



DESTINATION  
BRITISH COLUMBIA®

# COVID-19 Research Roundup

August 16, 2021

Smithers, Northern British Columbia

## *BC's Restart Plan*

We are in Step 3 of [BC's Restart Plan](#), a 4-step plan launched on May 25, 2021. The earliest date to progress to Step 4 is September 7.

### **Province-wide restrictions**

Most of the insights noted in this Research Roundup were gathered after the beginning of Step 3 on July 1, 2021. Health and safety protocols, such as physical distancing and capacity limits, vary by location and business type and remain in place until Step 4 (September 7 at the earliest).

On July 19, 2021, Canada announced the opening of the border to fully vaccinated US citizens starting August 9. On September 7, Canada intends to allow any fully vaccinated traveller entry into the country.



Information provided in this Research Roundup Report highlights local and global insights which may be applicable to BC now.





Destination BC is compiling relevant research and articles every two weeks related to the travel and tourism industry and COVID-19.

Last two weeks in brief:

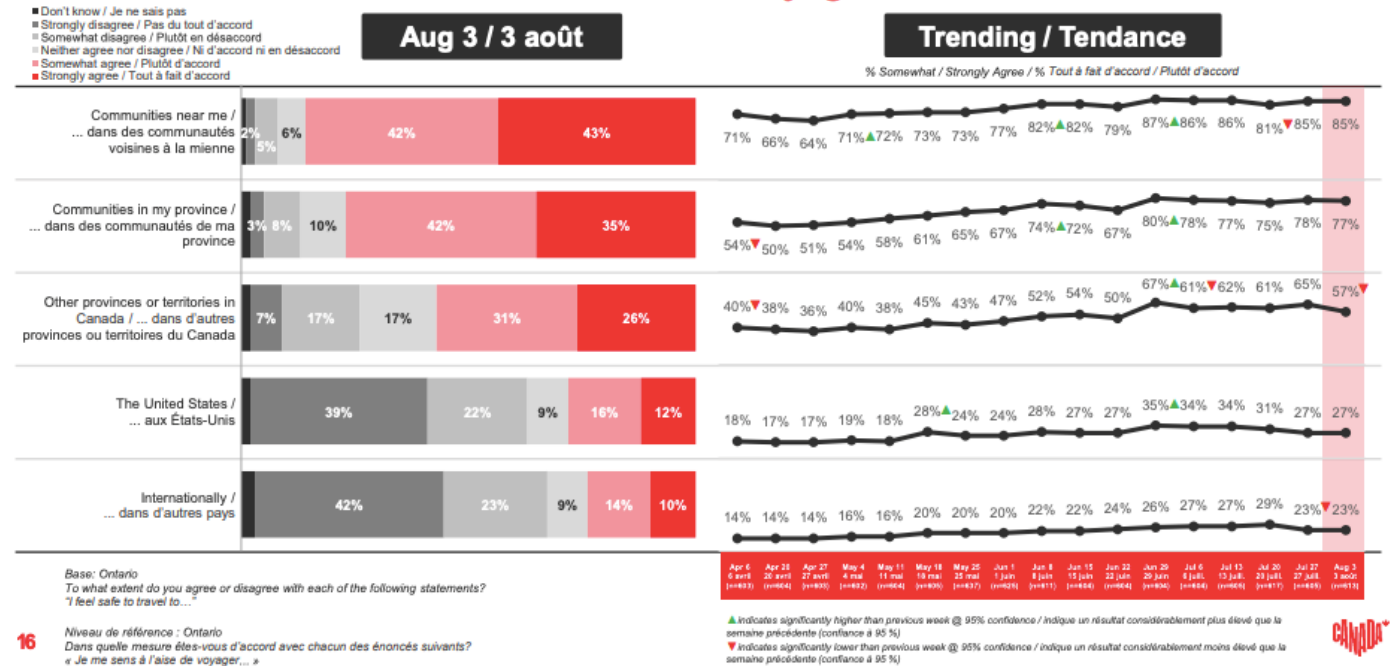
- Destination Canada reports 57% of Ontario residents feel safe travelling to other provinces
- BC residents' intent to travel to nearby communities within the next 4 weeks decreased -4 points to 64%
- BC weekly domestic overnight visitation decreased -2.0% from the previous week
- BC sees an increase of +1.3% in weekly domestic overnight visitation compared to the same period in 2019
- BC's occupancy rate (71.6%) increased +21.8 points compared to the same period in 2020
- BC's average daily rate (\$205.33) increased +27.0% compared to the same period in 2020
- BC's RevPAR (\$147.10) increased +4.3% from the previous week
- Longwoods reports that due to COVID-19, 30% of American travellers are choosing destinations they can drive to
- Destination Analysts report 62% of American travellers are unlikely to travel outside the United States until the coronavirus situation is over
- Skift reports North America's Recovery Index score is highest amongst lodging and traveller activity sectors
- UNWTO reports 30.7 of out every 100 people worldwide have received at least one dose of a vaccine
- A summary of relevant tourism headlines from around the world
- Tourism and COVID-19 dashboard and reporting resources

# Destination Canada reports 57% of Ontario residents feel safe travelling to other provinces

- In Destination Canada's latest Resident Sentiment report (August 3, 2021), 57% of Ontario residents said they would feel safe travelling to other provinces.
- The same report showed that 68% of Alberta residents, 65% of Quebec residents, 58% of Saskatchewan / Manitoba residents, and 45% of Atlantic Canada residents feel safe travelling to other provinces.

