



DESTINATION  
BRITISH COLUMBIA®

# COVID-19 Research Roundup

September 27, 2021

Courtenay, Vancouver Island



## *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**

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 45% of BC residents would welcome visitors from other parts of Canada
- Destination BC's Resident Public Perceptions study reports that 41% of British Columbian residents feel comfortable travelling on an airplane
- BC weekly domestic overnight visitation decreased -10.9% from the previous week
- BC sees an increase of +4.5% in weekly domestic overnight visitation compared to the same period in 2020
- BC's occupancy rate (67.3%) increased +21.1 points compared to the same period in 2020
- BC's average daily rate (\$175.36) increased +27.8% compared to the same period in 2020
- BC's RevPAR (\$117.96) increased +2.5% from the previous week
- Destination BC's Snapshot of BC Travel reports that international bookings make up 31% of total BC Air Bookings for the week of September 7-13
- Destination Insights with Google reports that US Air Travel Search Demand to Canada is up 171% compared to the same period in 2020
- Skift reports Canada's Recovery Index score has increased to 69 points out of 100 in August 2021
- UNWTO reports 44.3 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 that 45% of BC residents would welcome visitors from other parts of Canada

- In Destination Canada's latest Resident Sentiment report (September 21, 2021), 45% of BC residents said they would welcome visitors from other parts of Canada.
- The same report showed that 64% of Alberta residents, 56% of Ontario residents, 55% of Saskatchewan / Manitoba residents, 54% of Quebec residents, and 42% of Atlantic provinces residents would welcome visitors from other parts of Canada.
- Additionally, 24% of BC residents welcome visitors from United States, and 22% would welcome visitors from other countries.

## Comparison by Region / Comparaison par région Level of Welcome Towards Visitors / Opinion envers l'accueil de visiteurs

% Somewhat / Strongly Agree % Tout à fait d'accord / Plutôt d'accord	BC/C.-B. (n=200)	AB/Alb. (n=202)	SK/MB Sask./Man. (n=202)	ON/Ont. (n=605)	QC/Qc (n=402)	ATL (n=200)
From other communities near me / ... de communautés voisines	74%	72%	68%	72%	68%	83%
From other parts of my province / ... d'autres parties de ma province	61%	72%	64%	67%	70%	85%
From other parts of Canada / ... d'autres régions du Canada	45%	64%	55%	56%	54%	42%
From the United States / ... des États-Unis	24%	37%	30%	26%	28%	19%
From other countries / ... d'autres pays que les États-Unis	22%	28%	31%	26%	29%	20%

23

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 would welcome visitors travelling to my community..."

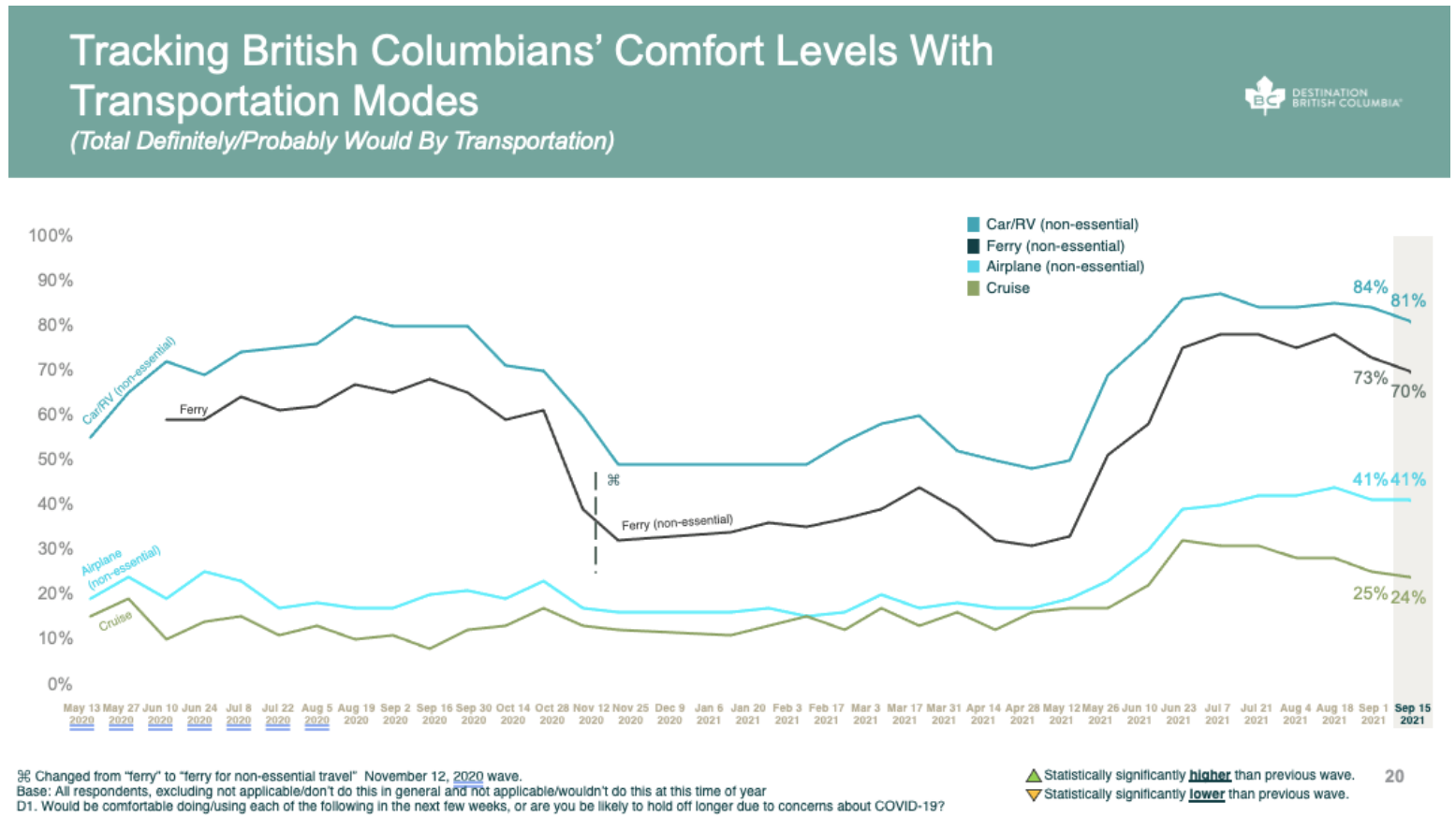
Le vert indique un résultat considérablement plus élevé qu'au moins une autre région (confiance à 95 %)  
 Le rouge indique un résultat considérablement moins élevé qu'au moins une autre région (confiance à 95 %)  
 Dans quelle mesure êtes-vous d'accord avec chacun des énoncés suivants?  
 « J'accueillerais volontiers dans ma communauté... »



Source: [Destination Canada's Weekly COVID-19 Resident Sentiment, Sep 21, 2021](#)

# Destination BC's Resident Public Perceptions study reports that 41% of British Columbian residents feel comfortable travelling in an airplane

