

COVID-19 Research Roundup

September 13, 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 began allowing 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 that 75% of BC residents feel safe travelling to nearby communities
- DBC Public Perception study reports that 28.3% of BC residents had 2021 travel plans impacted by wildfires / smoke
- BC weekly domestic overnight visitation decreased -1.5% from the previous week
- BC's occupancy rate (74.0%) increased +21.1 points compared to the same period in 2020
- BC's average daily rate (\$201.95) increased +31.0% compared to the same period in 2020
- BC's RevPAR (\$149.52) decreased -0.8% from the previous week
- Destination BC's Snapshot of BC Travel reports 29% of air bookings to BC are international for the week of Aug 16-22
- Longwoods reports that 88% of US travellers have travel plans within the next 6 months
- Destination Analysts reports that 27.3% of US travellers have cancelled a trip due to the Delta variant
- UNWTO reports 41.5 of out every 100 people worldwide have received at least one dose of a vaccine
- Skift shares a BC example of destination marketing organizations launching campaigns together
- A summary of relevant tourism headlines from around the world
- Tourism and COVID-19 dashboard and reporting resources



Destination Canada reports that 75% of BC residents feel safe travelling to nearby communities

- In Destination Canada's latest Resident Sentiment report (August 31, 2021), 75% of BC residents said they would feel safe travelling to nearby communities, and 59% of BC residents said they would feel safe travelling to other communities within the province.
- The same report showed that 39% of BC residents feel safe travelling to other provinces or territories, compared to 68% of Alberta residents and 62% of Ontario residents.
- Additionally, 14% of BC residents feel safe travelling to the United States, and 16% feel safe travelling internationally. BC was the only provincial region where residents felt safer travelling internationally than to the US.

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=206)	AB/Alb. (n=209)	SK/MB Sask./Man. (n=203)	ON/Ont. (n=606)	QC/Qc (n=418)	ATL (n=202)
Communities near me / ... dans des communautés voisines à la mienne	75%	88%	78%	86%	79%	89%
Communities in my province / ... dans des communautés de ma province	59%	80%	76%	81%	80%	85%
Other provinces or territories in Canada / ... dans d'autres provinces ou territoires du Canada	39%	68%	62%	62%	56%	39%
The United States / ... aux États-Unis	14%	35%	36%	26%	28%	13%
Internationally / ... dans d'autres pays	16%	29%	32%	26%	21%	11%

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..."

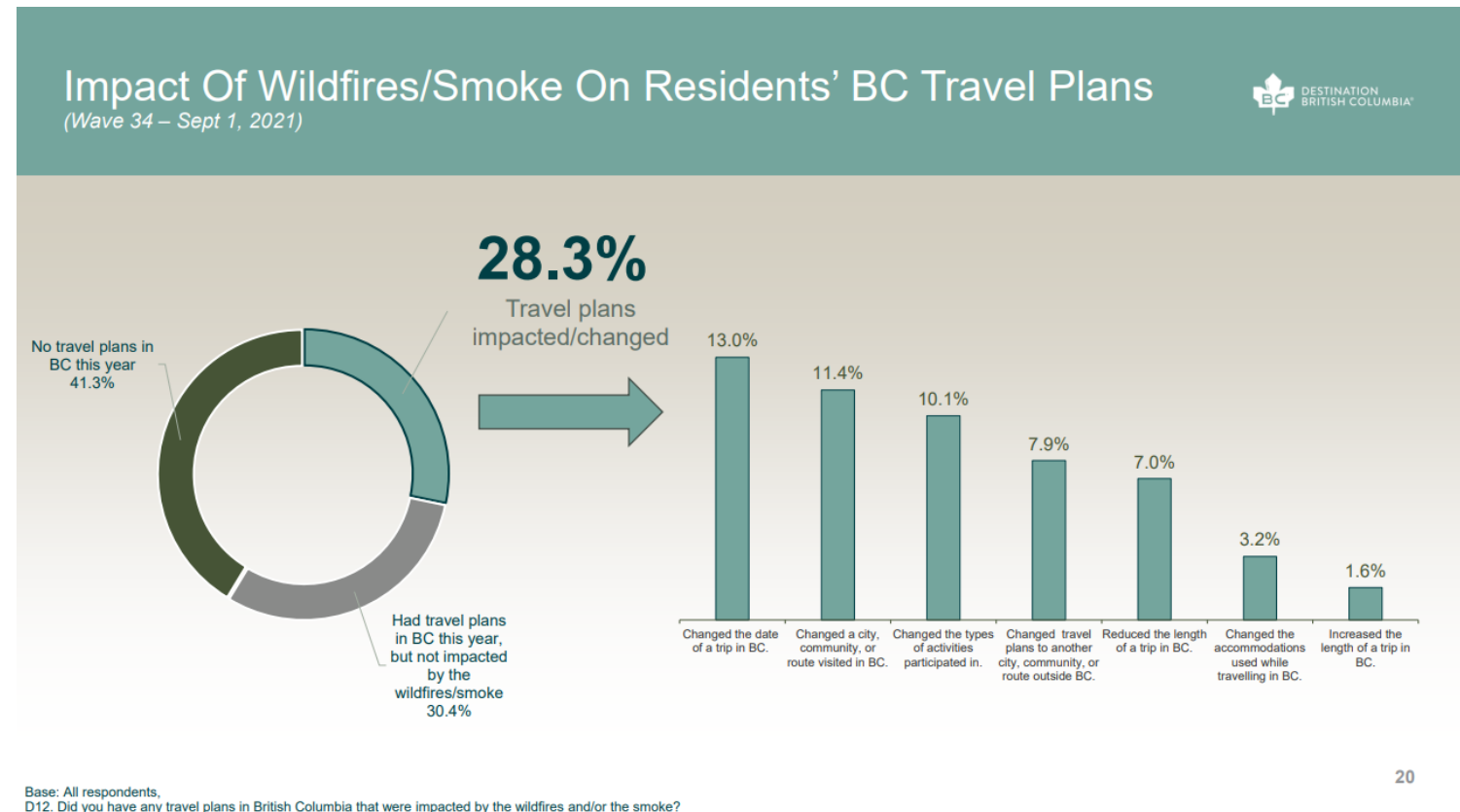
Le vert indique un résultat considérablement plus élevé qu'au moins une autre région (confiance à 95 %)
 Le rouge indique un résultat considérablement moins élevé qu'au moins une autre région (confiance à 95 %)
 Dans quelle mesure êtes-vous d'accord avec chacun des énoncés suivants?
 « Je me sens à l'aise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



Source: [Destination Canada's Weekly COVID-19 Resident Sentiment, Aug 31, 2021](#)

DBC Public Perception study reports that 28.3% of BC residents had 2021 travel plans impacted by wildfires / smoke

