

COVID-19 Research Roundup

August 30, 2021

BC's Restart Plan

We are in Step 3 of [BC's Restart Plan](#), a 4-step plan launched on May 25, 2021.

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.

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 travellers 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 73% of BC residents feel safe travelling to communities within British Columbia
- BC residents' intent to travel to nearby communities within the next 4 weeks increased +9 points to 73%
- BC weekly domestic overnight visitation decreased -8.4% from the previous week
- BC sees an increase of +4.2% in weekly domestic overnight visitation compared to the same period in 2019
- Environics Visitor View reports July 2021 domestic visitor nights in BC increased +8.6% compared to July 2019
- BC's occupancy rate (75.0%) increased +21.8 points compared to the same period in 2020
- BC's average daily rate (\$200.99) increased +27.3% compared to the same period in 2020
- BC's RevPAR (\$150.68) increased +0.4% from the previous week
- Destination BC's Snapshot of BC Travel shows 29% of air bookings to BC are international
- Skift reports North America's Recovery Index score is higher than other continents
- Skift reports that the % of international trips by Americans is the highest it has been since the pandemic started
- Destination Insights with Google reports that Vancouver has the second highest international air travel interest amongst Canadian cities
- A summary of relevant tourism headlines from around the world
- Tourism and COVID-19 dashboard and reporting resources



Destination Canada reports 73% of BC residents feel safe travelling to other communities in British Columbia

- In Destination Canada's latest Resident Sentiment report (August 17, 2021), 83% of BC residents said they would feel safe travelling to nearby communities, and 73% of BC residents said they would feel safe travelling to other places within the province.
- The same report showed that 45% of BC residents feel safe travelling to other provinces or territories, 25% of BC residents feel safe travelling to the United States, and 23% of BC residents feel safe travelling internationally.

Comparison by Region / Comparaison par région I feel safe to travel / Je me sens à l'aise de voyager

% Somewhat / Strongly Agree % Tout à fait d'accord / Plutôt d'accord	BC/C.-B. (n=200)	AB/Alb. (n=200)	SK/MB Sask./Man. (n=200)	ON/Ont. (n=606)	QC/Qc (n=409)	ATL (n=200)
Communities near me / ... dans des communautés voisines à la mienne	83%	87%	84%	84%	78%	84%
Communities in my province / ... dans des communautés de ma province	73%	82%	79%	75%	78%	84%
Other provinces or territories in Canada / ... dans d'autres provinces ou territoires du Canada	45%	71%	59%	60%	60%	45%
The United States / ... aux États-Unis	25%	35%	29%	23%	33%	9%
Internationally / ... dans d'autres pays	23%	37%	29%	23%	27%	8%

Green text indicates significantly higher than at least one other region @ 95% confidence
 Red text indicates significantly lower than at least one other region @ 95% confidence
 To what extent do you agree or disagree with each of the following statements?
 "I feel safe to travel to..."

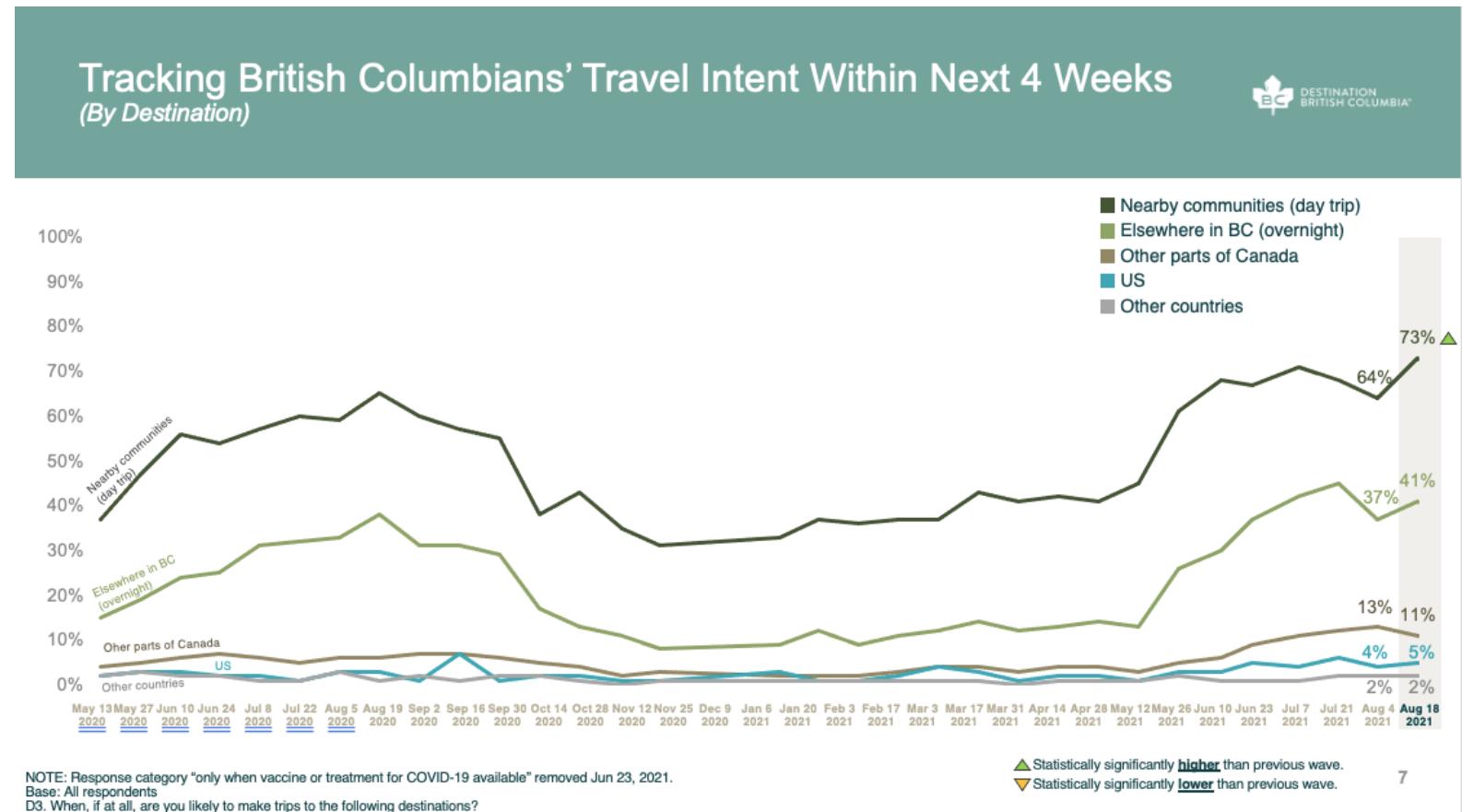
Le vert indique un résultat considérablement plus élevé qu'au moins une autre région (confiance à 95 %)
 Le rouge indique un résultat considérablement moins élevé qu'au moins une autre région (confiance à 95 %)
 Dans quelle mesure êtes-vous d'accord avec chacun des énoncés suivants?
 « Je me sens à l'aise de voyager... »



Source: [Destination Canada's Weekly COVID-19 Resident Sentiment, August 17, 2021](#)

BC residents' intent to travel to nearby communities within the next 4 weeks increases +9 points to 73%

