



DESTINATION
BRITISH COLUMBIA®

BC Residents' Public Perceptions:
COVID-19 Travel and Tourism
Wave 34: September 1, 2021

Report prepared by Insights West

Table of Contents



BACKGROUND AND METHODOLOGY	3
KEY HIGHLIGHTS	4
DETAILED FINDINGS	6
Travel Intent	6
Concern Welcoming Visitors	11
Comfort Levels by Activity/Transportation/Accommodation	14
Current Ad-Hoc Metrics	19
APPENDIX: METRICS BY DEMOGRAPHICS	21
APPENDIX: PAST AD-HOC FINDINGS	24

BACKGROUND



- Destination BC is monitoring British Columbian’s current views on travel and tourism as well as tracking travel and tourism behaviour intentions in order to understand the impact of COVID-19 on the tourism industry.
- As such, Destination BC has commissioned Insights West to conduct a number of waves of research, one approximately every two weeks, starting May 13, 2020 to track opinions and intentions and watch how results trend over time.
- Note that some changes and additions were made to the questions in a couple of waves to continue to fully meet the research needs of the project.

METHODOLOGY

- Online survey with at least 800 British Columbian adults via an omnibus (shared study).
- Data is weighted by age, gender, region and past voting behaviour to ensure it is representative of the province.

Wave	Field Dates	Sample Size	Margin of Error (19/20)
1	May 13-17, 2020	824	+/-3.4%
2	May 27-31, 2020	883	+/-3.3%
3	June 10-14, 2020	832	+/-3.4%
4	June 24-28, 2020	827	+/-3.4%
5	July 8-13, 2020	823	+/-3.4%
6	July 22-23, 2020	950	+/-3.2%
7	August 5-9, 2020	998	+/-3.1%
8	August 19-23, 2020	887	+/-3.3%
9	September 2-7, 2020	880	+/-3.3%
10	September 16-19, 2020	842	+/-3.4%
11	September 30-October 4, 2020	804	+/-3.4%
12	October 13-15, 2020	1,385	+/-2.6%
13	October 28-November 1, 2020	802	+/-3.5%
14	November 12 – 15, 2020	852	+/-3.4%
15	November 25 – 30, 2020	817	+/-3.4%
16	December 9-14, 2020	876	+/-3.4%
17	January 6-10, 2021	826	+/-3.4%
18	January 20-24, 2021	815	+/-3.4%
19	February 3-7, 2021	813	+/-3.4%
20	February 17-21, 2021	836	+/-3.4%
21	March 3-7, 2021	827	+/-3.4%
22	March 17-19, 2021	1,057	+/-3.0%
23	March 31-Apr 5, 2021	827	+/-3.4%
24	April 6-14, 2021	1,023	+/-3.1%
25	April 28-May 2, 2021	883	+/-3.3%
26	May 12-15, 2021	831	+/-3.4%
27	May 26-30, 2021	831	+/-3.4%
28	June 10-13, 2021	830	+/-3.4%
29	June 23-27, 2021	808	+/-3.4%
30	July 7-10, 2021	822	+/-3.4%
31	July 21-24, 2021	830	+/-3.4%
32	Aug 4-8, 2021	832	+/-3.4%
33	Aug 18-21, 2021	830	+/-3.4%
34	Sept 1-4, 2021	1,003	+/-3.1%

KEY HIGHLIGHTS – WHAT’S NEW OR CHANGED



TRAVEL INTENTIONS (SLIDES 6-10)

- British Columbians’ intention to travel within BC decreased this wave for both day and overnight trips, in the next 4 week period and the next 2-3 month period. This may be in part due to seasonal shifts.
 - Intent to travel for a day trip in BC decreased -9 points to 64% for the next 4 weeks, and decreased -6 points to 80% for the next 2-3 months.
 - Intent to travel for an overnight trips in BC decreased -5 points to 36% for the next 4 weeks, and decreased -9 points to 58% for the next 2-3 months.
- Intention to travel to other provinces outside of BC, to the US or other countries remains low and is largely constant in both reported time periods.

CONCERN WELCOMING VISITORS (SLIDES 11-13)

- BC residents’ concern in welcoming visitors from the US and other countries is mostly the same this wave, remaining at a high level.
- Concern welcoming visitors from nearby communities, elsewhere in BC and other parts of Canada has remained generally flat over the past 3 waves (6 weeks).

KEY HIGHLIGHTS – WHAT’S NEW OR CHANGED



COMFORT WITH ACTIVITIES/MODES OF TRANSPORTATION (SLIDES 14-18)

- There is a slight downward trend in terms of BC resident’s comfort doing various activities. Following are the largest changes since two weeks ago:
 - Comfort dining at restaurants decreased -4 points to 79%.
 - Comfort visiting outdoor tourist attractions decreased -4 points to 78%.
 - Comfort for non-essential travel on ferries is decreased -5 points to 73%.
 - Comfort staying at sharing economy accommodations decreased -6 points to 53%.

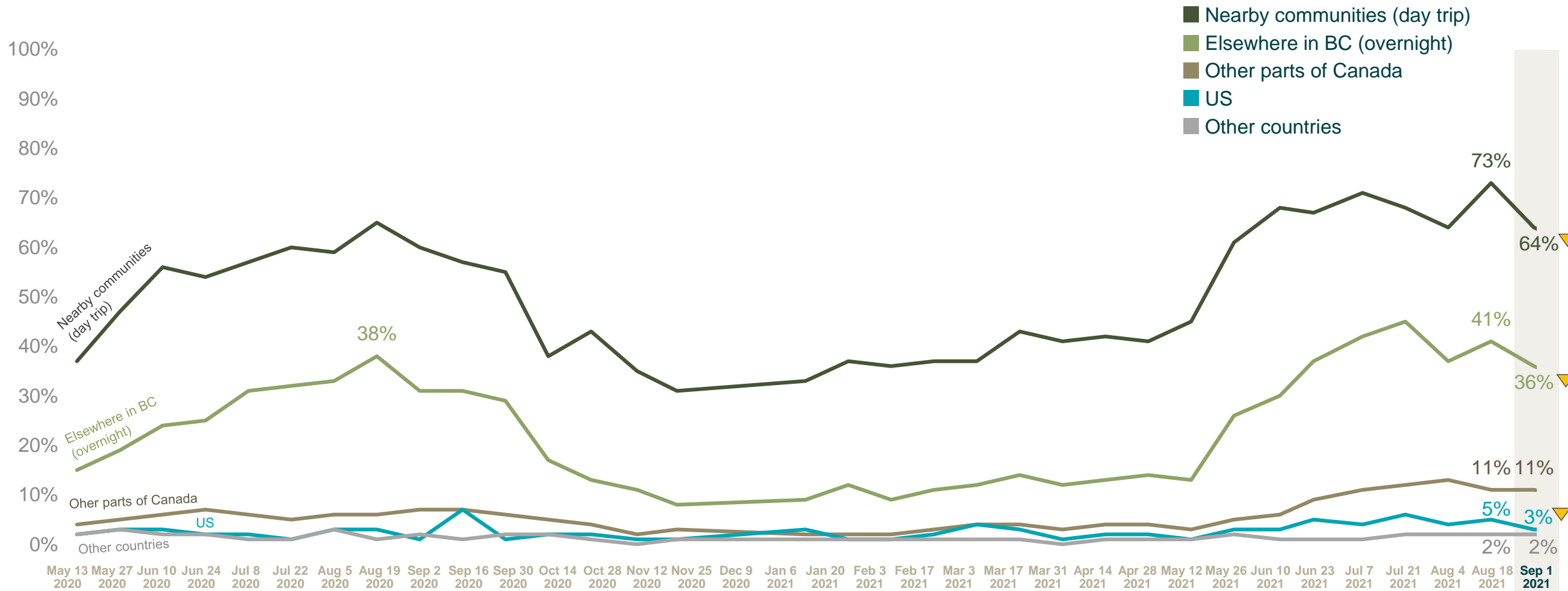
IMPACT OF WILDFIRES/SMOKE (SLIDES 19-20)

- Wildfires / smoke in the province have had an impact on 28% of British Columbians travel plans this summer.
 - The most common impact of the wildfire / smoke on BC residents’ travel plans was needing to change the date of the trip (13%), changing the city, community or route visited to another one within BC (11%), and changing the type of activities participated in (10%).
 - Relatively fewer BC residents needed to change their travel plans to a destination outside BC (8%), reduce the length of their trip (7%), change accommodations (3%), or increase their trip length (2%).

TRAVEL INTENT

Tracking British Columbians' Travel Intent Within Next 4 Weeks

(By Destination)

