

BC Residents' Public Perceptions: COVID-19 Travel and Tourism Wave 37: October 13, 2021

Report prepared by Insights West

Ape Lake, Cariboo Chilcotin Coast

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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	Aug 5-9, 2020	998	+/-3.1%
8	Aug 19-23, 2020	887	+/-3.3%
9	Sept 2-7, 2020	880	+/-3.3%
10	Sept 16-19, 2020	842	+/-3.4%
11	Sept 30-Oct 4, 2020	804	+/-3.4%
12	Oct 13-15, 2020	1,385	+/-2.6%
13	Oct 28-Nov 1, 2020	802	+/-3.5%
14	Nov 12 – 15, 2020	852	+/-3.4%
15	Nov 25 – 30, 2020	817	+/-3.4%
16	Dec 9-14, 2020	876	+/-3.4%
17	Jan 6-10, 2021	826	+/-3.4%
18	Jan 20-24, 2021	815	+/-3.4%
19	Feb 3-7, 2021	813	+/-3.4%
20	Feb 17-21, 2021	836	+/-3.4%
21	Mar 3-7, 2021	827	+/-3.4%
22	Mar 17-19, 2021	1,057	+/-3.0%
23	Mar 31-Apr 5, 2021	827	+/-3.4%
24	Apr 6-14, 2021	1,023	+/-3.1%
25	Apr 28-May 2, 2021	883	+/-3.3%
26	May 12-15, 2021	831	+/-3.4%
27	May 26-30, 2021	831	+/-3.4%
28	Jun 10-13, 2021	830	+/-3.4%
29	Jun 23-27, 2021	808	+/-3.4%
30	Jul 7-10, 2021	822	+/-3.4%
31	Jul 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%
35	Sept 15-17, 2021	834	+/-3.4%
36	Sept 29-Oct 3, 2021	845	+/-3.4%
37	Oct 13-16, 2021	820	+/-3.4%

KEY HIGHLIGHTS – WHAT'S NEW OR CHANGED



PAST TRAVEL (SLIDES 6-7)

- This wave, travel over the summer period (July - September 2021) was measured. This metric shows that travel is up significantly compared to the same period last year, especially within Canada.
 - Over half of BC residents (53%) travelled within BC for an overnight trip (+9 points higher than the same period last year), 17% travelled to another province (+8 points higher), 4% to the US (+3 points higher), and 4% to other countries (+3 points higher).

TRAVEL INTENTIONS (SLIDES 8-12)

- British Columbians' travel intentions in the next 4 weeks are slightly lower this wave, compared to last wave. BC residents' intent to travel overnight in BC within the next 4 weeks decreased -6 points to 23%, whereas intent to travel elsewhere in Canada in the next 4 weeks is down -3 points to 6%. It is likely that this decline is mostly seasonal.
- Compared to last year at the same time, travel intentions within BC for a day trip in the next 4 weeks are up +13 points (51% versus 38%). Intentions to travel on an overnight trip in BC within the next 4 weeks is up +6 points compared to the same period in 2020 (23% versus 17%), as are trips to the US and other countries (both 5% versus 2%). Intent to travel to other provinces outside of BC in the next 4 weeks is mostly flat year-over-year, down -1 point (5% versus 6%).

KEY HIGHLIGHTS – WHAT'S NEW OR CHANGED



CONCERN WELCOMING VISITORS (SLIDES 13-18)