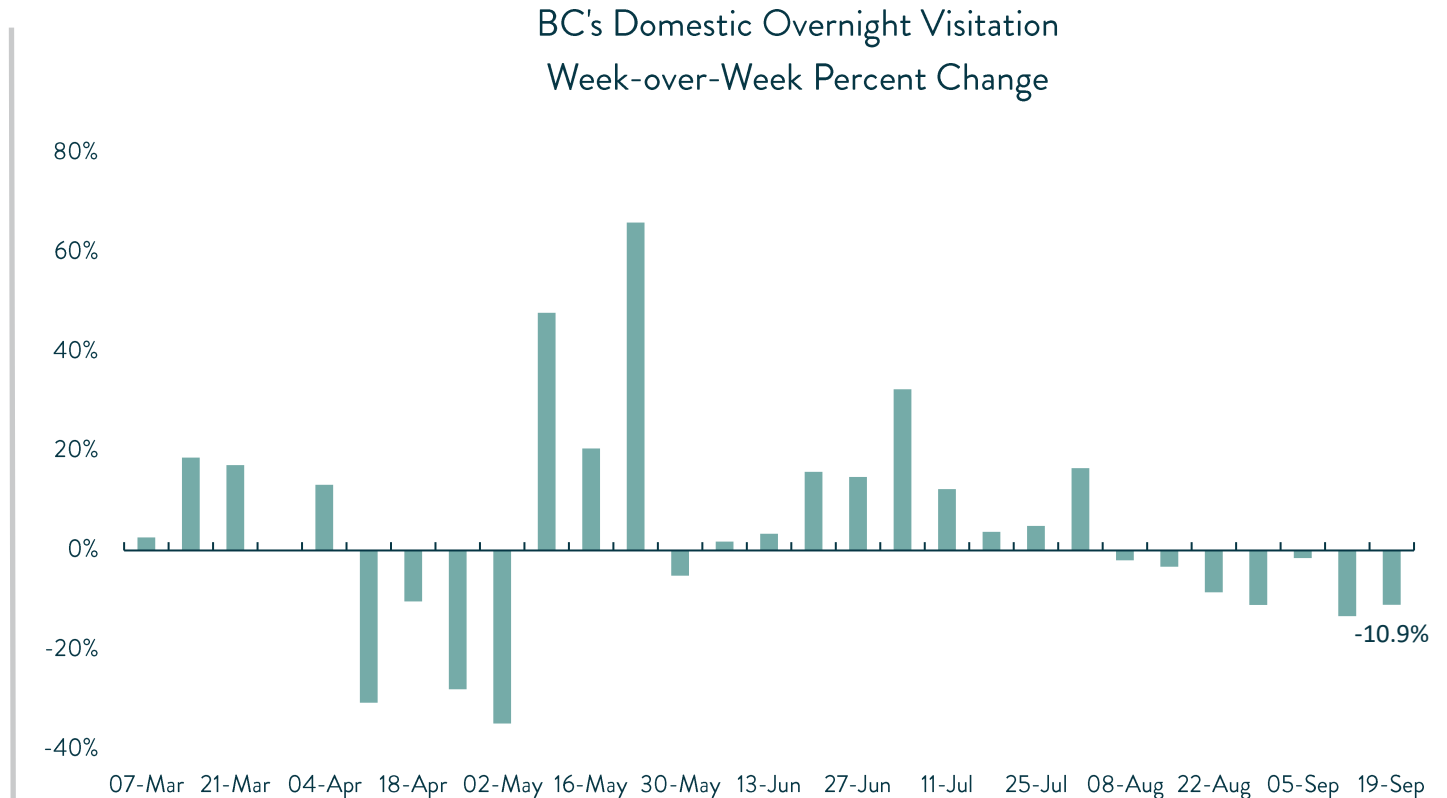
- In Destination BC's latest BC Residents' Public Perceptions Wave 35 (September 15, 2021) report, an estimated 41% of British Columbian residents stated they would feel comfortable travelling in an airplane for non-essential purposes.
- Additionally, 81% of BC residents would feel safe travelling in a Car/RV, and 70% would feel safe travelling on a ferry for non-essential purposes.
- BC residents' comfort levels regarding travelling on a cruise ship is at 24%.



Source: [Destination BC's Residents' Public Perceptions: COVID-19 Travel and Tourism Wave 35, Sep 15, 2021](#)