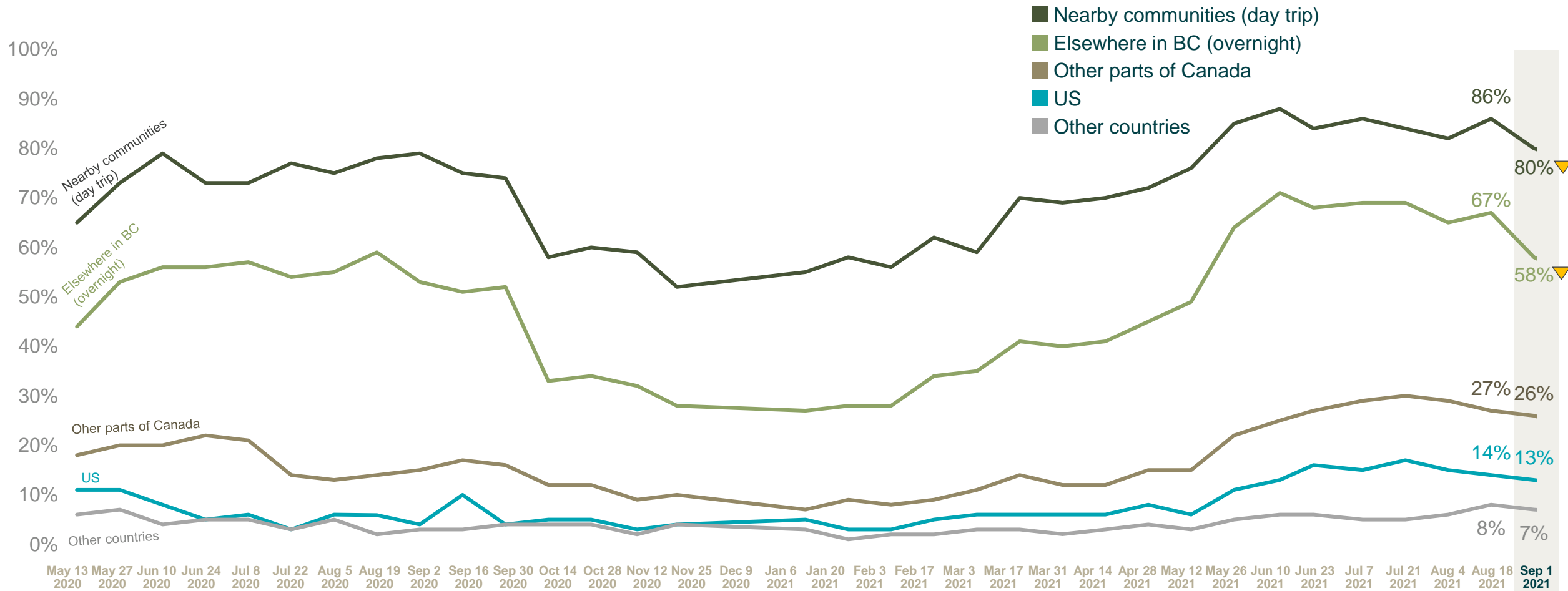


NOTE: Response category "only when vaccine or treatment for COVID-19 available" removed Jun 23, 2021.
 Base: All respondents
 D3. When, if at all, are you likely to make trips to the following destinations?

▲ Statistically significantly **higher** than previous wave.
 ▼ Statistically significantly **lower** than previous wave.

Tracking British Columbians' Travel Intent Within Next 2-3 Months

(By Destination)



NOTE: Response category "only when vaccine or treatment for COVID-19 available" removed Jun 23, 2021.

Base: All respondents

D3. When, if at all, are you likely to make trips to the following destinations?

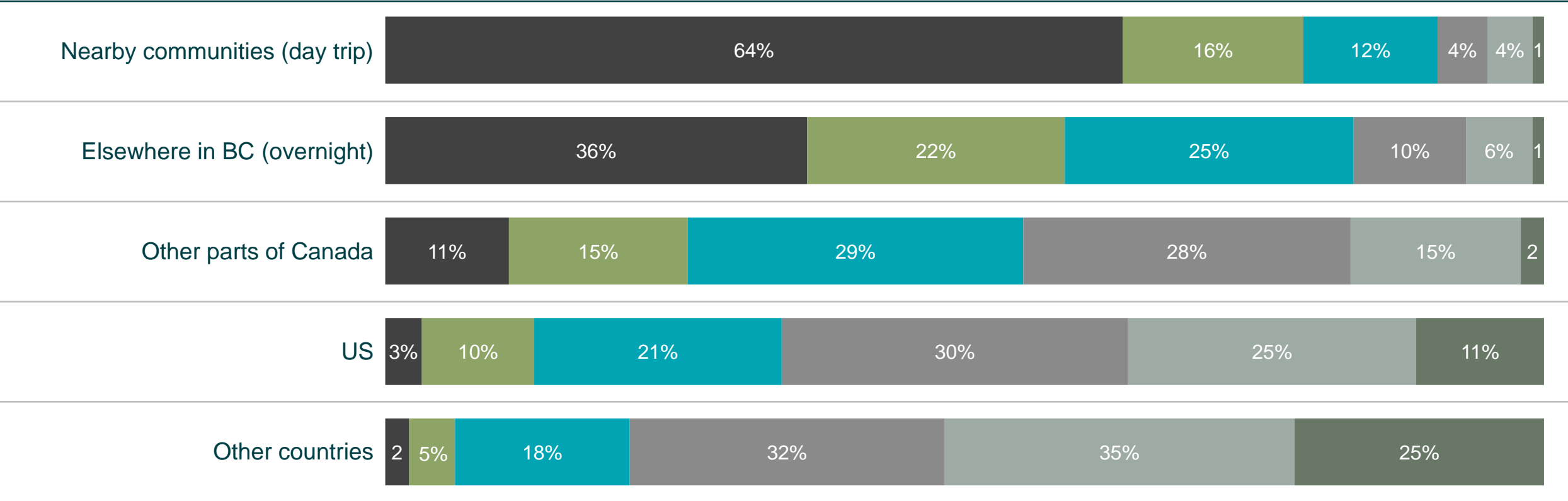
Due to rounding, the total may not equal 100% to the sum of individual values shown.

▲ Statistically significantly **higher** than previous wave.

▼ Statistically significantly **lower** than previous wave.

Snapshot Of British Columbians' Travel Intentions

(Wave 34 – Sept 1, 2021)

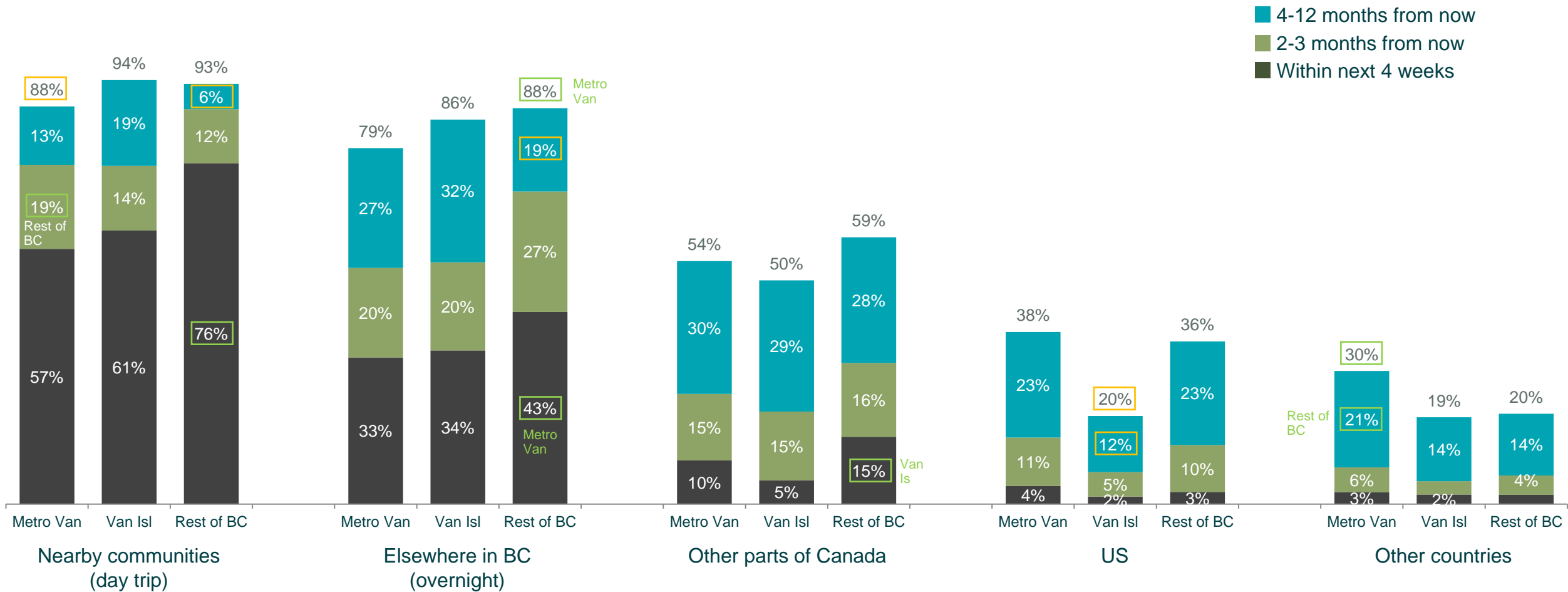


Within next 4 weeks
 2-3 months from now
 4-12 months from now
 Within 2 years
 Not sure, but longer than 2 years
 Only if vaccine available
 Never

Base: All respondents
 D3. When, if at all, are you likely to make trips to the following destinations?
 Due to rounding, the sum of the individual values shown may not add up to 100%.

Snapshot Of British Columbians' Travel Intentions By Region

(Wave 34 – Sept 1, 2021)



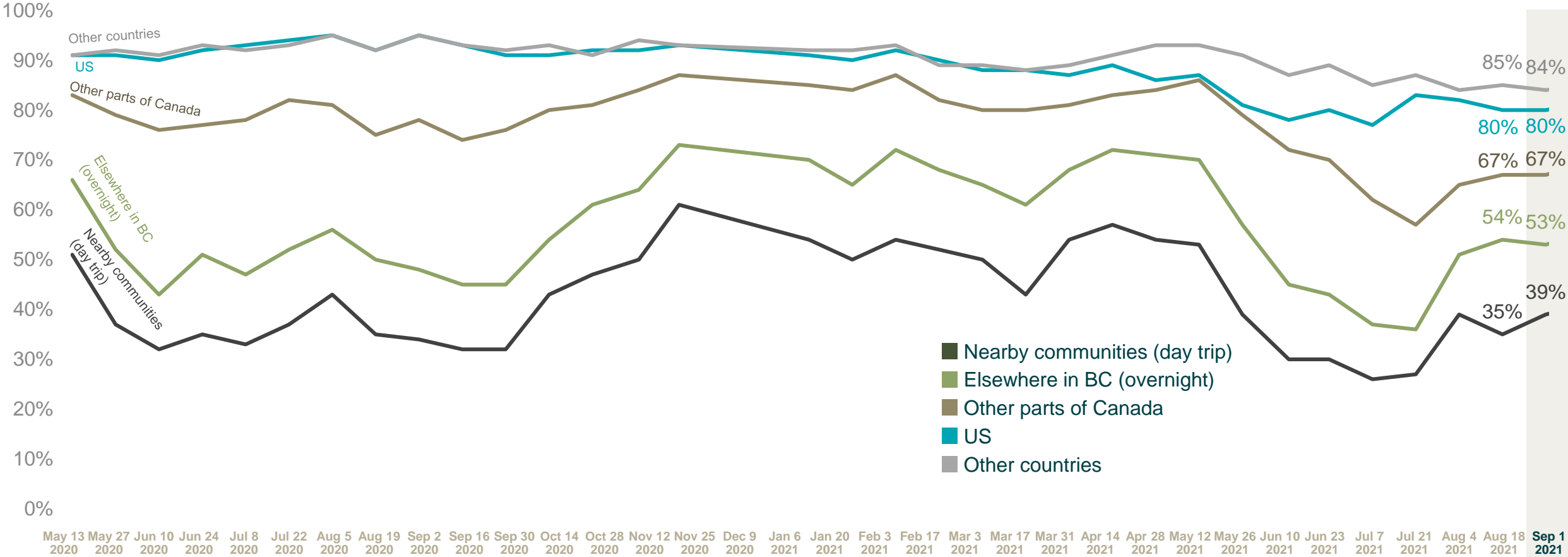
 Statistically significantly **higher** than comparison group(s).
 Statistically significantly **lower** than comparison group(s).