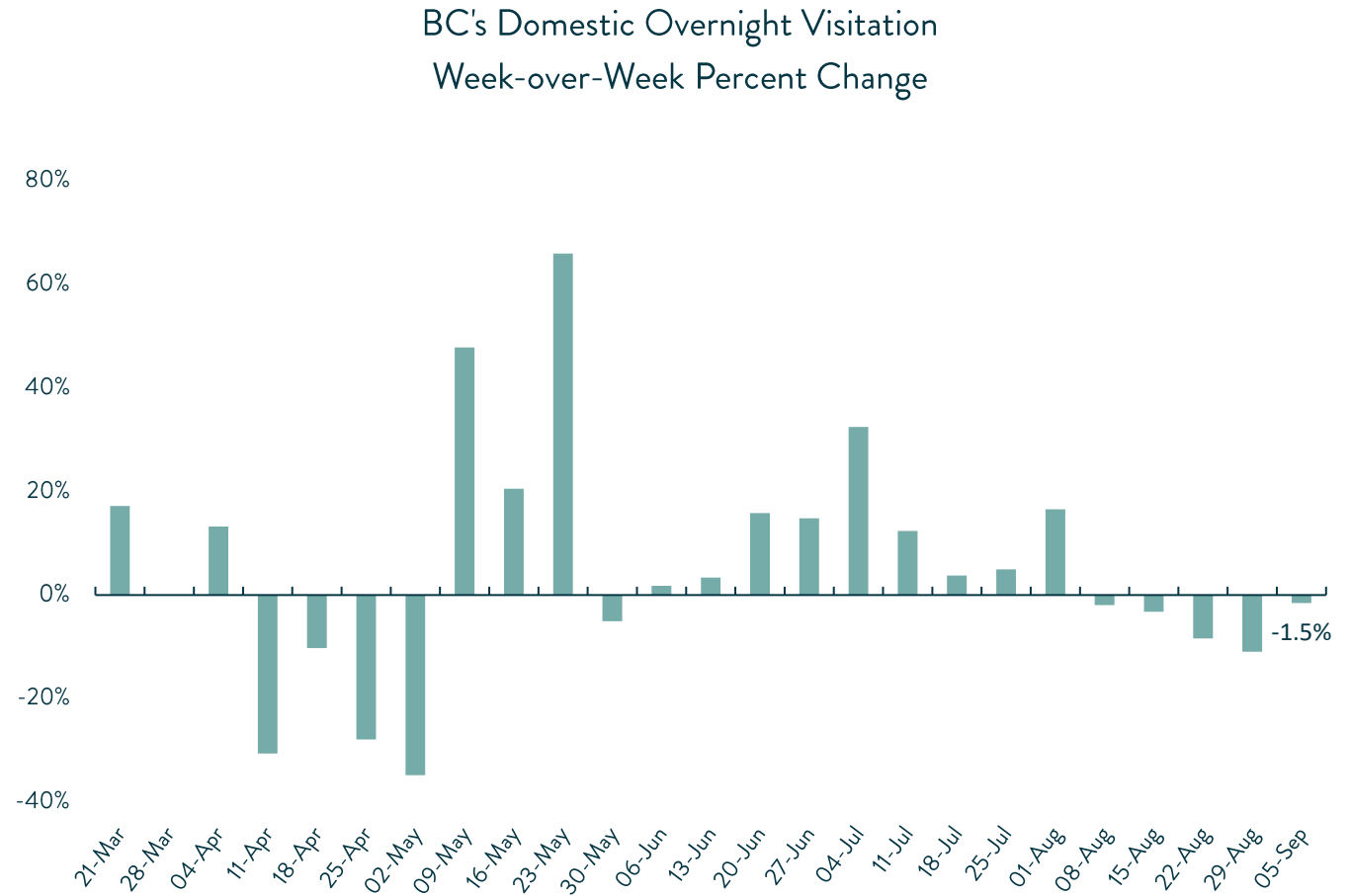
- In Destination BC's latest BC Residents' Public Perceptions Wave 34 (September 1, 2021) report, an estimated 28.3% of British Columbian residents said they had 2021 travel plans impacted by wildfires / smoke.
- The most frequent impact of wildfire / smoke on BC residents' travel plans was changing the date of a trip in BC (13.0%), changing the area visited (11.4%), and changing the type of activities participated in (10.1%).
- The same report showed that 30.4% of BC residents had travel plans that were not impacted by wildfires / smoke, whereas 41.3% of BC residents stated they had no travel plans this year.



Source: [Destination BC's Residents' Public Perceptions: COVID-19 Travel and Tourism Wave 34, Sep 1, 2021](#)