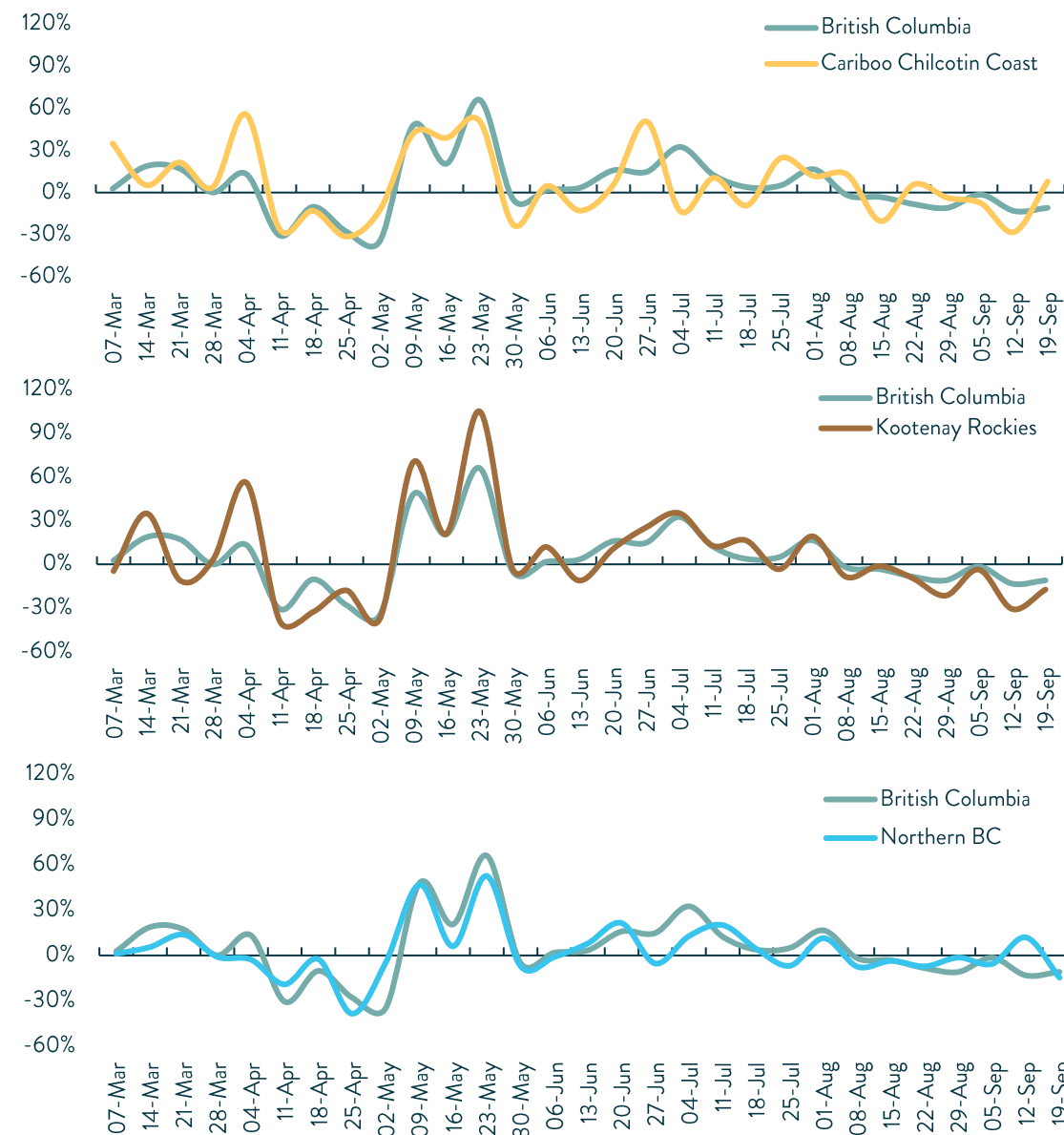
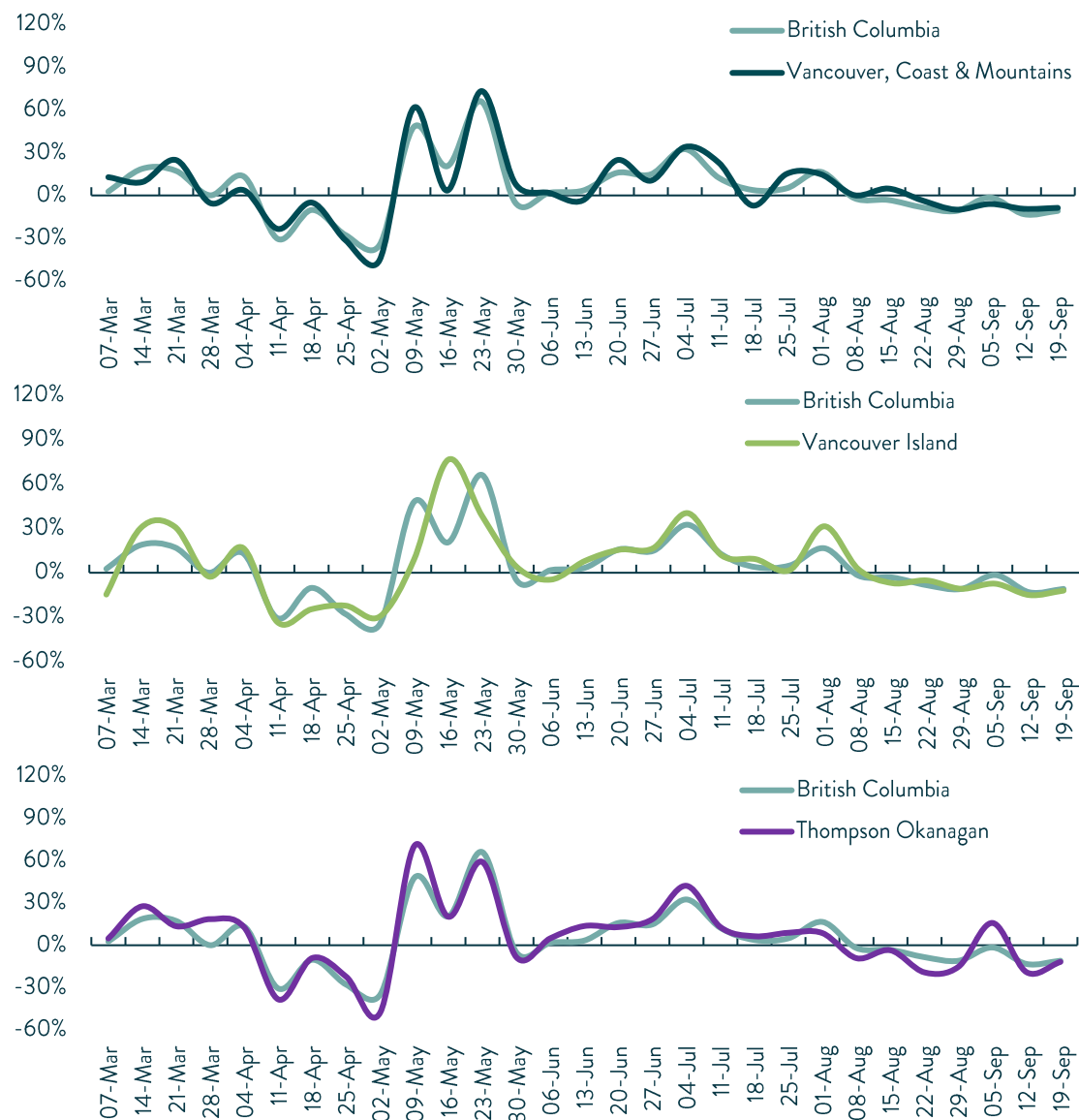
# BC weekly domestic overnight visitation decreased -10.9% from the previous week

- According to Environics Analytics Weekly COVID Tracker Report, during the week ending September 19, 2021, BC experienced a week-over-week decrease of -10.9% in weekly domestic overnight visitation.
- Week-over-week increases in domestic overnight visitation was seen in one of six tourism regions across the province:
  - Cariboo Chilcotin Coast (+7.8%)
- Week-over-week decreases in domestic overnight visitation were seen in the other five tourism regions:
  - Vancouver, Coast & Mountains (-8.8%)
  - Thompson Okanagan (-11.8%)
  - Vancouver Island (-12.0%)
  - Northern BC (-14.7%)
  - Kootenay Rockies (-17.3%)



Source: [Environics Analytics Weekly COVID Tracker Report, Sep 19, 2021](#)

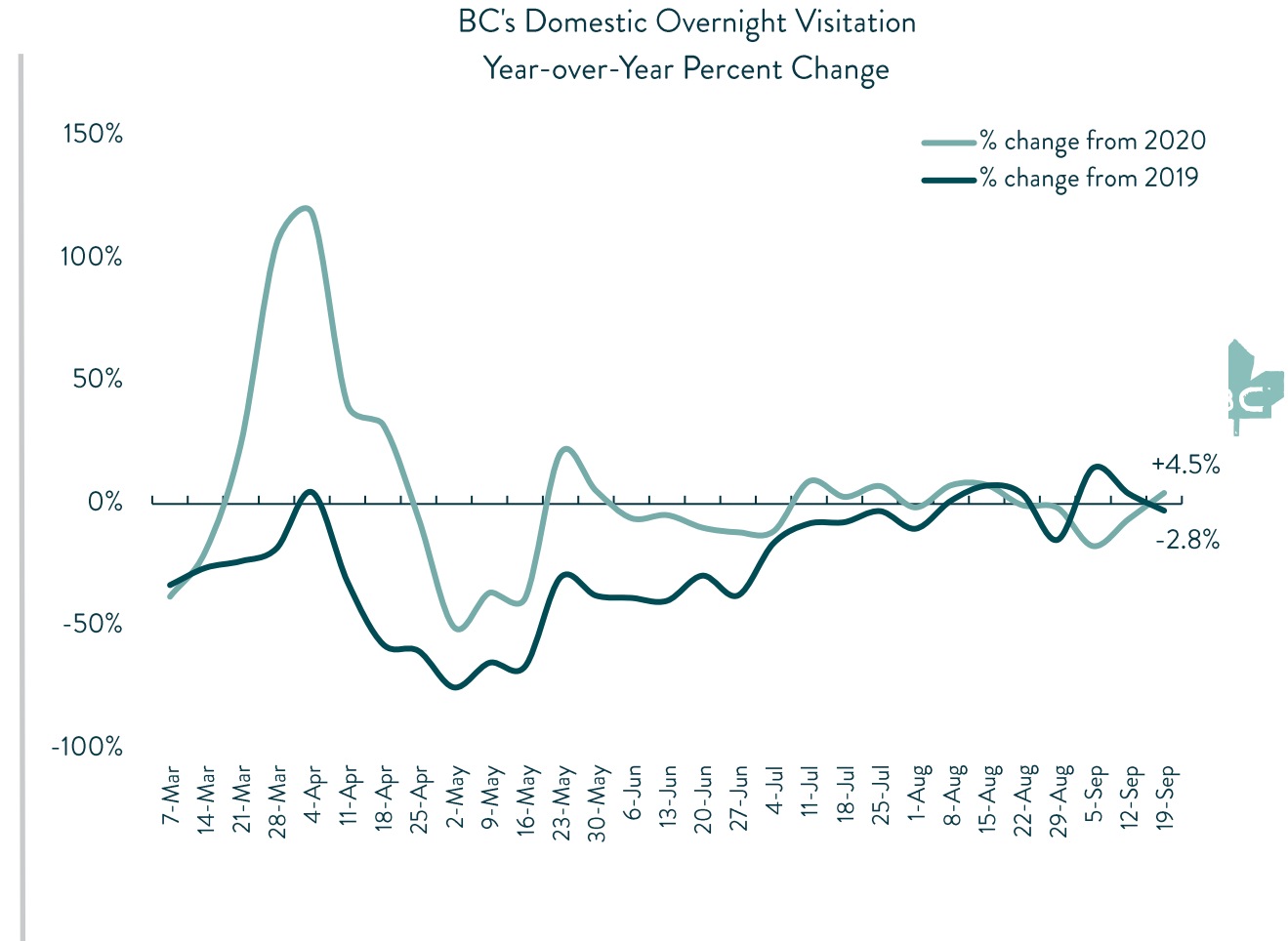
# BC and Regional Domestic Overnight Visitation Week-over-Week Percent Change





