 73.5% of American travellers are excited for leisure travel
- Ipsos survey finds that COVID-19 is still the number one issue of concern worldwide
- Ipsos survey shows most adults agree with vaccine passports for travel
- Ipsos shares global economic indicators on dashboard
- Tourism and COVID-19 dashboard and reporting resources

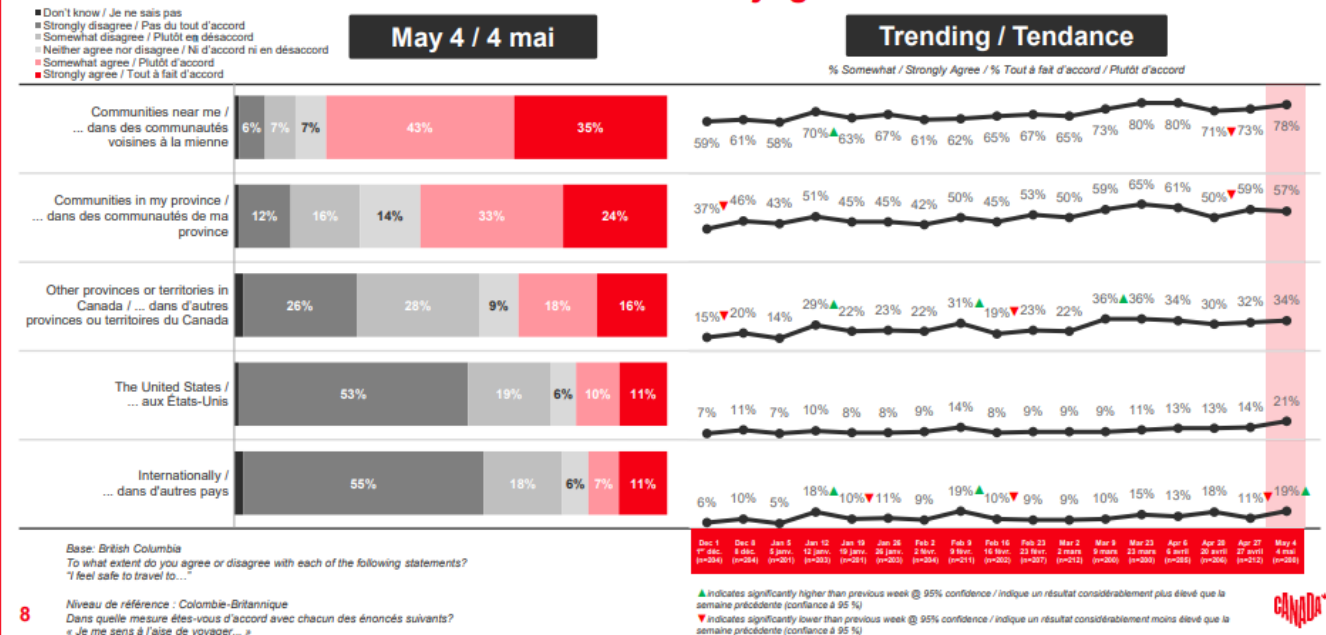


# Destination Canada reports 78% of BC residents feel safe to travel to nearby communities

- In Destination Canada's latest Resident Sentiment report (May 4, 2021), 78% of BC residents stated they feel safe to travel to nearby communities, whereas 13% expressed an opposing view, stating they would not, resulting in a net score of +65.
- 57% of BC residents stated they feel safe to travel to other parts of the province, compared to 28% who would not, resulting in a net score of +29.
- BC residents have a net score of -20 for feeling safe to travel to other provinces. In comparison, Ontario residents have a net score of -1 for feeling safe to travel to other provinces and Alberta residents have a net score of -3.

## British Columbia / Colombie-Britannique

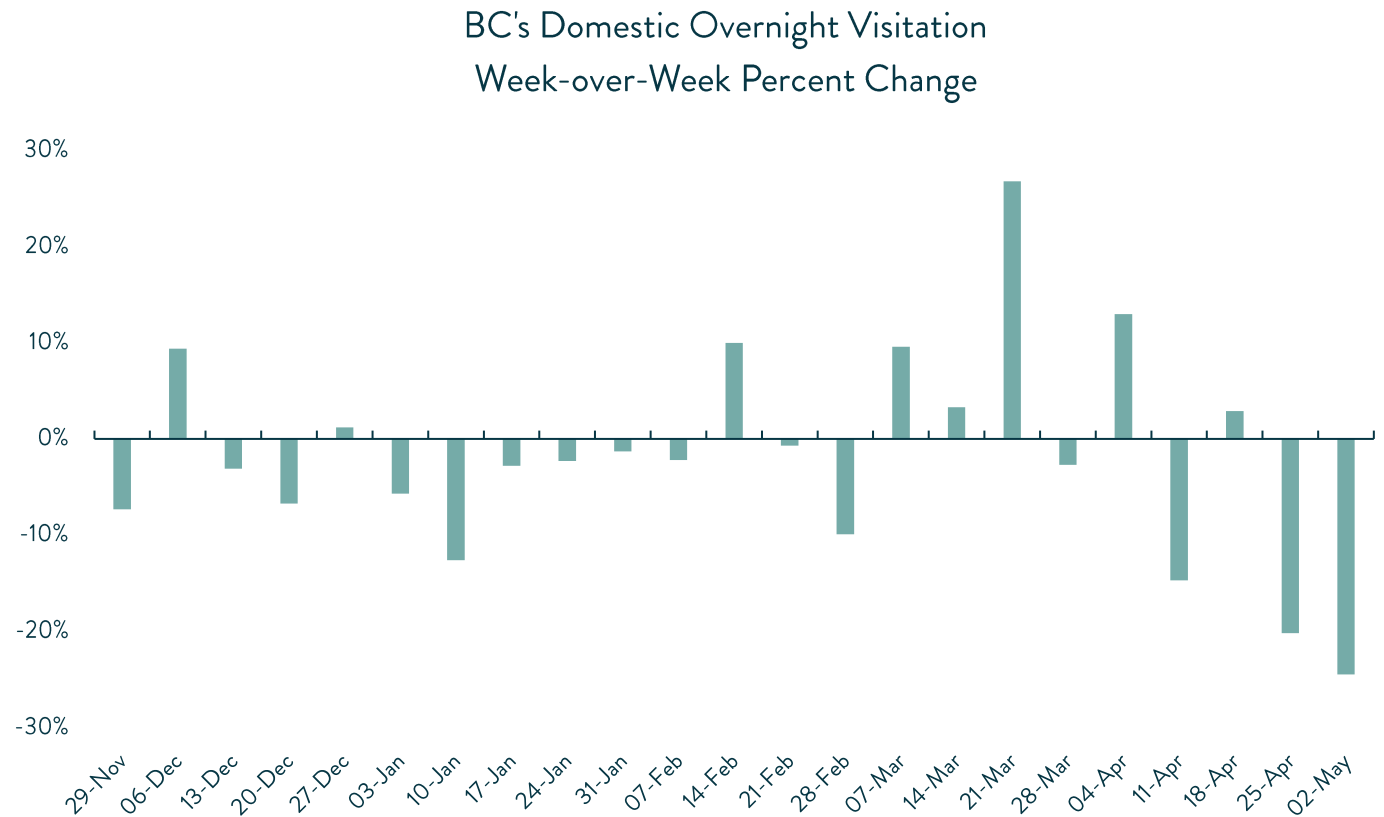
*I feel safe to travel / Je me sens à l'aise de voyager*