Base: All respondents
 D3. When, if at all, are you likely to make trips to the following destinations?
 Due to rounding, the sum of the individual values shown may not add up to the total shown.

CONCERN WELCOMING VISITORS

Tracking British Columbians' Concern Welcoming Visitors

(Total Very/Somewhat Concerned By Visitor Origin)

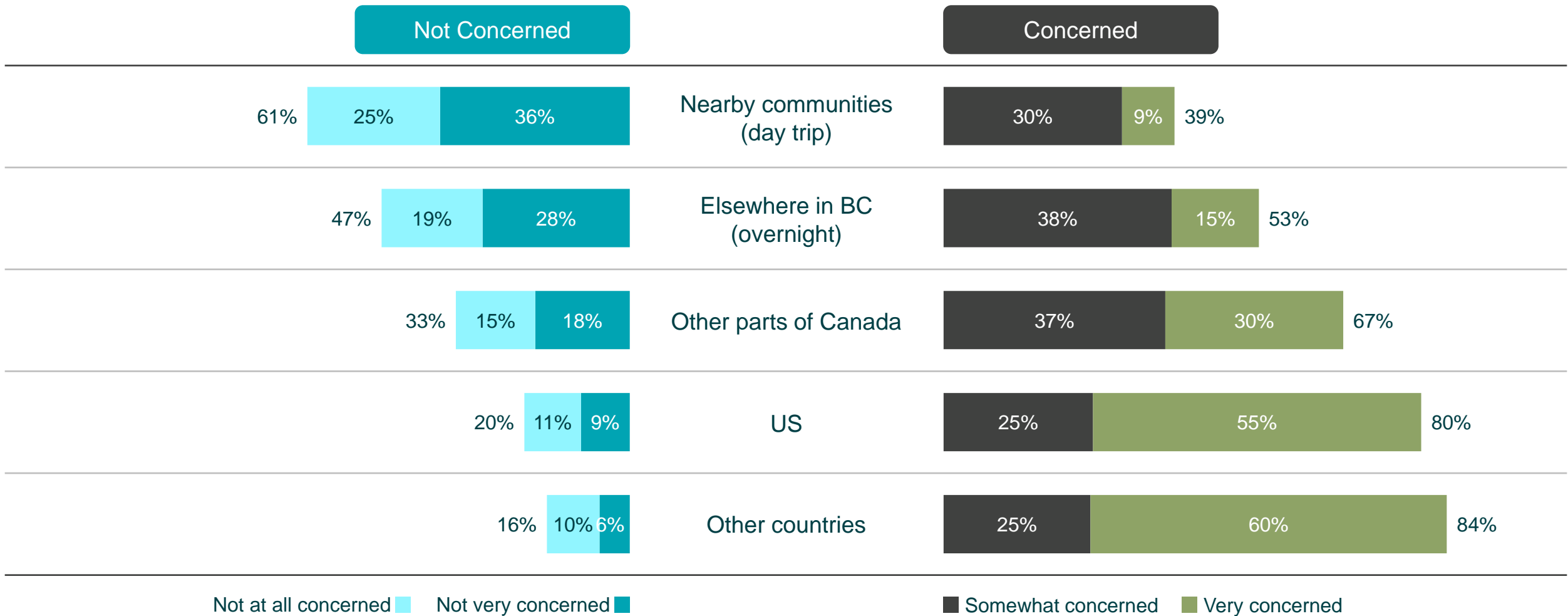


Base: All respondents
 D2. Given the current situation with COVID-19, how concerned would you be with the following types of visitors making non-essential trips into your community over the next few weeks?

▲ Statistically significantly **higher** than previous wave.
 ▼ Statistically significantly **lower** than previous wave.

Snapshot Of British Columbians' Concern Welcoming Visitors

(Wave 34 – Sept 1, 2021)



Base: All respondents

D2. Given the current situation with COVID-19, how concerned would you be with the following types of visitors making non-essential trips into your community over the next few weeks?

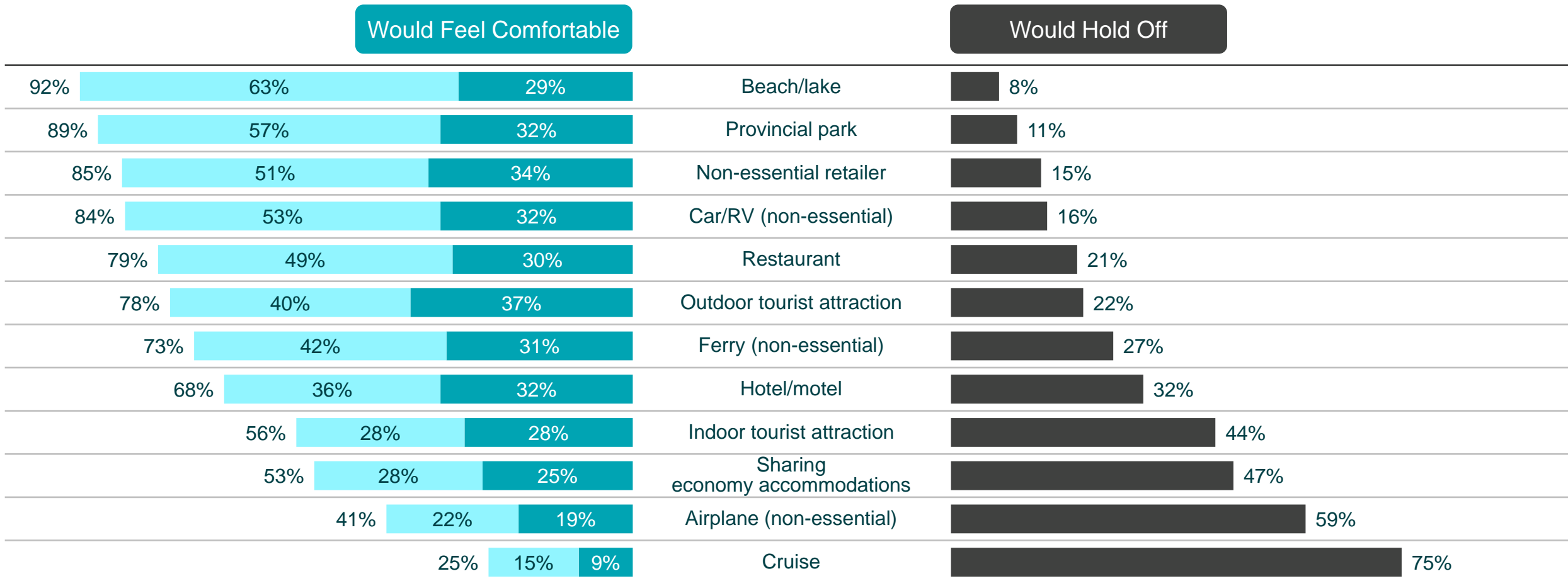
D2a. And how concerned would you be with the following types of Canadian visitors making non-essential trips into your community over the next few weeks?

Due to rounding, the sum of the individual values shown may not add up to the total shown.

COMFORT LEVELS BY ACTIVITY / TRANSPORTATION / ACCOMMODATION

Snapshot Of British Columbians' Comfort Levels With Activities, Transportation and Accommodation

(Wave 34 – Sept 1, 2021)



Definitely would feel comfortable ■ Probably would feel comfortable ■

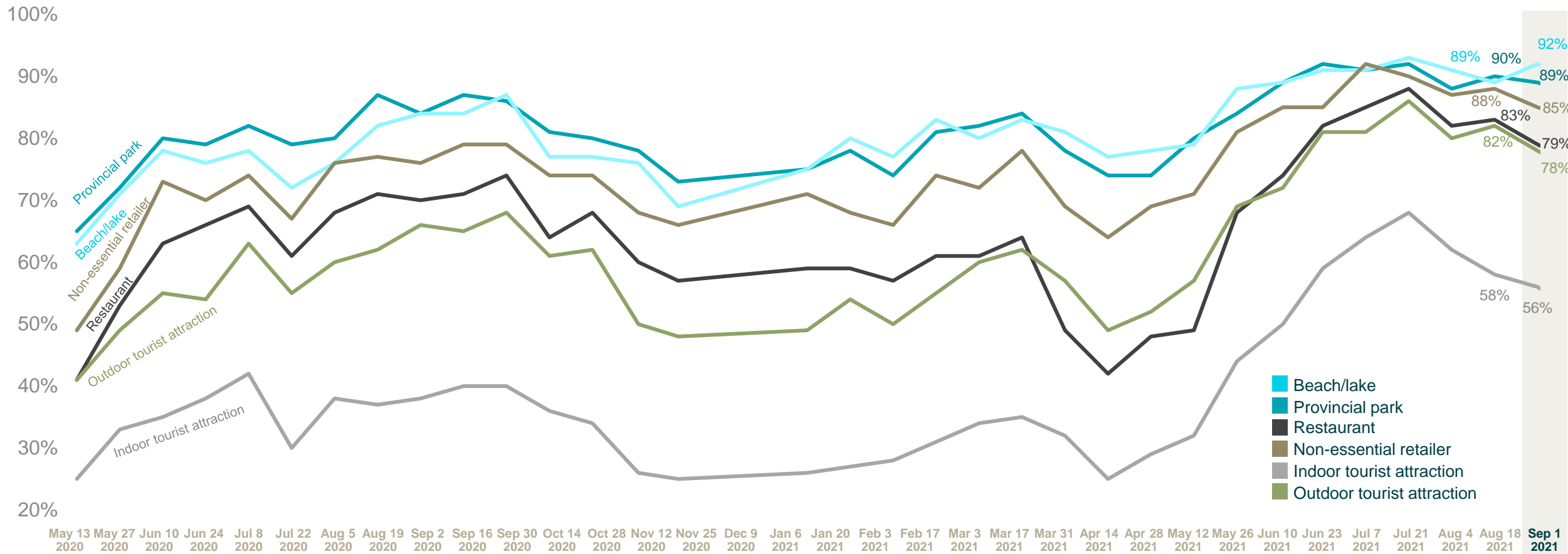
■ Would hold off longer due to concerns

Base: All respondents, excluding not applicable/don't do this in general and not applicable/wouldn't do this at this time of year
 D1. Would be comfortable doing/using each of the following in the next few weeks, or are you be likely to hold off longer due to concerns about COVID-19?
 Due to rounding, the sum of the individual values shown may not add up to the total shown.