# BC sees an increase of +4.5% in weekly domestic overnight visitation compared to the same period in 2020

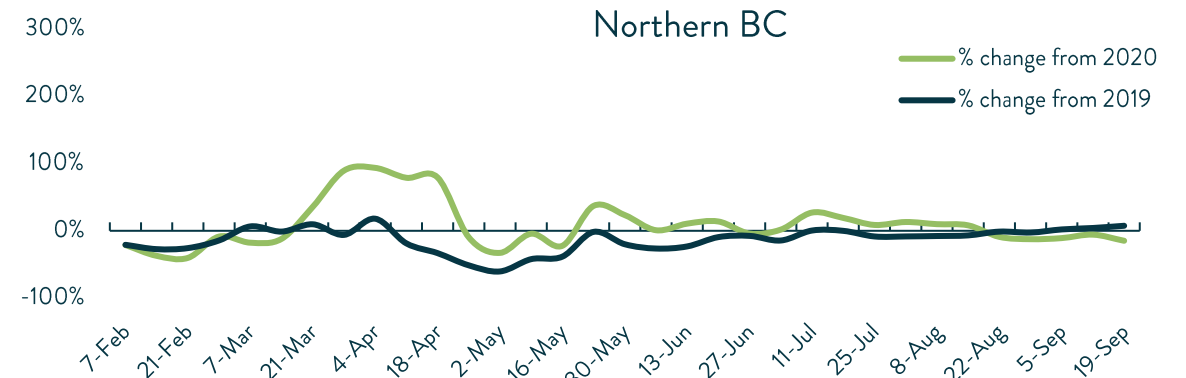
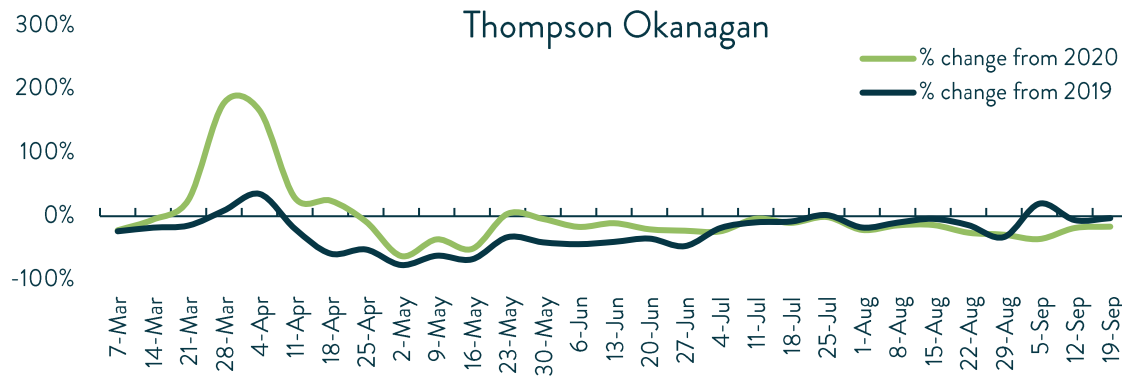
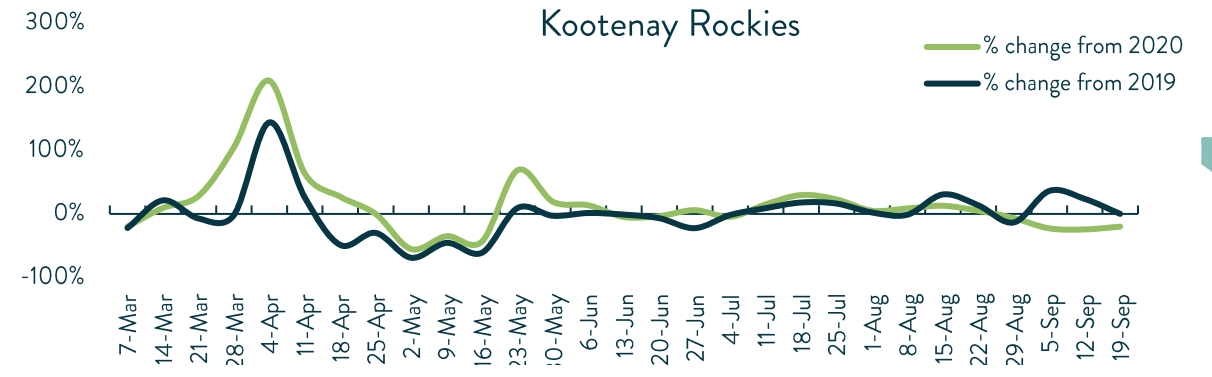
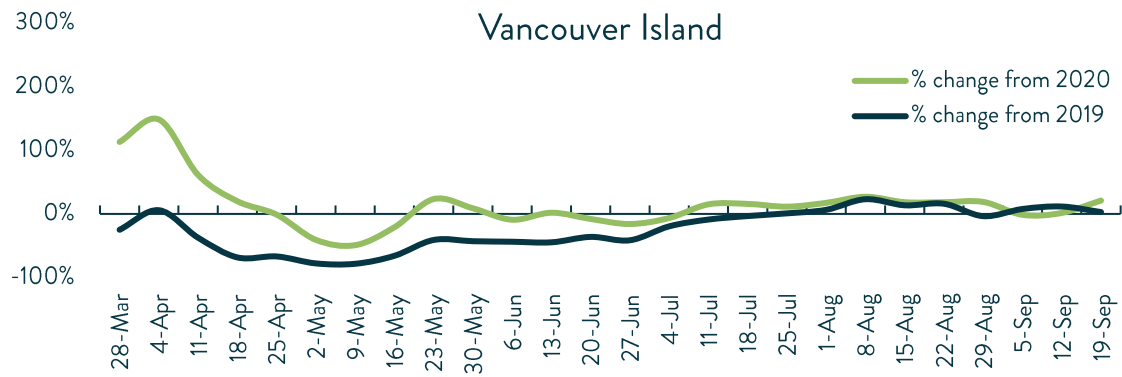
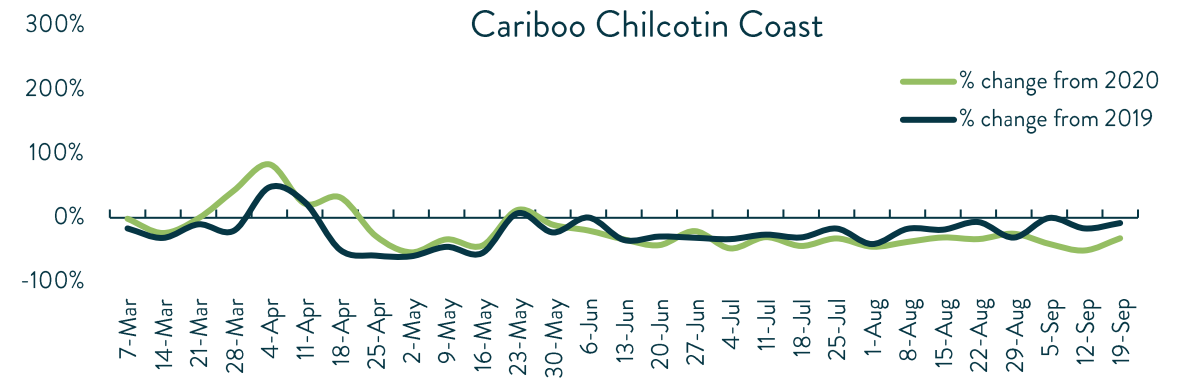
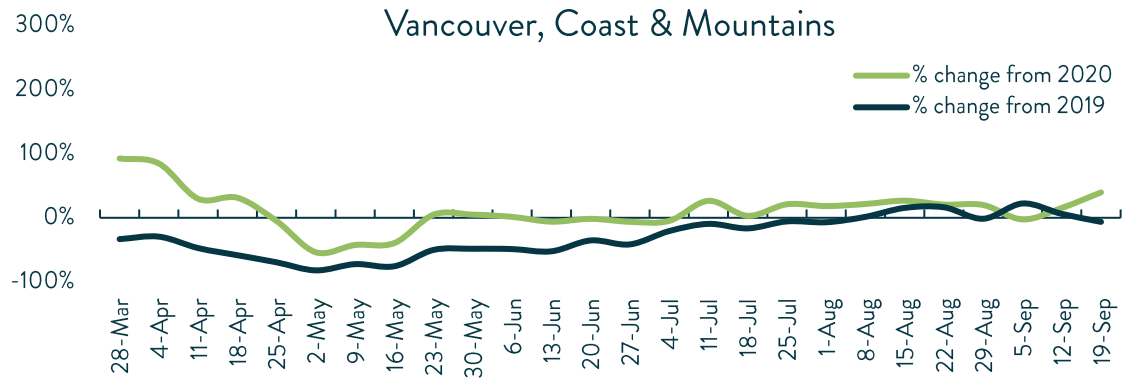
- For the week ending September 19, 2021, Environics Analytics reported that weekly domestic overnight visitation increased +4.5% compared to the same week in 2020. Compared to the same week in 2019, weekly domestic overnight visitation decreased -2.8%.
- Two of six tourism regions, Vancouver, Coast & Mountains and Vancouver Island, saw a year-over-year increase in weekly visitation when compared to the same period in 2020. Two tourism regions, Northern BC and Vancouver Island, saw a year-over-year increase in weekly visitation when compared to the same period in 2019.
  - Vancouver, Coast & Mountains (+39.6% over 2020; -6.3% over 2019)
  - Vancouver Island (+21.0%; +2.7%)
  - Northern BC (-14.8%; +7.4%)
  - Thompson Okanagan (-16.2%; -3.0%)
  - Kootenay Rockies (-20.1%; +0.0%)
  - Cariboo Chilcotin Coast (-31.9%; -8.1%)