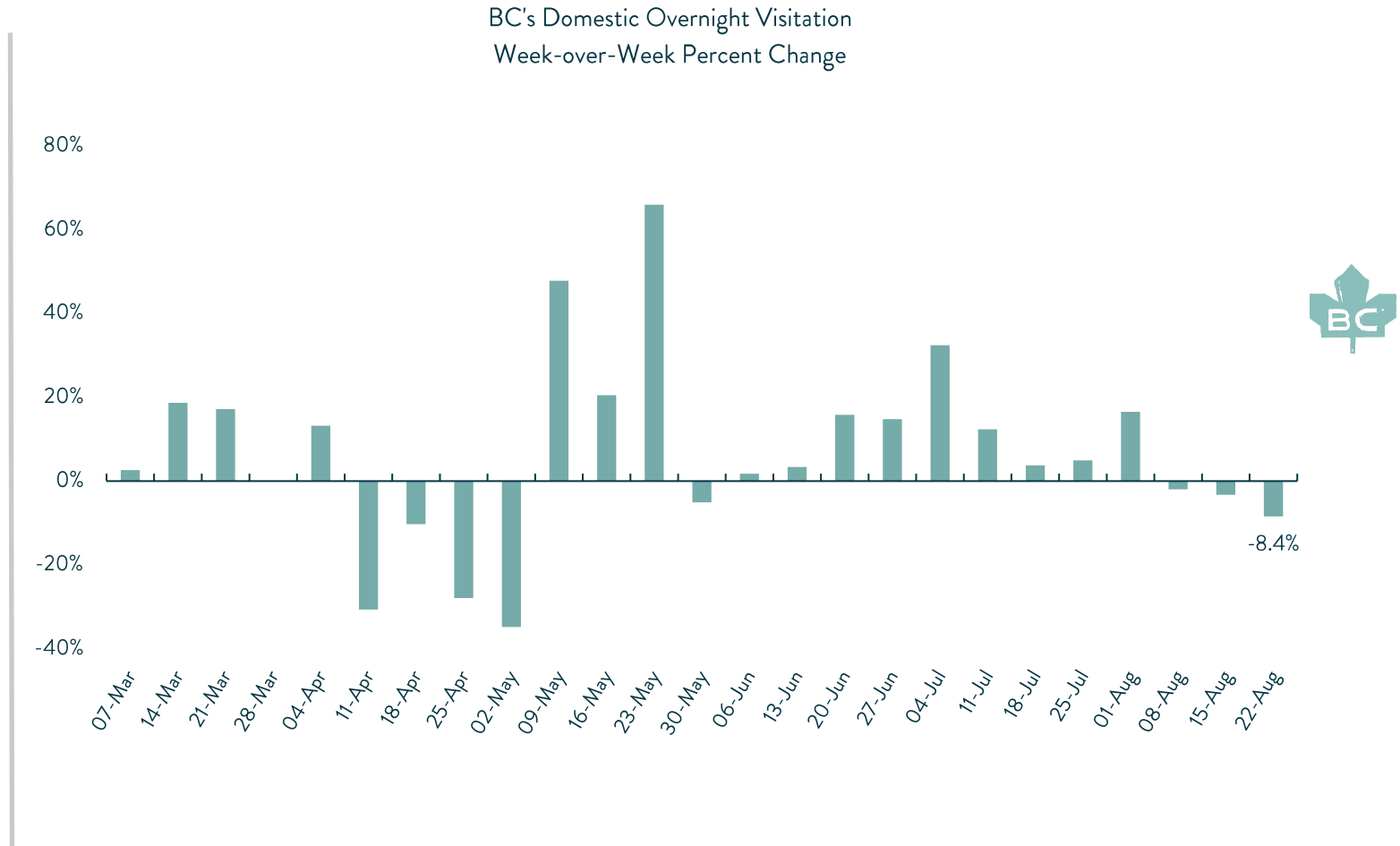
- In Destination BC's latest BC Residents' Public Perceptions Wave 33 (August 18, 2021) report, British Columbian residents' intent to travel to nearby communities for a day trip within the next 4 weeks rose +9 points to 73%, while intent to travel elsewhere in BC for an overnight trip within the next 4 weeks rose +4 points to 41%, and intent to travel to the US within the next 4 weeks increased by +1 points to 5%.
- BC residents' intent to travel to other parts of Canada within the next 4 weeks fell -2 points to 11%, while intent to travel to other countries remained stable at 2%.



Source: [Destination BC's Residents' Public Perceptions: COVID-19 Travel and Tourism Wave 33, August 18, 2021](#)

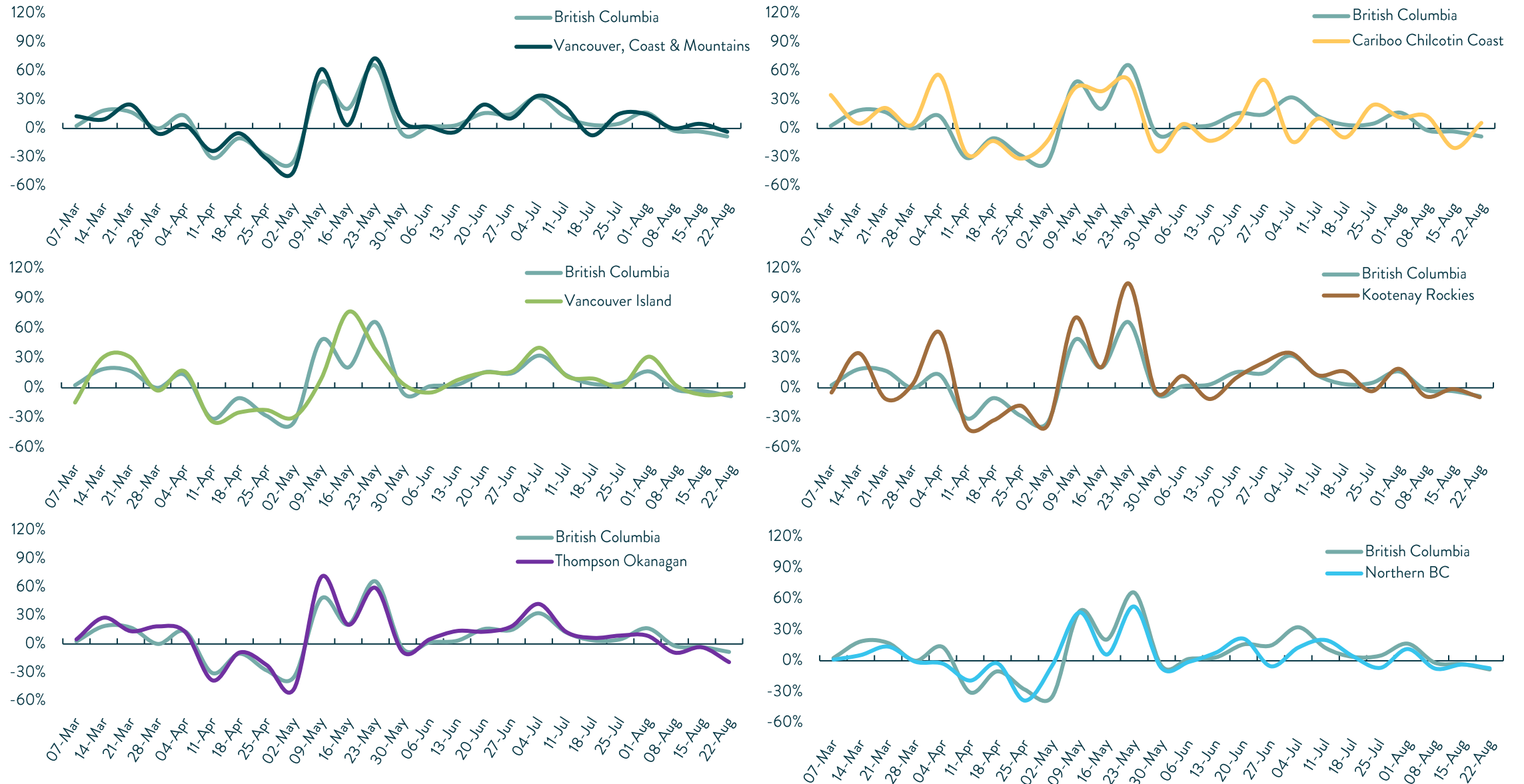
BC weekly domestic overnight visitation decreased -8.4% from the previous week