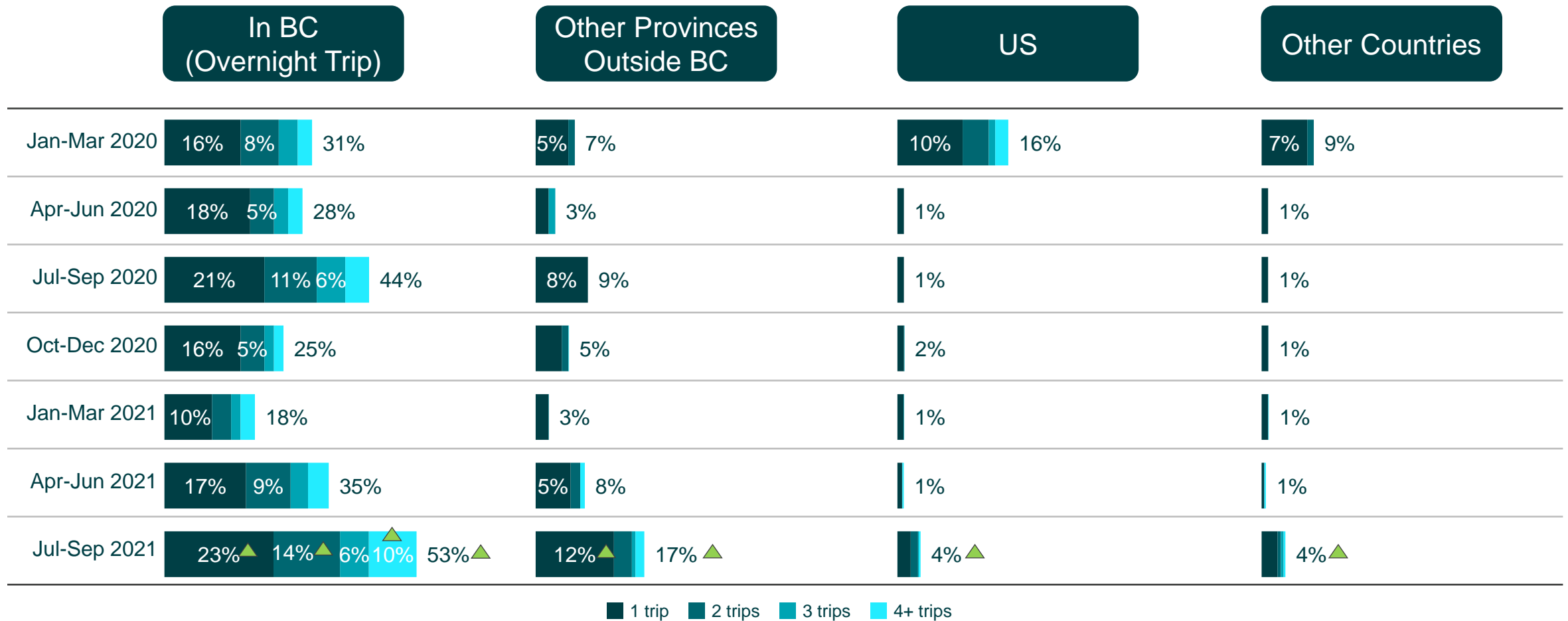
- BC residents' concern welcoming visitors continues to trend downwards this wave. Most significantly, BC residents concern welcoming visitors from other provinces decreased -5 points to 65%.

COMFORT WITH ACTIVITIES/MODES OF TRANSPORTATION (SLIDES 19-23)

- Comfort levels with various activities has stayed relatively stable compared to last wave. Only one change is statistically significant:
 - Comfort with staying at a hotel/motel is down -5 points to 66%.

PAST TRAVEL

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; Jul-Sep 2021 asked in Wave 37/Oct 13, 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.

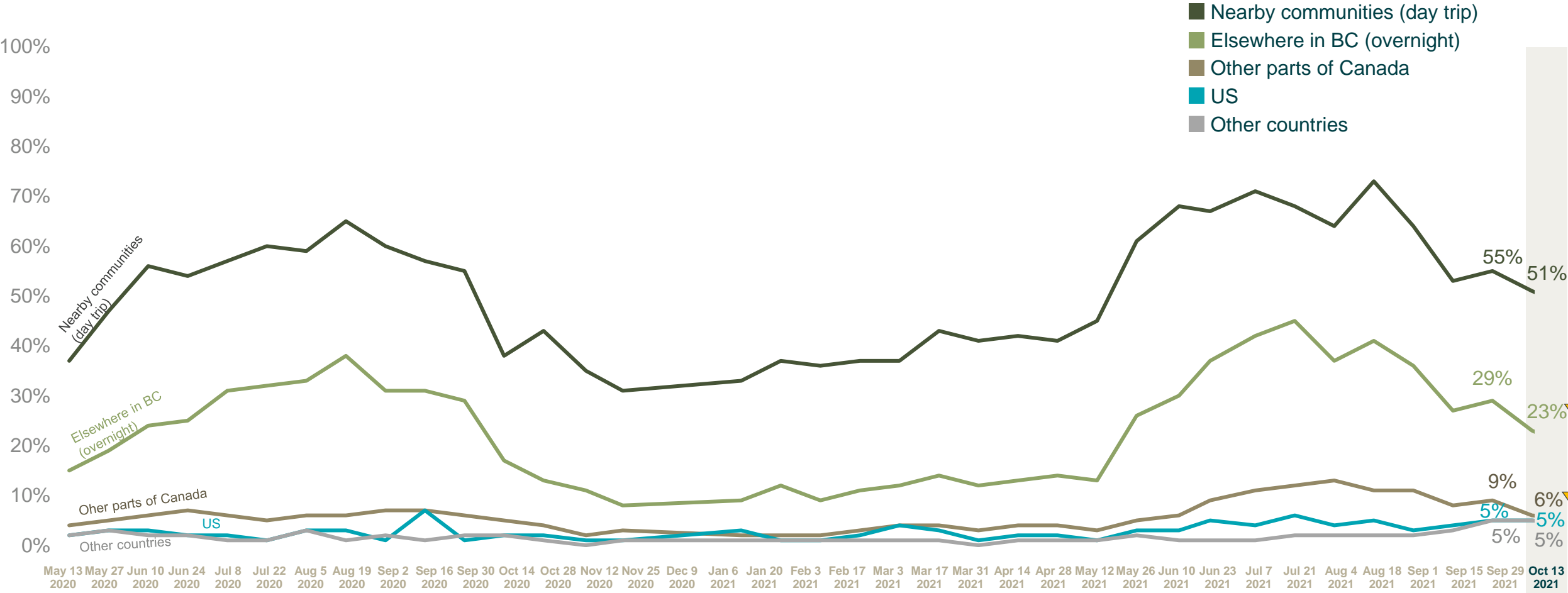
▲ Statistically significantly **higher** than previous wave.