Source: [Environics Analytics Weekly COVID Tracker Report, Sep 19, 2021](#)

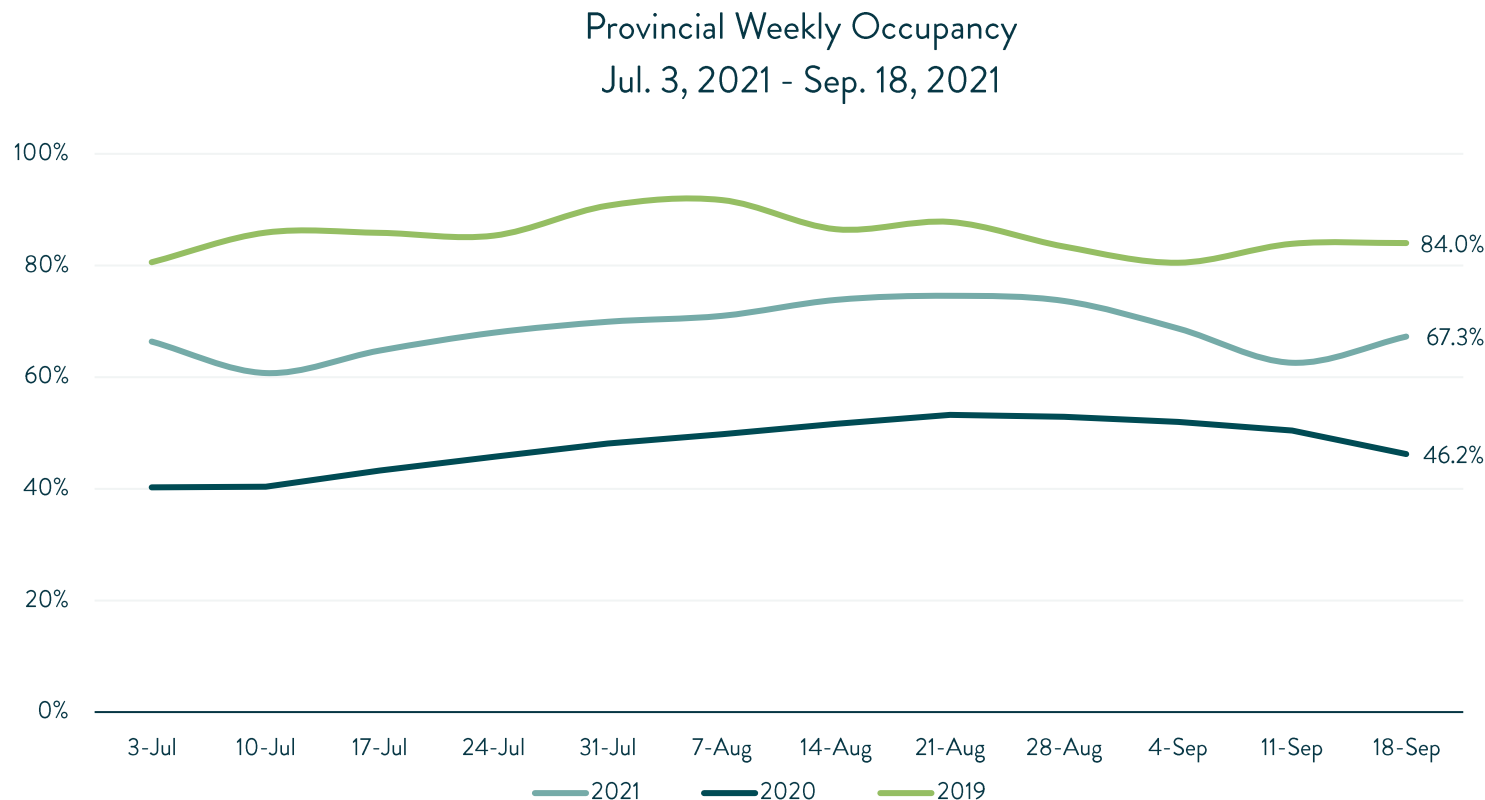


# Regional Domestic Overnight Visitation Year-over-Year Percent Change



## *BC's occupancy rate (67.3%) 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 67.3% for the week of September 12 – 18, 2021. This represents an increase of +4.7 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 -16.7 points compared to a similar period in 2019.



Source: [2021 STR, STR Global Ltd, Sep 12 - 18, 2021](#)

## British Columbia's Weekly Hotel Occupancy Rate

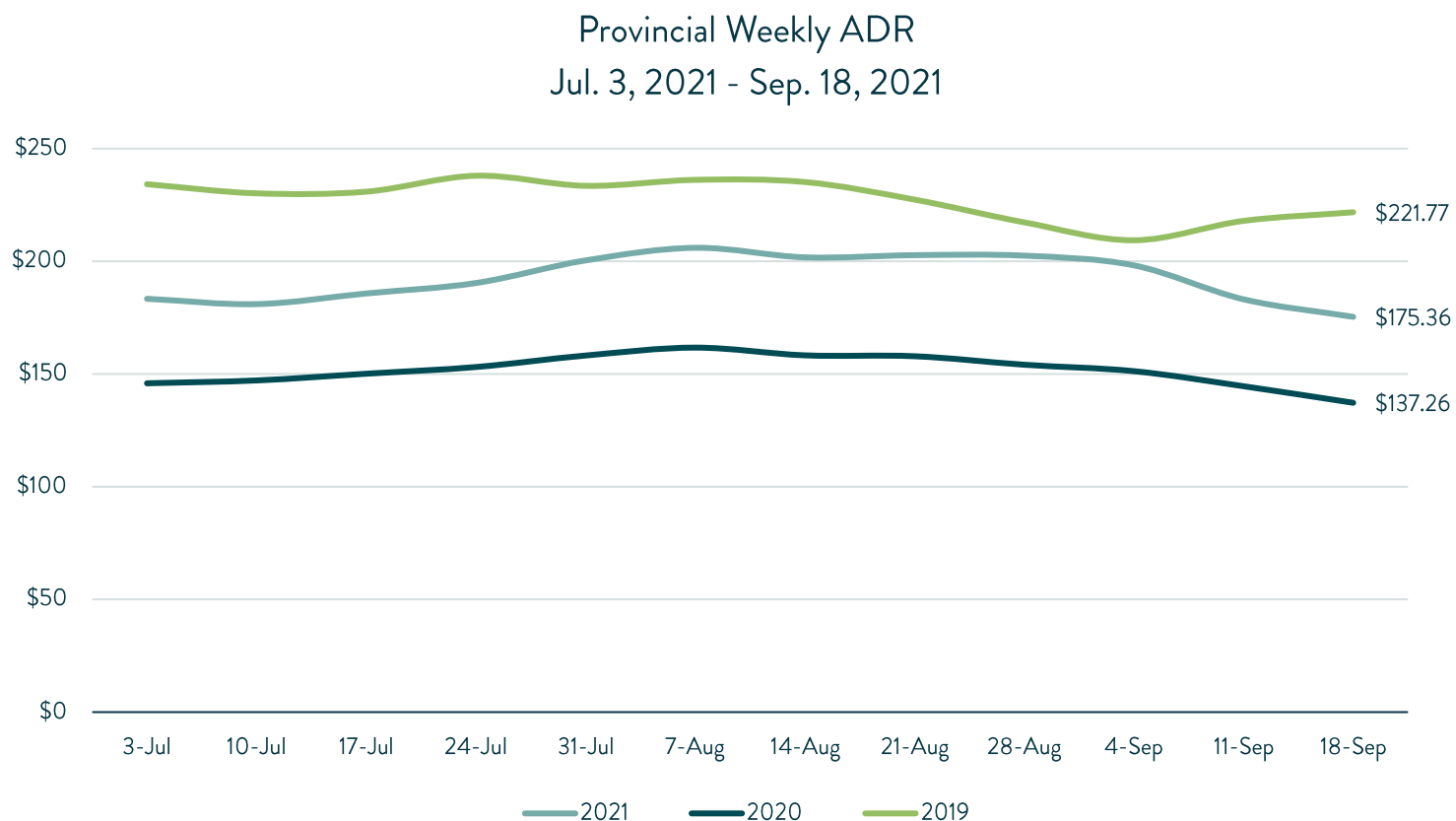
	Sep. 12 - 18, 2021	Week-over-Week Sep. 12 - 18, 2021 vs. Sep. 5 - 11, 2021	Year-over-Year Sep. 12 - 18, 2021 vs. Sep. 13 - 19, 2020	2021 vs 2019 Sep. 12 - 18, 2021 vs. Sep. 15 - 21, 2019
	Occupancy Rate	Occupancy Point Change	Occupancy Point Change	Occupancy Point Change
<b>British Columbia</b>	<b>67.3%</b>	<b>+4.7</b>	<b>+21.1</b>	<b>-16.7</b>
Vancouver (City of)	69.0%	+9.5	+42.6	-26.4
Whistler	45.6%	-3.0	+8.0	-30.4
Victoria	68.9%	+2.8	+29.9	-16.6
Kelowna	65.6%	+0.8	+10.0	-15.8
Kamloops	85.2%	+2.4	+29.1	+6.4
Richmond	60.2%	+2.1	+27.9	-36.2
Revelstoke	59.9%	-2.1	+4.5	-10.3





## *BC's average daily rate (\$175.36) increased +27.8% compared to the same period in 2020*

- STR, an agency which reports BC's hotel performance, shows BC's average daily rate (ADR) was \$175.36 for the week of September 12 - 18, 2021.
- This represents an increase of +27.8% compared to a similar period in 2020 and a decrease of -20.9% compared to 2019.



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

	Sep. 12 - 18, 2021	Week-over-Week Sep. 12 - 18, 2021 vs. Sep. 5 - 11, 2021	Year-over-Year Sep. 12 - 18, 2021 vs. Sep. 13 - 19, 2020	2021 vs 2019 Sep. 12 - 18, 2021 vs. Sep. 15 - 21, 2019
	ADR	ADR Percent Change	ADR Percent Change	ADR Percent Change
British Columbia	\$175.36	-4.2%	+27.8%	-20.9%
Vancouver (City of)	\$220.40	-0.8%	+40.8%	-33.4%
Whistler	\$244.37	-11.8%	+30.4%	+6.3%
Victoria	\$239.10	-6.7%	+42.8%	+8.6%
Kelowna	\$171.76	-5.4%	+10.0%	-1.7%
Kamloops	\$129.13	-2.2%	+22.2%	+4.8%
Richmond	\$157.44	0.0%	+26.6%	-30.1%
Revelstoke	\$126.75	-8.2%	0.0%	+1.3%



## BC's RevPAR (\$117.96) increased +2.5% from the previous week

- STR, an agency which reports BC's hotel performance, shows BC's revenue per available room (RevPAR) was \$117.96 for the week of September 12 - 18, 2021. This represents an increase of +2.5% from the previous week.
- BC's RevPAR showed an increase (+85.9%) for the week of September 12 - 18, 2021 compared to a similar period in 2020 and a decrease (-36.7%) compared to 2019.
- RevPAR increased compared to a similar period in 2020 for all reported cities. RevPAR remains below 2019 levels for all reported cities except Kamloops.