Source: [Destination Canada's Resident Sentiment, Leger, May 4, 2021](#)

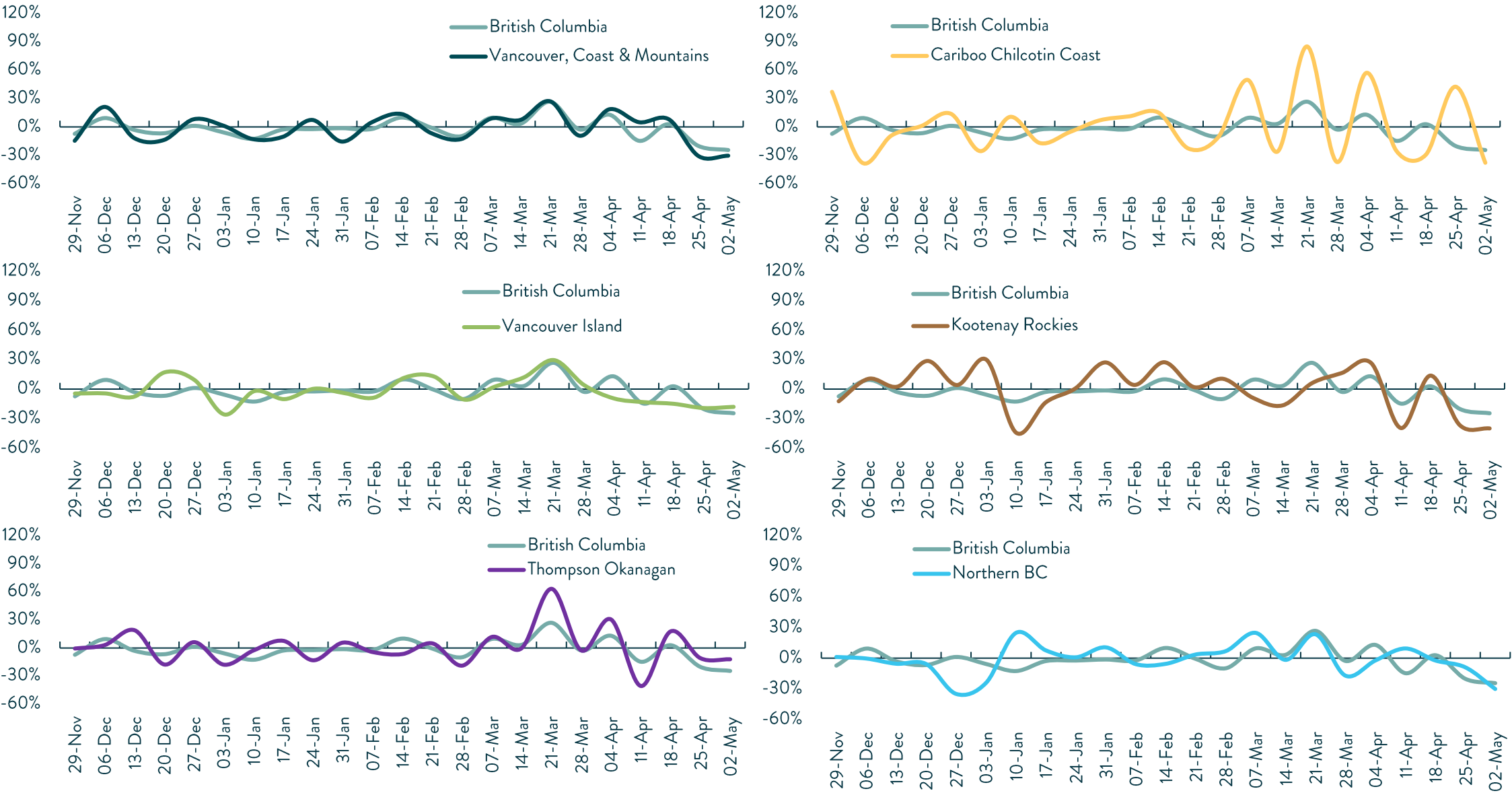
## BC sees a decrease of -24.5% in weekly domestic overnight visitation compared to the previous week

- According to Environics Analytics Weekly COVID Tracker Report, during the week ending May 2, 2021, BC experienced a week-over-week decrease of -24.5% in weekly domestic overnight visitation.
- With recent provincial health and general solicitor official orders in effect April 23, it is encouraging to see that domestic overnight visitation has continued to decrease across the province compared to the previous week.
- Week-over-week decreases in domestic overnight visitation were seen in all six tourism regions across the province:
  - Thompson Okanagan (-12.1%)
  - Vancouver Island (-18.1%)
  - Northern BC (-30.1%)
  - Vancouver, Coast & Mountains (-30.4%)
  - Cariboo Chilcotin Coast (-37.9%)
  - Kootenay Rockies (-39.9%)



Source: [Environics Analytics Weekly COVID Tracker Report, May 2, 2021](#)