Tracking British Columbians' Comfort Levels With Activities



(Total Definitely/Probably Would By Activity)

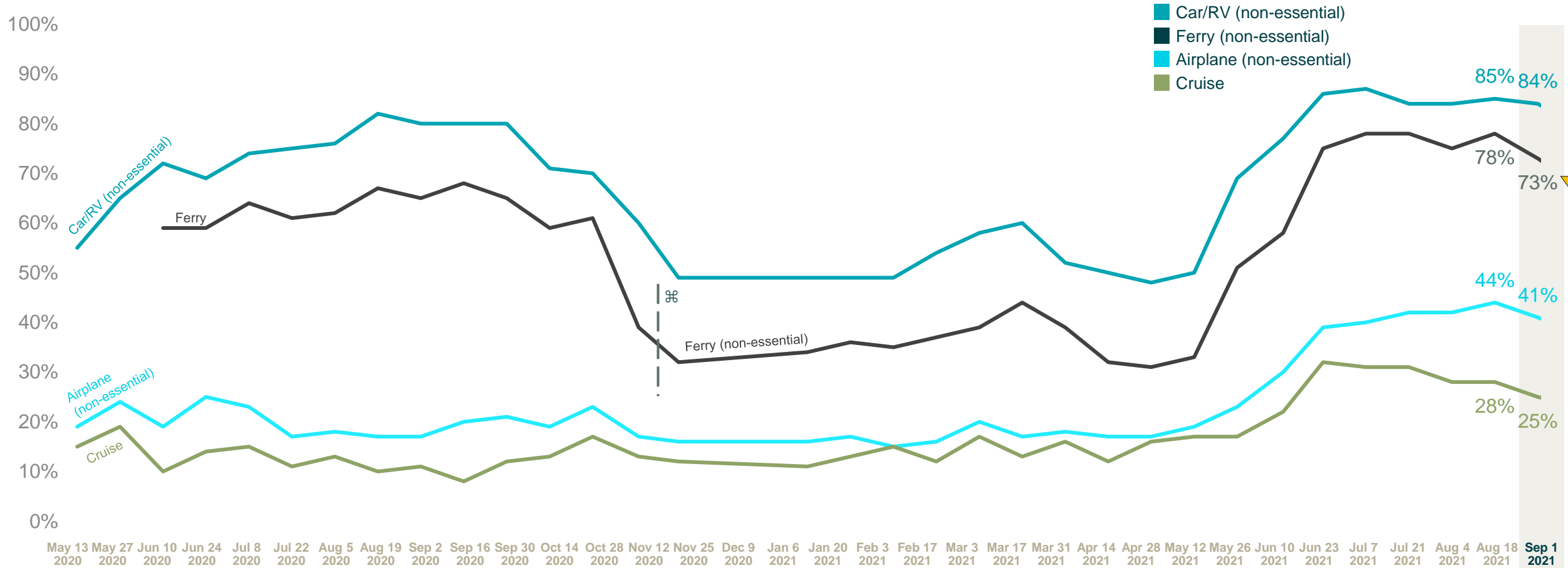


▲ Statistically significantly **higher** than previous wave.
▼ Statistically significantly **lower** than previous wave.

Tracking British Columbians' Comfort Levels With Transportation Modes



(Total Definitely/Probably Would By Transportation)



⌘ Changed from "ferry" to "ferry for non-essential travel" November 12, 2020 wave.

Base: All respondents, excluding not applicable/don't do this in general and not applicable/wouldn't do this at this time of year

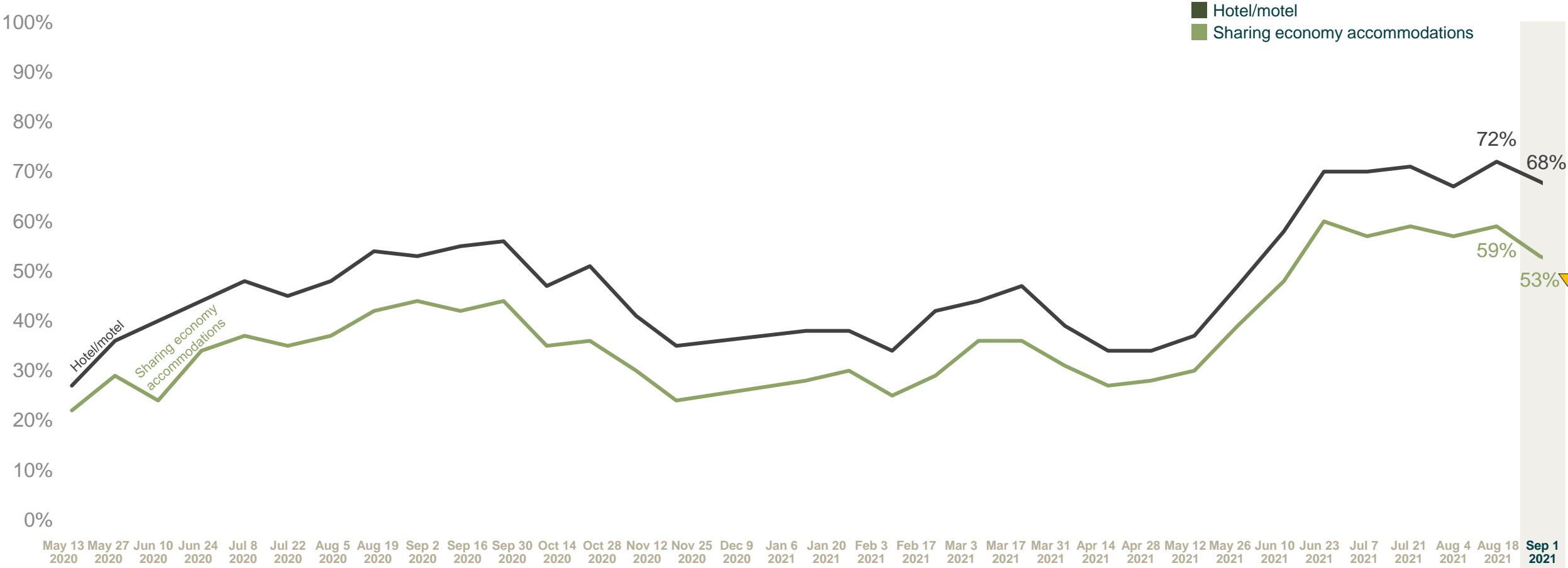
D1. Would be comfortable doing/using each of the following in the next few weeks, or are you likely to hold off longer due to concerns about COVID-19?

▲ Statistically significantly **higher** than previous wave.

▼ Statistically significantly **lower** than previous wave.

Tracking British Columbians' Comfort Levels With Accommodation

(Total Definitely/Probably Would By Accommodation Type)



▲ Statistically significantly **higher** than previous wave.
 ▼ Statistically significantly **lower** than previous wave.

Base: All respondents, excluding not applicable/don't do this in general and not applicable/wouldn't do this at this time of year
 D1. Would be comfortable doing/using each of the following in the next few weeks, or are you likely to hold off longer due to concerns about COVID-19?

CURRENT AD-HOC METRICS

Impact Of Wildfires/Smoke On Residents' BC Travel Plans

(Wave 34 – Sept 1, 2021)