	Sep. 12 - 18, 2021 RevPAR	Week-over-Week Sep. 12 - 18, 2021 vs. Sep. 5 - 11, 2021 RevPAR Percent Change	Year-over-Year Sep. 12 - 18, 2021 vs. Sep. 13 - 19, 2020 RevPAR Percent Change
British Columbia	\$117.96	+2.5%	+85.9%
Vancouver (City of)	\$152.00	+15.0%	+267.9%
Whistler	\$111.47	-17.3%	+57.9%
Victoria	\$164.64	-2.7%	+152.3%
Kelowna	\$112.63	-4.2%	+29.7%
Kamloops	\$110.07	+0.7%	+85.5%
Richmond	\$94.73	+3.7%	+135.9%
Revelstoke	\$75.87	-11.4%	+8.2%



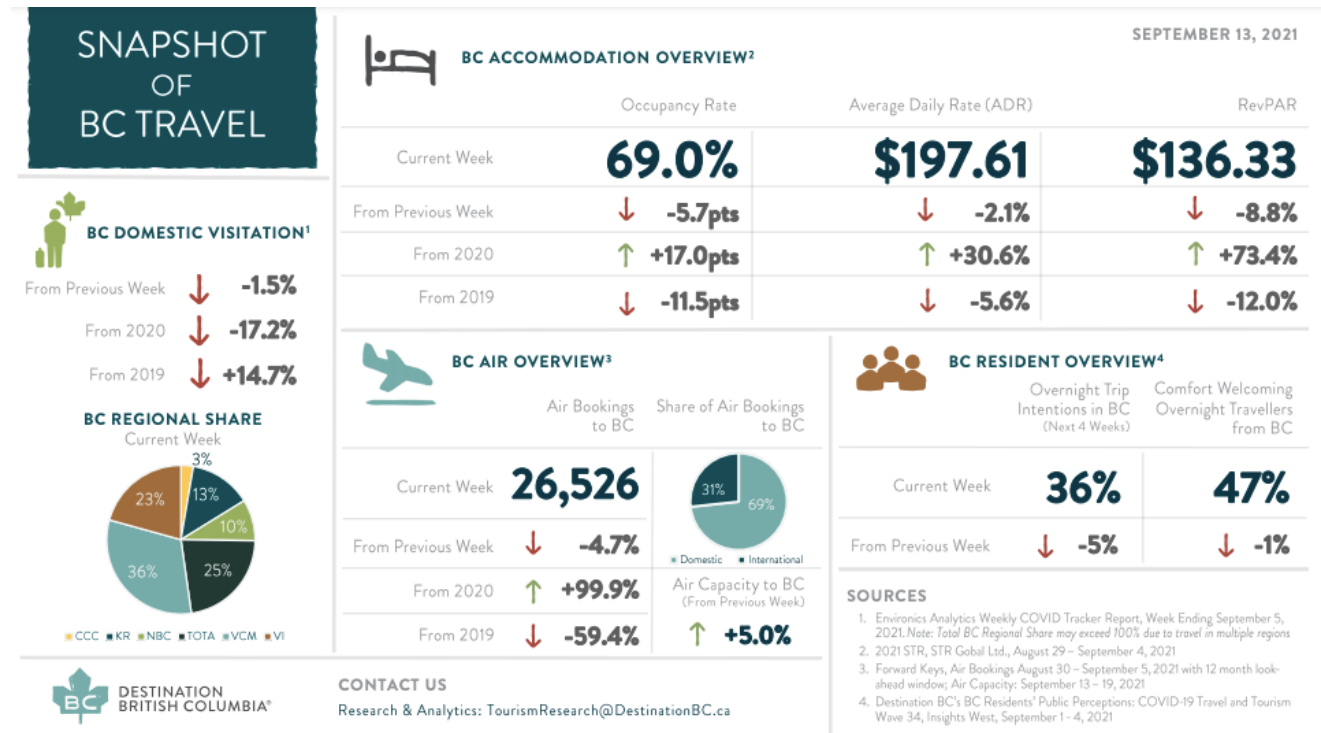
Source: [2021 STR, STR Global Ltd, Sep 12 - 18, 2021](#)



# Destination BC's Snapshot of BC Travel reports that international bookings make up 31% of total BC Air Bookings for the week of September 7-13

Some highlights from Destination BC's weekly [Snapshot of BC Travel](#) for the week of September 7 - 13:

- International bookings make up 31% of total BC Air Bookings. (Forward Keys)
- BC Air Bookings are up +99.9% compared to the same period in 2020, and down -59.4% compared to the same period in 2019. (Forward Keys)
- Vancouver, Coast & Mountains and Vancouver Island regions make up 59% of BC's domestic visitation. (EnviroNics Analytics)



Source: [Destination BC's Snapshot of BC Travel Sep 13, 2021](#)

# Skift reports Canada's Recovery Index score has increased to 69 points out of 100 in August 2021

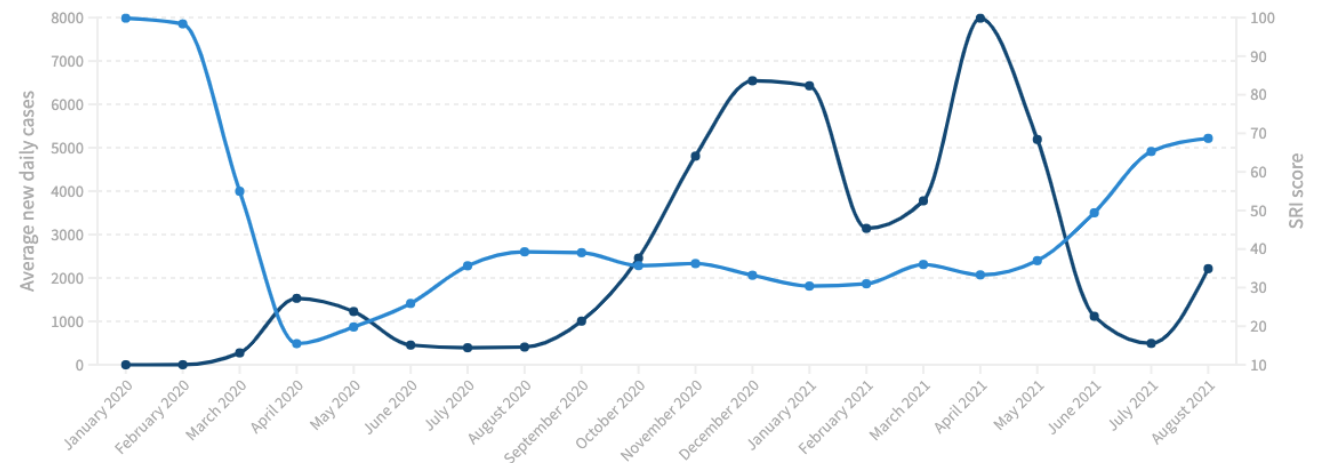
- According to Skift, Canada's average Recovery Index, an overall index of travel performance based on factors such as car rentals, flight, and lodging; increased by +4 points from July 2021 to 69 points in August 2021. This is in comparison to a baseline reading out of 100 for the same time period in 2019.
- As of August 2021, the global Recovery Index stands at 60 points.