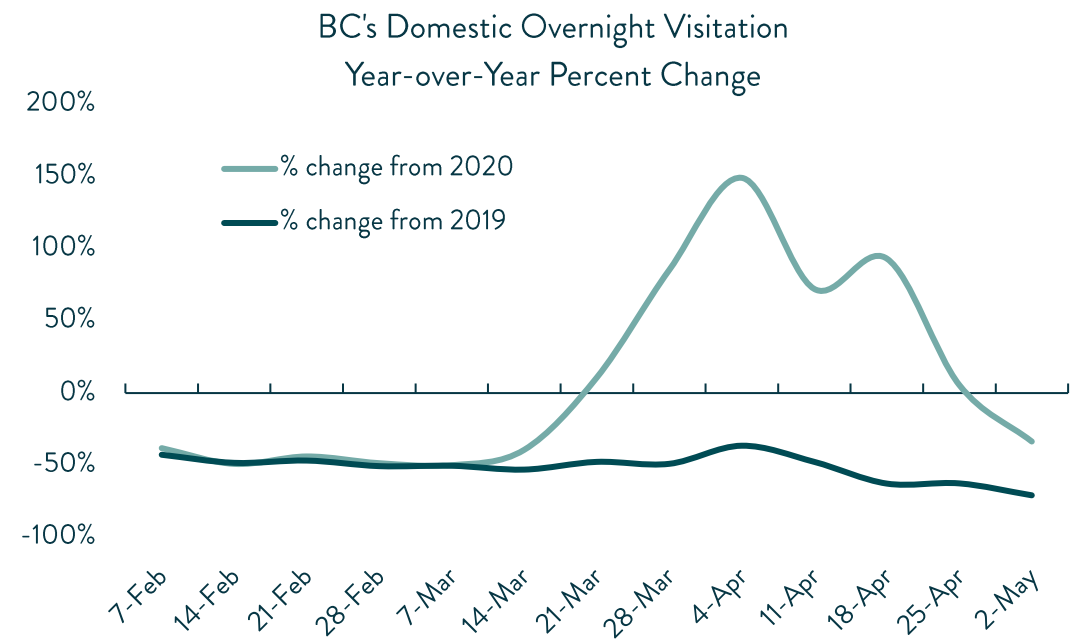
# BC and Regional Domestic Overnight Visitation Week-over-Week Percent Change



Source: [Environics Analytics Weekly COVID Tracker Report, May 2, 2021](#)

# *BC sees a decrease of -33.6% in weekly domestic overnight visitation compared to the same period in 2020, and a decrease of -70.8% compared to 2019*

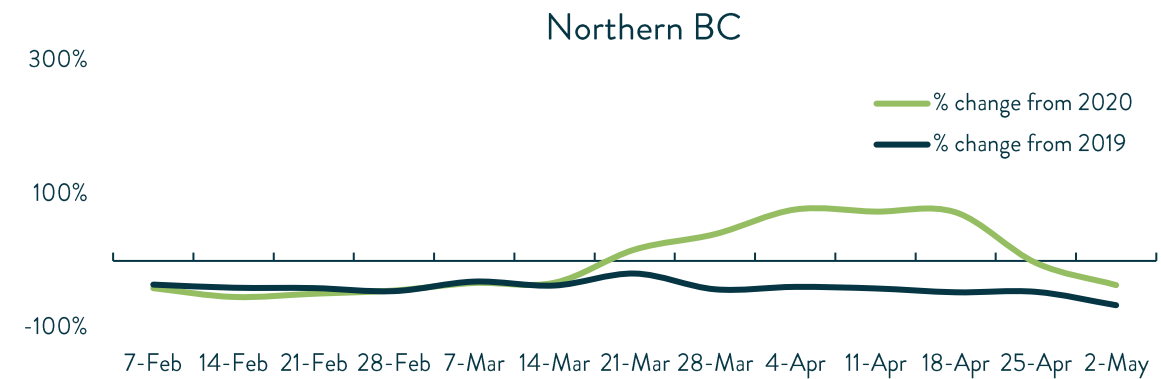
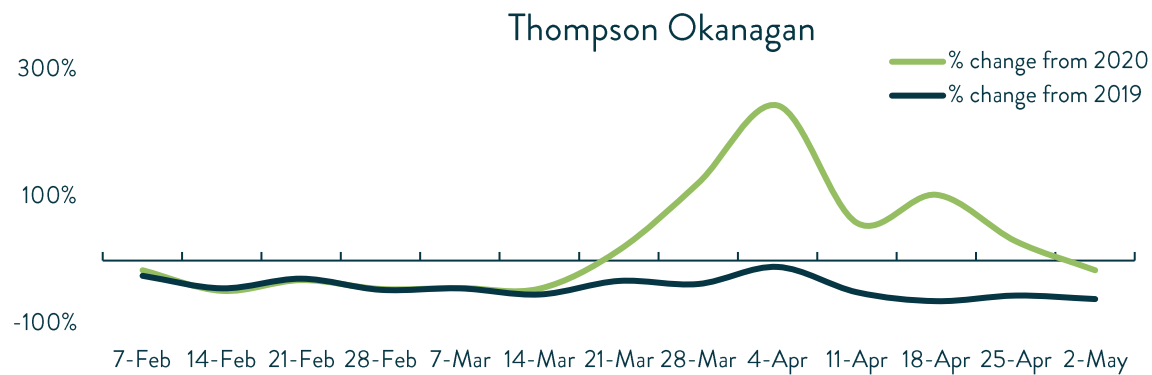
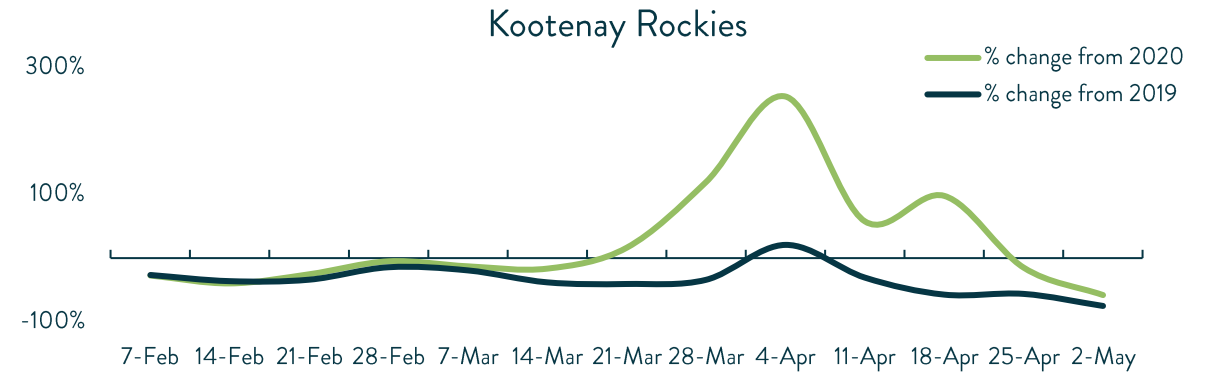
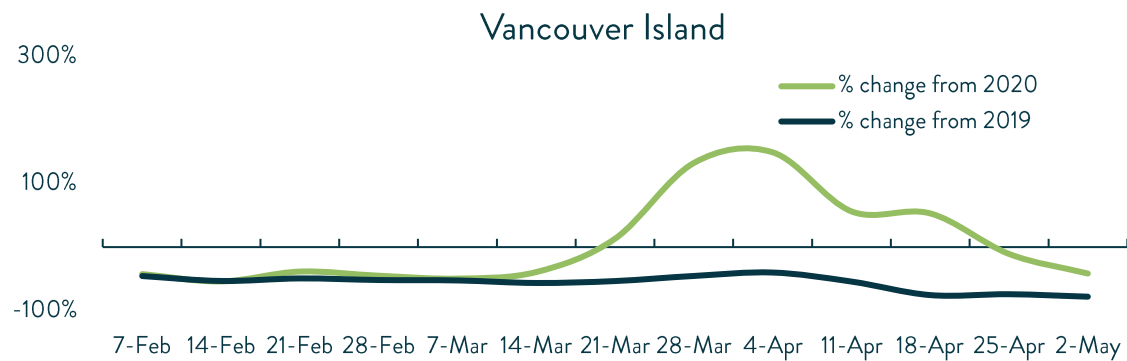
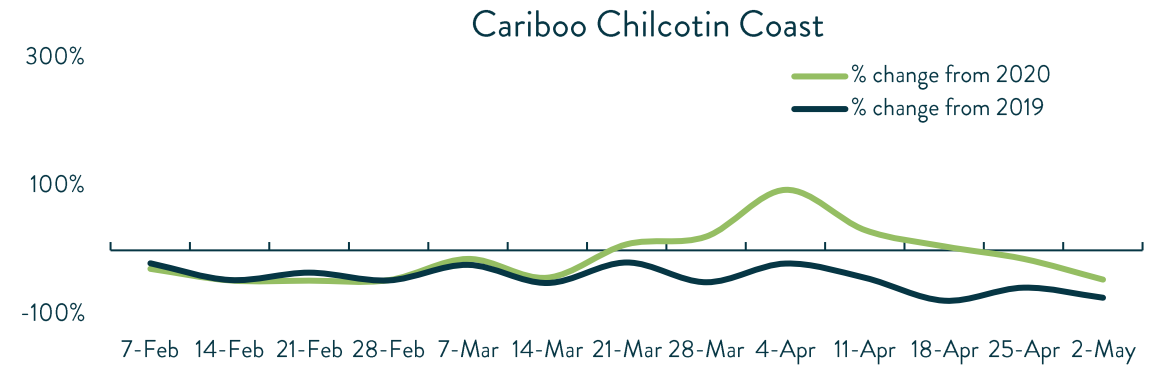
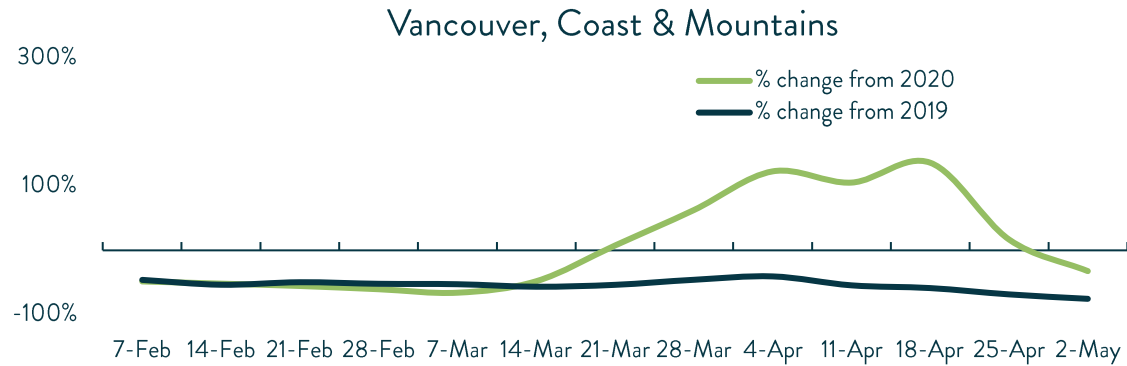
- For the week ending May 2, 2021, Environics Analytics reported that weekly domestic overnight visitation is down -33.6% compared to the same week in 2020. Compared to the same week in 2019, weekly domestic overnight visitation was down -70.8%.
- Across the province, year-over-year decreases in weekly visitation were seen compared to the same period in 2020, and decreases continue to be seen for all tourism regions when compared to the same period in 2019.
  - Thompson Okanagan (-15.5% over 2020; -60.9% over 2019)
  - Vancouver, Coast & Mountains (-32.4%; -75.6%)
  - Northern BC (-36.0%; -66.3%)
  - Vancouver Island (-41.8%; -77.9%)
  - Cariboo Chilcotin Coast (-45.7%; -73.7%)
  - Kootenay Rockies (-58.5%; -75.4%)