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

TRAVEL INTENT

Tracking British Columbians' Travel Intent Within Next 4 Weeks

(By Destination)

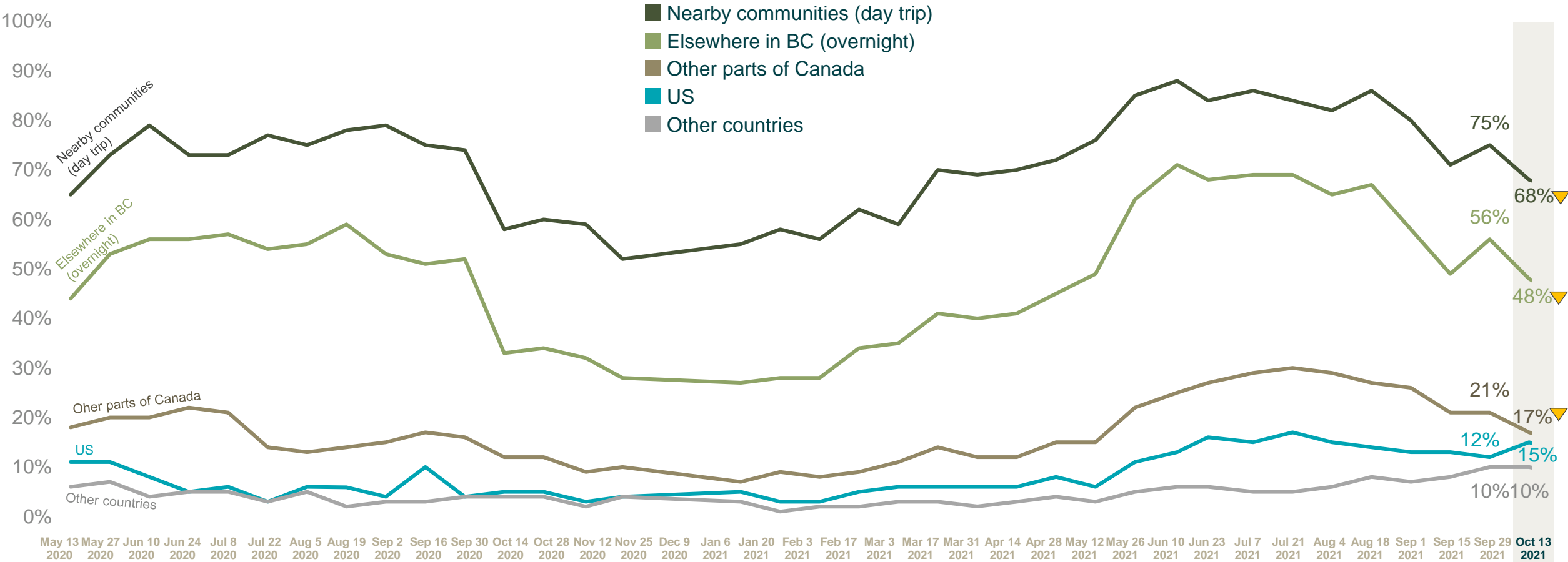


NOTE: Response category “only when vaccine or treatment for COVID-19 available” removed Jun 23, 2021.
Base: All respondents
D3. When, if at all, are you likely to make trips to the following destinations?

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

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

(By Destination)

