

COVID-19 Research Roundup

June 7, 2021

Babine Mountains Provincial Park, Northern British Columbia

BC's Restart Plan

We are in Step 1 of [BC's Restart Plan](#), a 4-step plan launched on May 25, 2021. The earliest date to progress to Step 2 is June 15.

Province-wide restrictions

Although some public health restrictions are lifting and recreation travel within your Regional Health Zone is now permitted, non-essential travel between the three Regional Health Zones remains restricted until Step 2 of the plan. Safety and health protocols such as mask wearing and physical distancing will also remain in place and mandatory until at least June 15 (Step 2). Many of the insights noted in this Research Roundup were gathered before the latest provincial announcement on May 25, 2021.

On May 18, 2021, Canadian and US officials agreed to extend the closure of the border between the two countries to non-essential travel until at least June 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.

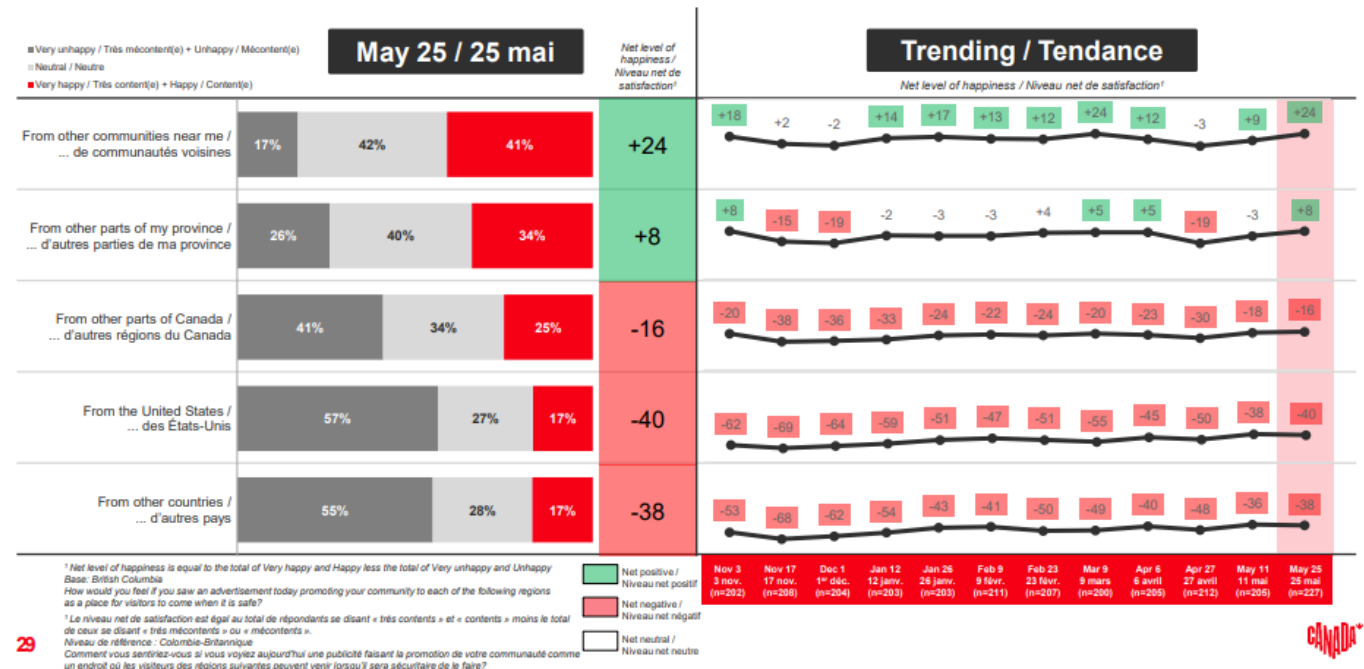
Last week in brief:

- Destination Canada reports 41% of BC residents would be happy to see advertising promoting their community to other nearby communities
- BC residents show growing levels of comfort for both indoor and outdoor activities
- BC weekly domestic overnight visitation is down -5.1% from the previous week
- BC sees an increase of +5.3% in weekly domestic overnight visitation compared to the same period in 2020
- BC's occupancy rate (34.9%) up +1.8 points from the previous week
- BC's average daily rate (\$134.35) up +2.3% from the previous week
- BC's revenue per available room (RevPAR) (\$46.90) up +7.8% from the previous week
- Tourism HR Canada reveals 87.5% of tourism businesses believe clear communication on reopening timelines is needed this summer
- Leger reports that 44% of Americans say they feel comfortable travelling to Canada in 2021
- Destination Analysts finds that 48.5% of American travellers are confident they can travel safely
- Skift finds US short-term rental occupancy recovered beyond 2019 levels in April 2021
- UNWTO reports that Canada has vaccinated 59.7 out of every 100 people
- Breaking Travel News shares a summary of international tourism headlines
- Tourism and COVID-19 dashboard and reporting resources

Destination Canada reports 41% of BC residents would be happy to see advertising promoting their community to other nearby communities

- In Destination Canada's latest Resident Sentiment report (May 25, 2021), 41% of BC residents stated they would be happy to see an advertisement promoting their community to other nearby communities. 17% said they would be unhappy resulting in a net score of +24%.
- 34% of BC residents said they would be happy to see an advertisement promoting their community to other parts of the province. 26% said they would be unhappy, resulting in a net score of +8%.
- BC residents' have lower net scores regarding promotion of their community to other parts of Canada (-16%), the US (-40%), and other countries (-38%).