- According to Environics Analytics Weekly COVID Tracker Report, during the week ending Aug 8, 2021, BC experienced a week-over-week decrease of -8.4% in weekly domestic overnight visitation.
- Week-over-week increases in domestic overnight visitation were seen in one of six tourism regions across the province:
 - Cariboo Chilcotin Coast (+5.8%)
- Week-over-week decreases in domestic overnight visitation were seen in the other five tourism regions:
 - Vancouver, Coast & Mountains (-3.5%)
 - Vancouver Island (-5.2%)
 - Northern BC (-7.3%)
 - Kootenay Rockies (-9.3%)
 - Thompson Okanagan (-19.2%)



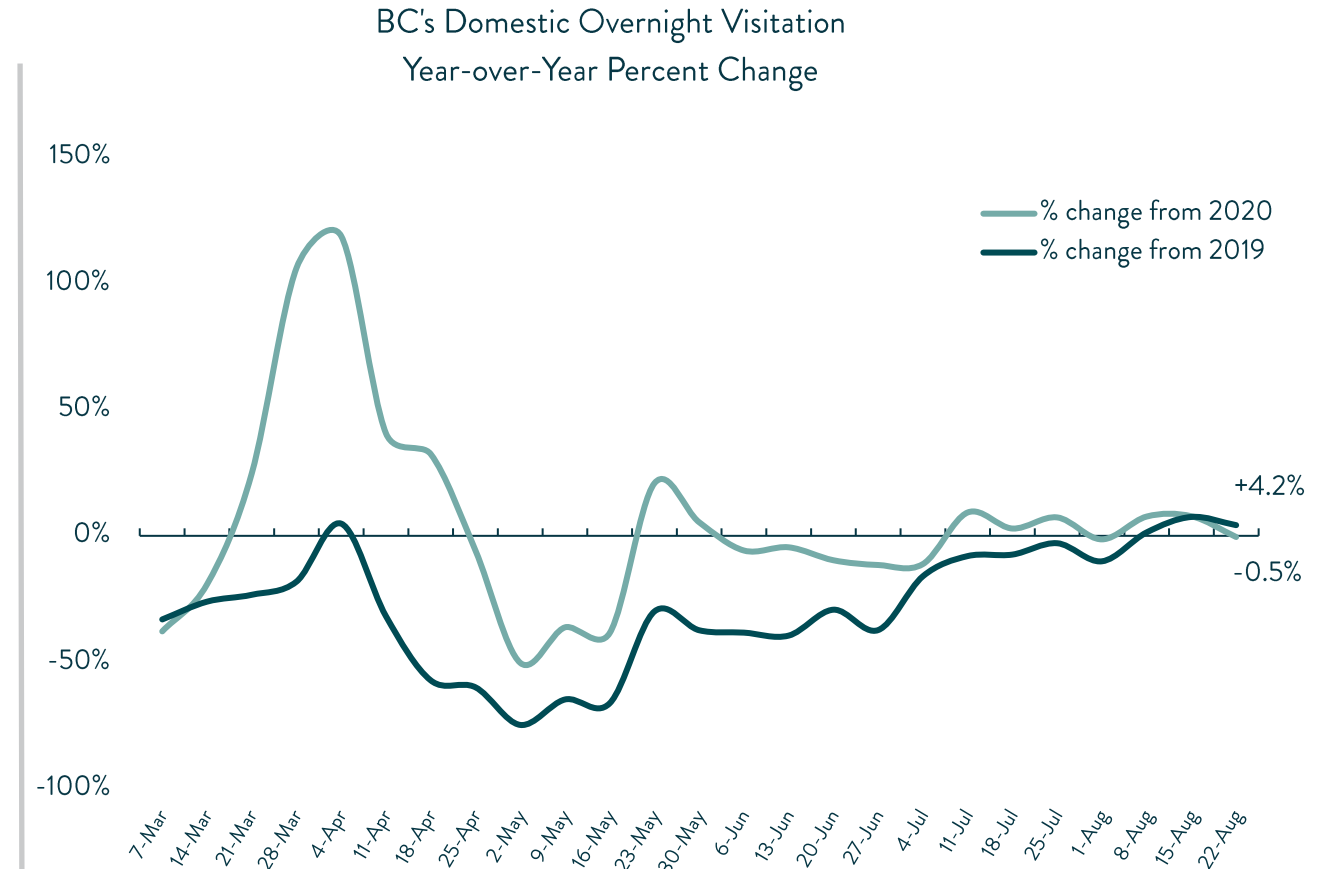
Source: [Environics Analytics Weekly COVID Tracker Report, Aug 22, 2021](#)