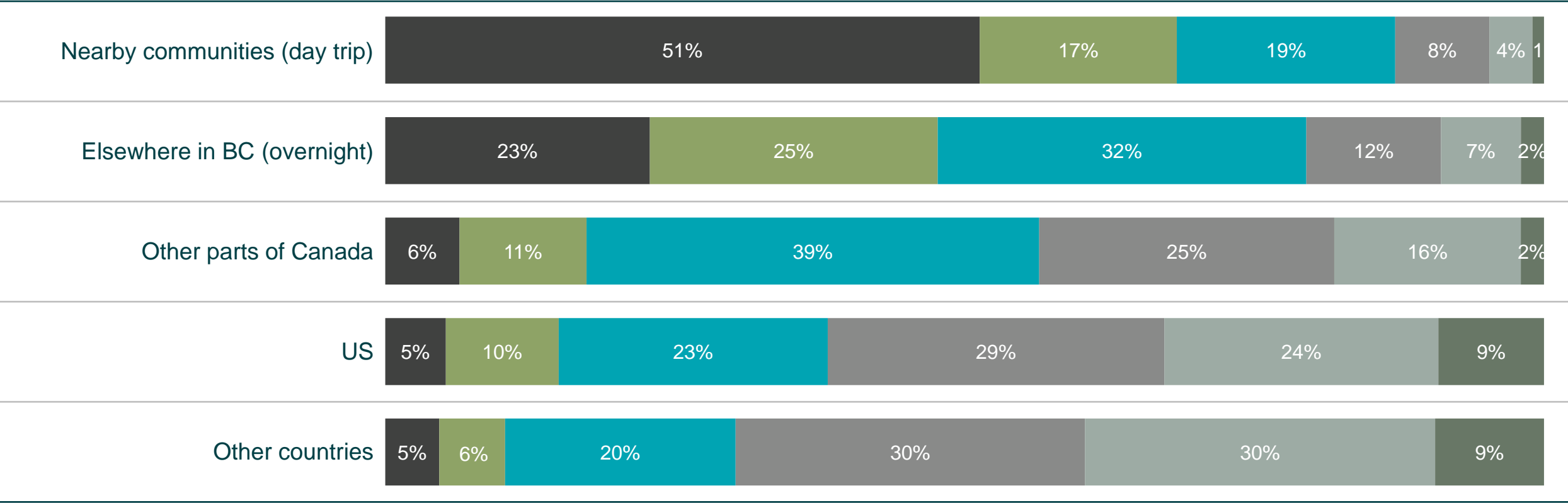


NOTE: Response category “only when vaccine or treatment for COVID-19 available” removed Jun 23, 2021.
Base: All respondents
D3. When, if at all, are you likely to make trips to the following destinations?
Due to rounding, the total may not equal 100% to the sum of individual values shown.

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

Snapshot Of British Columbians' Travel Intentions

(Wave 37 – Oct 13, 2021)

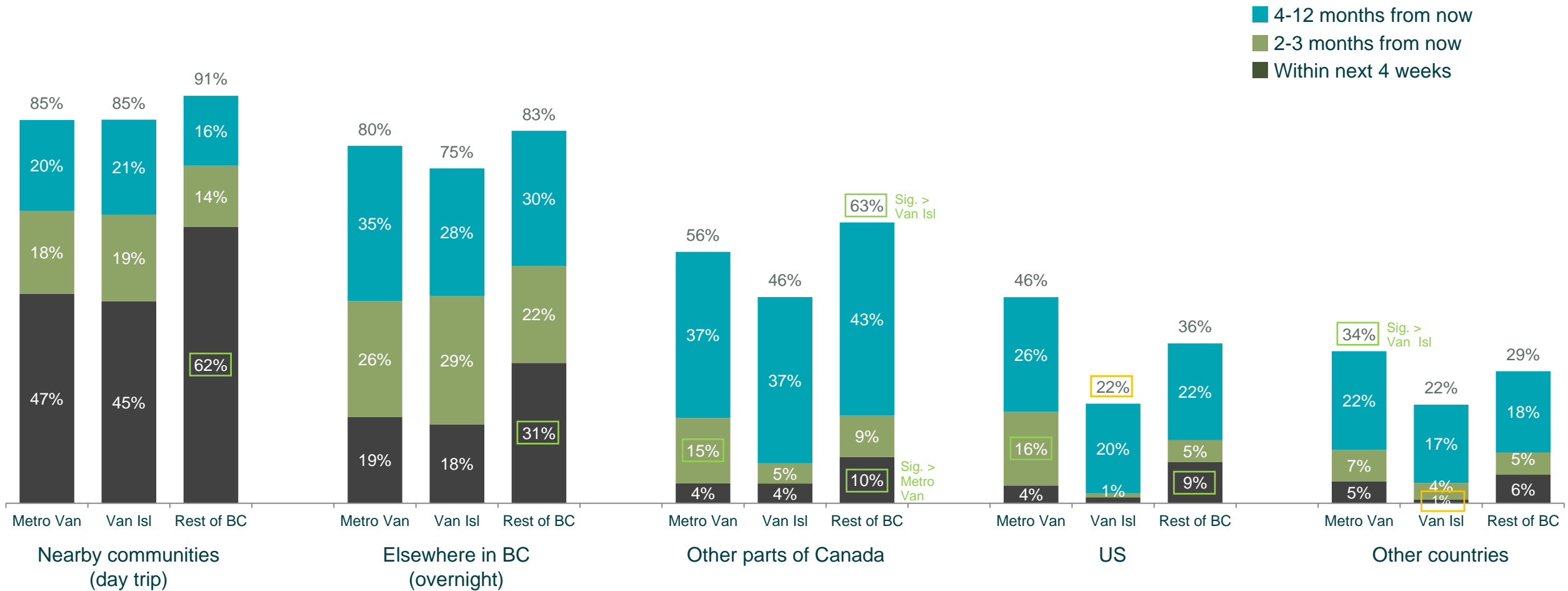


■ Within next 4 weeks ■ 2-3 months from now ■ 4-12 months from now ■ Within 2 years ■ Not sure, but longer than 2 years ■ Only if vaccine available ■ Never