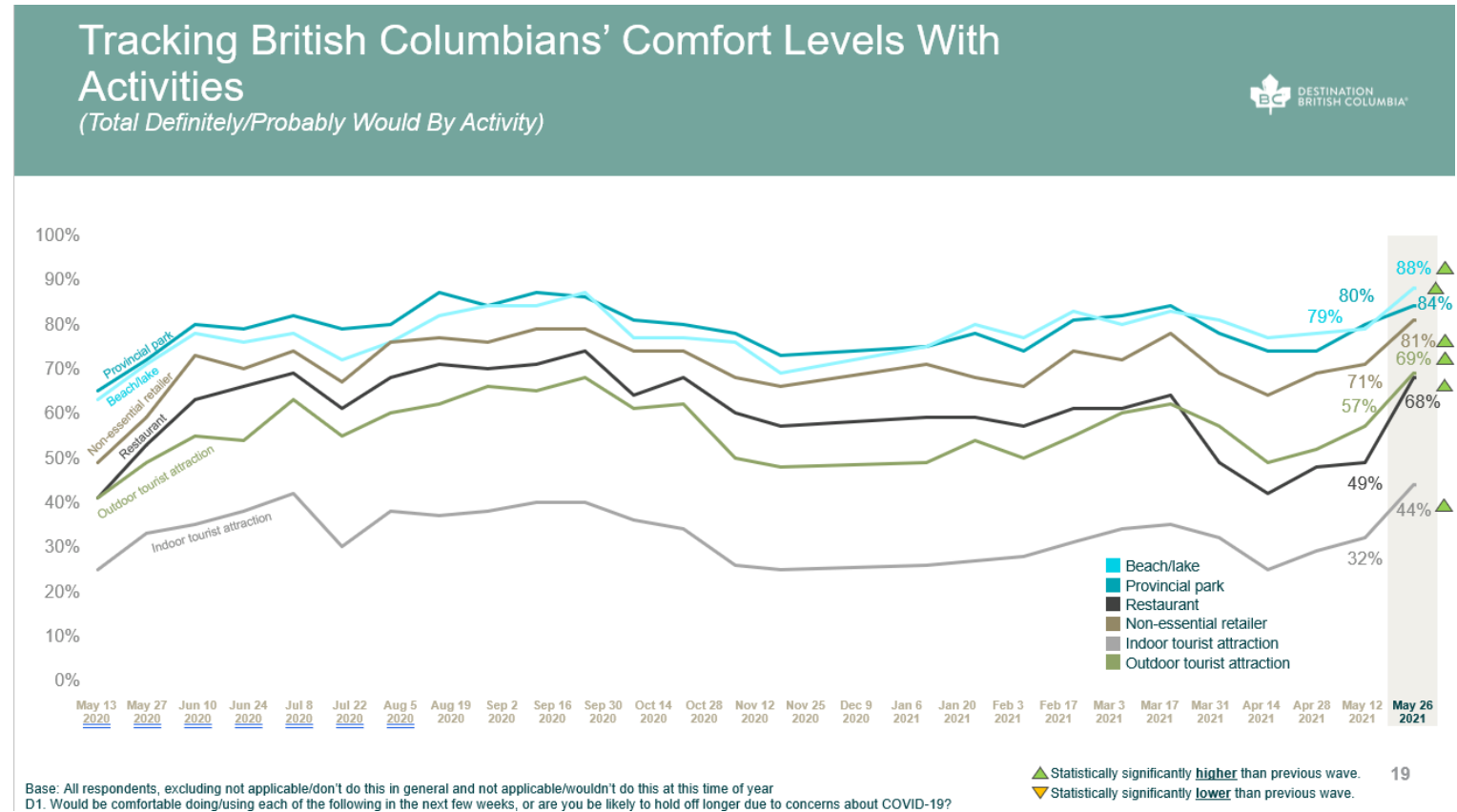
British Columbia / Colombie-Britannique



Source: [Destination Canada's Weekly COVID-19 Resident Sentiment, May 25, 2021](#)

BC residents show growing levels of comfort for both indoor and outdoor activities

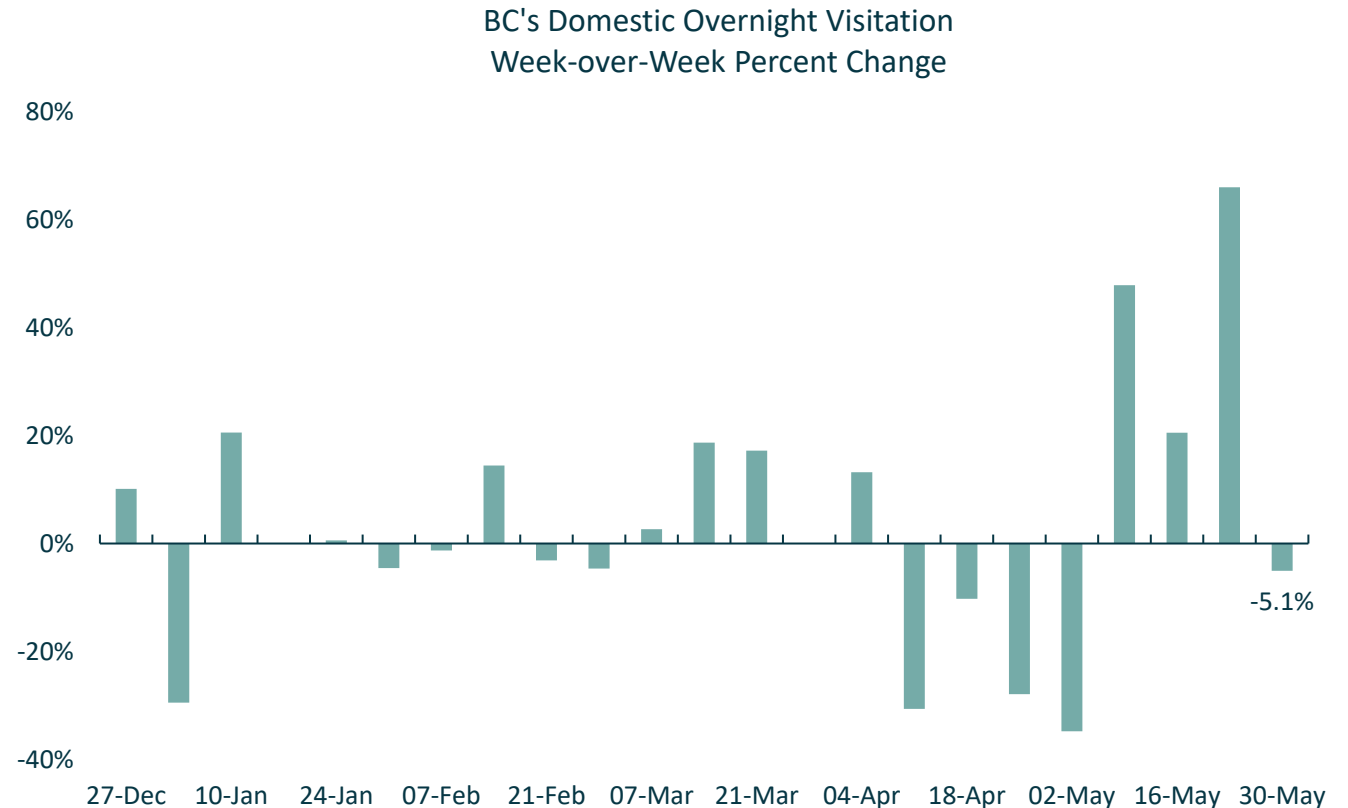
- In Destination BC's latest BC Residents' Public Perceptions Wave 27 (May 26, 2021) report, BC residents showed growing levels of comfort for both indoor and outdoor activities in the next few weeks.
- 88% of BC residents said they would definitely or probably feel comfortable visiting a beach or lake in the next few weeks, up +9% from the previous wave (May 12). 81% of BC residents said they would feel comfortable visiting a non-essential retailer, up +10% from the previous wave.
- 44% would feel comfortable visiting an indoor tourist attraction, up +12% from the previous wave.