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



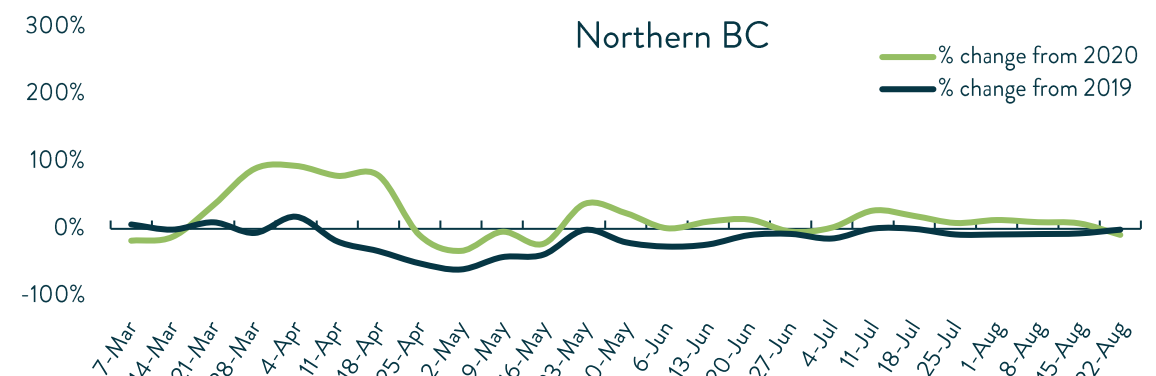
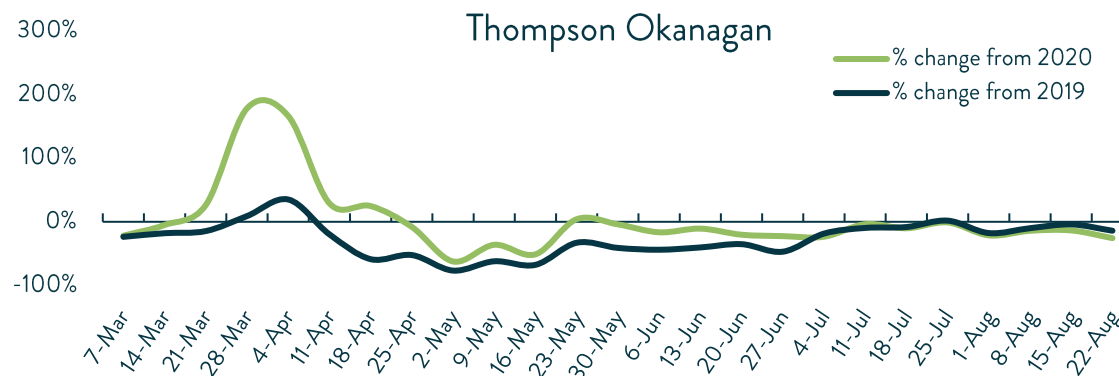
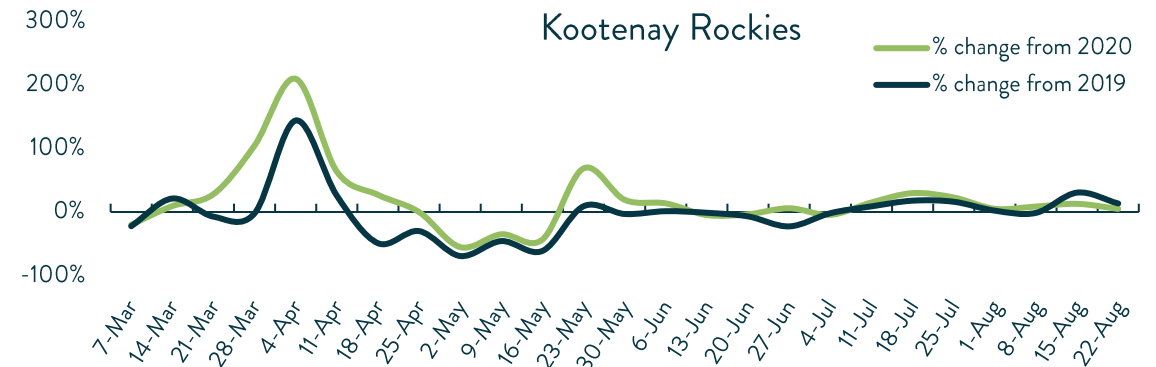
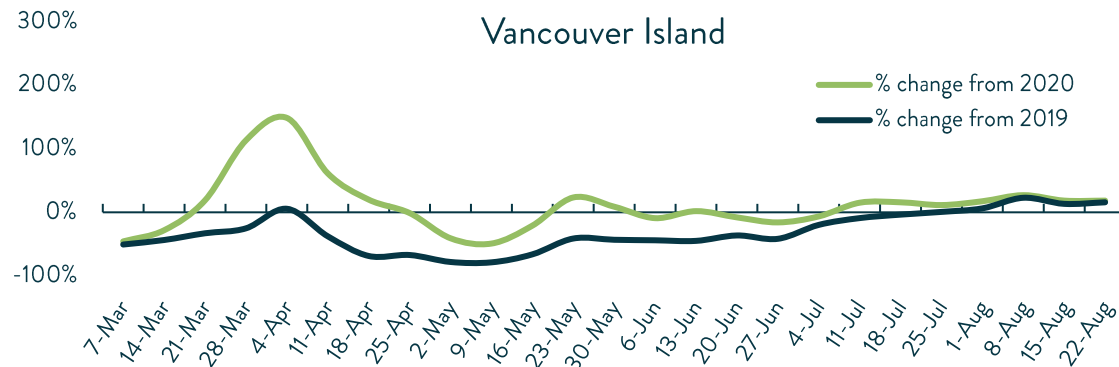
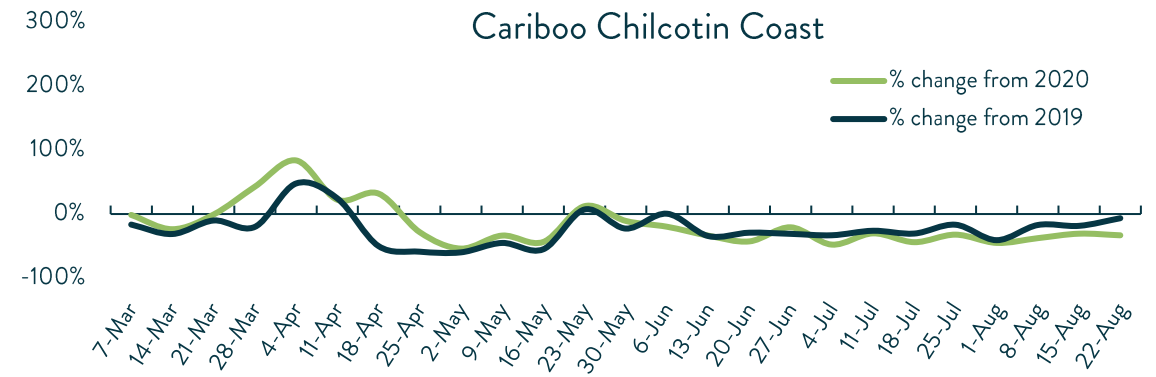
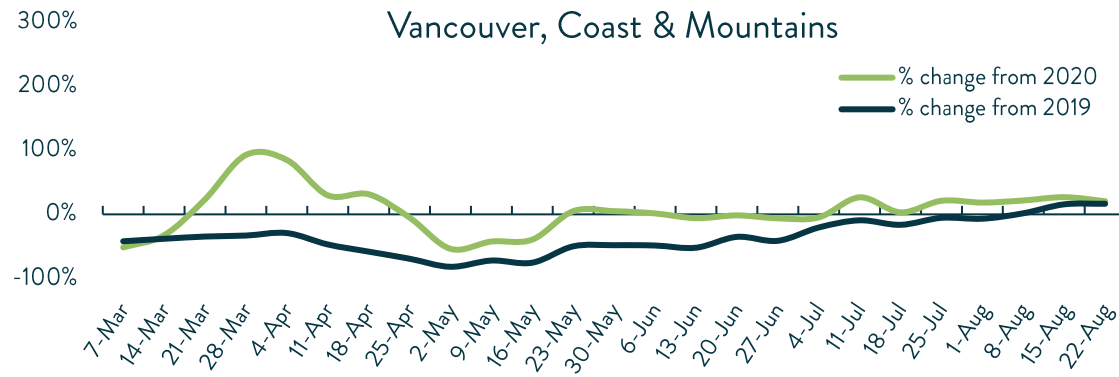
BC sees an increase of +4.2% in weekly domestic overnight visitation compared to the same period in 2019

- For the week ending August 22, 2021, Environics Analytics reported that weekly domestic overnight visitation decreased -0.5% compared to the same week in 2020. Compared to the same week in 2019, weekly domestic overnight visitation increased +4.2%.
- Three of six tourism regions – Vancouver, Coast & Mountains, Vancouver Island, and Kootenay Rockies – saw a year-over-year increase in weekly visitation when compared to the same periods in 2019 and 2020.
 - Vancouver, Coast & Mountains (+20.5% over 2020; +16.4% over 2019)
 - Vancouver Island (+18.4%; +15.8%)
 - Kootenay Rockies (+4.9%; +13.4%)
 - Northern BC (-9.0%; -1.3%)
 - Thompson Okanagan (-25.8%; -14.0%)
 - Cariboo Chilcotin Coast (-33.2%; -6.6%)