## Ontario

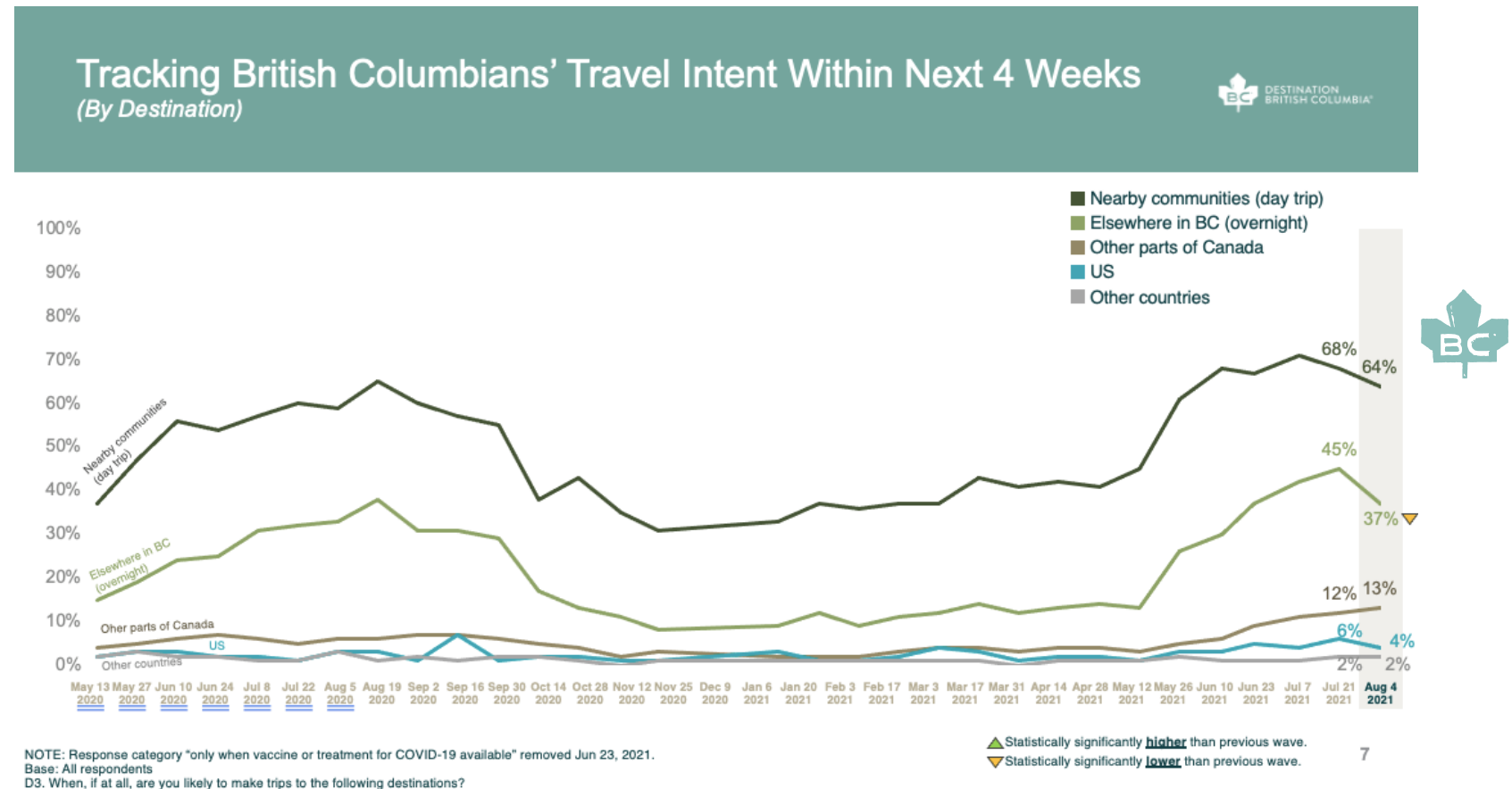
*I feel safe to travel / Je me sens à l'aise de voyager*



Source: [Destination Canada's Weekly COVID-19 Resident Sentiment, August 3, 2021](#)

# BC residents' intent to travel to nearby communities within the next 4 weeks decreased -4 points to 64%

- In Destination BC's latest BC Residents' Public Perceptions Wave 32 (August 4, 2021) report, British Columbian residents' intent to travel to nearby communities within the next 4 weeks (day trip) fell -4 points to 64%, while intent to travel elsewhere in BC (overnight) within the next 4 weeks fell -8 points to 37%, and intent to travel to the US within the next 4 weeks dropped -2 points to 4%.
- BC residents' intent to travel to other parts of Canada within the next 4 weeks rose +1 point to 13%, while intent to travel to other countries remained the same at 2%.



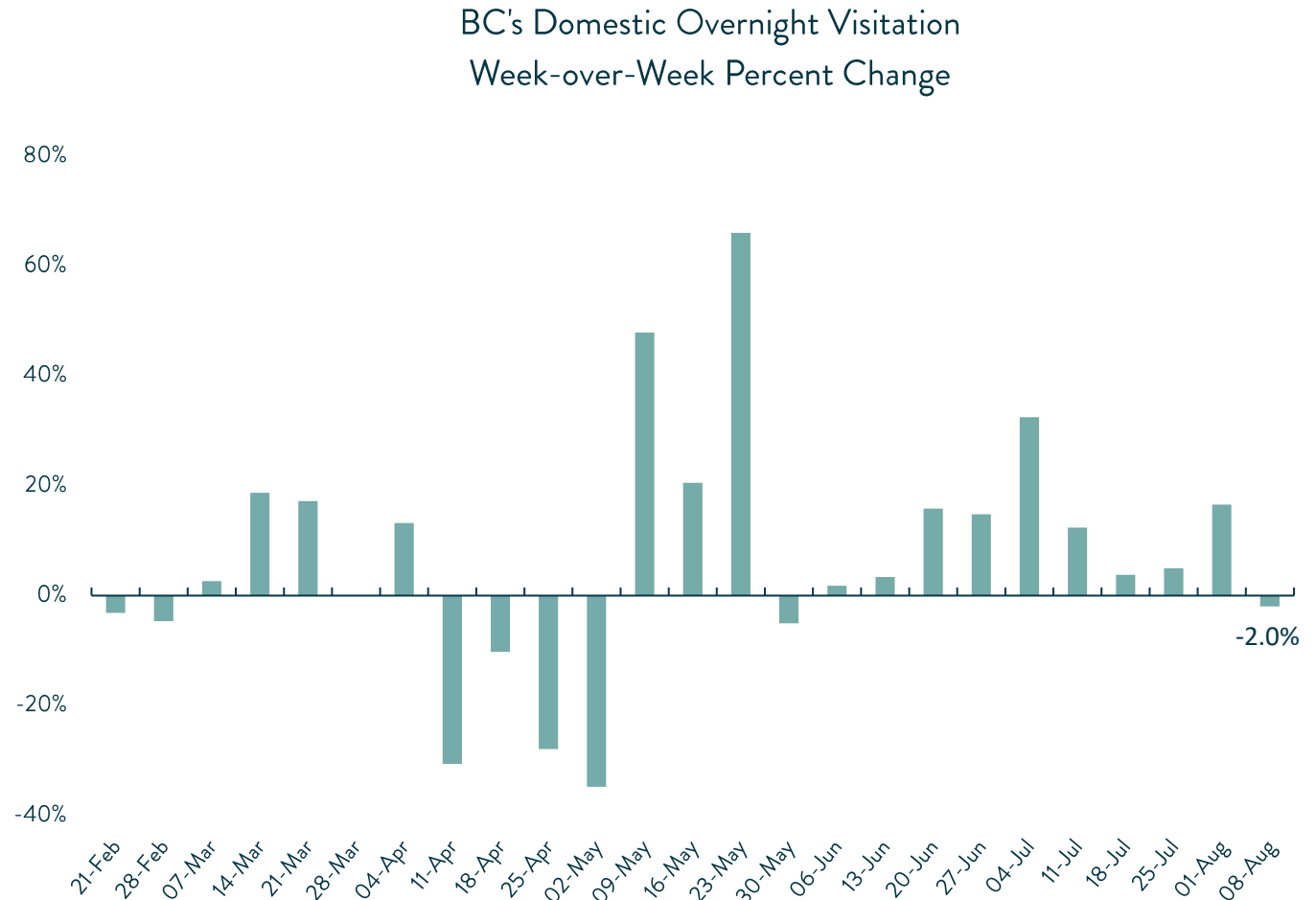
Source: [Destination BC's Residents' Public Perceptions: COVID-19 Travel and Tourism Wave 32, Insights West, August 4, 2021](#)