Source: [Environics Analytics Weekly COVID Tracker Report, May 2, 2021](#)



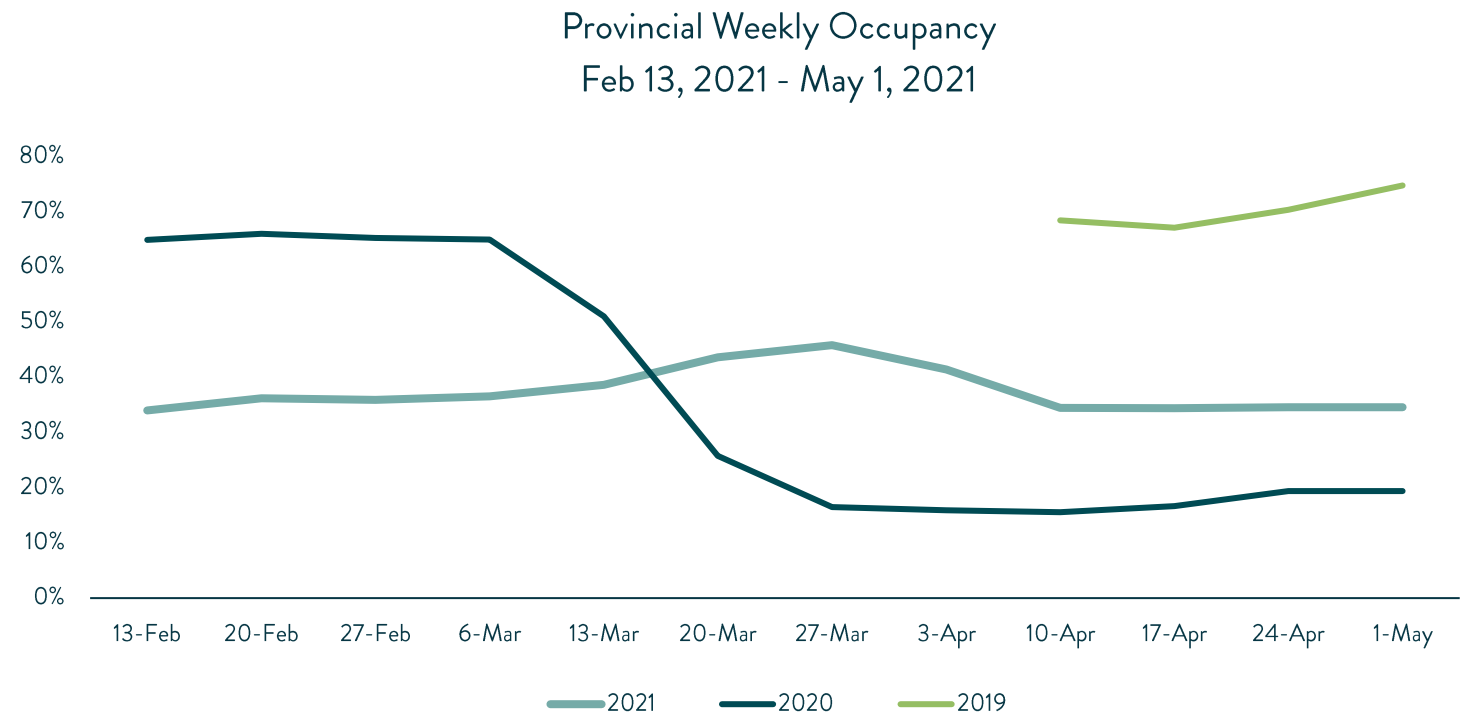
# BC and Regional Domestic Overnight Visitation Year-over-Year Percent Change