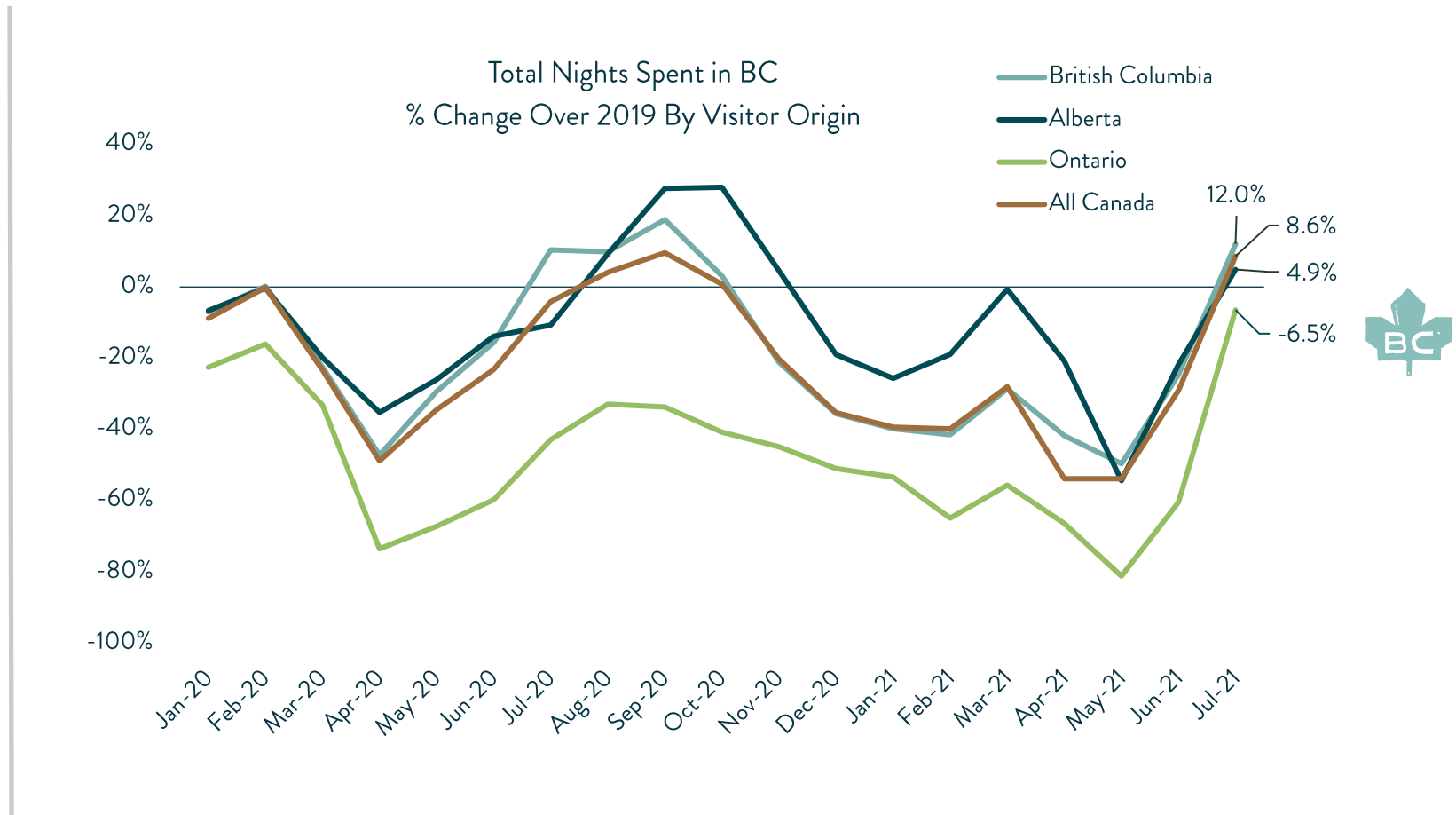
Source: [Environics Analytics Weekly COVID Tracker Report, Aug 22, 2021](#)

Regional Domestic Overnight Visitation Year-over-Year Percent Change



Environics Visitor View reports July 2021 domestic visitor nights in BC increased +8.6% compared to July 2019

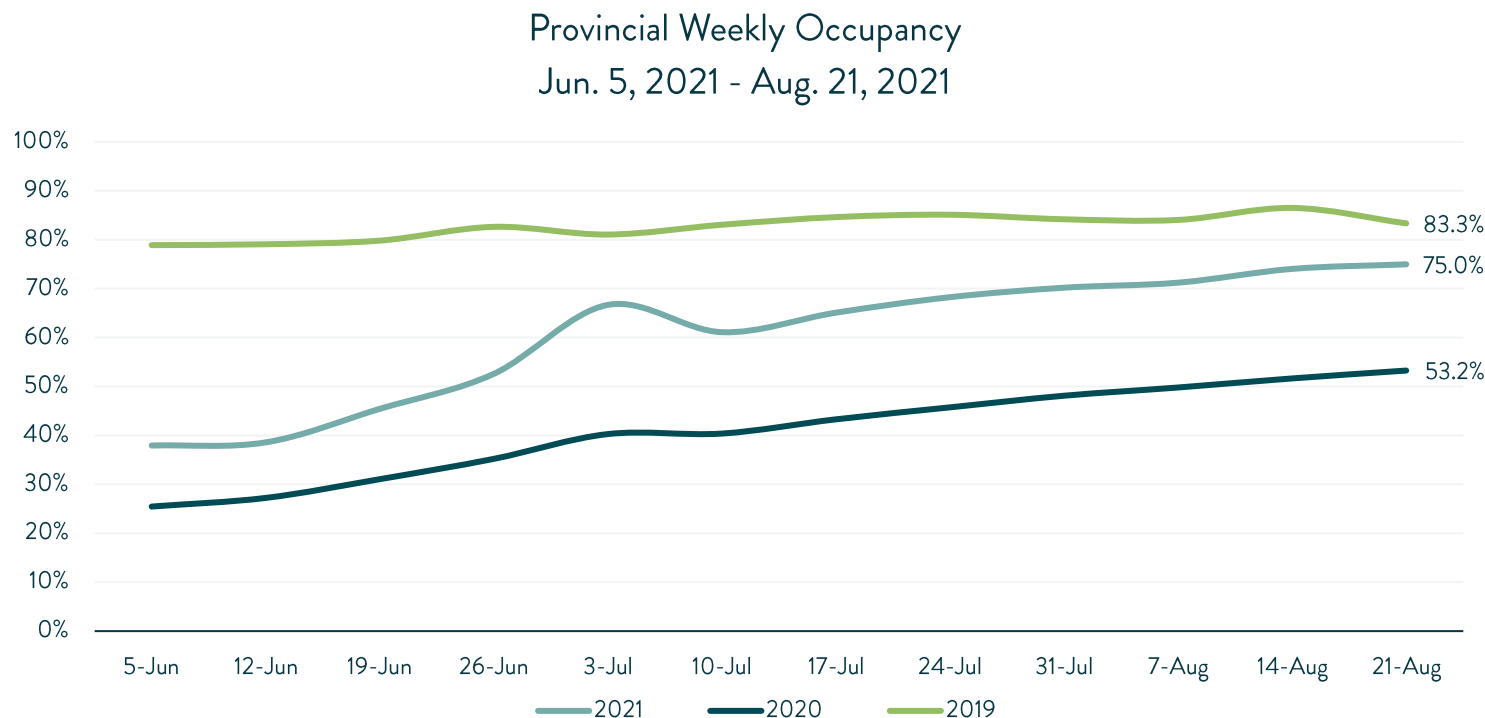
- According to Environics Analytics Visitor View, visitor nights spent in BC by Canadians in July 2021 increased +13.2% compared to July 2020, and +8.6% compared to July 2019.
- BC visitor nights are counted as anyone who is more than 60 kilometres from their BC home for an overnight trip; in July 2021 BC visitor nights increased +1.5% compared to July 2020, and +12.0% compared to July 2019.
- Ontario visitor nights increased +63.7% compared to July 2020, but decreased -6.5% compared to July 2019.