Source: [Destination BC's Residents' Public Perceptions: COVID-19 Travel and Tourism Wave 27, Insights West, May 26, 2021](#)

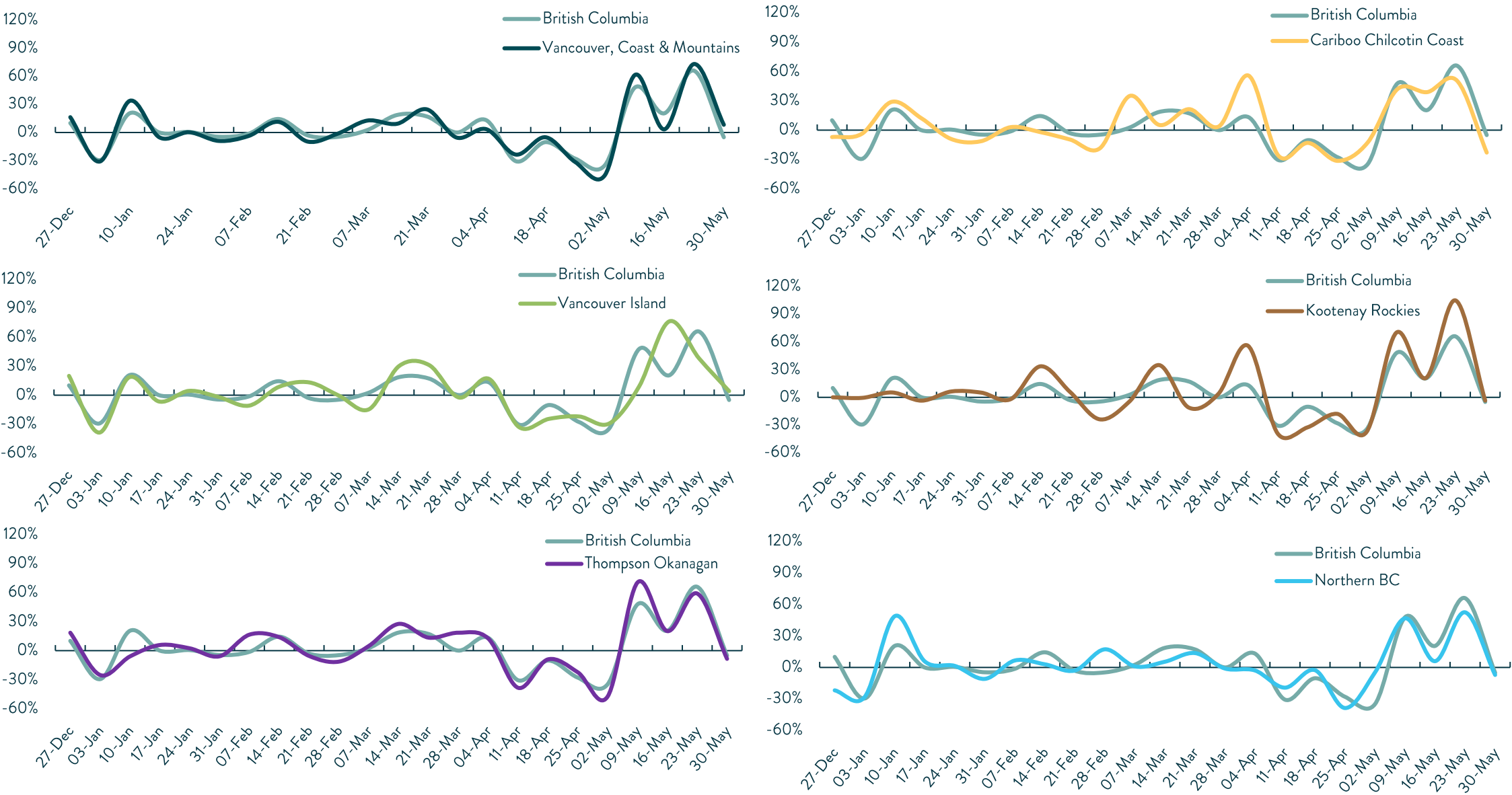
BC weekly domestic overnight visitation is down -5.1% from the previous week

- According to Environics Analytics Weekly COVID Tracker Report, during the week ending May 30, 2021, BC experienced a week-over-week decrease of -5.1% in weekly domestic overnight visitation.
- Week-over-week increases in domestic overnight visitation were seen in two tourism regions across the province:
 - Vancouver, Coast & Mountains (+8.3%)
 - Vancouver Island (+4.1%)
- Week-over-week decreases in domestic overnight visitation were seen in the other four tourism regions:
 - Kootenay Rockies (-3.6%)
 - Northern BC (-7.1%)
 - Thompson Okanagan (-8.5%)
 - Cariboo Chilcotin Coast (-23.0%)



Source: [Environics Analytics Weekly COVID Tracker Report, May 30, 2021](#)

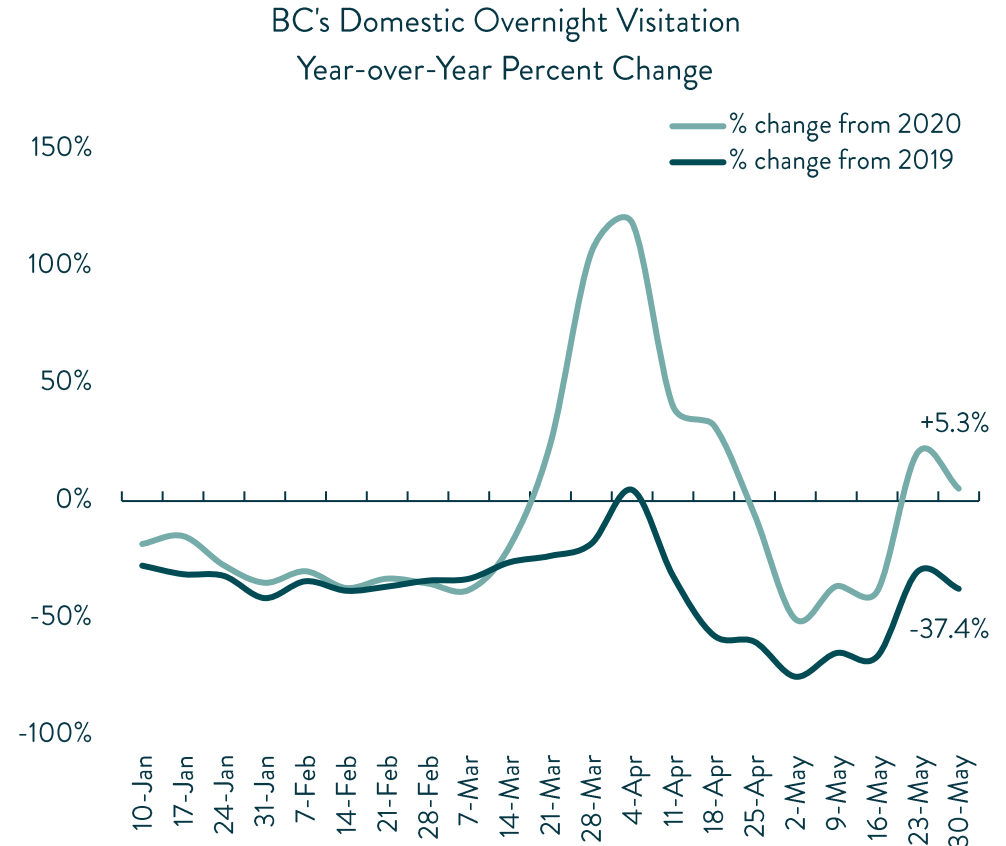
BC and Regional Domestic Overnight Visitation Week-over-Week Percent Change