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 37 – Oct 13, 2021)



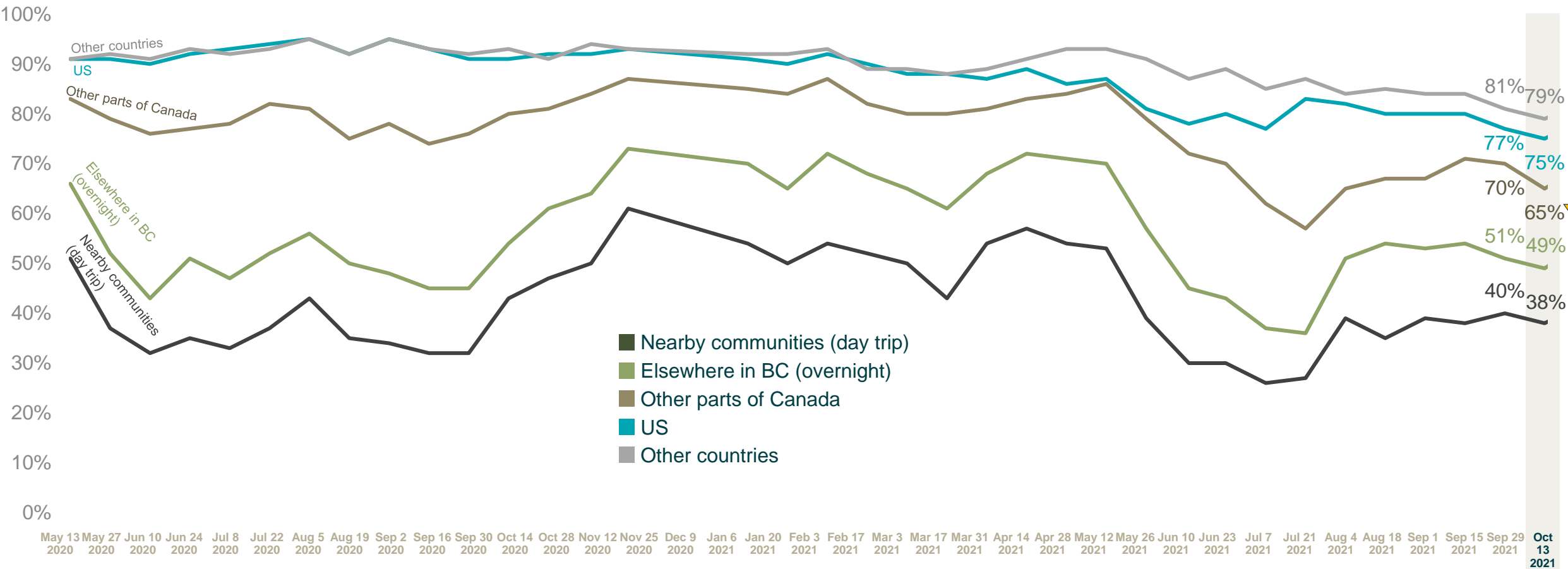
Base: All respondents
D3. When, if at all, are you likely to make trips to the following destinations?
Due to rounding, the sum of the individual values shown may not add up to the total shown.

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

CONCERN WELCOMING VISITORS

Tracking British Columbians' Concern Welcoming Visitors

(Total Very/Somewhat Concerned By Visitor Origin)