Source: [Environics Analytics Visitor View, August 2021](#)

BC's occupancy rate (75.0%) 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 75.0% for the week of August 15 – 21, 2021. This represents an increase of +0.3 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 -8.3 points compared to a similar period in 2019.



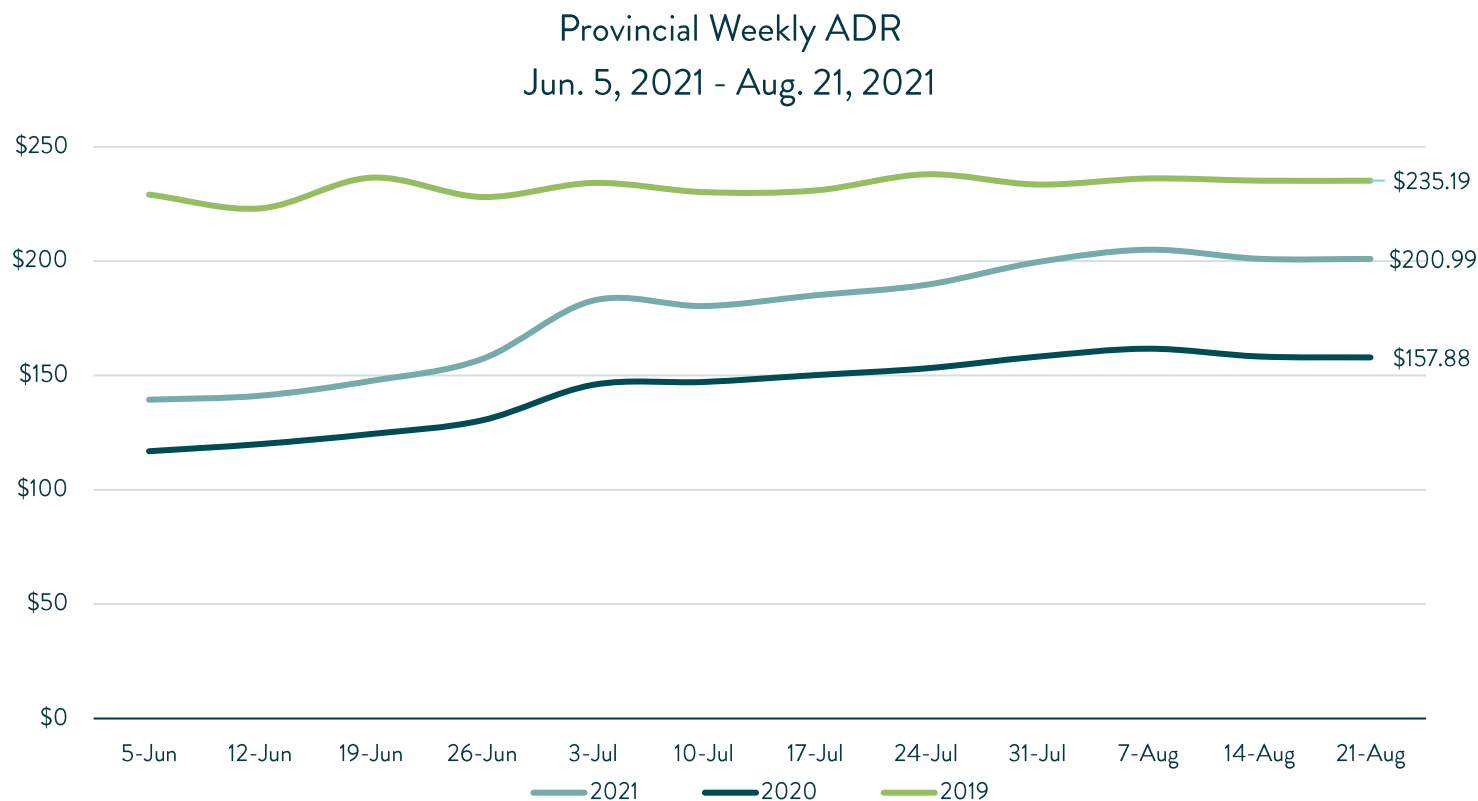
British Columbia's Weekly Hotel Occupancy Rate

	Aug. 15 - 23, 2021	Week-over-Week Aug. 15 - 21, 2021 vs. Aug. 8 - 14, 2021	Year-over-Year Aug. 15 - 21, 2021 vs. Aug. 16 - 22, 2020	2021 vs 2019 Aug. 15 - 21, 2021 vs. Aug. 18 - 24, 2019
	Occupancy Rate	Occupancy Point Change	Occupancy Point Change	Occupancy Point Change
British Columbia	75.0%	+0.3	+21.7	-8.4
Vancouver (City of)	73.7%	+5.5	+42.3	-12.8
Whistler	63.8%	-1.8	+3.8	-17.8
Victoria	69.9%	-1.5	+20.6	-23.5
Kelowna	67.3%	-10.2	-15.4	-28.1
Kamloops	86.3%	-5.3	+23.7	+10.3
Richmond	74.7%	+0.3	+38.6	-10.8
Revelstoke	64.8%	-5.5	-7.5	-11.9



BC's average daily rate (\$200.99) increased +27.3% compared to the same period in 2020

- STR, an agency which reports BC's hotel performance, shows BC's average daily rate (ADR) was \$200.99 for the week of August 15 - 21, 2021.
- This represents an increase of +27.3% compared to a similar period in 2020 and a decrease of -14.5% compared to 2019.



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

	Aug. 15 - 21, 2021	Week-over-Week Aug. 15 - 21, 2021 vs. Aug. 8 - 14, 2021	Year-over-Year Aug. 15 - 21, 2021 vs. Aug. 16 - 22, 2020	2021 vs 2019 Aug. 15 - 21, 2021 vs. Aug. 18 - 24, 2019
	ADR	ADR Percent Change	ADR Percent Change	ADR Percent Change
British Columbia	\$200.99	0.0%	+27.3%	-14.5%
Vancouver (City of)	\$237.59	+0.9%	+50.3%	-29.3%
Whistler	\$309.71	-2.7%	+37.1%	+8.6%
Victoria	\$281.03	+3.1%	+53.0%	+12.2%
Kelowna	\$226.90	-4.9%	+15.4%	+9.7%
Kamloops	\$149.43	-0.8%	+35.4%	+8.9%
Richmond	\$171.35	+1.4%	+34.4%	-21.2%
Revelstoke	\$173.49	-1.8%	+0.5%	-1.8%



BC's RevPAR (\$150.68) increased +0.4% from the previous week

- STR, an agency which reports BC's hotel performance, shows BC's revenue per available room (RevPAR) was \$150.68 for the week of August 15 - 21, 2021. This represents an increase of +0.4% from the previous week.
- BC's RevPAR showed an increase (+79.2%) for the week of August 15 - 21, 2021 compared to a similar period in 2020 and a decrease (-25.9%) compared to 2019.
- RevPAR increased substantially compared to a similar period in 2020 for all reported cities except Kelowna and Revelstoke. RevPAR remains below 2019 levels for all reported cities except Kamloops.