Source: [Environics Analytics Weekly COVID Tracker Report, May 30, 2021](#)

BC sees an increase of +5.3% in weekly domestic overnight visitation compared to the same period in 2020

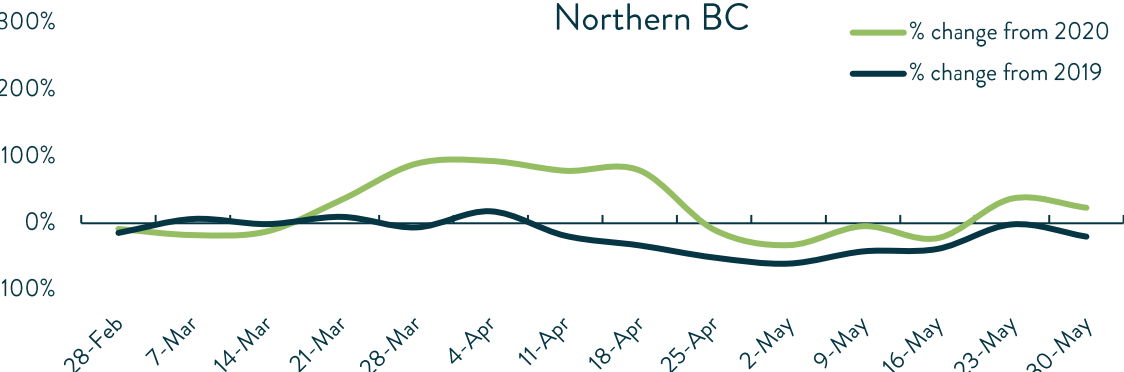
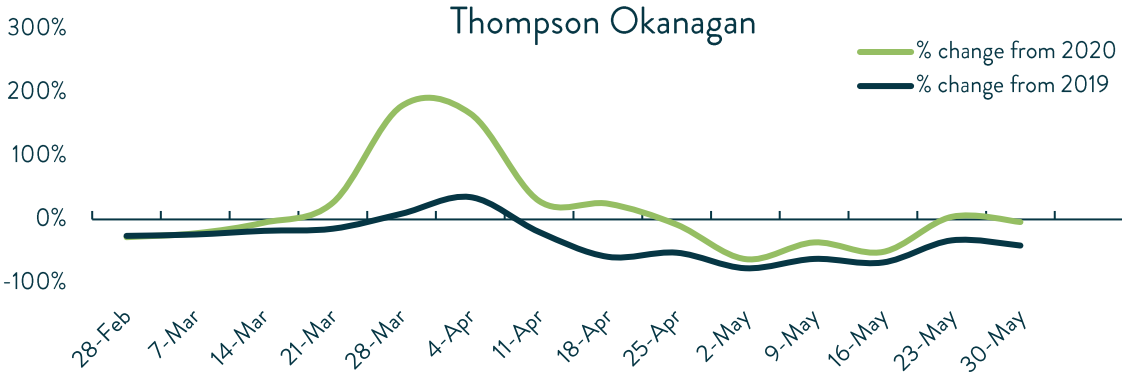
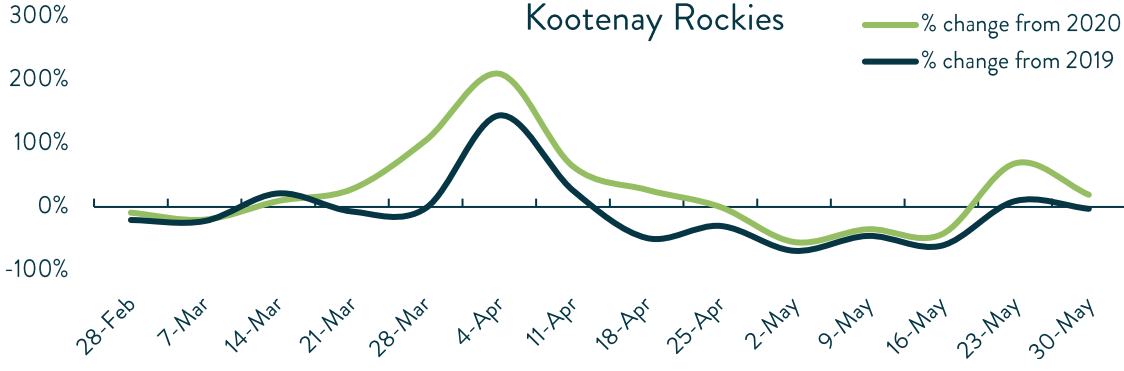
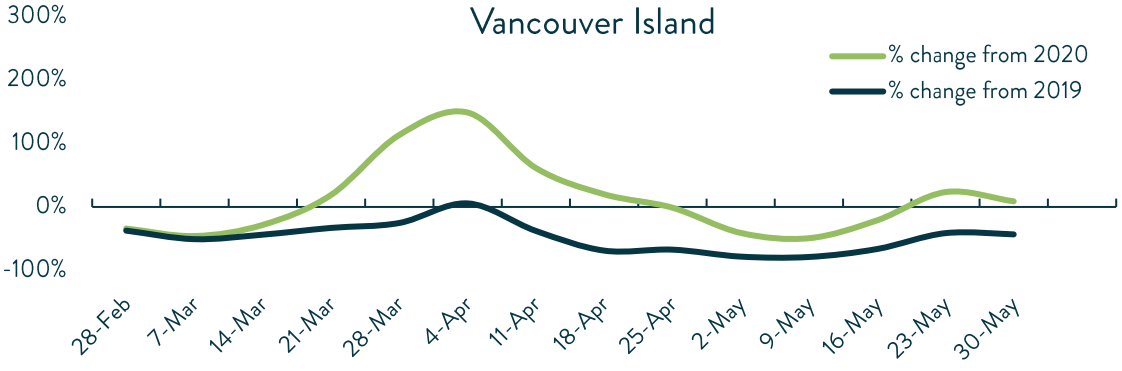
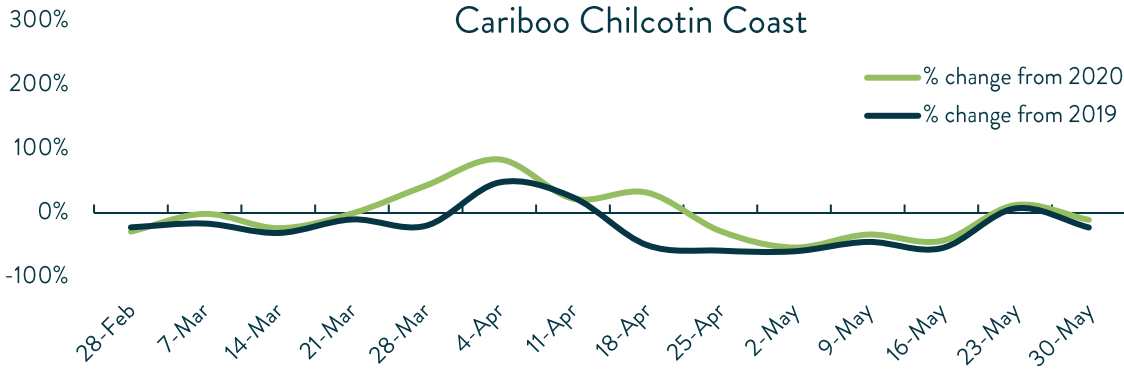
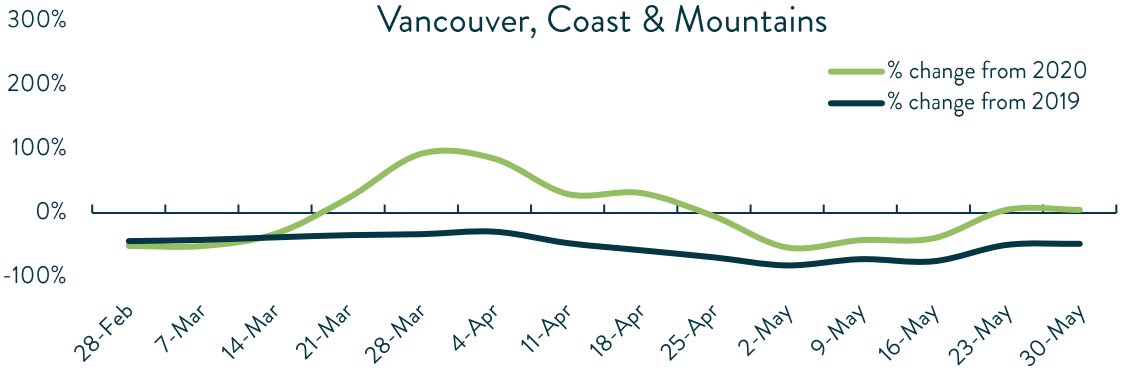
- For the week ending May 30, 2021, Environics Analytics reported that weekly domestic overnight visitation was up +5.3% compared to the same week in 2020. Compared to the same week in 2019, weekly domestic overnight visitation was down -37.4%.
- In four of the tourism regions across the province, year-over-year increases in weekly visitation were seen when compared to the same period in 2020. All regions continue to see decreases when compared to the same period in 2019.
 - Northern BC (+23.3% over 2020; -20.0% over 2019)
 - Kootenay Rockies (+19.1%; -3.0%)
 - Vancouver Island (+8.8%; -43.1%)
 - Vancouver, Coast & Mountains (+4.9%; -48.2%)
 - Thompson Okanagan (-4.1%; -41.1%)
 - Cariboo Chilcotin Coast (-10.8%; -22.7%)