# BC weekly domestic overnight visitation decreased -2.0% from the previous week

- According to Environics Analytics Weekly COVID Tracker Report, during the week ending Aug 8, 2021, BC experienced a week-over-week decrease of -2.0% in weekly domestic overnight visitation.
- Week-over-week increases in domestic overnight visitation were seen in three of six tourism regions across the province:
  - Cariboo Chilcotin Coast (+12.7%)
  - Vancouver Island (+2.4%)
  - Vancouver, Coast & Mountains (+0.1%)

Week-over-week decreases in domestic overnight visitation were seen in the other three tourism regions:

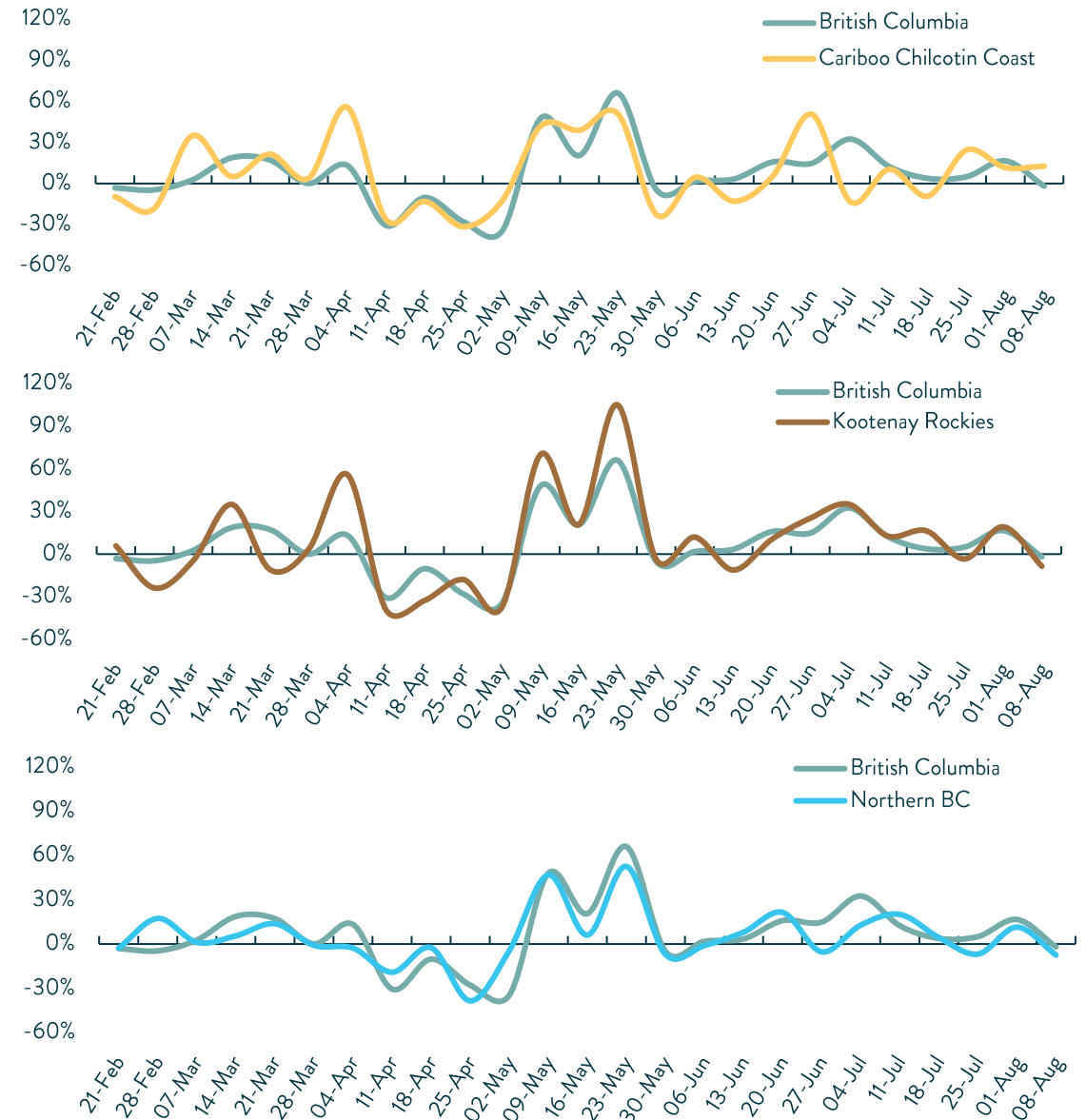
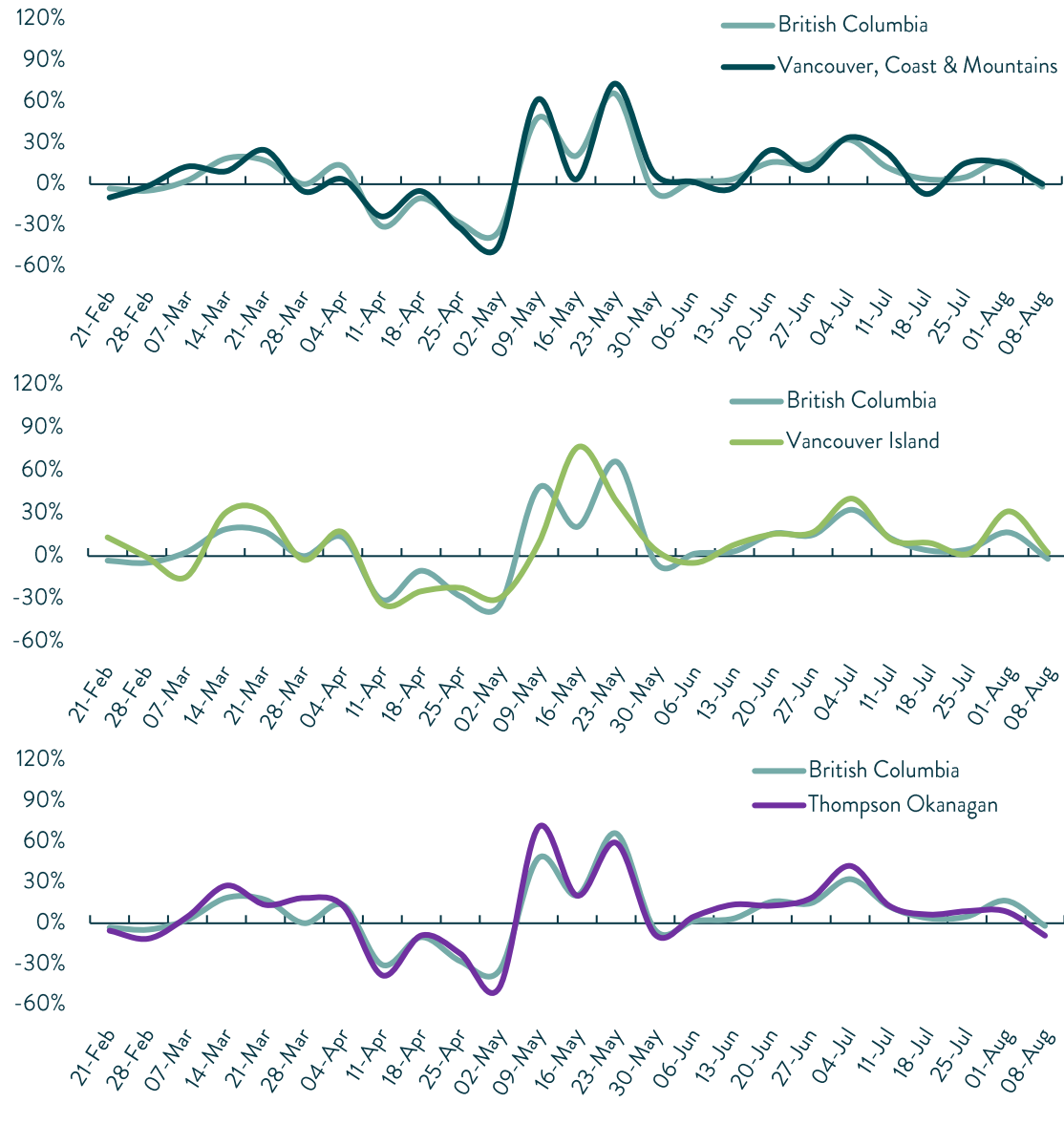
- Northern BC (-7.5%)
- Kootenay Rockies (-8.5%)
- Thompson Okanagan (-9.1%)