	Aug. 15 - 21, 2021	Week-over-Week Aug. 15 - 21, 2021 vs. Aug. 8 - 14, 2021	Year-over-Year Aug. 15 - 21, 2021 vs. Aug. 16 - 22, 2020
	RevPAR	RevPAR Percent Change	RevPAR Percent Change
British Columbia	\$150.68	+0.4%	+79.2%
Vancouver (City of)	\$175.17	+9.0%	+252.4%
Whistler	\$197.74	-5.4%	+45.7%
Victoria	\$196.56	+0.8%	+116.7%
Kelowna	\$152.75	-17.4%	-6.1%
Kamloops	\$129.03	-6.5%	+86.8%
Richmond	\$127.92	+1.8%	+178.1%
Revelstoke	\$112.45	-9.5%	-9.9%

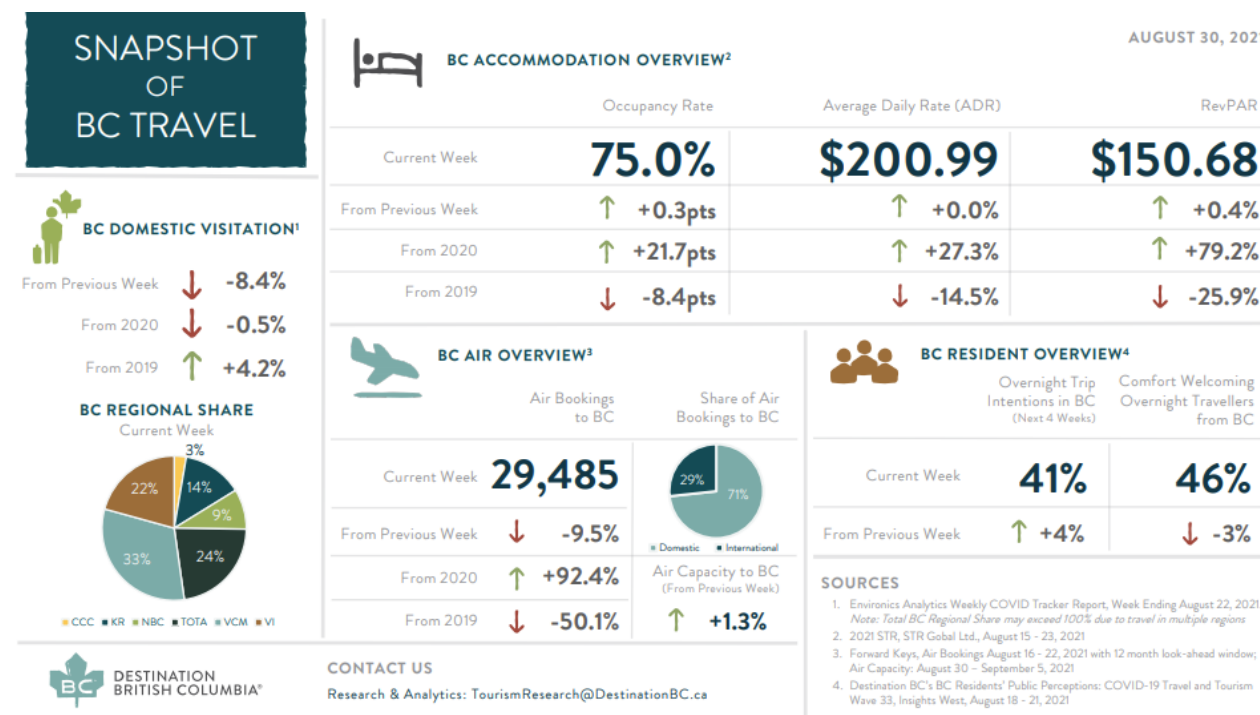


Source: [2021 STR, STR Global Ltd, August 15 - 21, 2021](#)

Destination BC's Snapshot of BC Travel shows 29% of air bookings to BC are international

Some highlights from Destination BC's weekly [Snapshot of BC Travel](#):

- 29% of Air Bookings to BC are international. (Forward Keys, Aug 16-22)
- BC Air Bookings are up +92.4% compared to the same period in 2020, and down -50.1% compared to 2019. (Forward Keys, Aug 16-22)
- Vancouver, Coast & Mountains and Vancouver Island make up 55% of BC domestic visitation. (EnviroNics Analytics, Aug 16-22)

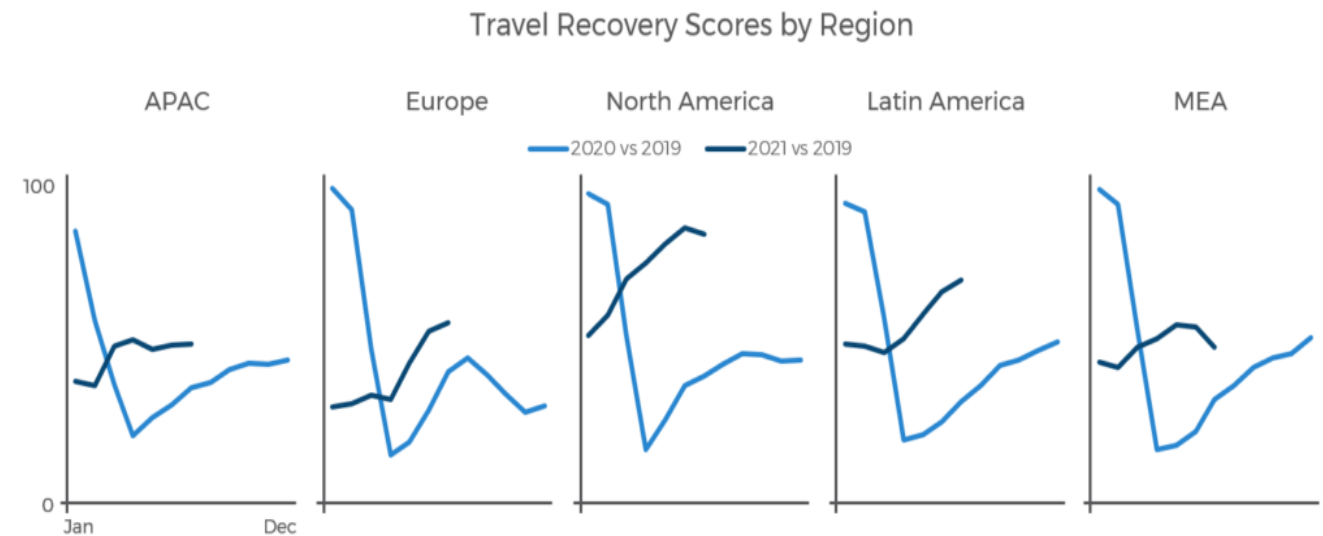


Source: [Destination BC's Snapshot of BC Travel, August 30](#)



Skift reports North America's Recovery Index score is higher than other continents

- According to Skift, North America continues to lead 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, flights, and car rentals.
- Latin America, Europe, and Asia Pacific saw increases in their Travel Recovery index in July 2021. Despite being higher overall than other continents, North America's Recovery Index decreased in July.



Source: Skift Research

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

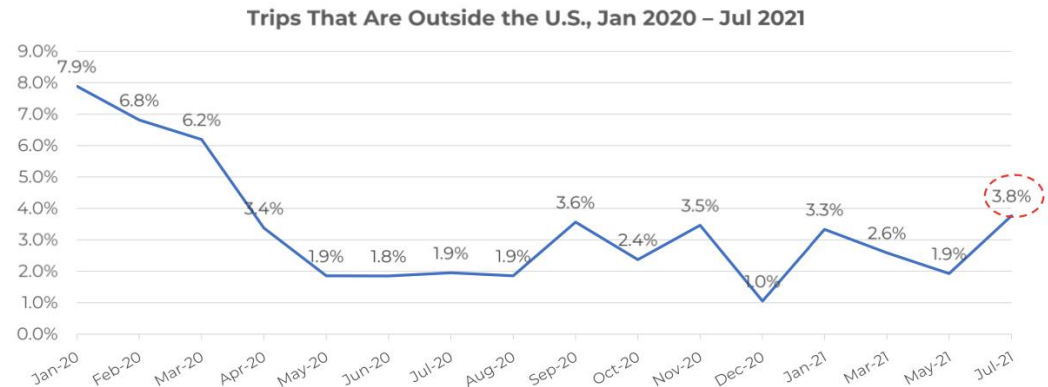


Skift reports that the % of international trips by Americans is the highest it has been since the pandemic started

- According to Skift, as of July 2021, 3.8% of trips taken by American travellers are international. This is the highest percentage of international travel from the US since the pandemic started and represents an increase of +1.9 points compared to May 2021 (1.9%), as well as an increase of +1.9 points compared to July 2020 (1.9%).