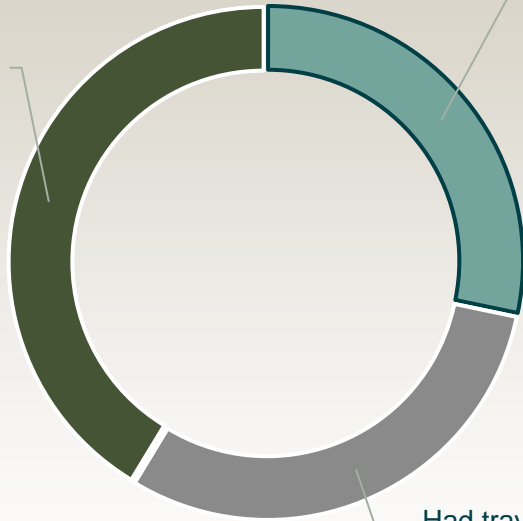


28.3%

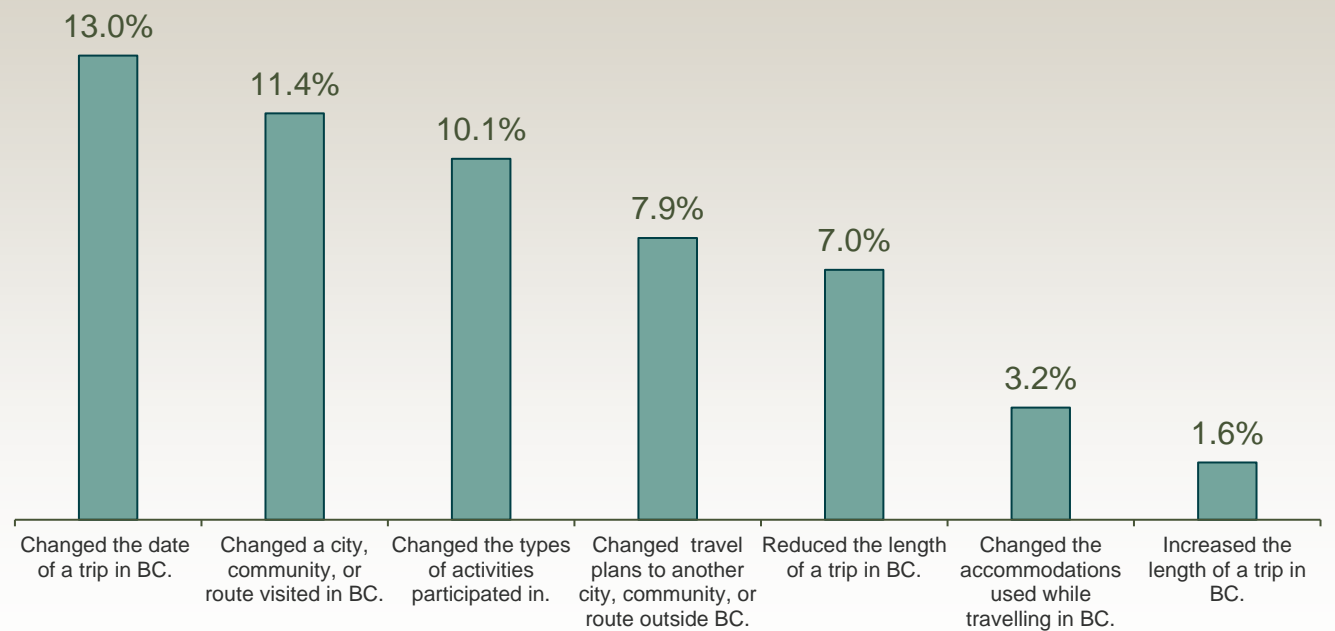
Travel plans impacted/changed



No travel plans in BC this year
41.3%



Had travel plans in BC this year, but not impacted by the wildfires/smoke
30.4%



APPENDIX: METRICS BY DEMOGRAPHICS

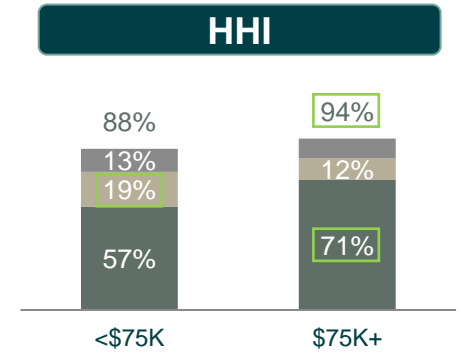
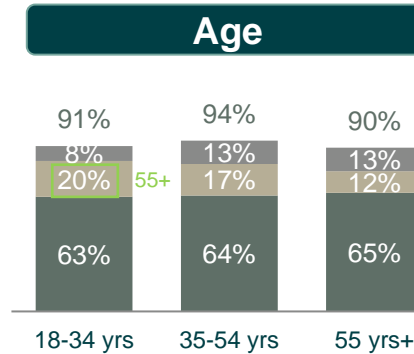
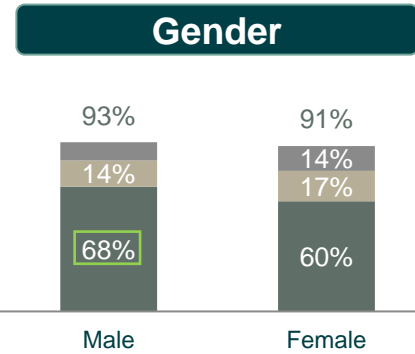
Snapshot Of British Columbians' Travel Intent By Demographics

(Wave 33 – Sept 1, 2021)

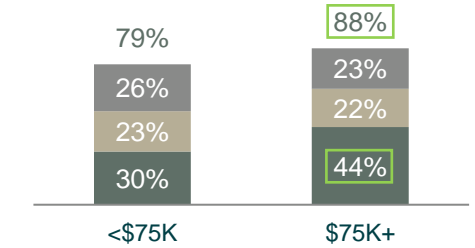
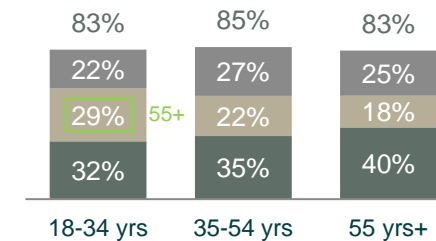
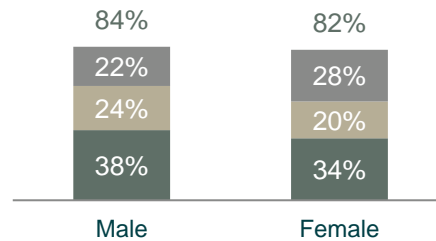


- 4-12 months from now
- 2-3 months from now
- With next 4 weeks

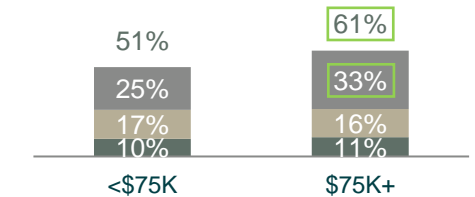
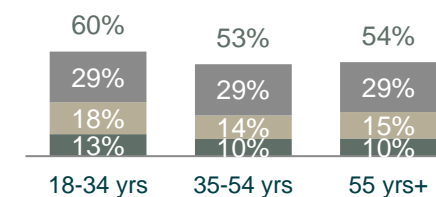
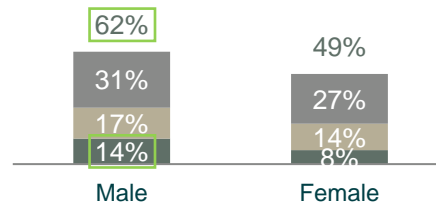
Nearby communities
(day trip)



Elsewhere in BC
(overnight)



Other parts of Canada

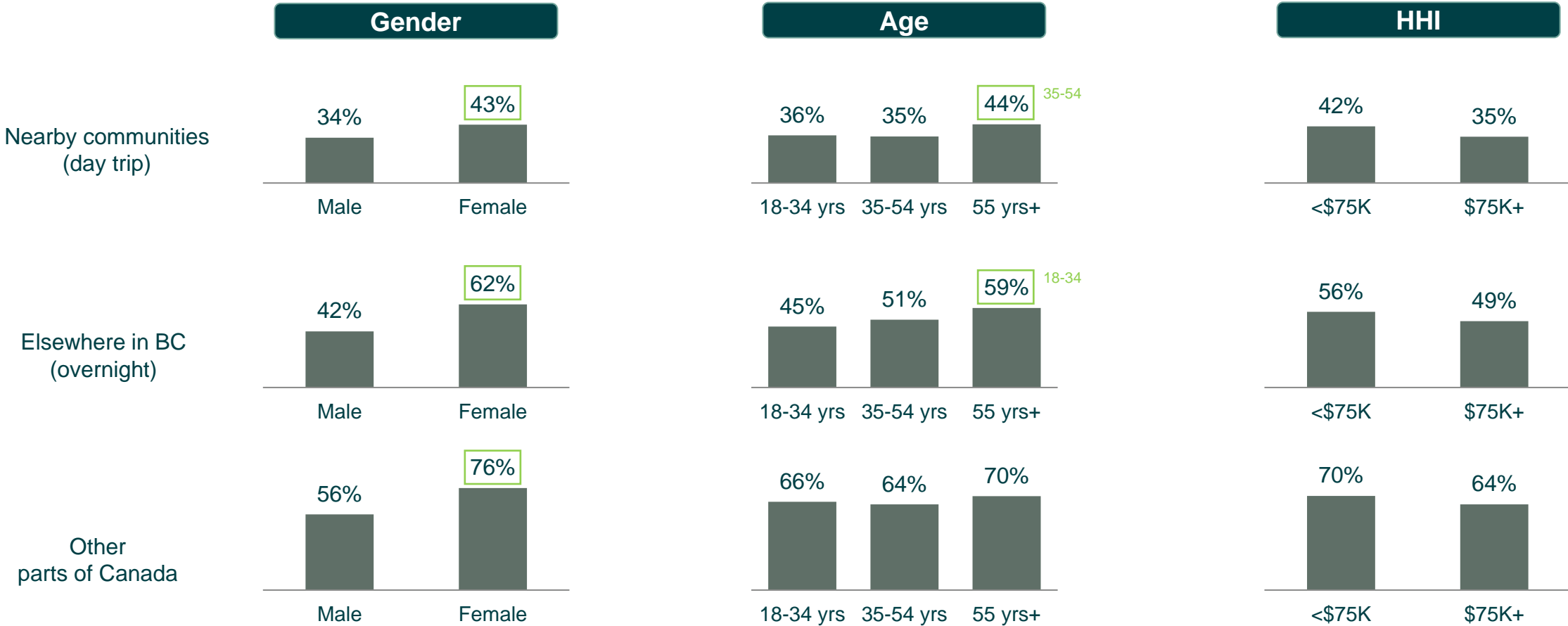


 Statistically significantly **higher** than comparison group(s).
 Statistically significantly **lower** than comparison group(s).

Base: All respondents
 D3. When, if at all, are you likely to make trips to the following destinations?
 Due to rounding, the total may not equal 100% to the sum of individual values shown.