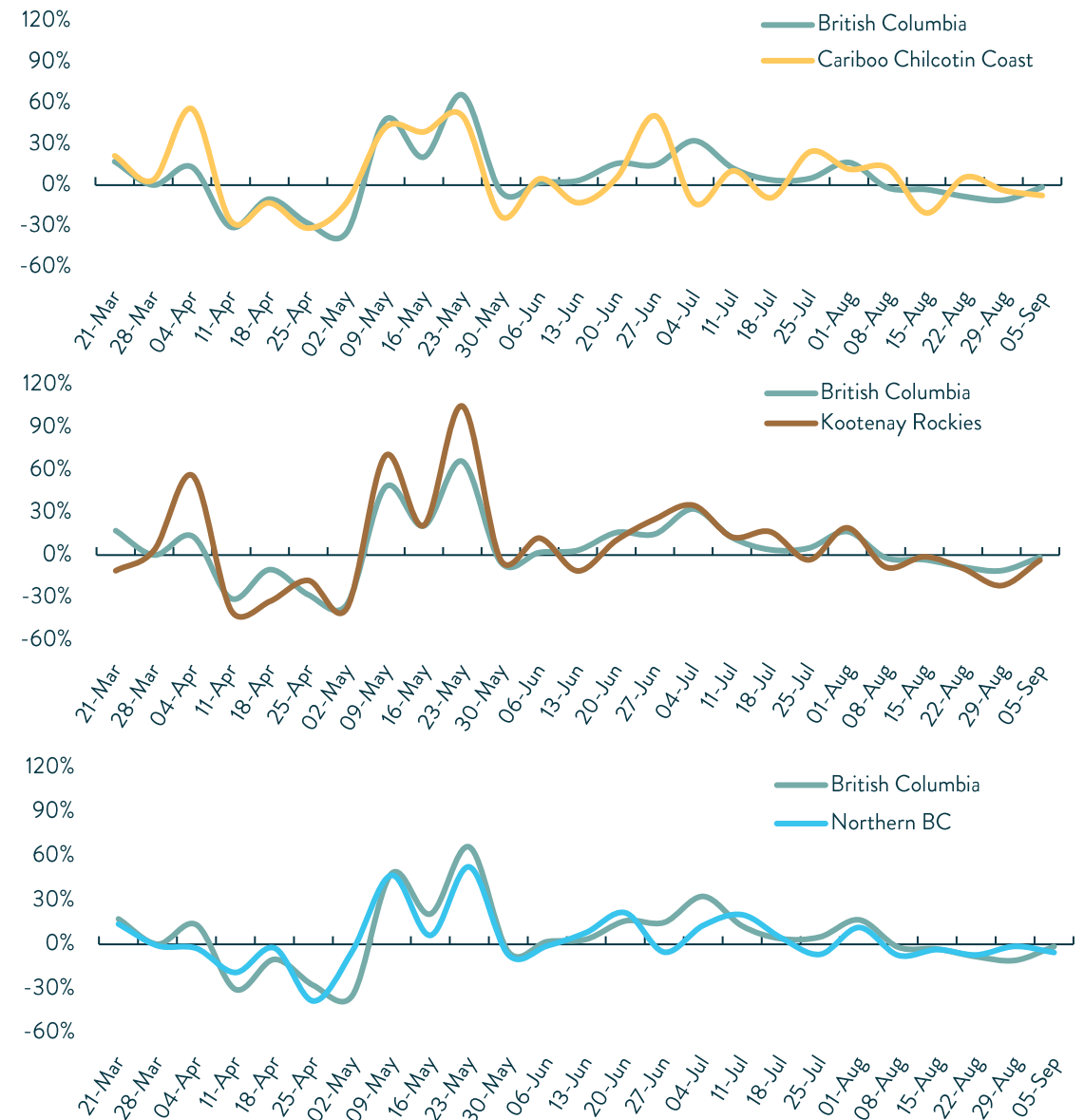
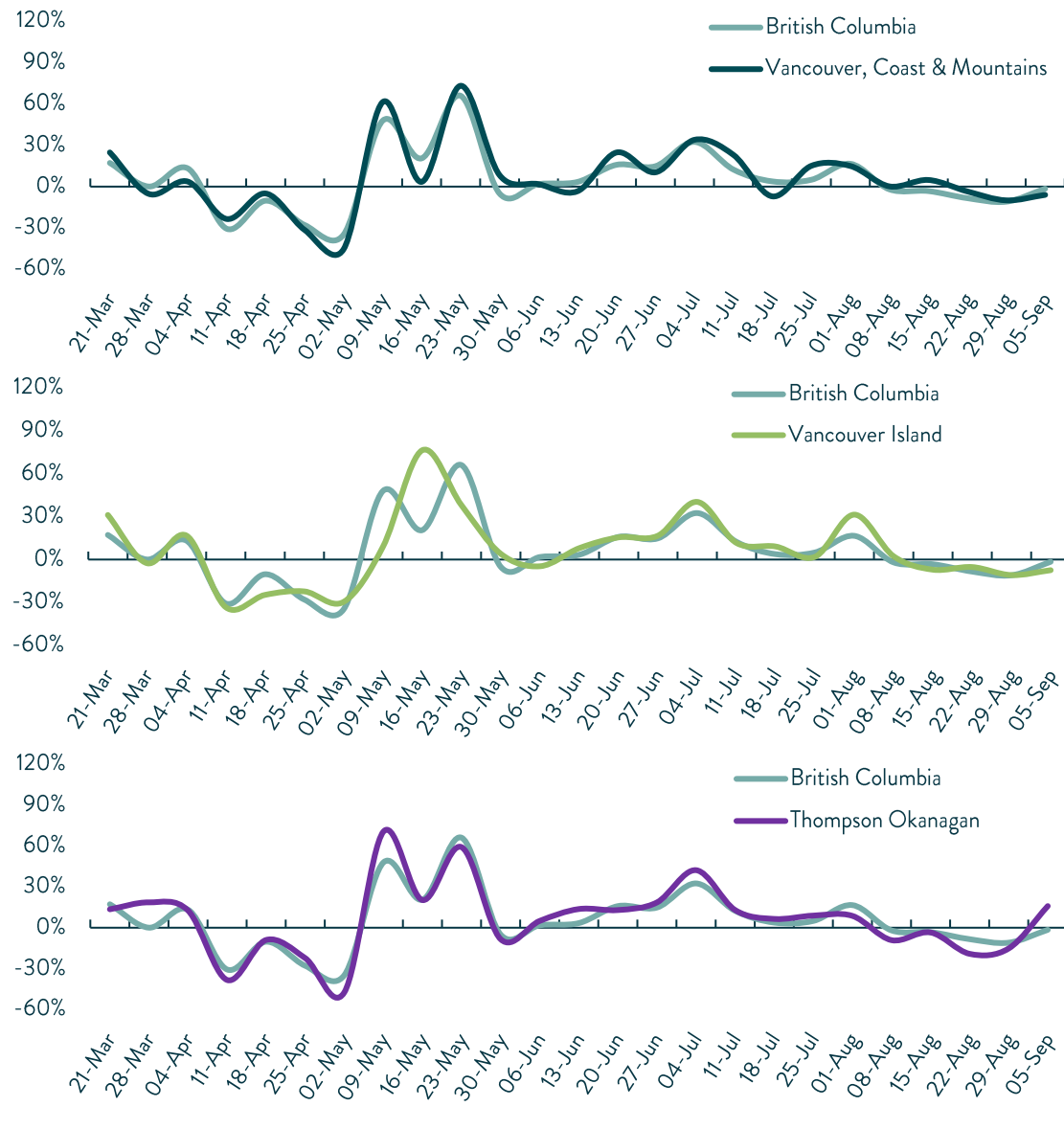
BC weekly domestic overnight visitation decreased -1.5% from the previous week

- According to Environics Analytics Weekly COVID Tracker Report, during the week ending Sep 5, 2021, BC experienced a week-over-week decrease of -1.5% in weekly domestic overnight visitation.
- Week-over-week increases in domestic overnight visitation was seen in one of six tourism regions across the province:
 - Thompson Okanagan (+15.8%)
- Week-over-week decreases in domestic overnight visitation were seen in the other five tourism regions:
 - Kootenay Rockies (-3.6%)
 - Northern BC (-5.6%)
 - Vancouver, Coast & Mountains (-6.0%)
 - Vancouver Island (-7.4%)
 - Cariboo Chilcotin Coast (-7.6%)