International Travel Reached the Highest Since the Pandemic Started

- With many countries opening borders for Americans, in particular, the U.K. and the majority of other European nations that are popular destinations for Americans, international travel had a significant boost, accounting for nearly 4% of all trips in July.
- However, with the surge of the Delta Variant, it remains to be seen if some countries might reinstitute restrictions for Americans yet again.



Monthly n = ~1000
Source: Skift Research, August 2021



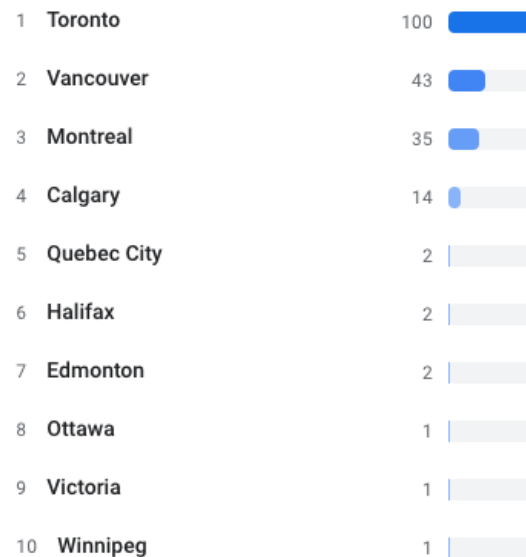
Source: [Skift, US Travel Tracker, July 2021](#)

Destination Insights with Google reports that Vancouver has the second highest international air travel interest among Canadian cities

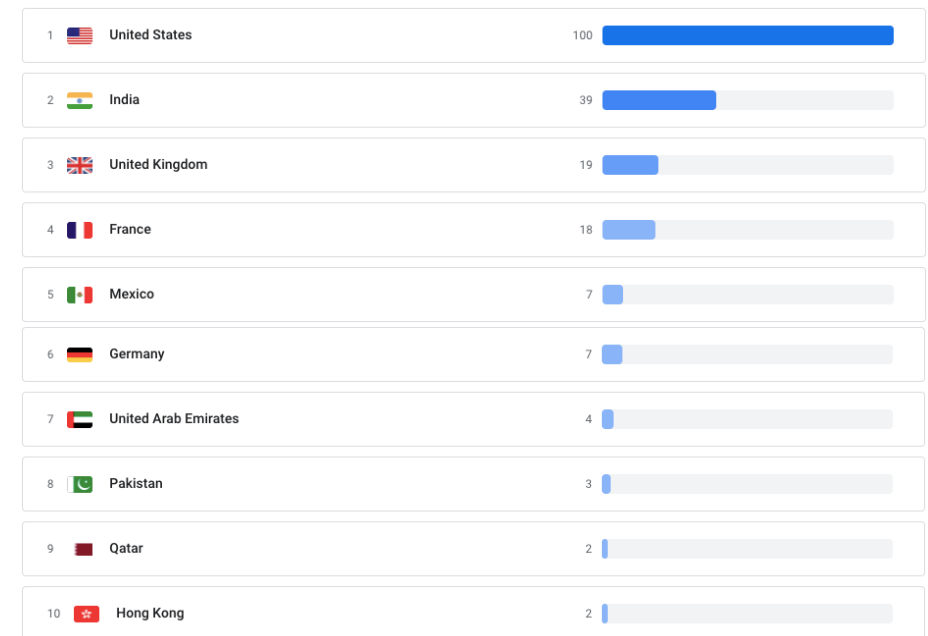
- In Destination Insights with Google's dashboard, Vancouver ranks 2nd amongst Canadian cities in terms of air travel interest by international searchers, whereas Victoria ranks 9th.
- The greatest amount of Canadian air travel interest from international searchers has been from the United States, followed by India, the United Kingdom, and France.

Geographic Demand

TOP DEMAND BY DESTINATION CITY



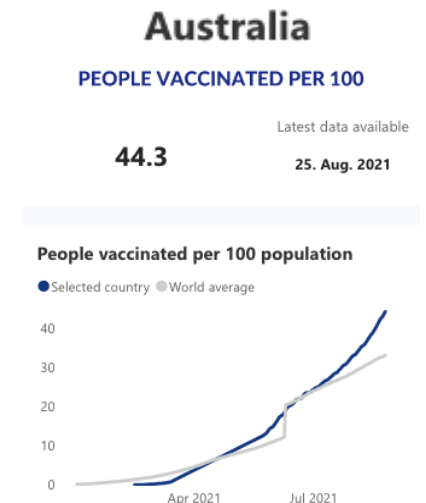
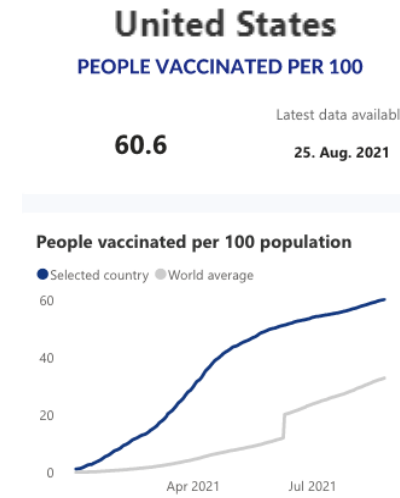
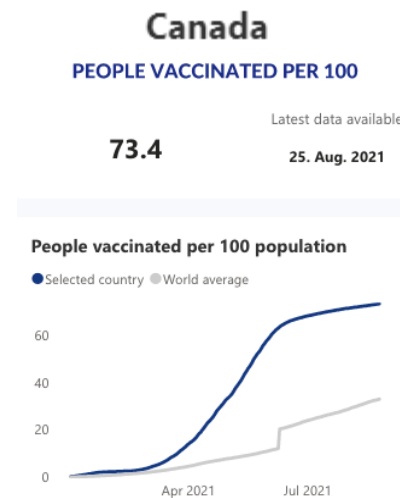
Origins of Demand



Source: [Destination Insights with Google, August 2021](#)

UNWTO reports 33.0 of out every 100 people worldwide have received at least one dose of a vaccine

- According to the UNWTO, as of August 25, 2021, the global average for vaccination rates (with at least one dose) is at 33.0 out of every 100 people.
- The same dashboard shows that as of August 25, 2021, Canada has vaccinated (with at least one dose) 73.4 out of every 100 people, compared to the US which has vaccinated 60.6 out of every 100 people, and Australia which has vaccinated 44.3 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 25, 2021](#)

A summary of relevant tourism headlines from around the world

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

- [U.S. extending travel restrictions at border with Canada for another 30 days](#) (CTV News)
- [Canada leads new green list additions for UK](#) (Breaking Travel News)
- [B.C. provides \\$12.9M in grants for fairs, festivals affected by COVID-19](#) (CBC)
- [75% of Americans would choose travel advisors over computers, survey finds](#) (Travel Pulse)



Tourism and COVID-19 dashboard and reporting resources

- 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.





DESTINATION BRITISH COLUMBIA®

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

Research & Analytics
TourismResearch@DestinationBC.ca