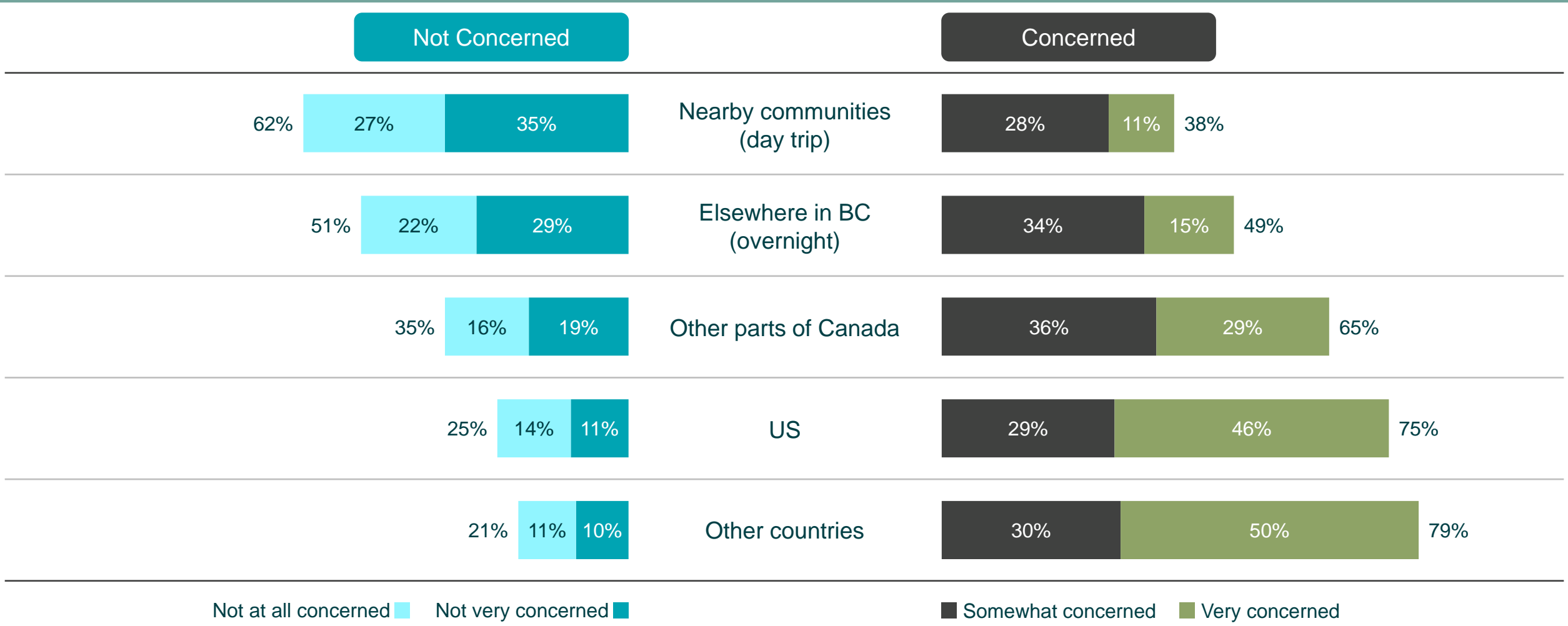


Base: All respondents
D2. Given the current situation with COVID-19, how concerned would you be with the following types of visitors making non-essential trips into your community over the next few weeks?

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

Snapshot Of British Columbians' Concern Welcoming Visitors

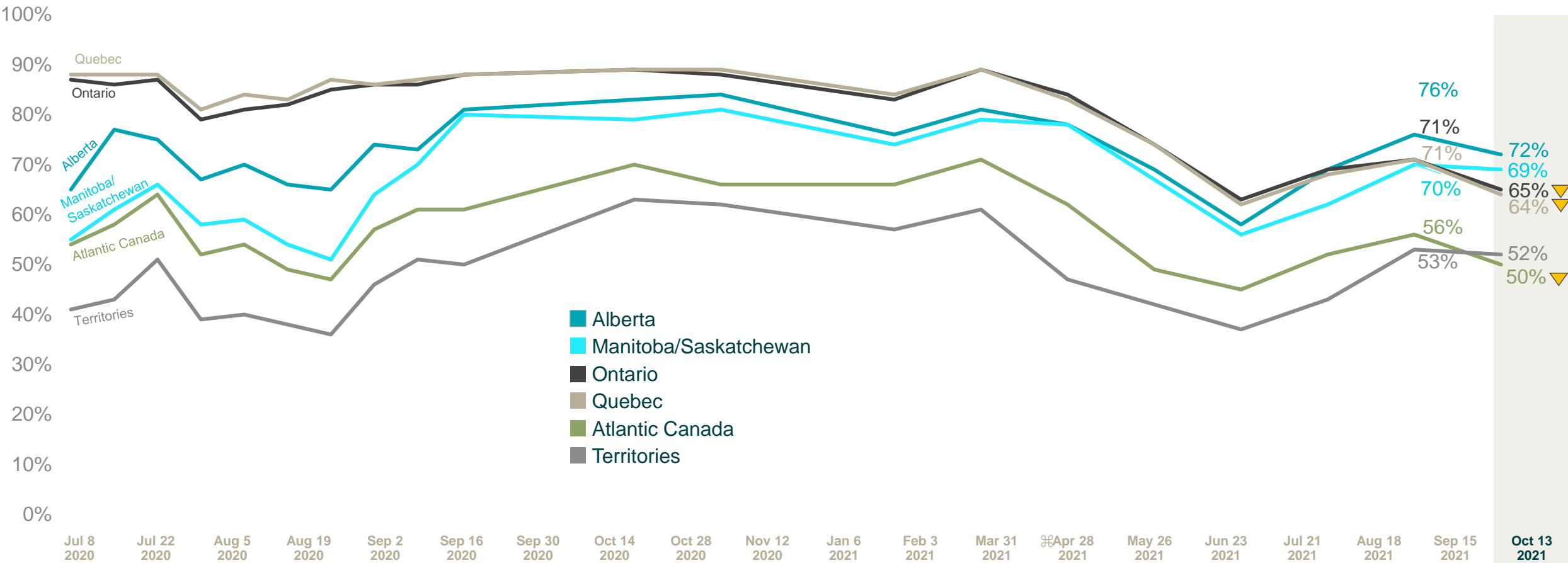
(Wave 37 – Oct 13, 2021)



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.