## BC's occupancy rate (31.4%) up +11.0 points compared to a similar period in 2020

- STR, an agency which reports BC's hotel performance, shows the average weekly occupancy for BC was 31.4% for the week of April 25 – May 1, 2021. This represents a decrease of -3.1 points from the previous week.
- It also represents an increase of +11.0 points compared to a similar period in 2020 and a decrease of -43.3 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 25 – May 1, 2021](#)



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

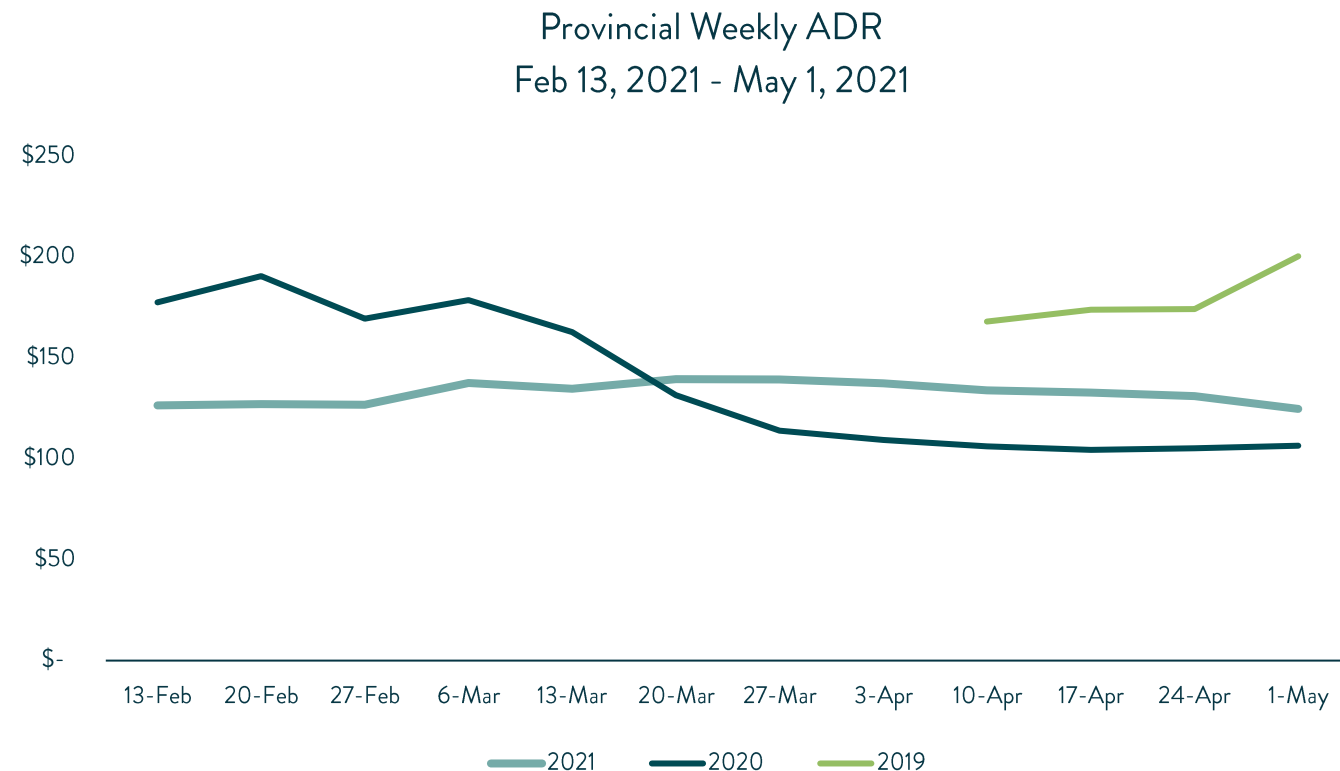
	Apr. 25 – May 1, 2021 Occupancy Rate	Week-over-Week Apr. 25 – May 1, 2021 vs. Apr. 18 – 24, 2021 Occupancy Point Change	2021 vs. 2020 Apr. 25 – May 1, 2021 vs. Apr. 26 – May 2, 2020 Occupancy Point Change	2021 vs. 2019 Apr. 25 – May 1, 2021 vs. April 28 – May 4, 2019 Occupancy Point Change
<b>British Columbia</b>	<b>31.4%</b>	<b>-3.1</b>	<b>+11.0</b>	<b>-43.3</b>
Vancouver (City of)	18.8%	-4.8	+10.9	-70.5
Whistler	2.7%	-0.5	-1.1	-50.6
Victoria	25.8%	-10.5	+7.5	-50.9
Kelowna	29.7%	+0.7	+14.7	-43.8
Kamloops	56.5%	-1.8	+36.4	-17.5
Richmond	46.8%	-7.9	+5.0	-40.3
Revelstoke*	20.6%	+1.7	+9.7	NA