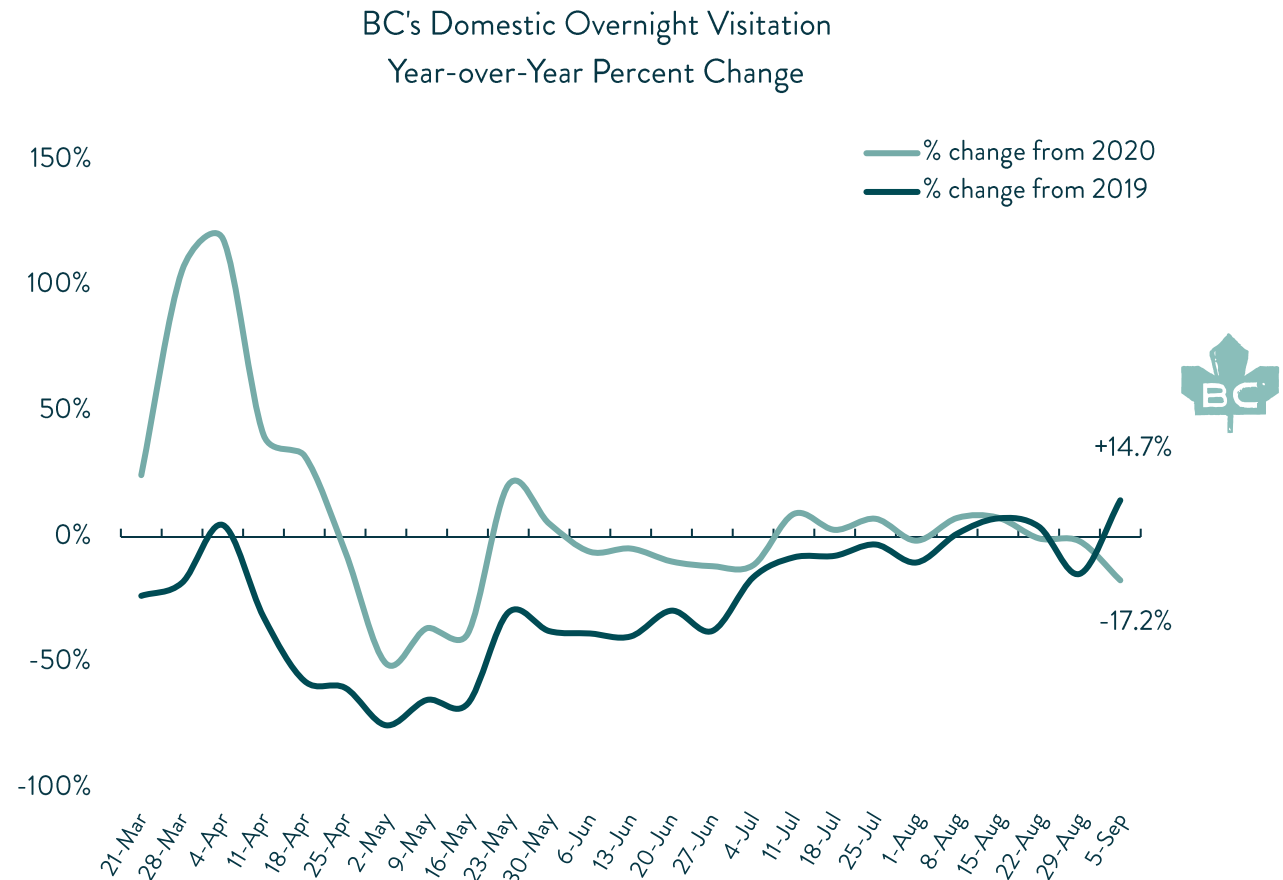
Source: [Environics Analytics Weekly COVID Tracker Report, Sep 5, 2021](#)

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



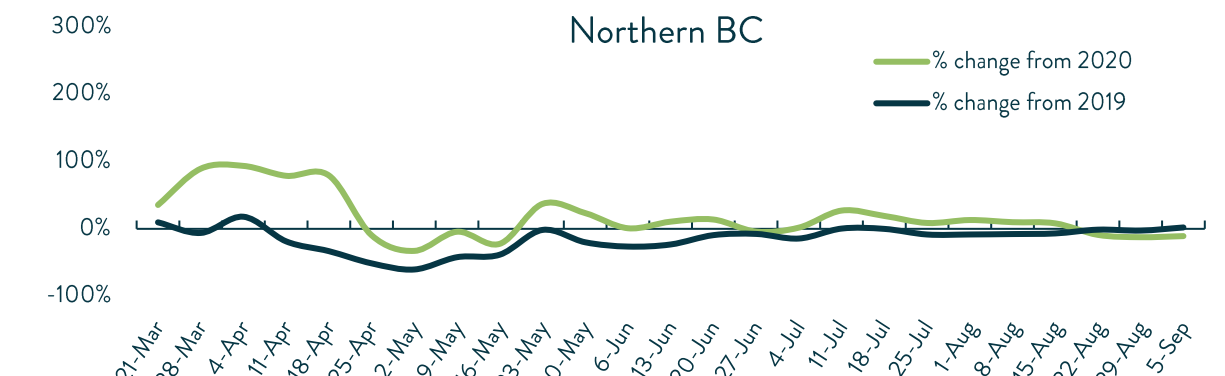
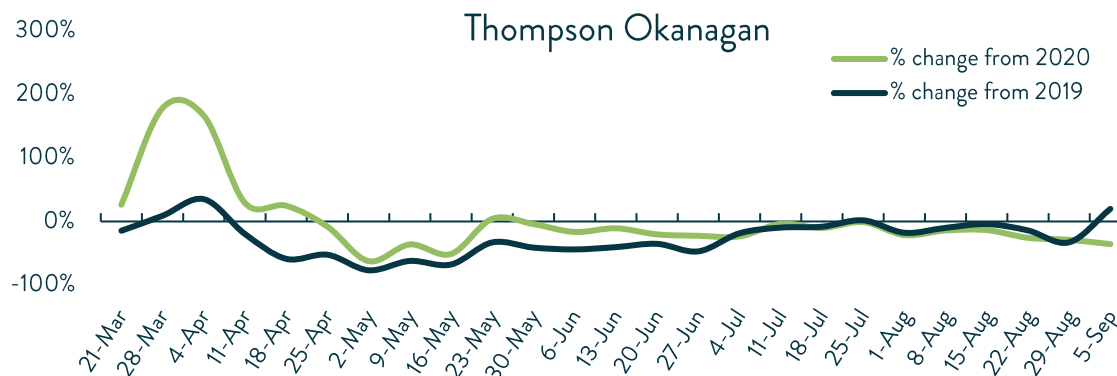
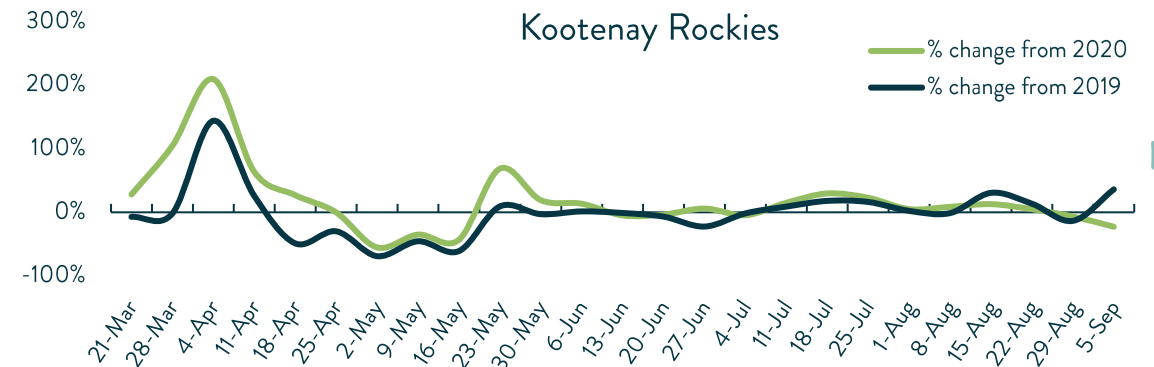
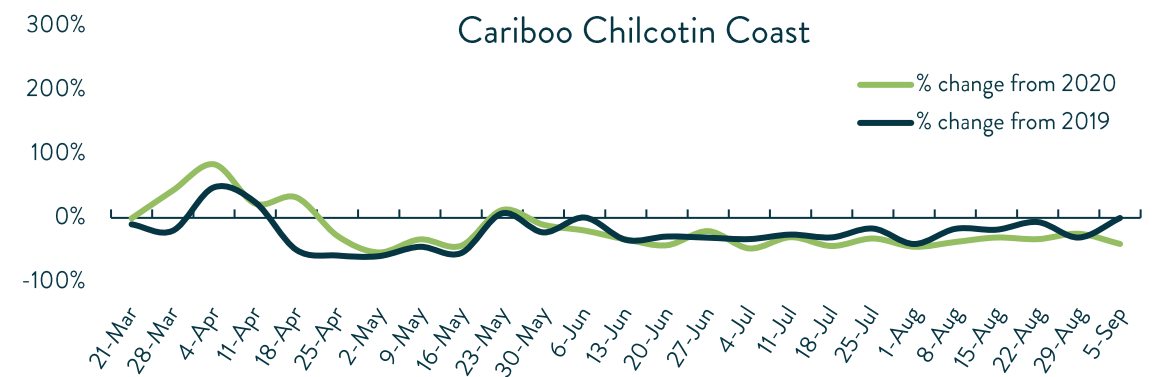
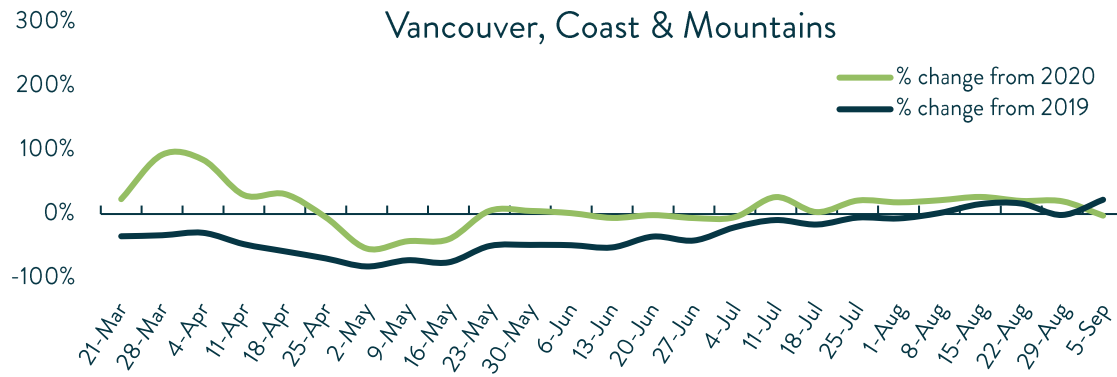
BC sees an increase of +14.7% in weekly domestic overnight visitation compared to the same period in 2019