Tracking British Columbians' Concern Welcoming Canadian Visitors

(Total Very/Somewhat Concerned By Origin)

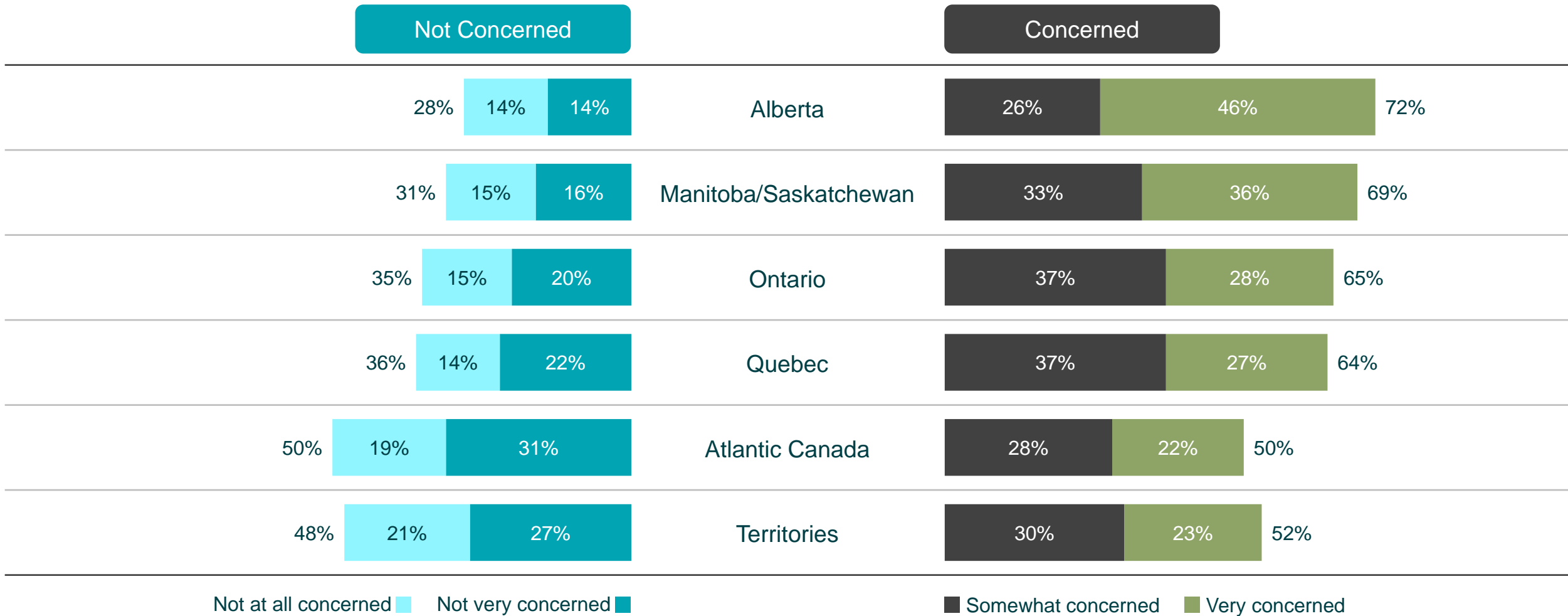


⌘ Question frequency changed from bi-weekly to monthly starting November 12, 2021.
Base: All respondents
D2a. And how concerned would you be with the following types of Canadian visitors making non-essential trips into your community over the next few weeks?

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

Snapshot Of British Columbians' Concern Welcoming Canadian Visitors

(Wave 37 – Oct 13, 2021)