Snapshot Of British Columbians' Concern Welcoming Visitors By Demographics

(Total Very/Somewhat Concerned, Wave 34– Sept 1, 2021)

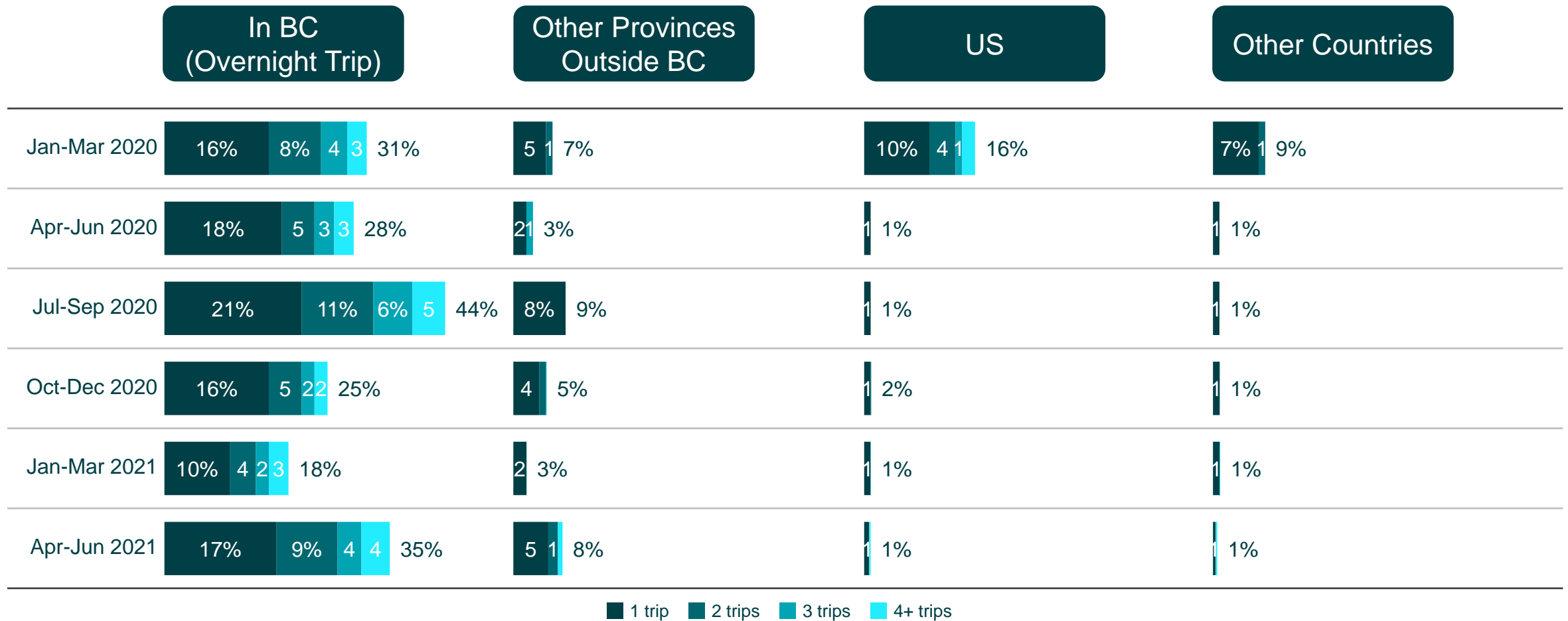


 Statistically significantly **higher** than comparison group(s).
 Statistically significantly **lower** than comparison group(s).

Base: All respondents
 D2. Given the current situation with COVID-19, how concerned would you be with the following types of visitors making non-essential trips into your community over the next few weeks?

APPENDIX: PAST AD-HOC FINDINGS

Past Travel



Base: All respondents

Note: Jan-Mar, Apr-Jun and Jul-Sep asked in Wave 14/Nov 12; Oct-Dec asked in Wave 17/Jan 6; Jan-Mar 2021 asked in Wave 23/Mar 31; Apr-Jun 2021 asked in Wave 30/July 7, 2021.

D0. In the following time periods, how many trips, if any, did you take to the following destinations for leisure and/or visiting friends and family? (Please do not consider any trips for business purposes).

Due to rounding, the sum of the individual values shown may not add up to the total shown.

▲ Statistically significantly **higher** than previous wave.

▼ Statistically significantly **lower** than previous wave.

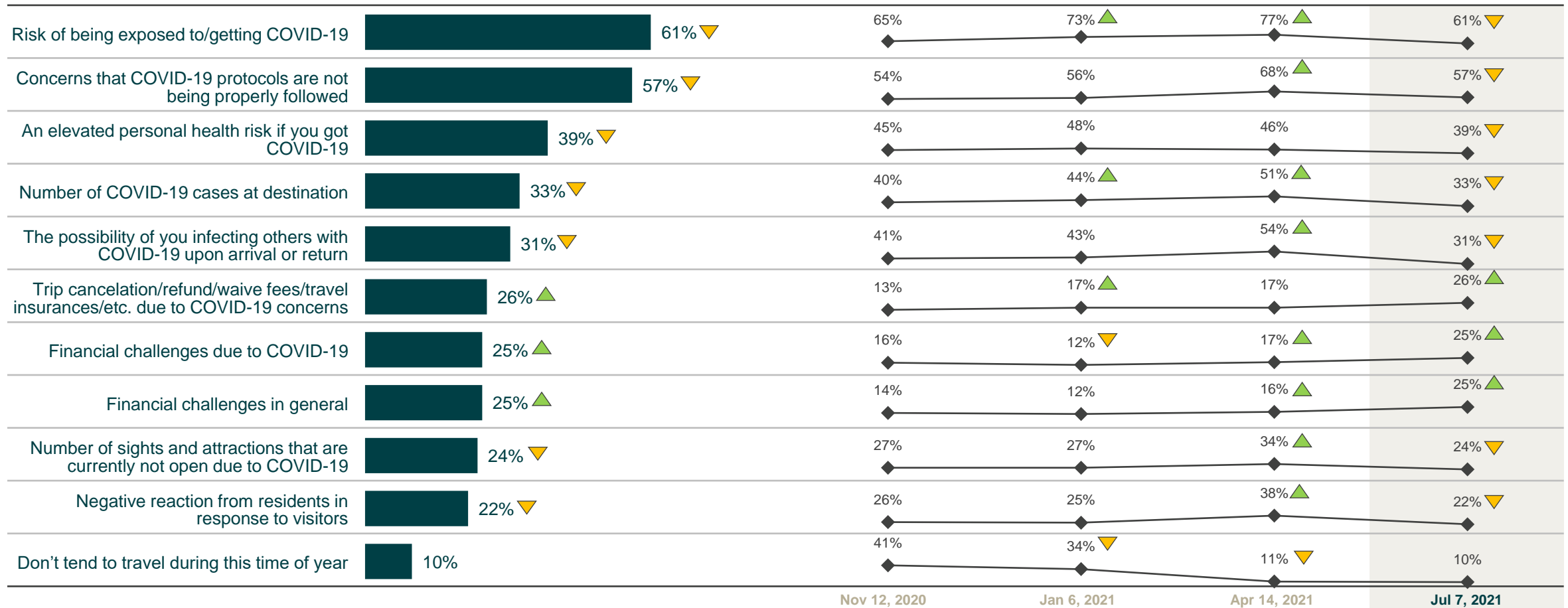
Reasons For Not Considering Future BC Travel (Aided)

(Among Those Not Intending to Travel in BC in the Next 3 Months)



July 7, 2021

Tracking

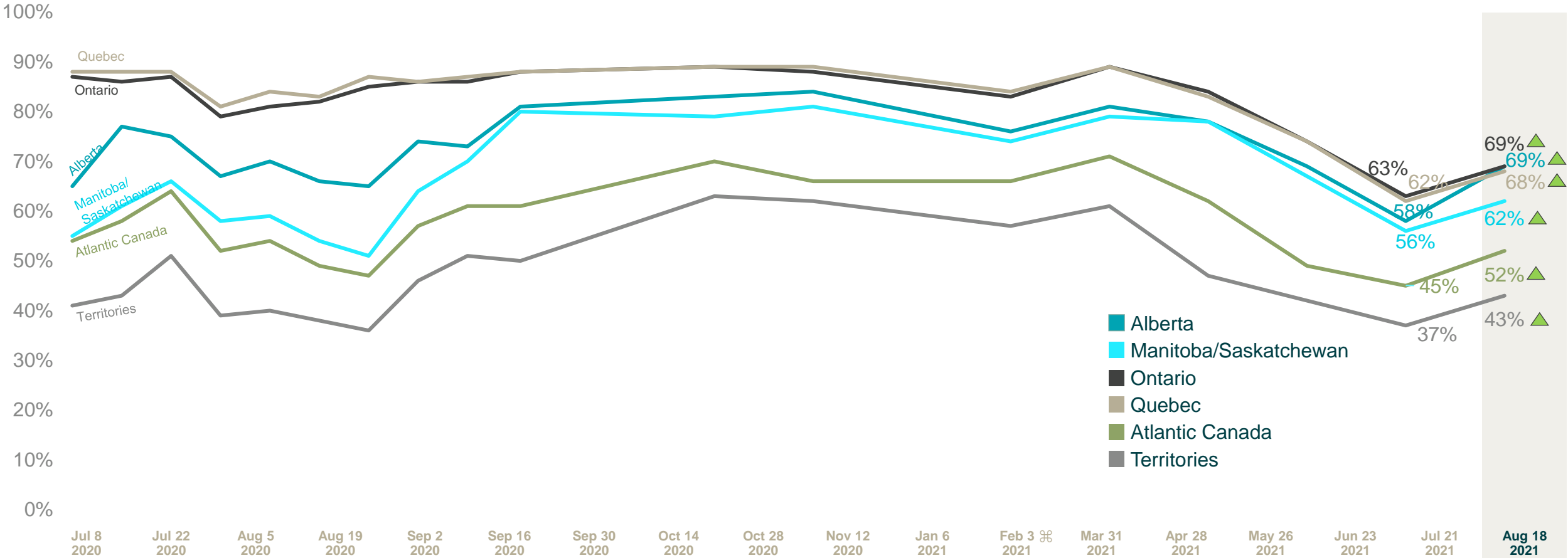


Base: Those who are not likely to take a daytrip in BC or an overnight trip in BC in the next 3 months
 D4. Why are you **not** likely to travel in BC for a day trip or an overnight trip in the next 3 months?