- For the week ending September 5, 2021, Environics Analytics reported that weekly domestic overnight visitation decreased -17.2% compared to the same week in 2020. Compared to the same week in 2019, weekly domestic overnight visitation increased +14.7%. This is in part due to which week Labour Day weekend falls within.
- All six tourism regions saw a year-over-year decrease in weekly visitation when compared to the same period in 2020. All tourism regions, with the exception of Cariboo Chilcotin Coast, saw a year-over-year increase in weekly visitation when compared to the same periods in 2019.
 - Vancouver Island (-1.4% over 2020; +7.6% over 2019)
 - Vancouver, Coast & Mountains (-2.6%; +22.3%)
 - Northern BC (-10.8%; +2.0%)
 - Kootenay Rockies (-22.8%; +36.1%)
 - Thompson Okanagan (-35.7%; +19.8%)
 - Cariboo Chilcotin Coast (-40.7%; -0.2%)



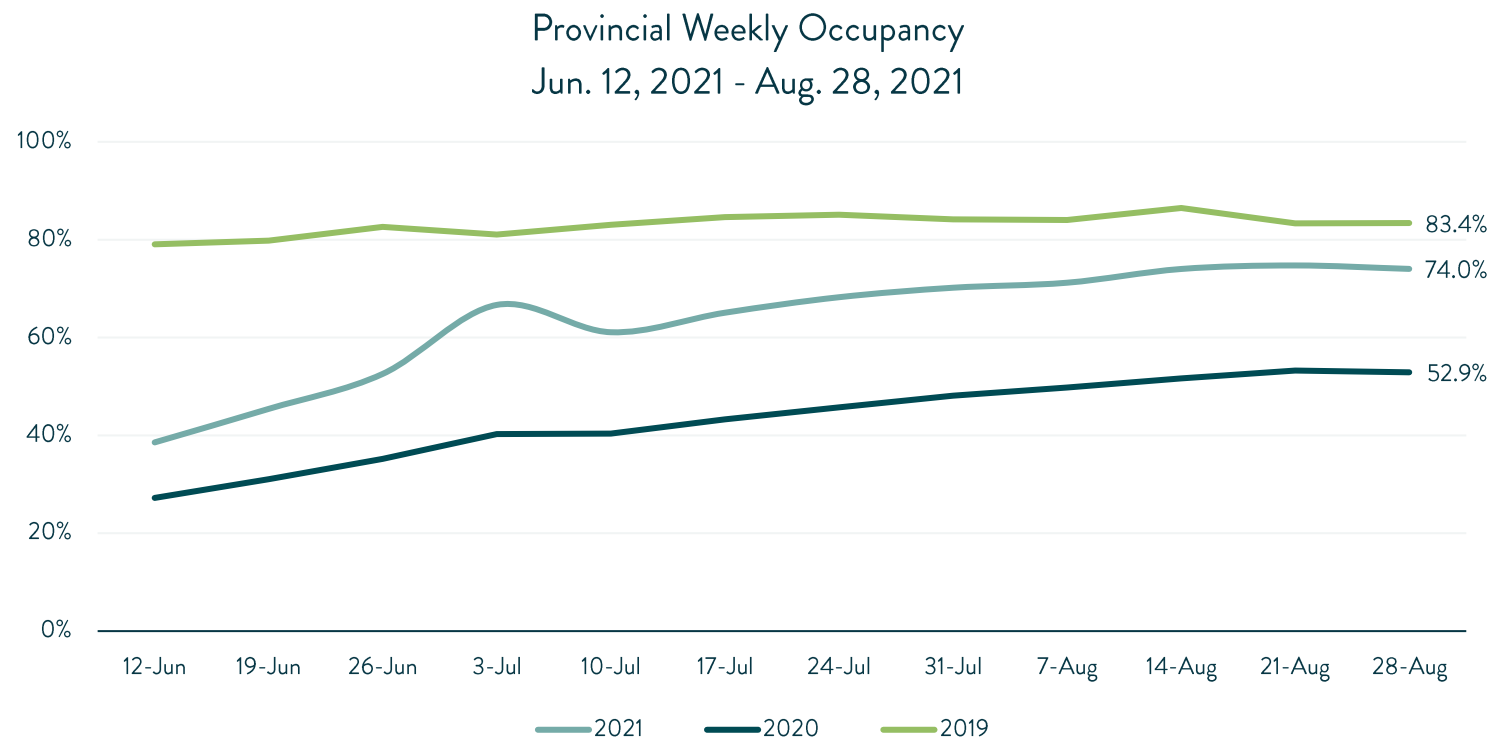
Source: [Environics Analytics Weekly COVID Tracker Report, Sep 5, 2021](#)

Regional Domestic Overnight Visitation Year-over-Year Percent Change



BC's occupancy rate (74.0%) increased +21.1 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 74.0% for the week of August 22 – 28, 2021. This represents a decrease of -0.7 points from the previous week.
- It also represents an increase of +21.1 points compared to a similar period in 2020 and a decrease of -9.4 points compared to a similar period in 2019.