Source: [Environics Analytics Weekly COVID Tracker Report, Aug 8, 2021](#)



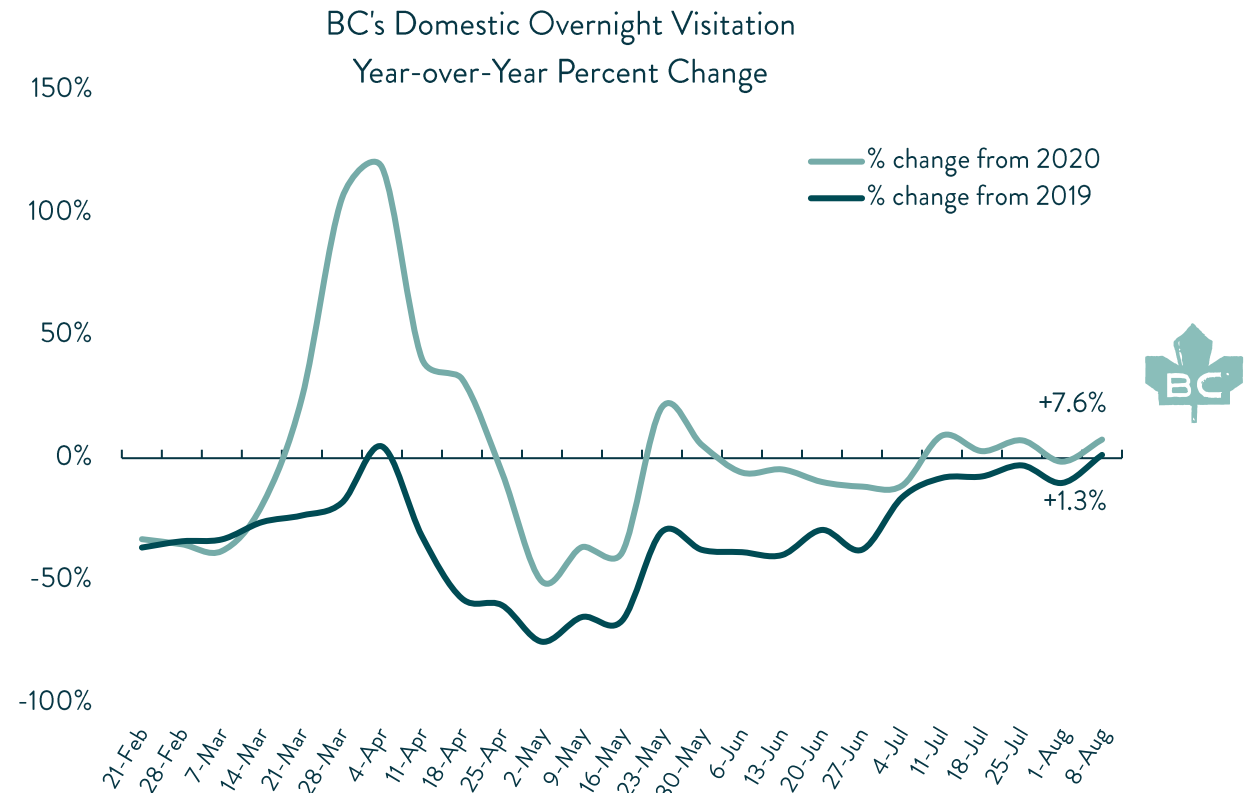
# BC and Regional Domestic Overnight Visitation Week-over-Week Percent Change