\*2019 data is not available for Revelstoke



## BC's average daily rate (\$124.73) up +17.0% compared to a similar period in 2020

- STR, an agency which reports BC's hotel performance, shows BC's average daily rate (ADR) was \$124.73 for the week of April 25 – May 1, 2021. This represents a decrease of -4.8% from the previous week.
- It also represents an increase of +17.0% compared to a similar period in 2020 and a decrease of -37.8% 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. 25 – May 1, 2021 ADR	Week-over-Week Apr. 25 – May 1, 2021 vs. Apr. 18 – 24, 2021 ADR Percent Change	2021 vs. 2020 Apr. 25 – May 1, 2021 vs. Apr. 26 – May 2, 2020 ADR Percent Change	2021 vs. 2019 Apr. 25 – May 1, 2021 vs. April 28 – May 4, 2019 ADR Percent Change
<b>British Columbia</b>	<b>\$124.73</b>	<b>-4.8%</b>	<b>+17.0%</b>	<b>-37.8%</b>
Vancouver (City of)	\$163.24	-9.5%	+45.4%	-44.9%
Whistler	\$148.95	-1.4%	+29.0%	-27.7%
Victoria	\$117.12	+12.7%	+39.8%	-38.1%
Kelowna	\$107.58	+0.7%	+6.1%	-28.8%
Kamloops	\$95.42	-2.7%	+6.8%	-19.5%
Richmond	\$176.21	-9.1%	+32.3%	-7.8%
Revelstoke*	\$97.79	-2.1%	+19.9%	NA

\*2019 data is not available for Revelstoke



## *BC's revenue per available room (RevPAR) (\$39.22) down -13.5% from the previous week*

- STR, an agency which reports BC's hotel performance, shows BC's revenue per available room (RevPAR) was \$39.22 for the week of April 25 – May 1, 2021. This represents a decrease of -13.5% from the previous week.
- BC's RevPAR showed an increase (+80.1%) for the week of April 25 – May 1, 2021 compared to a similar period in 2020 and a decrease (-73.8%) for 2019.
- RevPAR substantially increased for all reported cities except for Whistler compared to a similar period in 2020 and remain below 2019 levels. The decrease in RevPAR seen in Whistler is likely due to the encouragement of the provincial health and general solicitor officials to only travel to Whistler for essential travel only.

	Apr. 25 – May 1, 2021 RevPAR	Week-over-Week Apr. 25 – May 1, 2021 vs. Apr. 18 – 24, 2021 RevPAR Percent Change
<b>British Columbia</b>	<b>\$39.22</b>	<b>-13.5%</b>
Vancouver (City of)	\$30.66	-28.1%
Whistler	\$3.97	-16.0%
Victoria	\$30.19	-20.0%
Kelowna	\$31.90	+3.1%
Kamloops	\$53.95	-5.7%
Richmond	\$82.39	-22.3%
Revelstoke	\$20.12	+6.7%

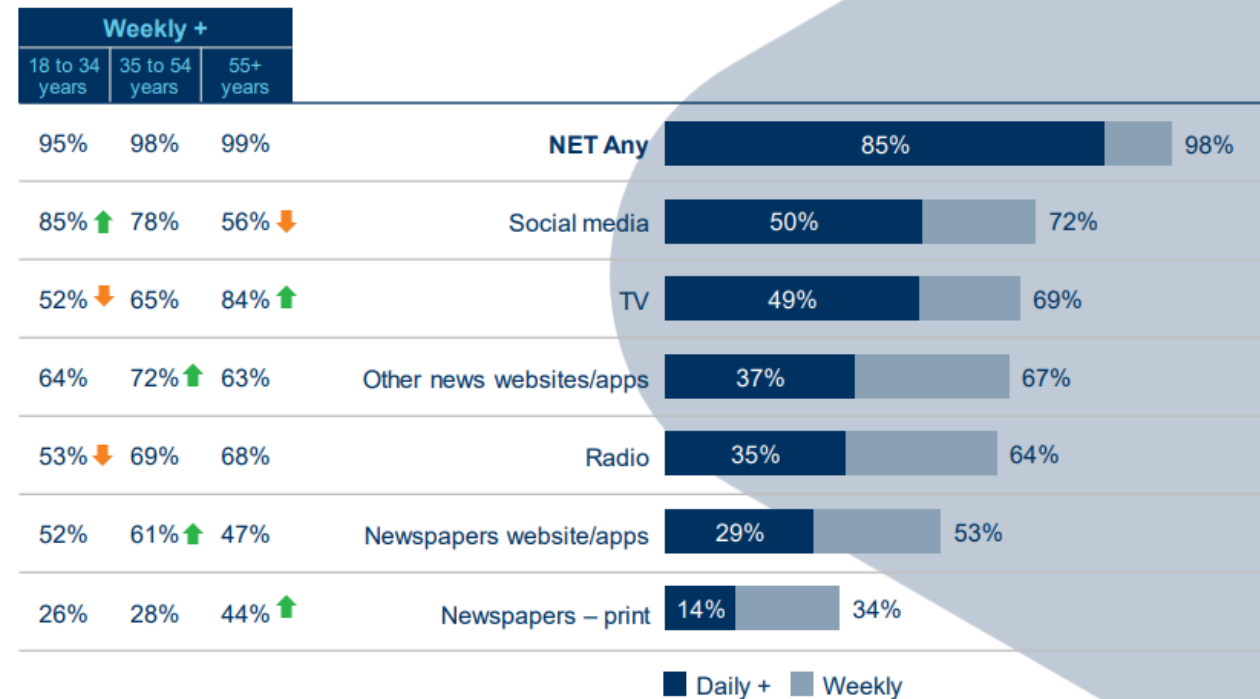
Source: [2021 STR, STR Global Ltd - STR Apr 25 – May 1, 2021](#)



# Insights West reports 85% of Canadian adults get news from media daily, with media habits changing dramatically during the pandemic

- A new report by Insights West shows that media habits have changed dramatically during the pandemic.
- 85% of Canadian adults get news from a media source daily, and 98% do so weekly (equal to BC residents).
- 72% of Canadian adults get news from social media weekly (82% in BC), compared to 69% from TV (57% in BC).
- 67% get news weekly from other news websites and apps (79% in BC), 64% from radio (56%), and 53% from newspaper websites and apps (66%).
- Only 34% get news daily from print newspapers (29% in BC).

## Weekly Use of Media for News Content



How often do you generally get news from each of the following sources?