Source: [Environics Analytics Weekly COVID Tracker Report, May 30 2021](#)



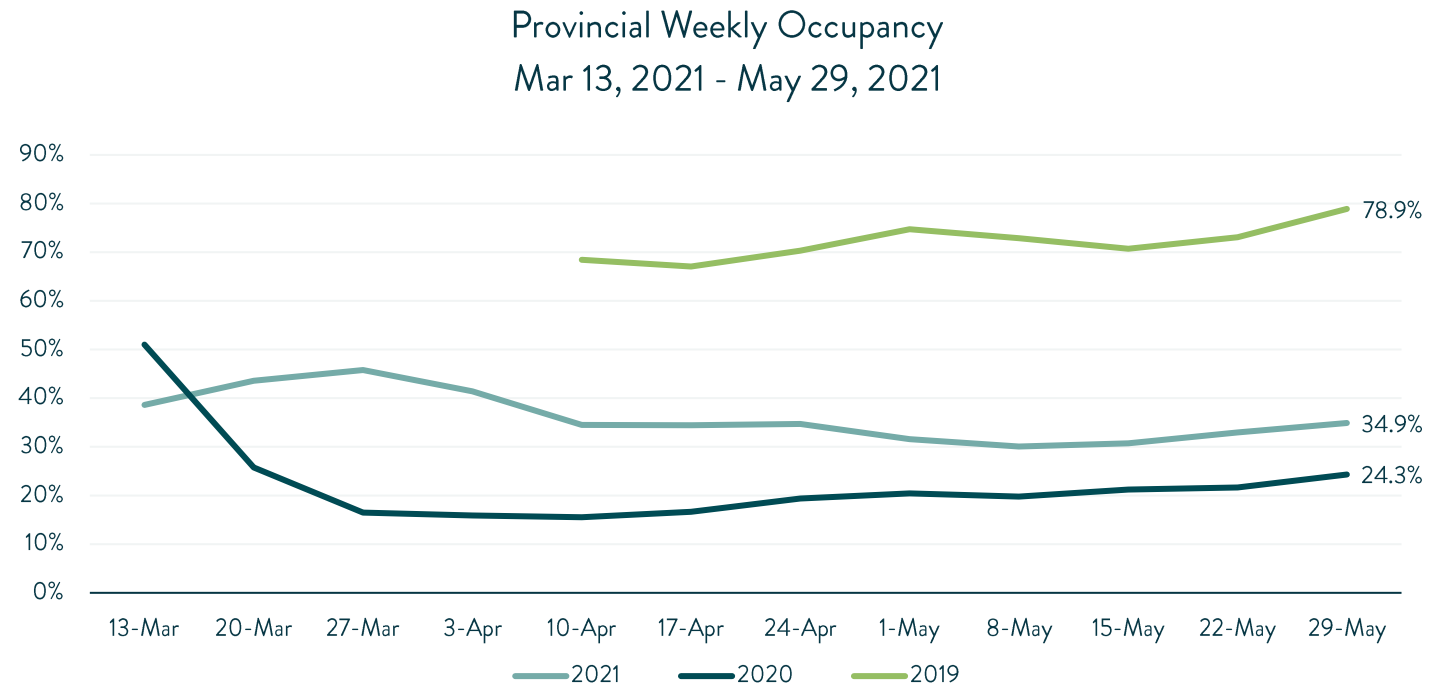
Regional Domestic Overnight Visitation Year-over-Year Percent Change



Source: [Environics Analytics Weekly COVID Tracker Report, May 30, 2021](#)

BC's occupancy rate (34.9%) up +1.8 points from the previous week

- STR, an agency which reports BC's hotel performance, shows the average weekly occupancy for BC was 34.9% for the week of May 23 – May 29, 2021. This represents an increase of +1.8 points from the previous week.
- It also represents an increase of +10.6 points compared to a similar period in 2020 and a decrease of -44.0 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 May 23 – May 29, 2021](#)