# BC sees an increase of +1.3% in weekly domestic overnight visitation compared to the same period in 2019

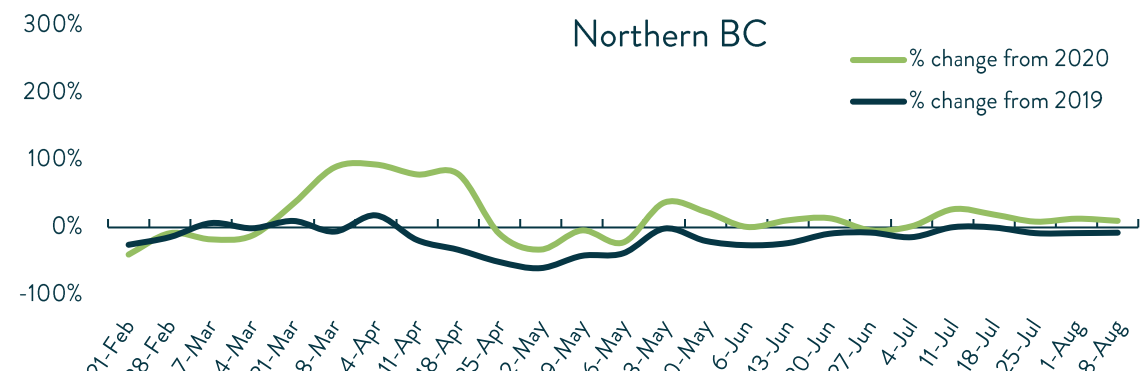
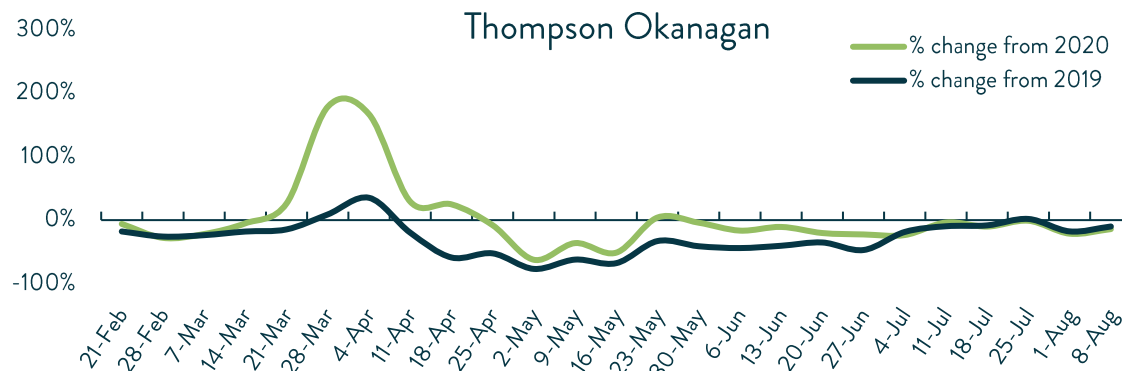
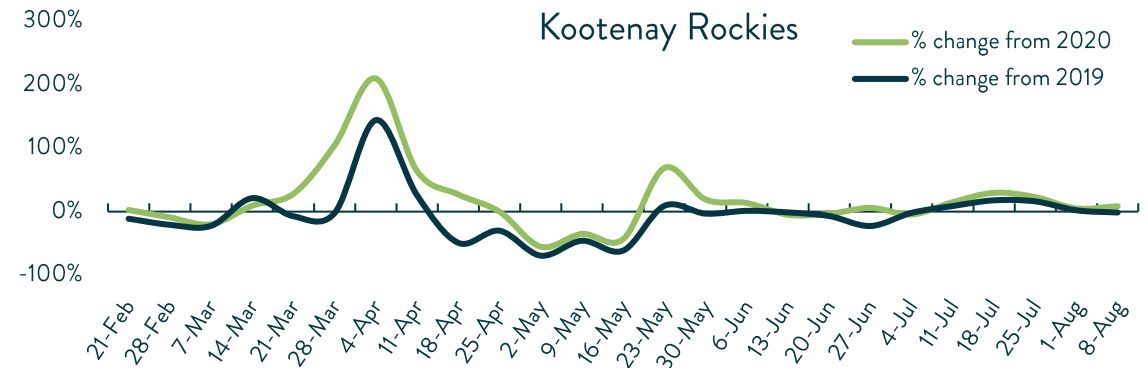
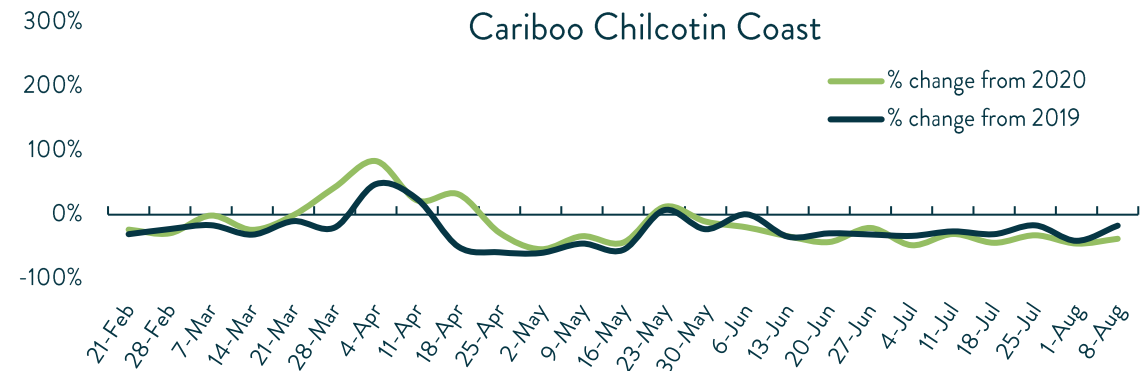
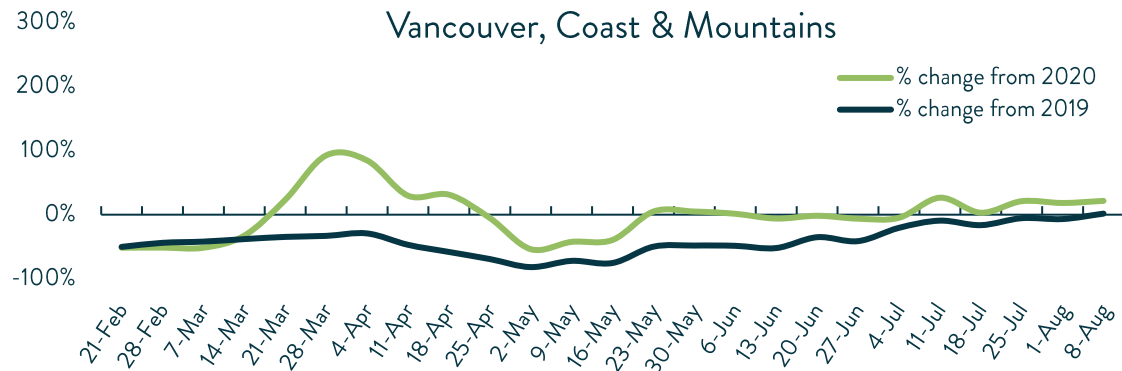
- For the week ending August 8, 2021, Environics Analytics reported that weekly domestic overnight visitation was up +7.6% compared to the same week in 2020. Compared to the same week in 2019, weekly domestic overnight visitation was up +1.3%.
- Four of six tourism regions across the province saw a year-over-year increase in weekly visitation when compared to the same period in 2020. Two regions, Vancouver Island and Vancouver, Coast & Mountains, saw an increase in weekly visitation when compared to the same period in 2019.
  - Vancouver Island (+27.0% over 2020; +22.9% over 2019)
  - Vancouver, Coast & Mountains (+21.5%; +1.5%)
  - Northern BC (+9.8%; -7.8%)
  - Kootenay Rockies (+8.6%; -1.3%)
  - Thompson Okanagan (-14.2%; -10.0%)
  - Cariboo Chilcotin Coast (-37.6%; -17.2%)



Source: [Environics Analytics Weekly COVID Tracker Report, Aug 8, 2021](#)