Source: [Insights West, April 2021](#)





# *The Conference Board of Canada reports Canada's GDP growth continued in February despite looming third wave of COVID-19*

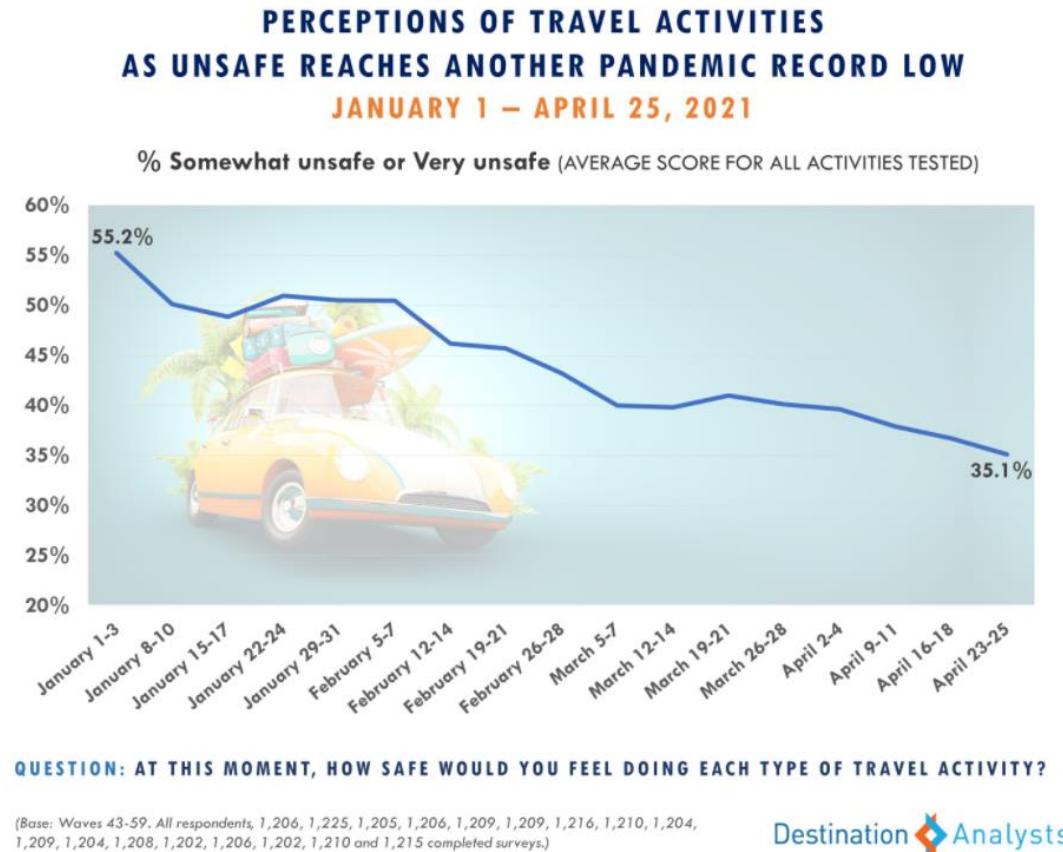
- The Conference Board of Canada's economists Kiefer Van Mulligen and Liam Daly provided insights on the latest Canadian GDP data:
- “As national vaccinations started to pick-up in February, real GDP grew by +0.4% month-over-month... Yet recent surges in new cases of COVID-19 reversed the loosening of restrictions in many provinces in April. We therefore expect that growth may have cooled off in recent weeks.”
- “With restrictions limiting pursuits such as travel and recreation, Canadians are increasingly turning towards activities such as shopping and home renovations. However, with total output down -2.2% compared to February of last year, the remaining ground will only be recovered once a further easing of restrictions occurs.”



Source: [The Conference Board of Canada, April 30, 2021](#)

# Destination Analysts report that Americans' perceptions of travel as “unsafe” is reaching pandemic-record lows

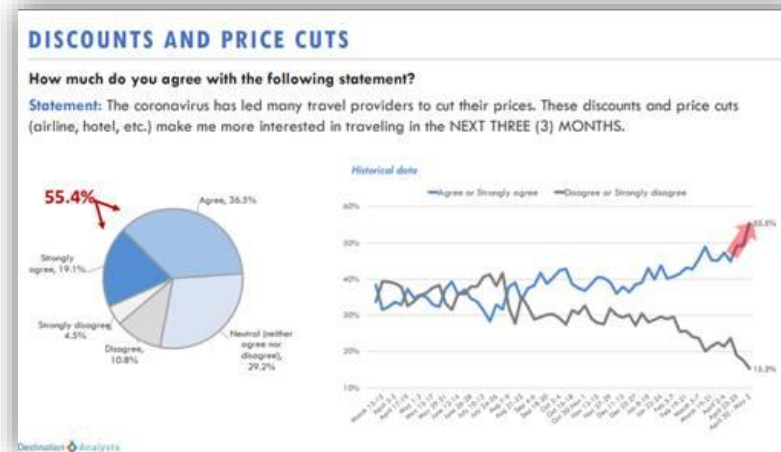
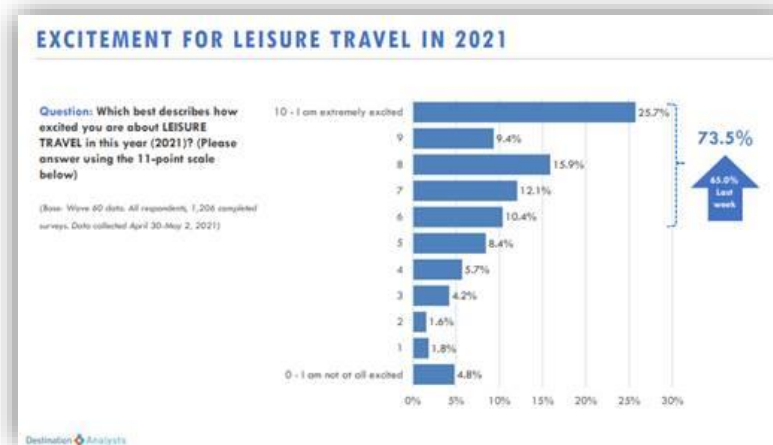
- The latest survey by Destination Analysts, a US-based tourism research company, reported that the trend of feeling safer about travel accelerated this week. The perception of over two dozen travel and leisure activities being “unsafe” fell to a pandemic-record low of 35.1%.



Source: [Destination Analysts, May 3, 2021](#)

# Destination Analysts reports that 73.5% of American travellers are excited for leisure travel

- The latest survey by Destination Analysts, a US-based tourism research company, found that 73.5% of American travellers are excited for leisure travel in 2021, compared to 65.0% the previous week.
- 55.4% stated that discounts and price cuts would make respondents more interested in travelling in the next three months.