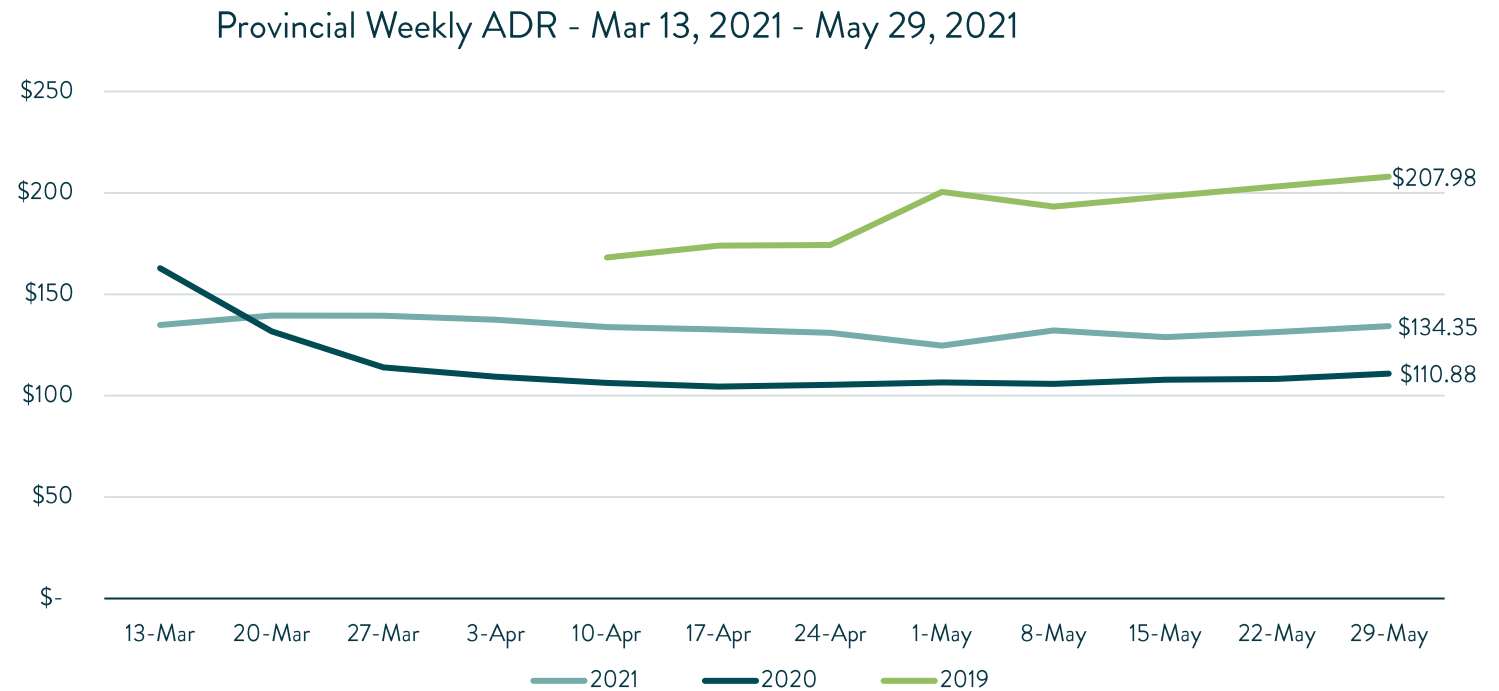
British Columbia's Hotel Occupancy Rate Week-over-Week

	May 23 -29, 2021 Occupancy Rate	Week-over-Week May 23 -29, 2021 vs. May 16 -22, 2021 Occupancy Point Change	2021 vs. 2020 May 23 -29, 2021 vs. May 24 -30, 2020 Occupancy Point Change	2021 vs. 2019 May 23 -29, 2021 vs. May 26 - Jun. 1, 2019 Occupancy Point Change
British Columbia	34.9%	+1.8	+10.6	-44.0
Vancouver (City of)	23.8%	+2.8	+14.3	-67.4
Whistler	11.2%	+6.0	+4.3	-48.2
Victoria	29.8%	+4.0	+13.0	-55.6
Kelowna	33.7%	+4.1	+16.5	-43.7
Kamloops	48.5%	-0.6	+19.8	-26.9
Richmond	55.6%	+3.2	+23.5	-31.4
Revelstoke	24.0%	+3.1	+7.1	-26.3



BC's average daily rate (\$134.35) up +2.3% from the previous week

- STR, an agency which reports BC's hotel performance, shows BC's average daily rate (ADR) was \$134.35 for the week of May 23 – May 29, 2021. This represents an increase of +2.3% from the previous week.
- It also represents an increase of +21.1% compared to a similar period in 2020 and a decrease of -35.4% 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

	May 23 -29, 2021 ADR	Week-over-Week May 23 -29, 2021 vs. May 16 -22, 2021 ADR Percent Change	2021 vs. 2020 May 23 -29, 2021 vs. May 24 -30, 2020 ADR Percent Change	2021 vs. 2019 May 23 -29, 2021 vs. May 26 - Jun. 1, 2019 ADR Percent Change
British Columbia	\$134.35	+2.1%	+21.2%	-35.4%
Vancouver (City of)	\$175.26	-0.8%	+38.2%	-41.8%
Whistler	\$203.28	-2.8%	+65.4%	-2.1%
Victoria	\$120.04	+0.3%	+17.9%	-44.7%
Kelowna	\$125.16	+2.9%	+9.6%	-27.3%
Kamloops	\$98.97	+3.2%	+8.6%	-19.5%
Richmond	\$166.61	-1.4%	+21.2%	-17.5%
Revelstoke	\$99.02	+2.6%	+3.0%	-12.7%



BC's revenue per available room (RevPAR) (\$46.90) up +7.8% from the previous week

- STR, an agency which reports BC's hotel performance, shows BC's revenue per available room (RevPAR) was \$46.90 for the week of May 23 – May 29, 2021. This represents an increase of +7.8% from the previous week.
- BC's RevPAR showed an increase (+74.0%) for the week of May 23 – May 29, 2021 compared to a similar period in 2020 and a decrease (-71.4%) compared to 2019.
- RevPAR substantially increased for all reported cities compared to a similar period in 2020 but remain below 2019 levels. Whistler RevPAR has risen dramatically over the last few weeks and is now comparable to levels seen in other cities across the province.