## Relation Between SRI Score and New COVID-19 Cases

Each month we track how the SRI score relates to the monthly average of daily new COVID-19 cases.

Canada

SRI Score Average New Daily COVID-19 Cases



Sources: Skift Research, Our World In Data



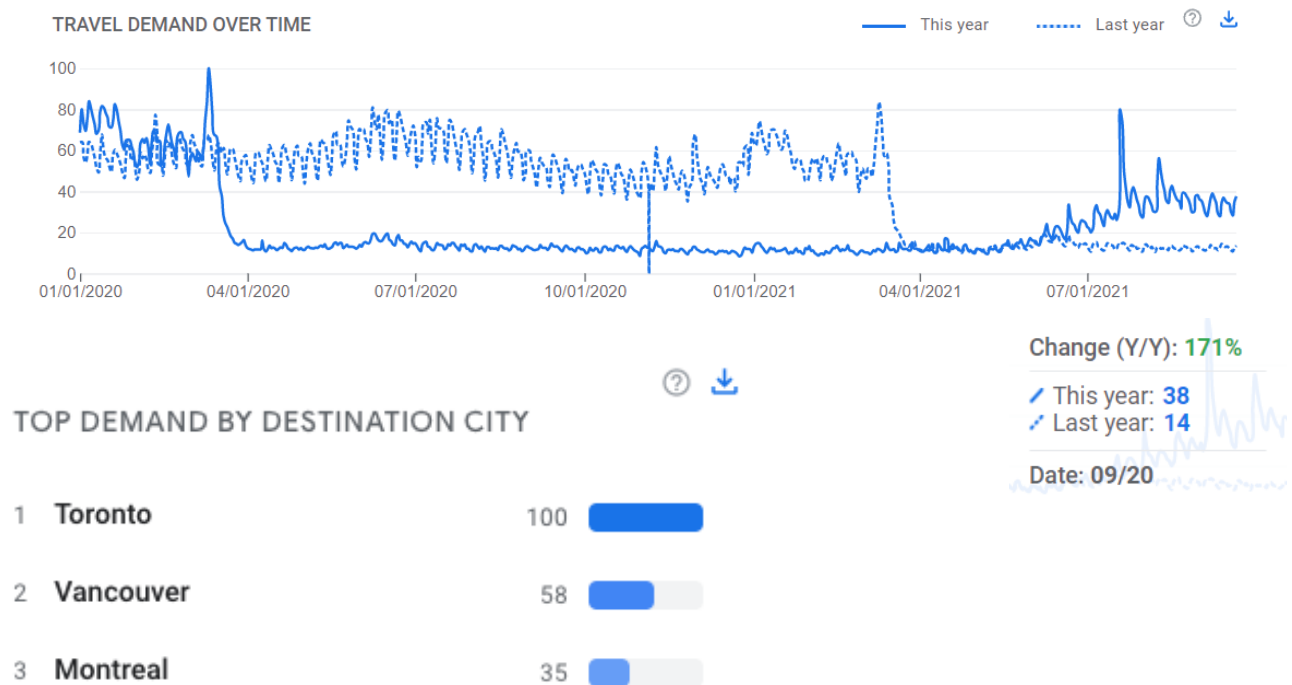
Skift  
RESEARCH

Source: [Skift Recovery Index, Skift 2021](#)

# Destination Insights with Google reports that US Air Travel Search Demand to Canada is up 171% compared to the same period in 2020

- According to Destination Insights with Google, US Air Travel Search Demand to Canada is up +171% compared to the same time period last year.
- US Air Travel demand for Canadian cities is highest for Toronto, followed by Vancouver and Montreal.

## US Air Travel Search Demand To Canada



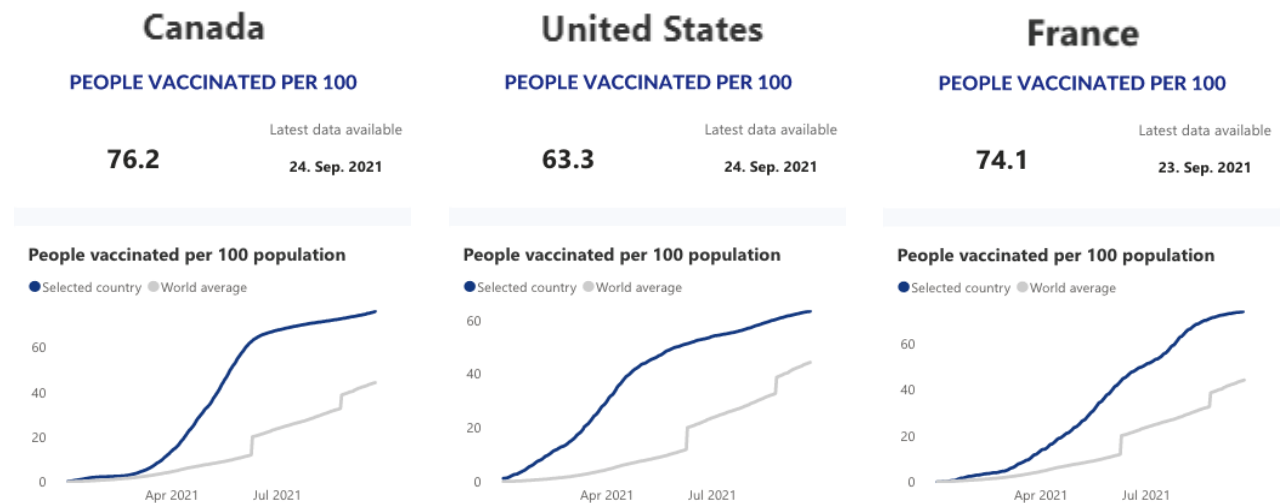
Source: [Destination Insights with Google Sep 17, 2021](#)





# *UNWTO reports 44.3 of out every 100 people worldwide have received at least one dose of a vaccine*

- According to the UNWTO, as of September 24, 2021, the global average for vaccination rates (with at least one dose) is at 44.3 out of every 100 people.
- The same dashboard shows that as of September 24, 2021, Canada has vaccinated (with at least one dose) 76.2 out of every 100 people, compared to the US which has vaccinated 63.3 out of every 100 people, and France which has vaccinated 74.1 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, Sep 24, 2021](#)

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

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

- [U.S. to Ease Travel Restrictions for All Vaccinated Travelers Worldwide From November](#) (Skift)
- [European travel well below 2019 levels over peak summer months](#) (Breaking Travel News)
- [Canada Seeks Mixed Vaccination Approval From Other Countries](#) (Canadian Travel News)
- [Travel into Canada has more than doubled after border reopened to Americans](#) (City News)
- [Fall tourism strong on PEI despite COVID-19 challenges](#) (CBC)



# 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.





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

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