Source: [Destination Analysts, May 3, 2021](#)



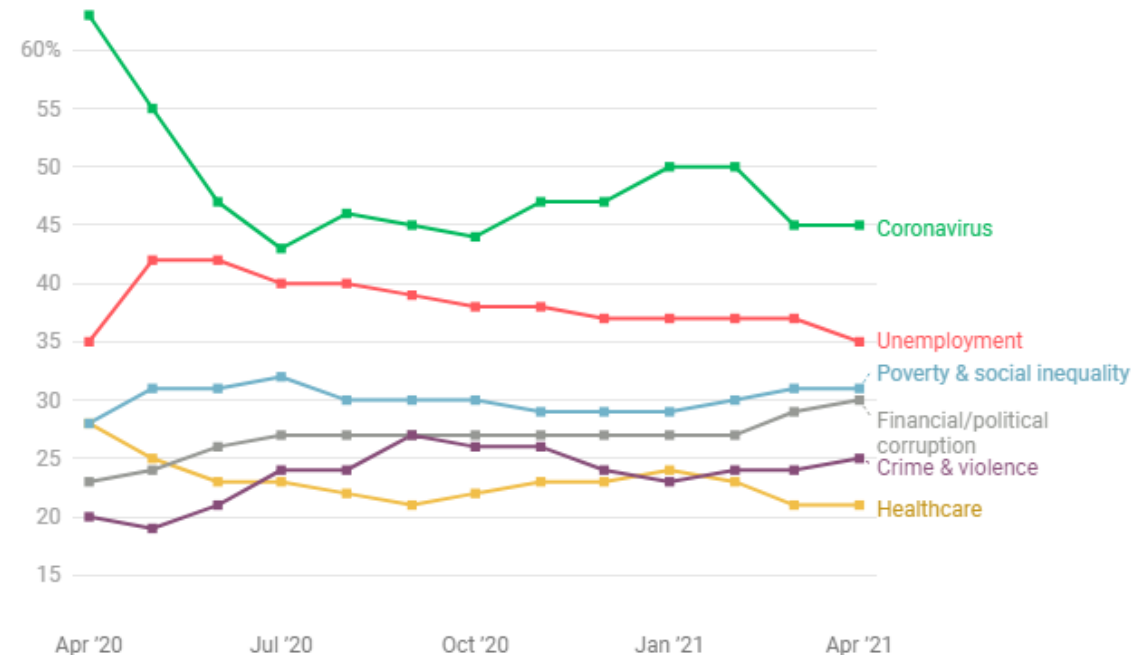


# Ipsos survey finds that COVID-19 is still the number one issue of concern worldwide

- An April 2021 survey by Ipsos showed that COVID-19 continues to be the number one cause of worry globally, with 45% of respondents stating COVID-19 as one of the top issues facing their country.

## Top concerns: 12 month trend

April 2020 - April 2021 (global country average)



Research among adults aged 16-64 in 28 participating countries. c. 20,000 per month. April 2020 - April 2021

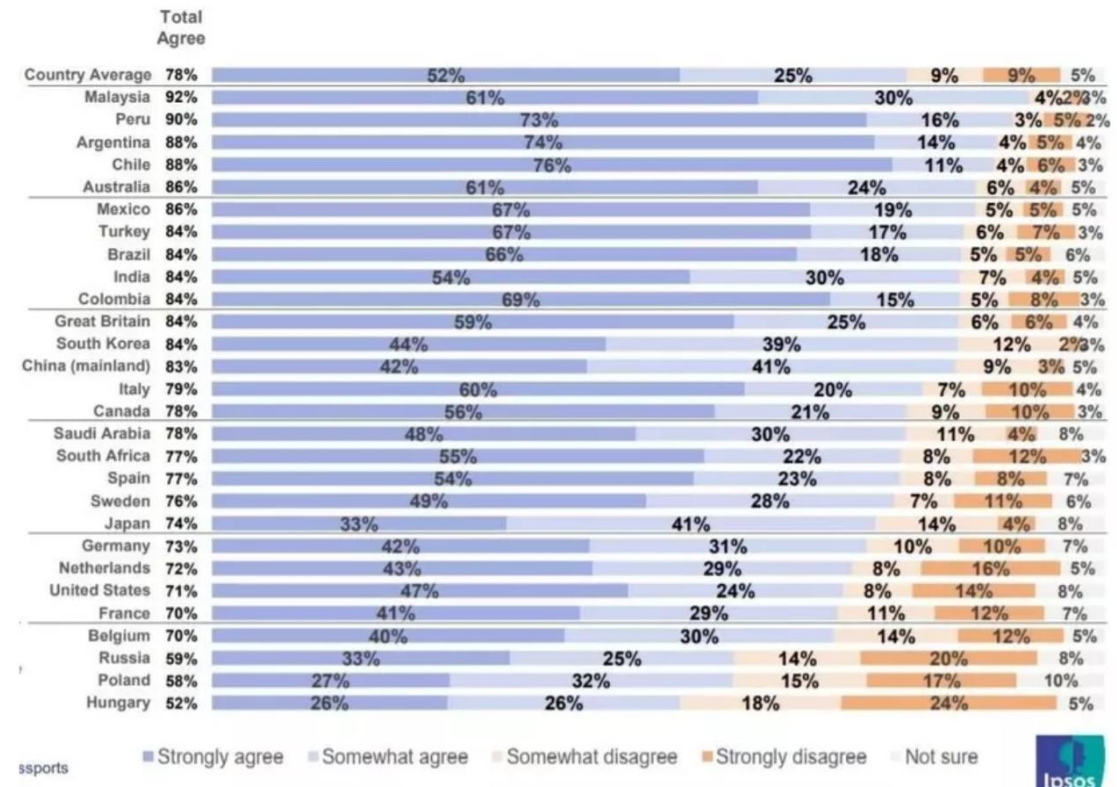
Source: [Ipsos Global Advisor](#) • [Get the data](#) • Created with [Datawrapper](#)

Source: [Ipsos, April 2021](#)



# Ipsos survey shows most adults agree with vaccine passports for travel

- A new Ipsos survey for the World Economic Forum showed there is strong global support for vaccine passports.
- Over 75% of people worldwide believe vaccines should be mandatory for travel.
- Almost a third of respondents stated vaccine passports should be used for only a few months, 32% would be happy to see vaccine passports used until the end of the year, 23% believe vaccine passports should remain in use for several years, and 13% believe they should be used indefinitely.
- In addition, two-thirds of respondents stated that a vaccine should be required to enter stadiums and concert venues.
- Over 50% of respondents said the same should apply to people visiting shops, restaurants, or offices.



Vaccine passports should be required to enter my country. Image: World Economic Forum-Ipsos

Source: [World Economic Forum, April 28, 2021](https://www.weforum.org/news/ipsos-survey-vaccine-passports)



# Ipsos shares global economic indicators on dashboard

- The [Ipsos Consolidated Economic Indicators](#) dashboard displays economic indicators across the globe including investment, employment, and GDP. A direct market comparison feature is also available.



Source: [Ipsos, 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 and 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.
- The Business Council of BC Dashboard allows users to [quickly understand the economic toll, recovery, and economic climate of BC](#).
- **NEW:** The [Ipsos Consolidated Economic Indicators](#) dashboard displays economic indicators across the globe including investment, employment, and GDP.





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BRITISH COLUMBIA®

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

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