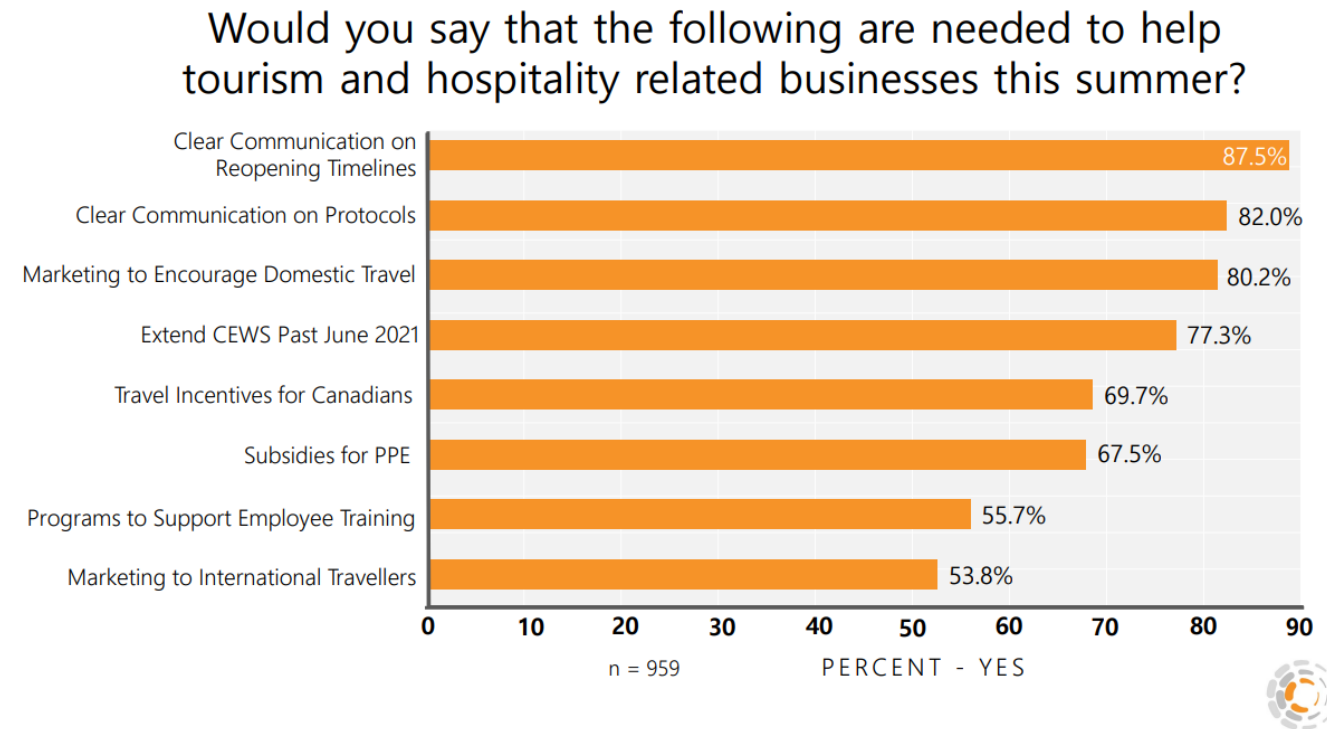
	May 23 -29, 2021 RevPAR	Week-over-Week May 23 -29, 2021 vs. May 16 -22, 2021 RevPAR Percent Change
British Columbia	\$46.90	+7.8%
Vancouver (City of)	\$41.76	+12.3%
Whistler	\$22.82	+108.5%
Victoria	\$35.76	+15.9%
Kelowna	\$42.20	+17.1%
Kamloops	\$48.03	+2.0%
Richmond	\$92.66	+4.7%
Revelstoke	\$23.79	+18.0%



Source: [2021 STR, STR Global Ltd - STR May 23 – May 29, 2021](#)

Tourism HR Canada reveals 87.5% of tourism businesses believe clear communication on reopening timelines is needed this summer

- Wave 2 of Tourism HR Canada's COVID-19 Tourism Workforce and Business Impact Report, spanning March to April of 2021, revealed that 87.5% of tourism businesses surveyed across the country believe clear communication on reopening timelines will be needed to help tourism-related businesses this summer. 82.0% believe clear communication on protocols will be needed.
- 80.2% of tourism-related businesses say that marketing to encourage domestic travel will be required, and 69.7% of surveyed businesses are in favour of travel incentives for Canadians.
- For the full survey results, see here: [COVID-19 Tourism Workforce and Business Impact Report](#)



Workforce COVID Impact Survey | Mar - Apr 2021 | Tourism HR Canada n = 959

Source: [Tourism HR Canada, June 2, 2021](#)





Leger reports that 44% of Americans say they feel comfortable travelling to Canada in 2021

- The May 14 Leger Summer Vacation Plans survey showed that 44% of Americans said they feel comfortable travelling to Canada in 2021, compared to 24% of Canadians who said the same about travelling to the United States.
- The same survey showed that 31% of Canadians and 41% of Americans said they are likely to take a summer vacation in 2021.
- Read the full survey results here: [Leger North American Tracker – 2021 Vacation Plans](#)

CTC59. When do you think you will feel comfortable travelling again in the U.S./Canada?

Base: All respondents

			
	TOTAL CANADA	TOTAL USA	Gap
Weighted n =	1,529	1,003	
Unweighted n =	1,529	1,003	
Now (May/June)	7%	16%	9
July/August	6%	9%	3
September/October	7%	14%	7
November/December	4%	5%	1
Next year (2022)	57%	32%	25
Never	19%	24%	5



Source: [Leger, May 14, 2021](#)

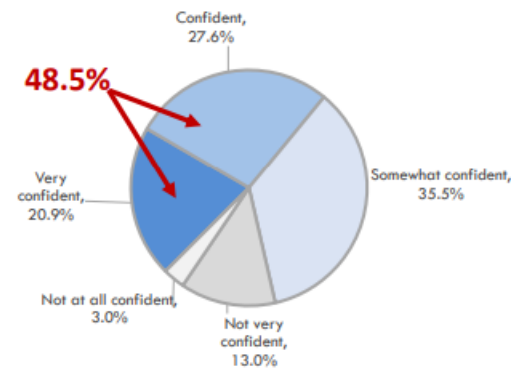
Destination Analysts finds that 48.5% of American travellers are confident they can travel safely

- The latest survey by Destination Analysts, a US-based tourism research company, reveals that 48.5% of American travellers* are confident they can travel safely in the current environment.
- Only 16.1% of American travellers* are not confident they can travel safely in the current environment. This is the lowest result for this measure since tracking began in August 2020.
- View the full webinar here: [Update on COVID-19's Impact on American Travel](#)

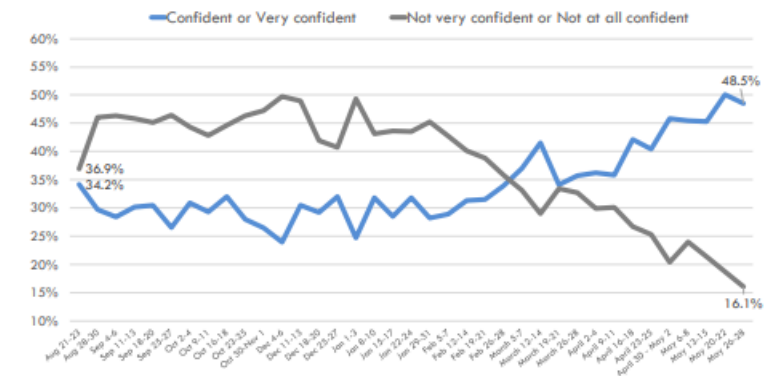
*Note, American travellers are a subset of the general population with intent to travel.