▲ Statistically significantly **higher** than previous wave.
 ▼ Statistically significantly **lower** than previous wave.

Tracking British Columbians' Concern Welcoming Canadian Visitors

(Total Very/Somewhat Concerned By Origin)



⌘ Question frequency changed from bi-weekly to monthly starting November 12, 2021.

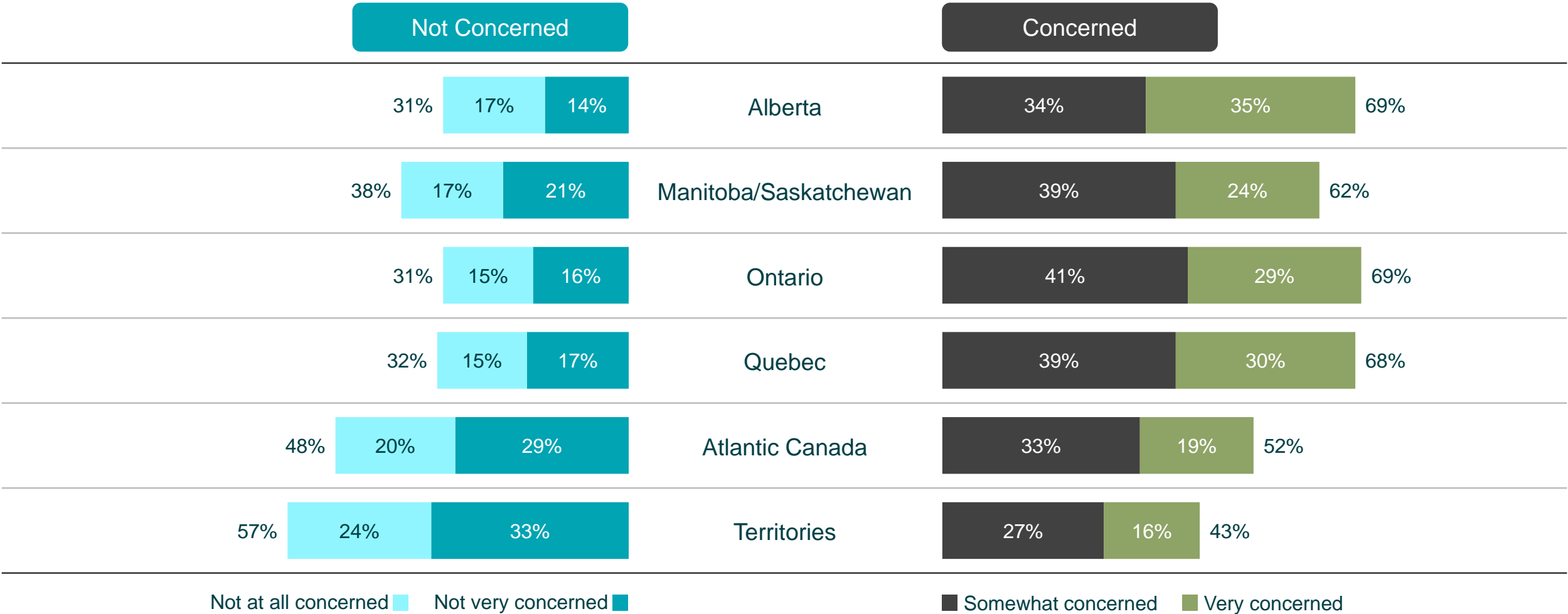
Base: All respondents

D2a. And how concerned would you be with the following types of Canadian visitors making non-essential trips into your community over the next few weeks?

▲ Statistically significantly **higher** than previous wave.
▼ Statistically significantly **lower** than previous wave.

Snapshot Of British Columbians' Concern Welcoming Canadian Visitors

(Wave 33 – Aug 18, 2021)



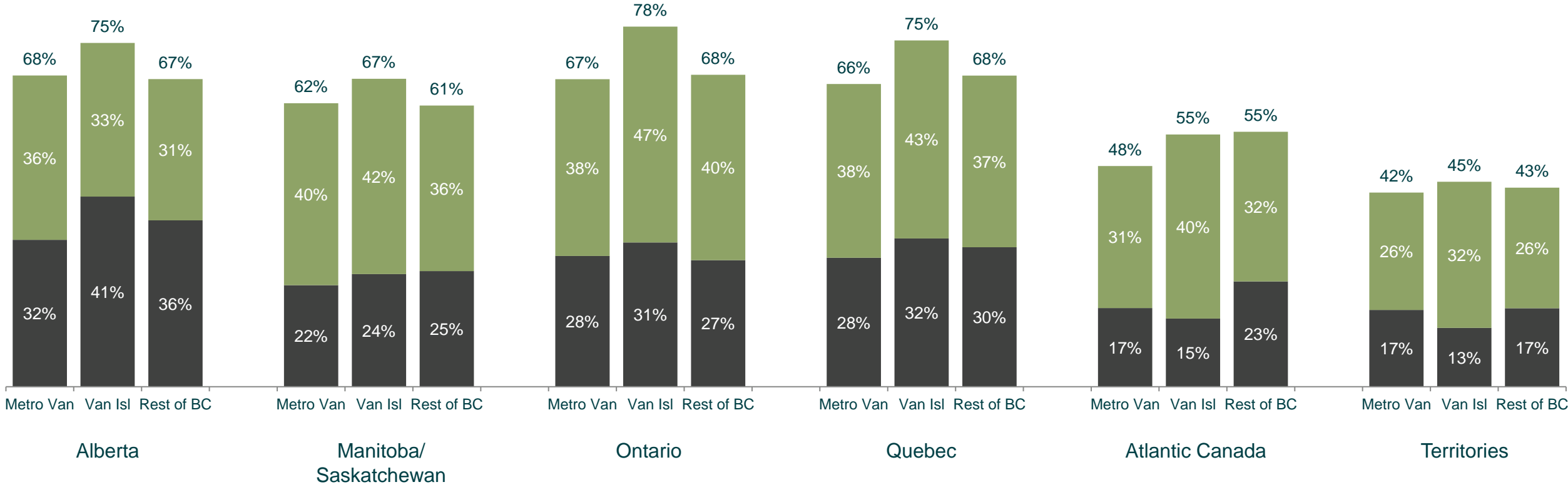
Base: All respondents
 D2a. And how concerned would you be with the following types of Canadian visitors making non-essential trips into your community over the next few weeks?
 Due to rounding, the sum of the individual values shown may not add up to the total shown.

Snapshot Of British Columbians' Concern Welcoming Canadian Visitors By Region

(Wave 33 – Aug 18, 2021)



■ Somewhat concerned
■ Very concerned

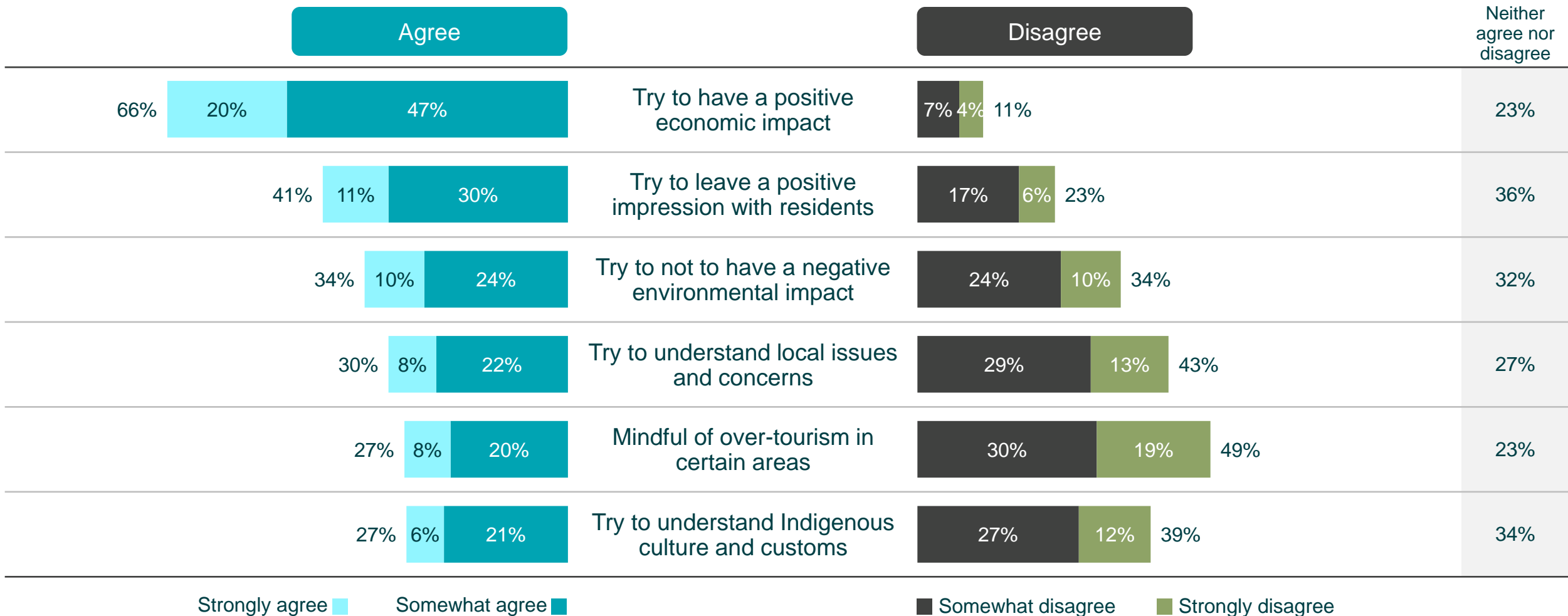


Base: All respondents
 D2a. And how concerned would you be with the following types of Canadian visitors making non-essential trips into your community over the next few weeks?
 Due to rounding, the sum of the individual values shown may not add up to the total shown.

□ Statistically significantly **higher** than comparison group(s).
 □ Statistically significantly **lower** than comparison group(s).