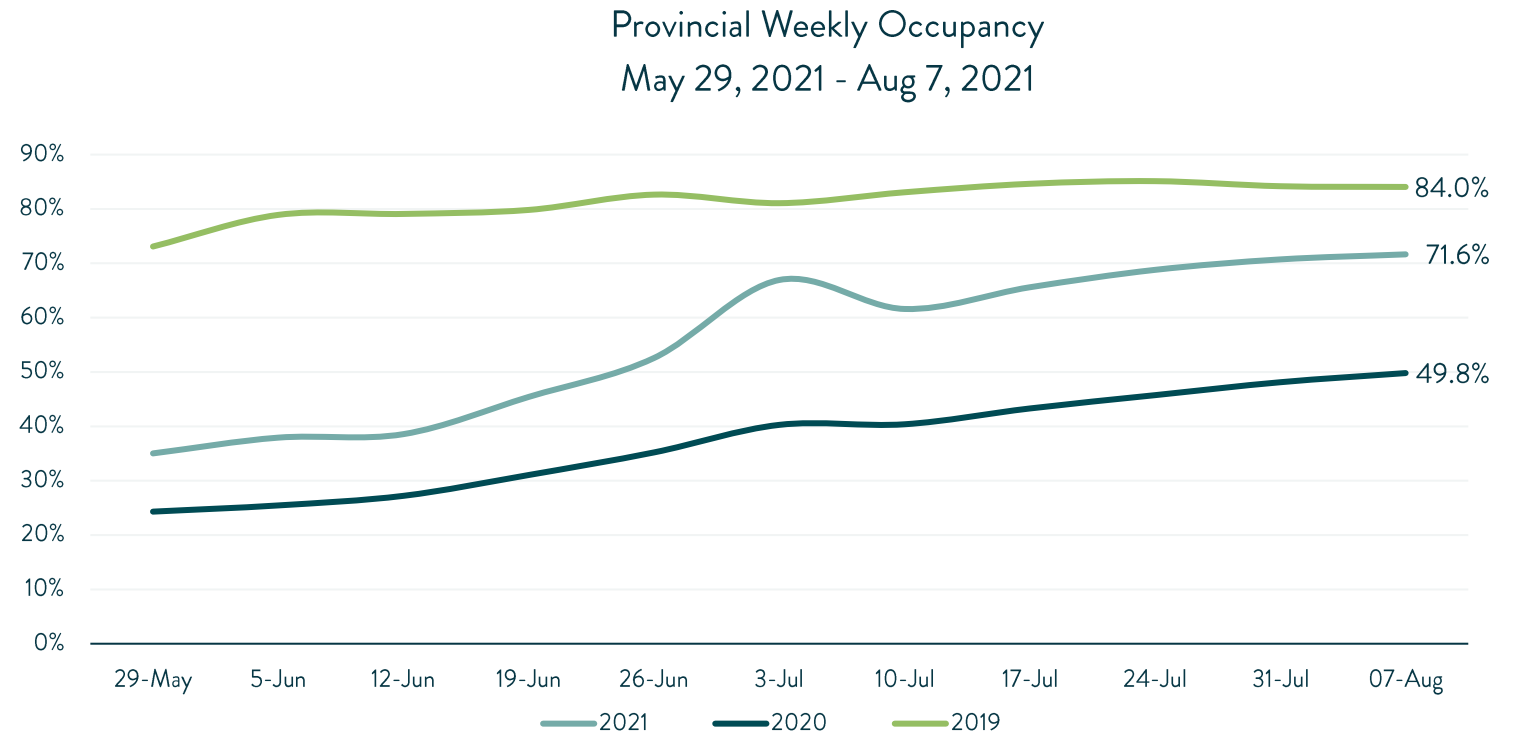


# Regional Domestic Overnight Visitation Year-over-Year Percent Change



## BC's occupancy rate (71.6%) increased +21.8 points compared to the same period in 2020

- STR, an agency which reports BC's hotel performance, shows the average weekly occupancy rate for BC was 71.6% for the week of August 1 – 7, 2021. This represents an increase of +0.7 points from the previous week.
- It also represents an increase of +21.8 points compared to a similar period in 2020 and a decrease of -12.4 points compared to 2019.



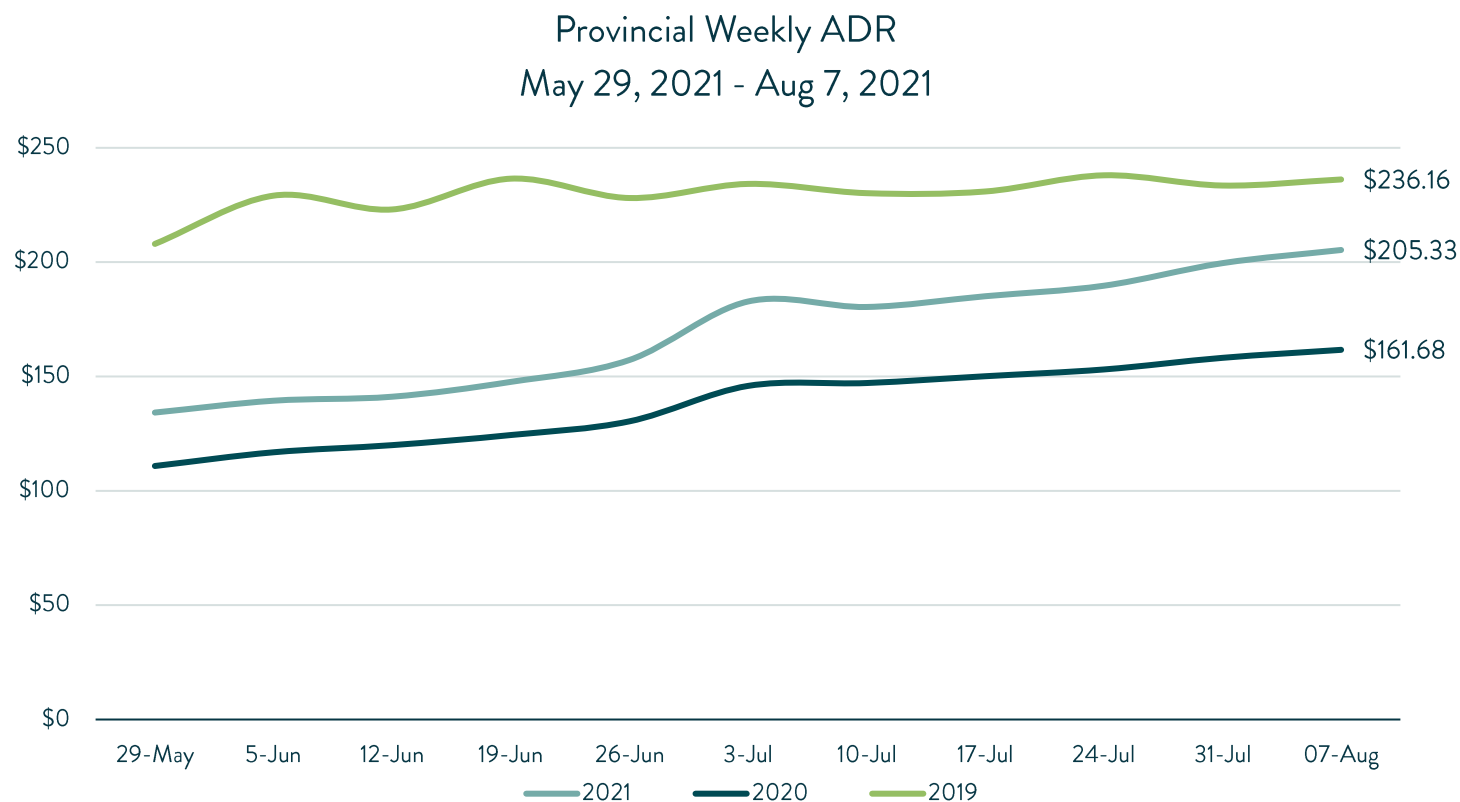
## British Columbia's Weekly Hotel Occupancy Rate

	Aug. 1 - 7, 2021 Occupancy Rate	Week-over-Week Aug. 1 - 7, 2021 vs. Jul. 25 - 31, 2021 Occupancy Point Change	Year-over-Year Aug. 1 - 7, 2021 vs. Aug. 2 - 8, 2020 Occupancy Point Change	2021 vs 2019 Aug. 1 - 7, 2021 vs. Aug. 4 - 10, 2019 Occupancy Point Change
British Columbia	71.6%	+0.7	+21.9	-12.4
Vancouver (City of)	64.7%	+5.8	+37.0	-25.9
Whistler	68.1%	-1.1	+7.9	-20.9
Victoria	70.7%	+3.3	+28.6	-18.1
Kelowna	75.1%	-7.1	-7.2	-16.2
Kamloops	87.4%	0.0	+28.1	+2.0
Richmond	74.2%	+3.3	+41.3	-9.6
Revelstoke	70.6%	-4.8	-5.7	-21.7



## *BC's average daily rate (\$205.33) increased +27.0% compared to the same period in 2020*

- STR, an agency which reports BC's hotel performance, shows BC's average daily rate (ADR) was \$205.33 for the week of August 1 - 7, 2021.
- This represents an increase of +27.0% compared to a similar period in 2020 and a decrease of -13.1% compared to 2019.