CONFIDENCE IN ABILITY TO TRAVEL SAFELY

Question: How confident are you that you can travel safely in the current environment?

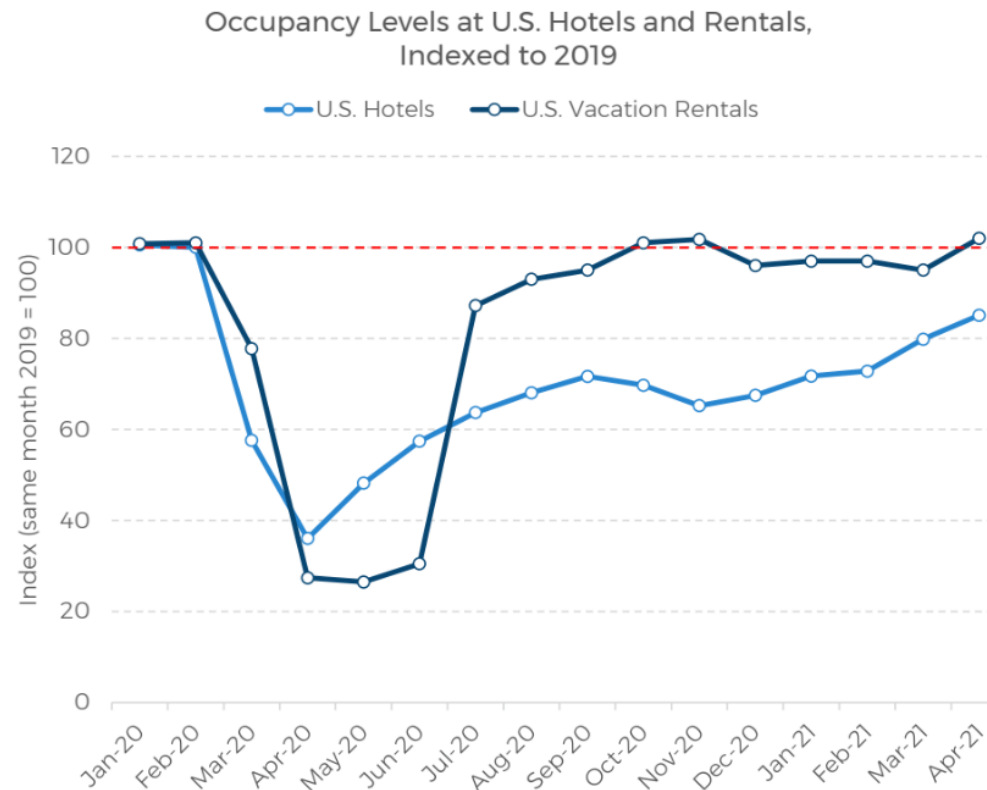


Historical data



Skift finds US short-term rental occupancy recovered beyond 2019 levels in April 2021

- Skift's recent report on the short-term rental market during COVID-19 showed that occupancy levels for US vacation rentals exceeded April 2019 levels in April 2021.
- In comparison, US hotels were at 57.9% occupancy in April 2021, -15% below the pre-pandemic levels of April 2019.



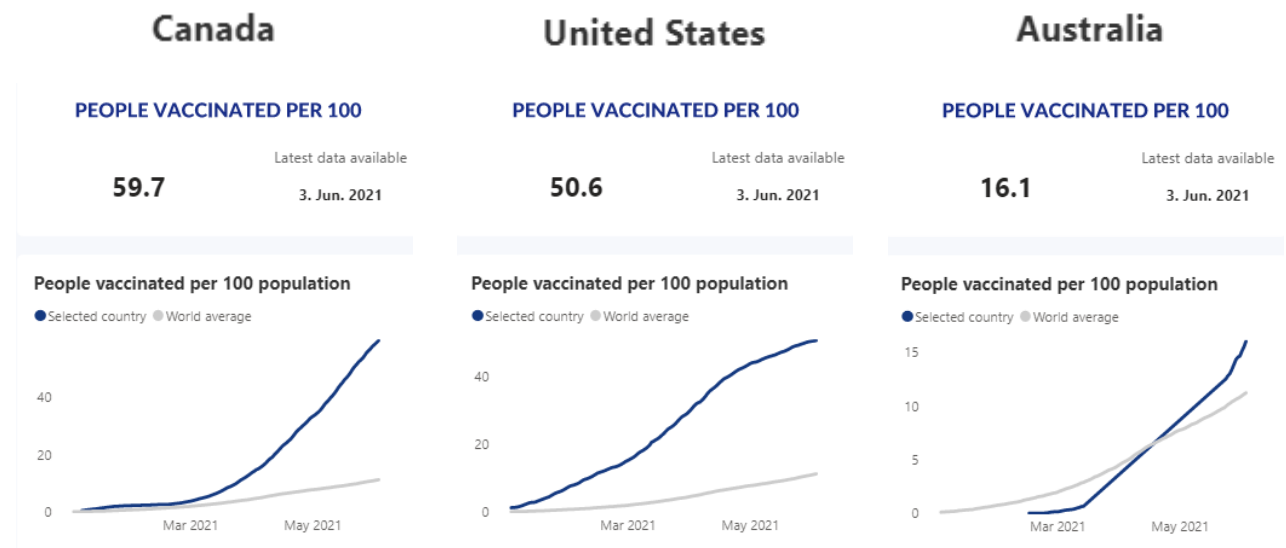
Source: Transparent, STR

Source: [Destination Analysts, COVID-19's Impact On American Travel, May 29, 2021](#)



UNWTO reports that Canada has vaccinated 59.7 out of every 100 people

- According to the UNWTO, Canada has now vaccinated (with at least one dose) 59.7 out of every 100 people, compared to the US which has vaccinated 50.6 out of every 100 people. For reference, Australia has vaccinated 16.1 out of every 100 people.
- For up-to-date information on health indicators, air travel, and destination regulations, visit the [UNWTO/IATA Destination Tracker](#) dashboard.



Source: [UNWTO/IATA, June 4, 2021](#)

Breaking Travel News shares a summary of international tourism headlines

We've included some of the most compelling tourism headlines from around the world:

- The council of the European Union gave [unanimous support to a digital Covid-19 certificate](#).
- International tourist arrivals were [down 83% in the first quarter](#) of 2021.
- The UK travel sector is facing uncertainty amidst [decision to drop Portugal from travel green list](#).
- Israel has decided to [lift all Covid-19 regulations next week](#). Tourists will need to adhere to Israeli regulations.



Source: [Breaking Travel News](#)

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 also 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](#).
- The [Ipsos Consolidated Economic Indicators](#) dashboard displays economic indicators across the globe including investment, employment, and GDP.
- Phocuswire has [restarted their COVID-19 liveblog](#), covering the pandemic's impact and recovery in the tourism industry.





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

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