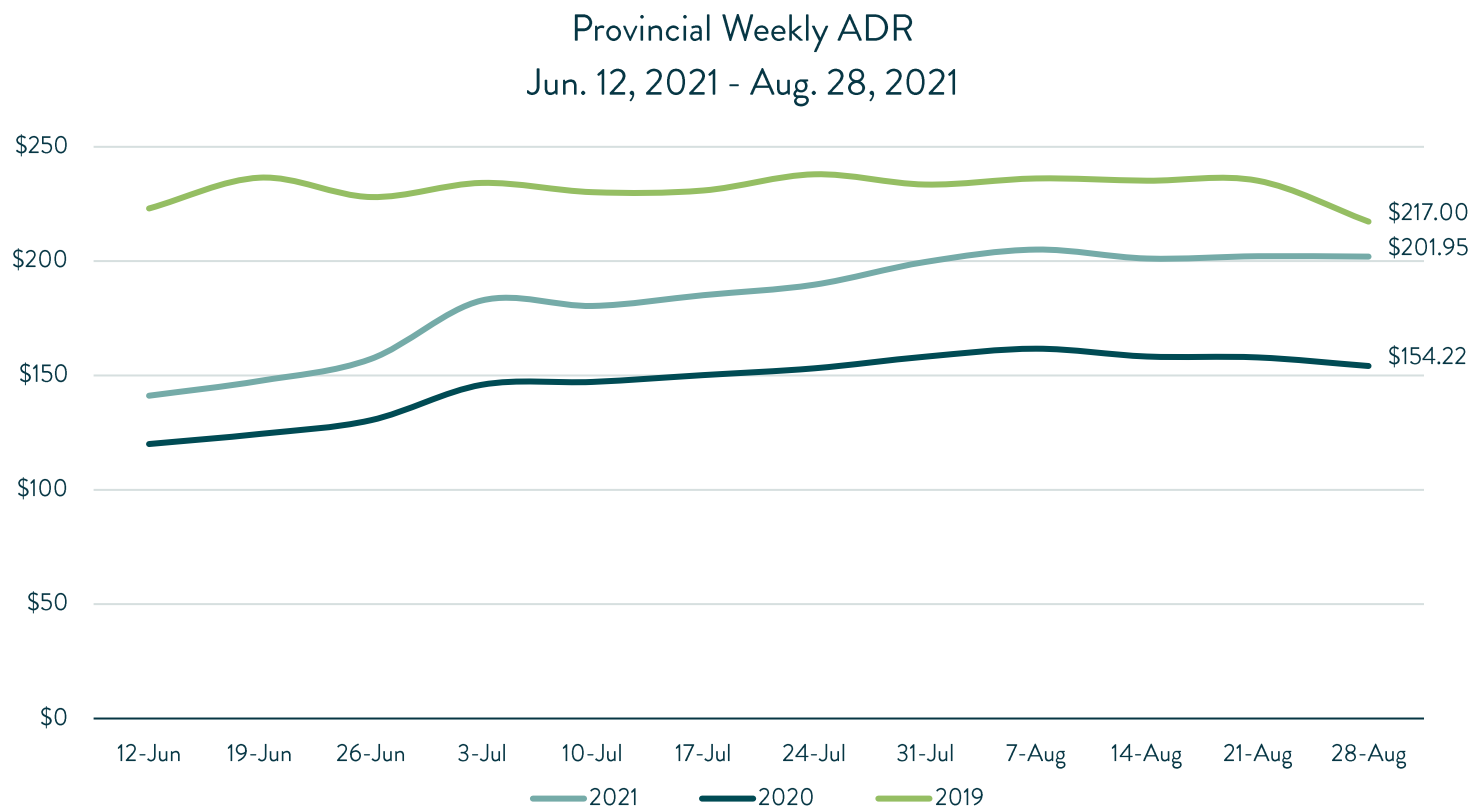
British Columbia's Weekly Hotel Occupancy Rate

	Aug. 22 - 28, 2021	Week-over-Week Aug. 22 - 28, 2021 vs. Aug. 15 - 21, 2021	Year-over-Year Aug. 22 - 28, 2021 vs. Aug. 23 - 29, 2020	2021 vs 2019 Aug. 22 - 28, 2021 vs. Aug. 25 - 31, 2019
	Occupancy Rate	Occupancy Point Change	Occupancy Point Change	Occupancy Point Change
British Columbia	74.0%	-0.7	+21.1	-9.4
Vancouver (City of)	75.5%	+1.8	+43.6	-16.2
Whistler	60.9%	-3.0	-0.5	-17.1
Victoria	68.1%	-1.8	+10.5	-18.1
Kelowna	63.2%	-4.2	-13.0	-27.5
Kamloops	87.3%	+1.0	+25.5	-0.8
Richmond	78.8%	+4.2	+41.9	-8.5
Revelstoke	65.2%	+0.4	-1.4	-20.7



BC's average daily rate (\$201.95) increased +31.0% compared to the same period in 2020

- STR, an agency which reports BC's hotel performance, shows BC's average daily rate (ADR) was \$201.95 for the week of August 22 - 28, 2021.
- This represents an increase of +31.0% compared to a similar period in 2020 and a decrease of -7.1% compared to 2019.



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

	Aug. 22- 28, 2021	Week-over-Week Aug. 22 - 28, 2021 vs. Aug. 15 - 21, 2021	Year-over-Year Aug. 22 - 28, 2021 vs. Aug. 23 - 29, 2020	2021 vs 2019 Aug. 22 - 28, 2021 vs. Aug. 25 - 31, 2019
	ADR	ADR Percent Change	ADR Percent Change	ADR Percent Change
British Columbia	\$201.95	-0.1%	+31.0%	-7.1%
Vancouver (City of)	\$240.83	+1.4%	+52.5%	-17.6%
Whistler	\$316.65	+2.2%	+40.2%	+31.8%
Victoria	\$276.23	-1.7%	+64.2%	+11.7%
Kelowna	\$220.42	-2.9%	+16.7%	+0.7%
Kamloops	\$147.74	-1.1%	+35.8%	+12.2%
Richmond	\$170.85	-0.3%	+34.6%	-17.0%
Revelstoke	\$170.24	-1.9%	+4.3%	+7.1%



BC's RevPAR (\$149.52) decreased -0.8% from the previous week

- STR, an agency which reports BC's hotel performance, shows BC's revenue per available room (RevPAR) was \$149.52 for the week of August 22 - 28, 2021. This represents a decrease of -0.8% from the previous week.
- BC's RevPAR showed an increase (+83.4%) for the week of August 22 - 28, 2021 compared to a similar period in 2020 and a decrease (-17.5%) compared to 2019.
- RevPAR increased compared to a similar period in 2020 for all reported cities except Kelowna. RevPAR remains below 2019 levels for all reported cities except Whistler and Kamloops.