## British Columbia's Weekly Hotel Average Daily Rate (ADR)

	Aug. 1 - 7, 2021	Week-over-Week Aug. 1 - 7, 2021 vs. Jul. 25 - 31, 2021	Year-over-Year Aug. 1 - 7, 2021 vs. Aug. 2 - 8, 2020	2021 vs 2019 Aug. 1 - 7, 2021 vs. Aug. 4 - 10, 2019
	ADR	ADR Percent Change	ADR Percent Change	ADR Percent Change
British Columbia	\$205.33	+3.2%	+27.0%	-13.1%
Vancouver (City of)	\$232.25	+2.8%	+42.5%	-29.8%
Whistler	\$312.28	+9.5%	+34.2%	+6.3%
Victoria	\$269.64	+7.3%	+46.4%	+3.1%
Kelowna	\$260.86	-1.7%	+28.3%	+20.9%
Kamloops	\$148.02	-1.2%	+33.6%	+10.5%
Richmond	\$201.40	+1.7%	+53.1%	-4.8%
Revelstoke	\$187.27	+3.1%	+15.7%	+5.0%



## BC's RevPAR (\$147.10) increased +4.3% from the previous week

- STR, an agency which reports BC's hotel performance, shows BC's revenue per available room (RevPAR) was \$147.10 for the week of August 1 - 7, 2021. This represents an increase of +4.3% from the previous week.
- BC's RevPAR showed an increase (+82.7%) for the week of August 1 - 7, 2021 compared to a similar period in 2020 and a decrease (-25.9%) compared to 2019.
- RevPAR substantially increased for all reported cities compared to a similar period in 2020 but remain below 2019 levels for all reported cities except Kamloops.

	Aug. 1 - 7, 2021	Week-over-Week Aug. 1 - 7, 2021 vs. Jul. 25 - 31, 2021	Year-over-Year Aug. 1 - 7, 2021 vs. Aug. 2 - 8, 2020
	RevPAR	RevPAR Percent Change	RevPAR Percent Change
British Columbia	\$147.10	+4.3%	+82.7%
Vancouver (City of)	\$150.19	+13.0%	+232.7%
Whistler	\$212.79	+7.8%	+51.7%
Victoria	\$190.51	+12.6%	+146.2%
Kelowna	\$195.78	-10.2%	+17.0%
Kamloops	\$129.30	-1.2%	+97.1%
Richmond	\$149.46	+6.4%	+245.2%
Revelstoke	\$132.21	-3.5%	+7.1%



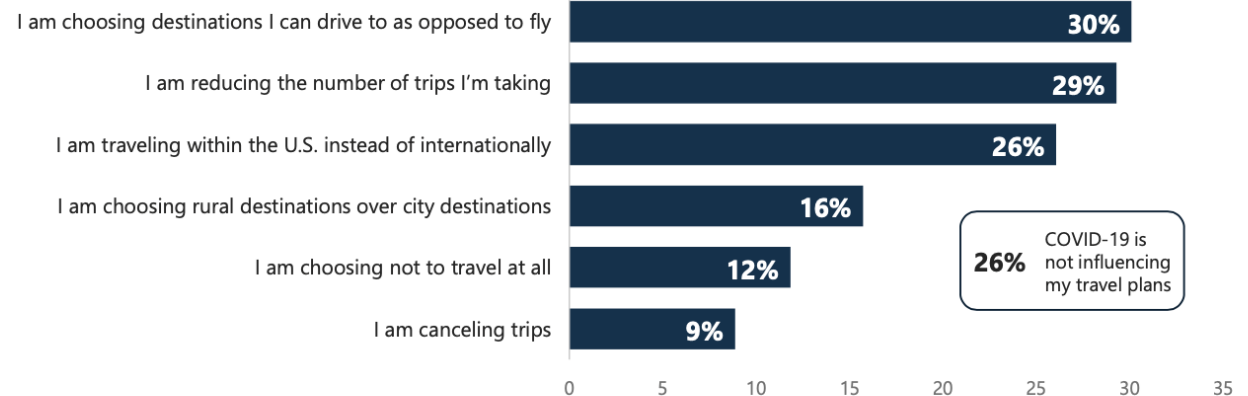
Source: [2021 STR, STR Global Ltd, August 1 - 7, 2021](#)

# Longwoods reports that due to COVID-19, 30% of American travellers are choosing destinations they can drive to

- In Longwoods International's latest travel sentiment study (August 14, 2021), 30% of American travellers said they are choosing destinations they can drive to as opposed to fly. Additionally, 29% of American travellers said they were reducing the number of trips they were taking as a result of COVID-19, and 26% said they were choosing to travel within the U.S. instead of internationally.
- The same research showed that 26% of American travellers say that COVID-19 is not influencing their travel plans.

## IMPACT ON TRAVEL PLANS

### Influence of COVID-19 on Travel Plans in the Next Six Months



Travel Sentiment Study Wave 43

Longwoods INTERNATIONAL | miles PARTNERSHIP

Source: [Longwoods International Wave 43 August 4, 2021](#)



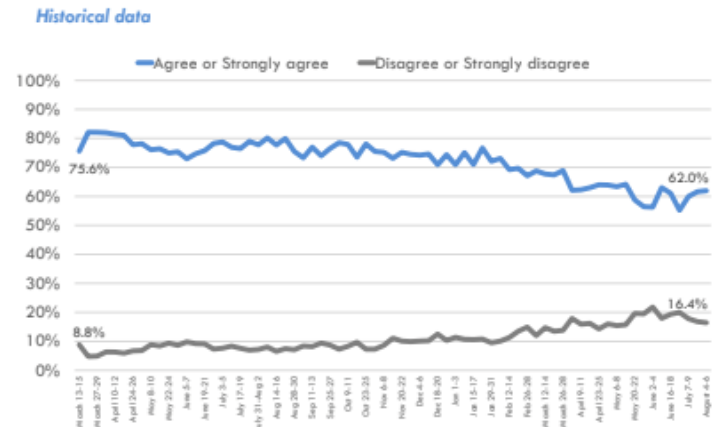
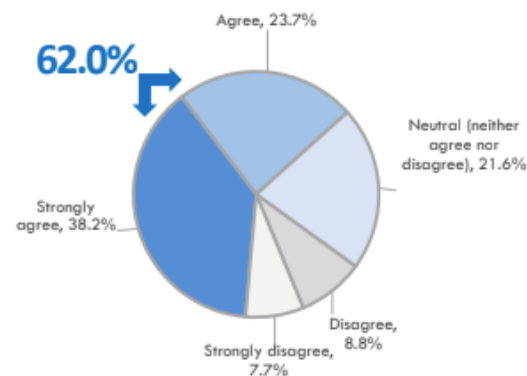
# Destination Analysts report 62% of American travellers are unlikely to travel outside the United States until the coronavirus situation is over