British Columbians' Views on Visitors

(Wave 32 – August 4, 2021)



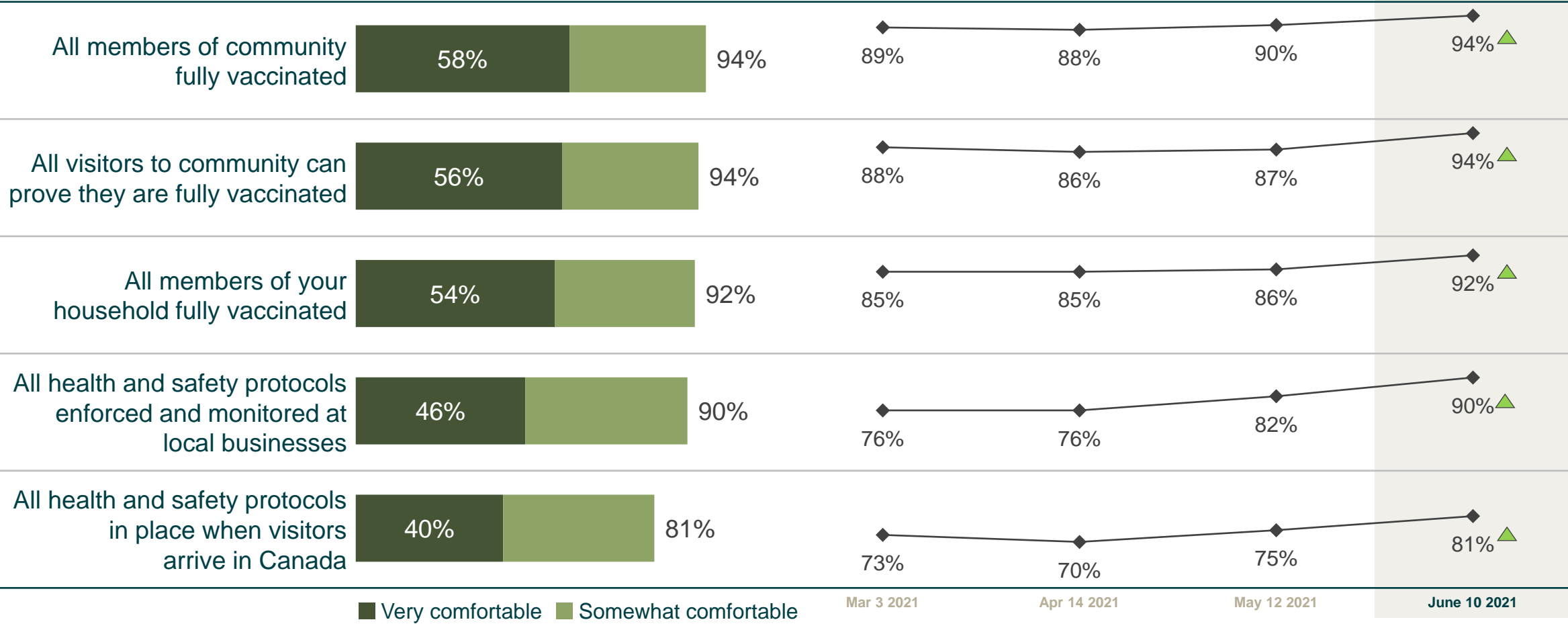
Base: All respondents
 D11. How much do you agree or disagree with each of the following statements?
 Due to rounding, the sum of the individual values shown may not add up to the total shown.

Comfort With Welcoming Visitors Under Various Circumstances



June 10, 2021

Tracking



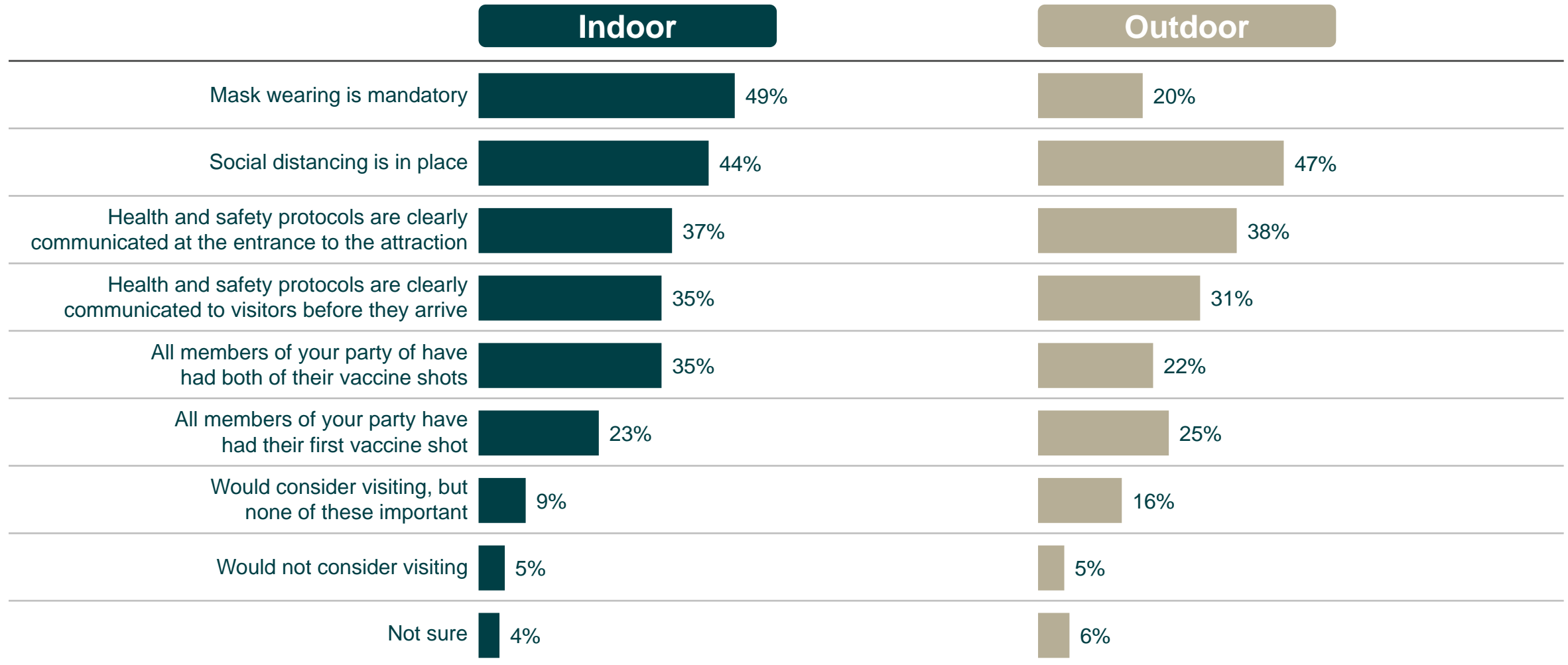
■ Very comfortable ■ Somewhat comfortable

▲ Statistically significantly **higher** than previous wave.
▼ Statistically significantly **lower** than previous wave.

Base: All respondents
D5. How comfortable would you be with visitors making non-essential trips into your community under each of the following circumstances?

Important Circumstances In Visiting BC Attractions (Aided)

(Wave 29 – June 23, 2021)

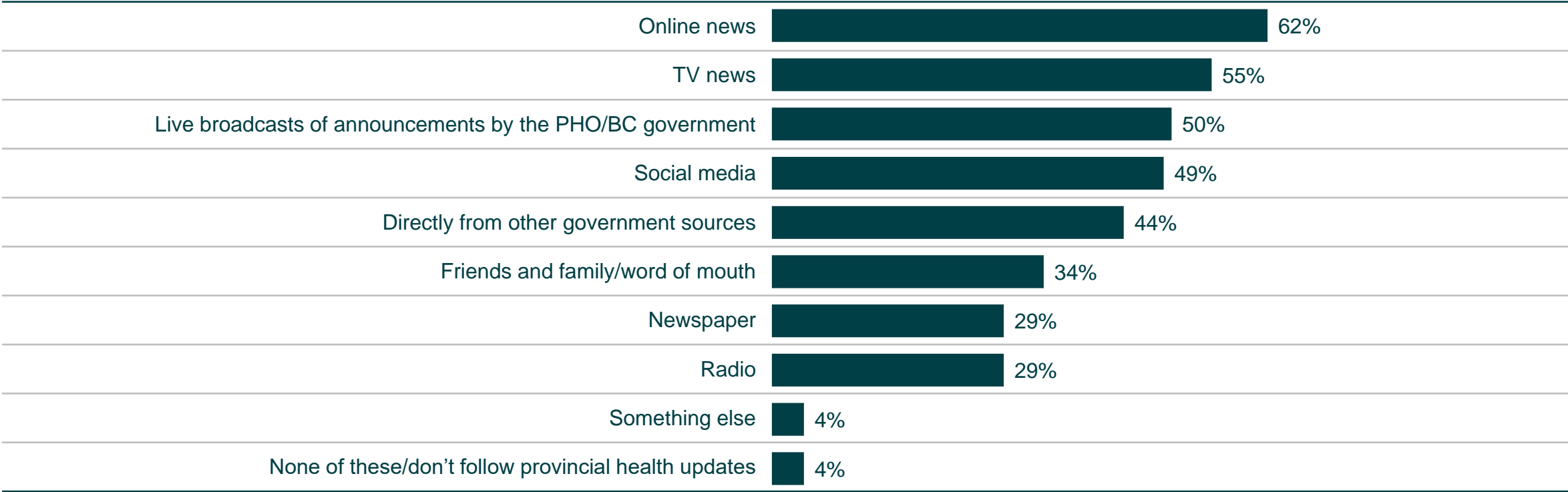


Source Of Provincial COVID-19 Health Updates

(Wave 21 - March 3, 2021)



March 3, 2021
(n=827)





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Find this report on [Destination BC's COVID-19 Research & Insights](#) webpage.

For more information, please contact:

Destination BC's Research and Analytics Team
Tourism.Research@DestinationBC.ca