	Aug. 22 - 28, 2021	Week-over-Week Aug. 22 - 28, 2021 vs. Aug. 15 - 21, 2021	Year-over-Year Aug. 22 - 28, 2021 vs. Aug. 23 - 29, 2020
	RevPAR	RevPAR Percent Change	RevPAR Percent Change
British Columbia	\$ 149.52	-0.8%	+83.4%
Vancouver (City of)	\$ 181.80	+3.8%	+260.7%
Whistler	\$ 192.78	-2.5%	+39.0%
Victoria	\$ 188.15	-4.3%	+94.0%
Kelowna	\$ 139.21	-8.9%	-3.3%
Kamloops	\$ 129.02	0.0%	+91.8%
Richmond	\$ 134.70	+5.3%	+187.3%
Revelstoke	\$ 111.01	-1.3%	+2.1%

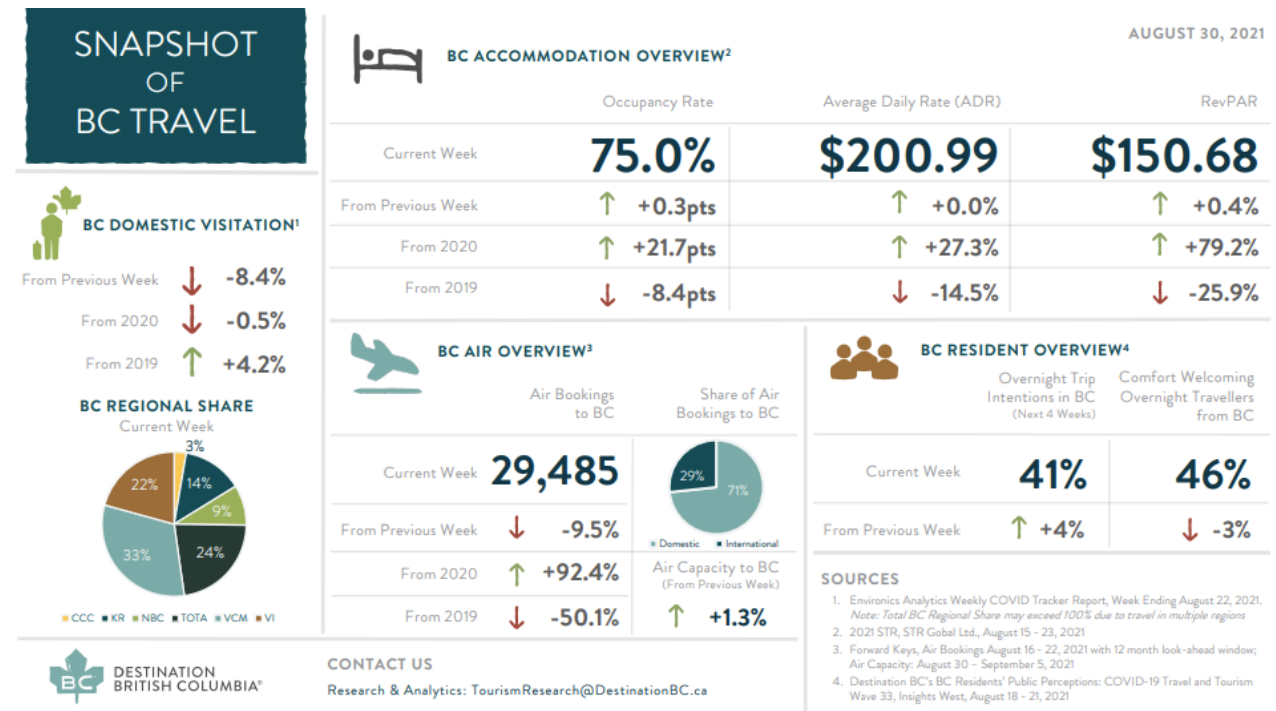


Source: [2021 STR, STR Global Ltd, August 22 - 28, 2021](#)

Destination BC's Snapshot of BC Travel reports 29% of bookings to BC are international for the week of Aug 16-22

Some highlights from Destination BC's weekly [Snapshot of BC Travel](#) for the week of August 16 - 22:

- 29% of Air Bookings to BC are international. (Forward Keys)
- BC Air Bookings are up +92.4% compared to the same period in 2020, and down -50.1% compared to the same period in 2019. (Forward Keys)
- Vancouver, Coast & Mountain and Vancouver Island regions make up 55% of BC's domestic visitation. (Enviroics Analytics)



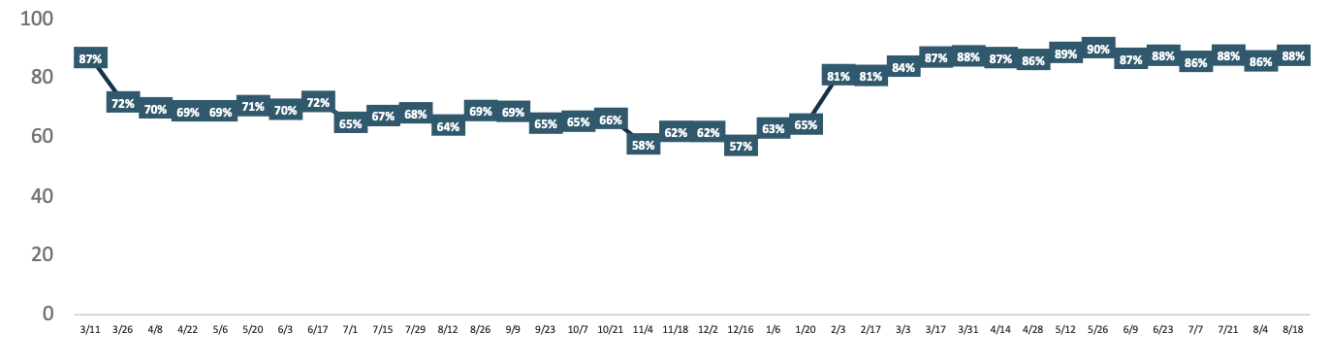
Source: [Destination BC's Snapshot of BC Travel, August 30](#)

Longwoods reports that 88% of US travellers have travel plans within the next 6 months

- According to Longwoods, as of August 18, 2021, 88% of American travellers have travel plans in the next 6 months.
- This represents an increase of +2 points from the previous wave of August 4, 2021 (86%), and an increase of +24 points compared to a similar period in 2020 (64%).

IMPACT ON TRAVEL PLANS

Travelers with Travel Plans in the Next Six Months Comparison



Travel Sentiment Study Wave 44

Longwoods | miles
INTERNATIONAL PARTNERSHIP

Source: [Longwoods Travel Sentiment Study Wave 44 Aug 24, 2021](#)

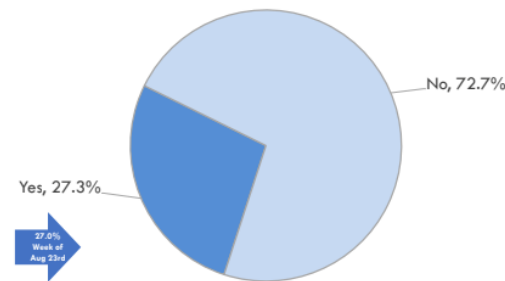
Destination Analysts reports that 27% of US travellers have cancelled a trip due to the Delta variant

- In Destination Analysts latest travel sentiment index report, 27.3% of American travellers said they have cancelled an upcoming trip due to the Delta variant. This represents an increase of +0.3 points from the previous wave (August 22, 2021).
- Additionally, 33.9% of American travellers state they've postponed an upcoming trip due to the Delta variant. This is an increase of +1.2 points from the previous wave (August 22, 2021).