- The latest report by Destination Analysts, a US-based tourism research company, showed that 62.0% of American travellers stated they are unlikely to travel outside the United States until the coronavirus situation is resolved.
- The same report showed that 16.4% of American travellers stated they are likely to travel outside the United States before the COVID-19 situation is resolved, while 21.6% remained neutral on the statement.
- [See the full webinar presentation deck by Destination Analysts here.](#)

## AVOIDING INTERNATIONAL TRAVEL

**How much do you agree with the following statement?**

**Statement:** I will be unlikely to travel outside the United States until the coronavirus situation is resolved.



Destination Analysts  
AIR TRAVEL RESEARCH



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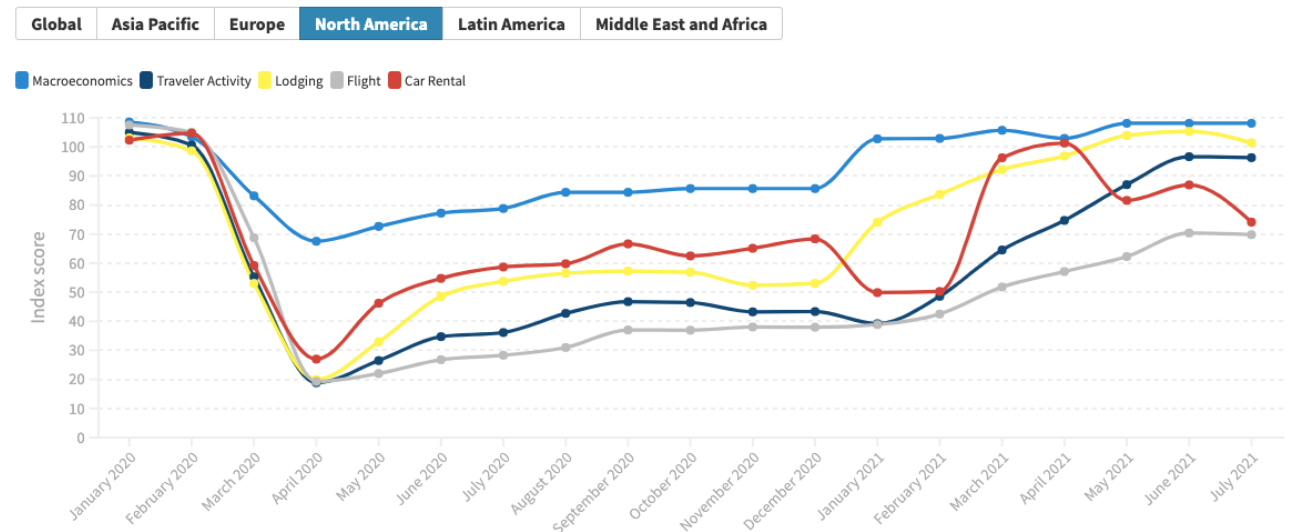
Source: [Destination Analysts Coronavirus Travler Sentiment Index August 10, 2021](#)



# Skift reports North America's Recovery Index score is highest amongst lodging and traveller activity sectors

- According to Skift, North America leads other continents in terms of its average Recovery Index, an overall index of travel performance during the COVID-19 pandemic based on factors such as lodging, flight, and car rentals. Recovery scores are highest in North America's lodging and traveller activity sectors. Recovery scores were lowest amongst flight and car rental sectors.
- Overall, North America's macroeconomic recovery is higher than all measured individual tourism sectors.

## SRI Score by Travel Segment



Source: [Skift Research](#) • For more information about the different indicators in each segment, please refer to the Methodology document.

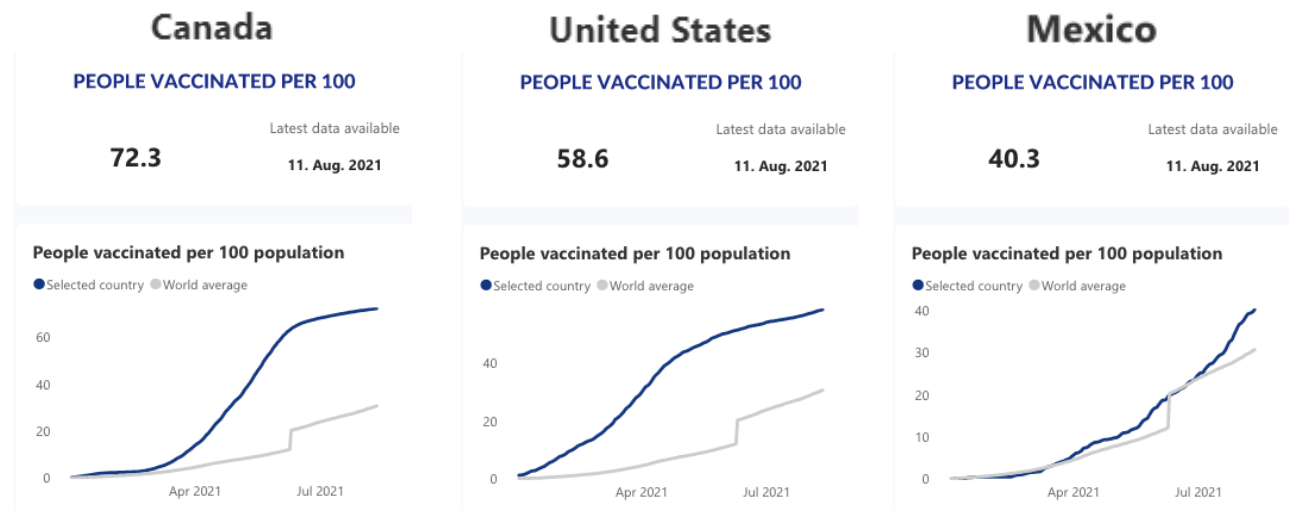
**Skift**  
RESEARCH

Source: [SRI Score by Travel Segment July 2021](#)



# *UNWTO reports 30.7 of out every 100 people worldwide have received at least one dose of a vaccine*

- According to the UNWTO, as of August 11, 2021, the global average for vaccination rates (with at least one dose) is at 30.7 out of every 100 people.
- The same dashboard shows that as of August 11, 2021, Canada has vaccinated (with at least one dose) 72.3 out of every 100 people, compared to the US which has vaccinated 58.6 out of every 100 people, and Mexico which has vaccinated 40.3 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, Aug 11, 2021](#)

# *A summary of relevant tourism headlines from around the world*

We've included some relevant tourism headlines from around the world:

- [NCL Celebrate US Cruise Comeback](#) (Travel Pulse)
- [Canada announces vaccine passport for international travelers](#) (Travel Pulse)
- [CDC adds seven destinations to 'very high' COVID-19 travel risk list](#) (CNN)
- [Majority of Americans now support vaccine passports, survey reveals](#) (Travel Pulse)
- [Global consulting firms project they will save almost \\$1 billion by cutting corp. travel in 2022](#) (Skift)



# Tourism and COVID-19 dashboard and reporting resources

- NEW: Destination BC begins publishing weekly [Snapshot of BC Travel](#) which includes information related to accommodation, air bookings, and overall domestic visitation.
- 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.
- [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's](#) COVID-19 liveblog covers 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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