CANCELLED TRIPS DUE TO THE DELTA VARIANT

Question: Have you cancelled any upcoming trips specifically due to the Delta variant?

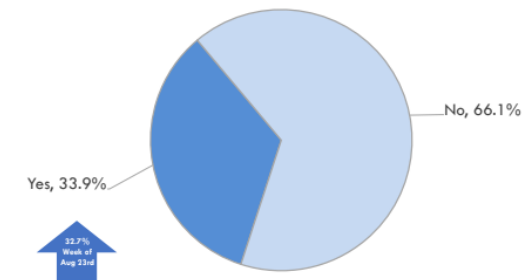
(Base: Wave 73 data. All respondents, 1,208 completed surveys. Data collected September 1-3, 2021)



POSTPONED TRIPS DUE TO THE DELTA VARIANT

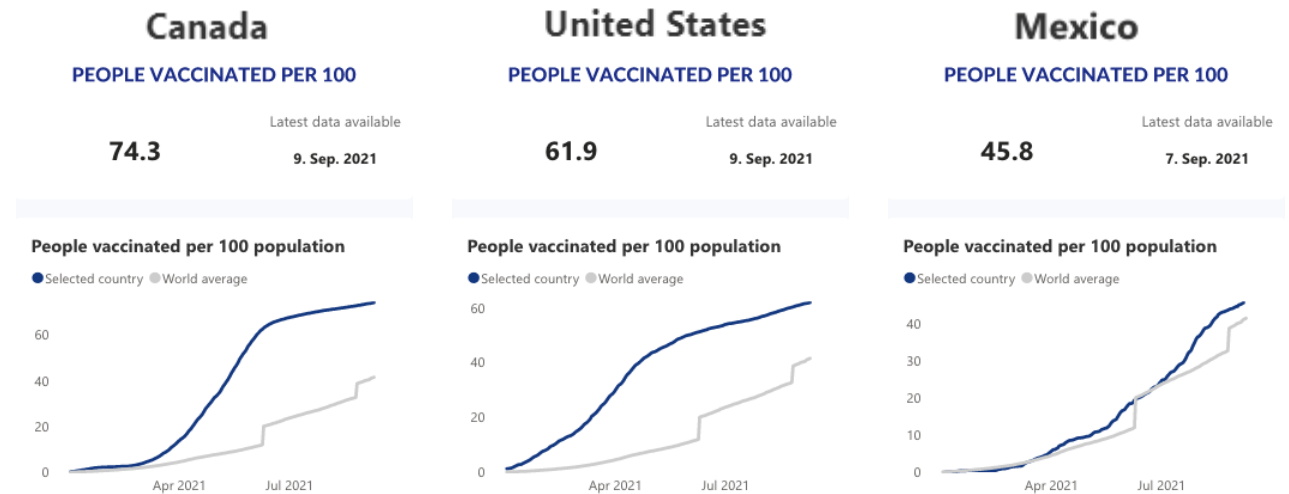
Question: Have you postponed any upcoming trips specifically due to the Delta variant?

(Base: Wave 73 data. All respondents, 1,208 completed surveys. Data collected September 1-3, 2021)



UNWTO reports 41.5 of out every 100 people worldwide have received at least one dose of a vaccine

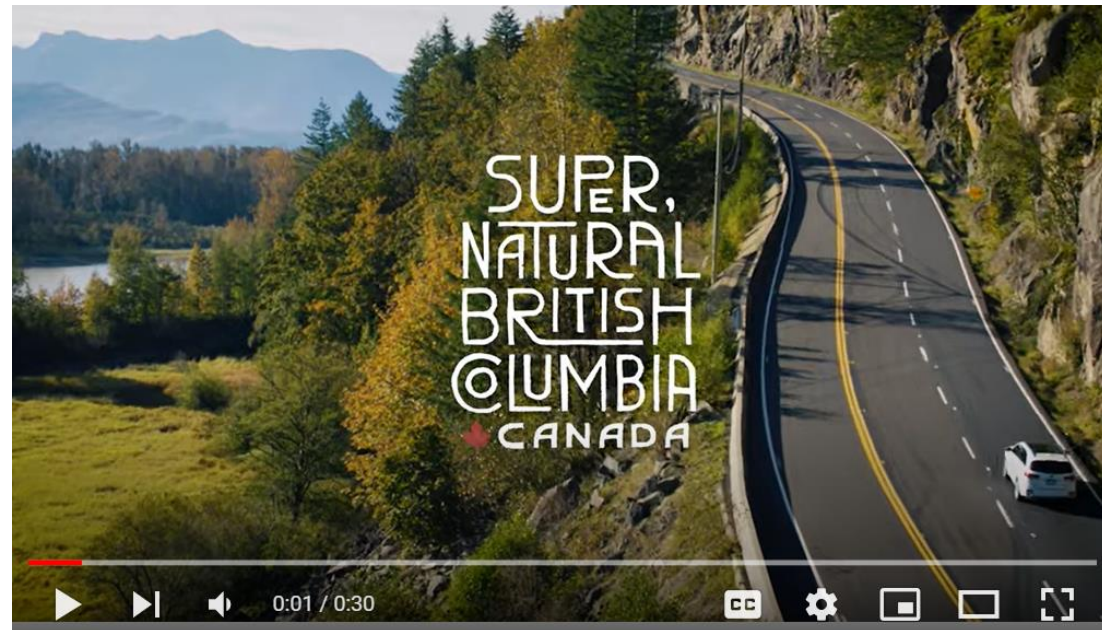
- According to the UNWTO, as of September 9, 2021, the global average for vaccination rates (with at least one dose) is at 41.5 out of every 100 people.
- The same dashboard shows that as of September 9, 2021, Canada has vaccinated (with at least one dose) 74.3 out of every 100 people, compared to the US which has vaccinated 61.9 out of every 100 people, and Mexico which has vaccinated 45.8 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, Sep 9, 2021](#)

Skift shares a BC example of destination marketing organizations launching campaigns together

- According to a report by Skift, there is a trend of tourism marketing organizations joining together to launch campaigns to increase tourism during the pandemic.
- In one example, Destination British Columbia, Destination Vancouver, Destination Greater Victoria, Tourism Whistler, and Tourism Richmond, have all teamed up to promote BC visitation to the Washington state market.



Source: [Skift Take, Sept 2, 2021](#)

A summary of relevant tourism headlines from around the world

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

- [Study finds Canada's tourism industry lost \\$52 billion in 2021](#) (Toronto Sun)
- [U.S. issues 'travel advisory' for Canada, tourism to be further impacted](#) (Sault Star)
- [Fully Vaccinated EU Citizens Can Now Travel to Canada for Tourism Purposes](#) (Schengen Visa News)
- [Travel into Canada has more than doubled after border reopened to Americans](#) (City News)
- [Canada's Porter Lives to Fly Another Day, Resuming Flights Under Grand New Plan](#) (Airline Weekly)



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