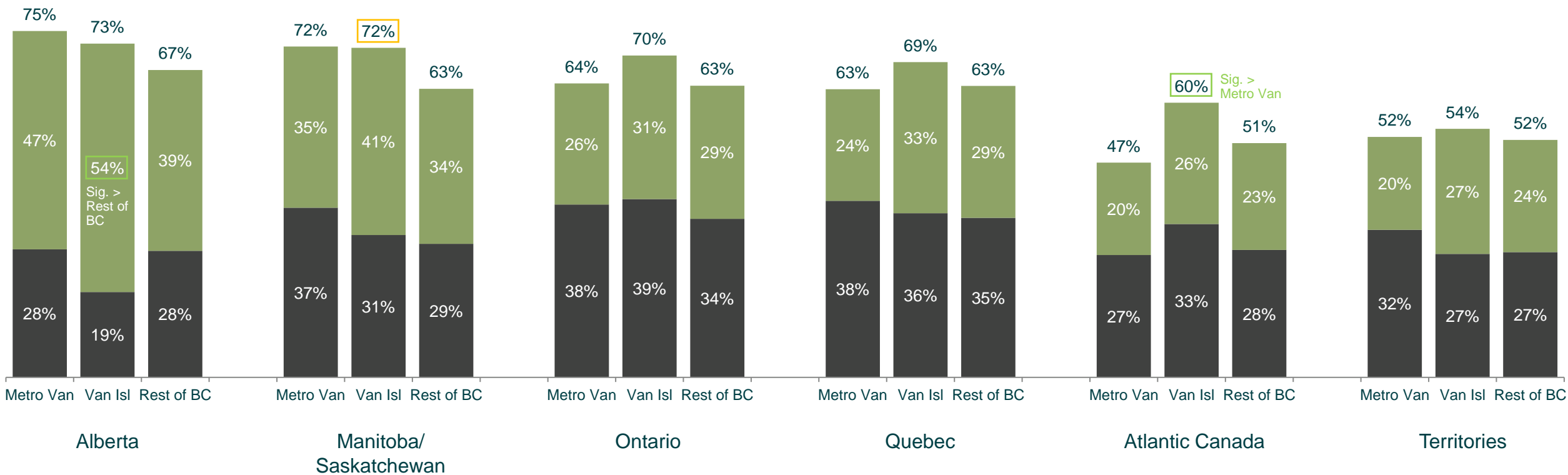


Snapshot Of British Columbians' Concern Welcoming Canadian Visitors By Region

(Wave 37 – Oct 13, 2021)



Very concerned
Somewhat concerned



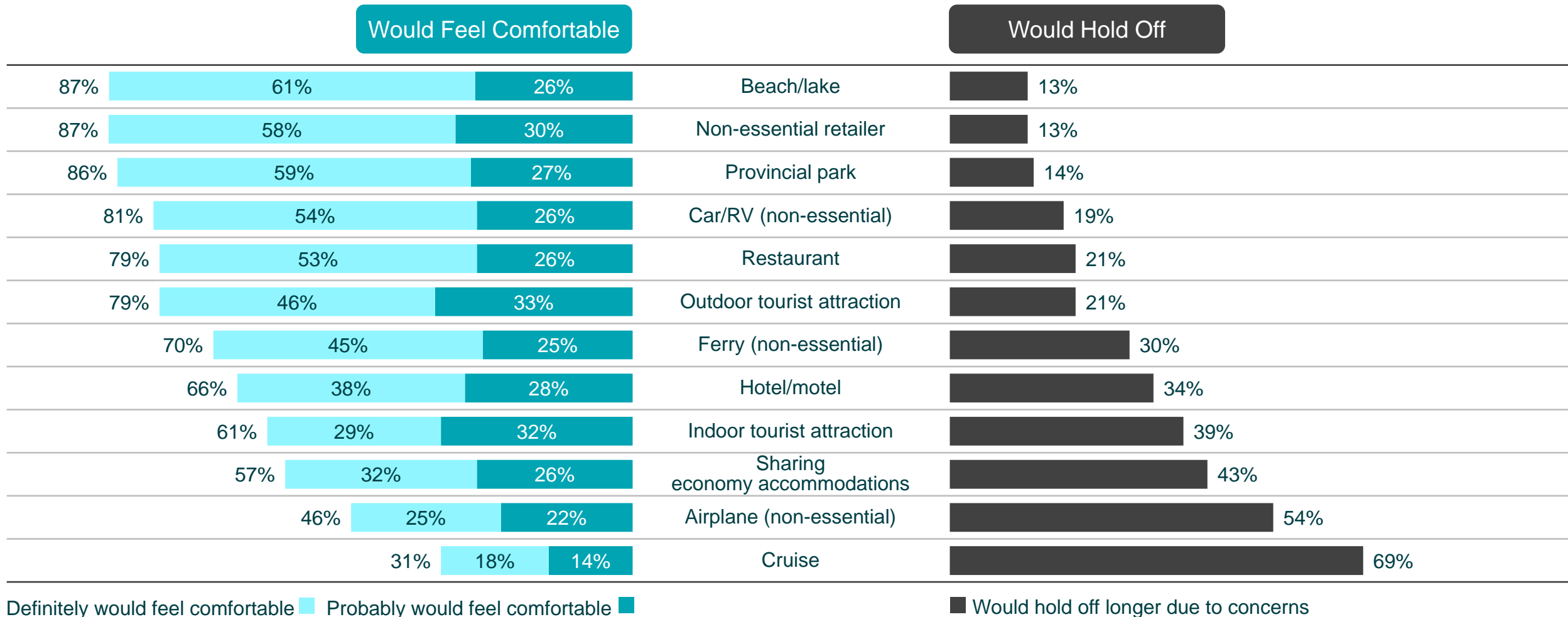
Base: All respondents
D2a. And how concerned would you be with the following types of Canadian visitors making non-essential trips into your community over the next few weeks?
Due to rounding, the sum of the individual values shown may not add up to the total shown.

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

COMFORT LEVELS BY ACTIVITY / TRANSPORTATION / ACCOMMODATION

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

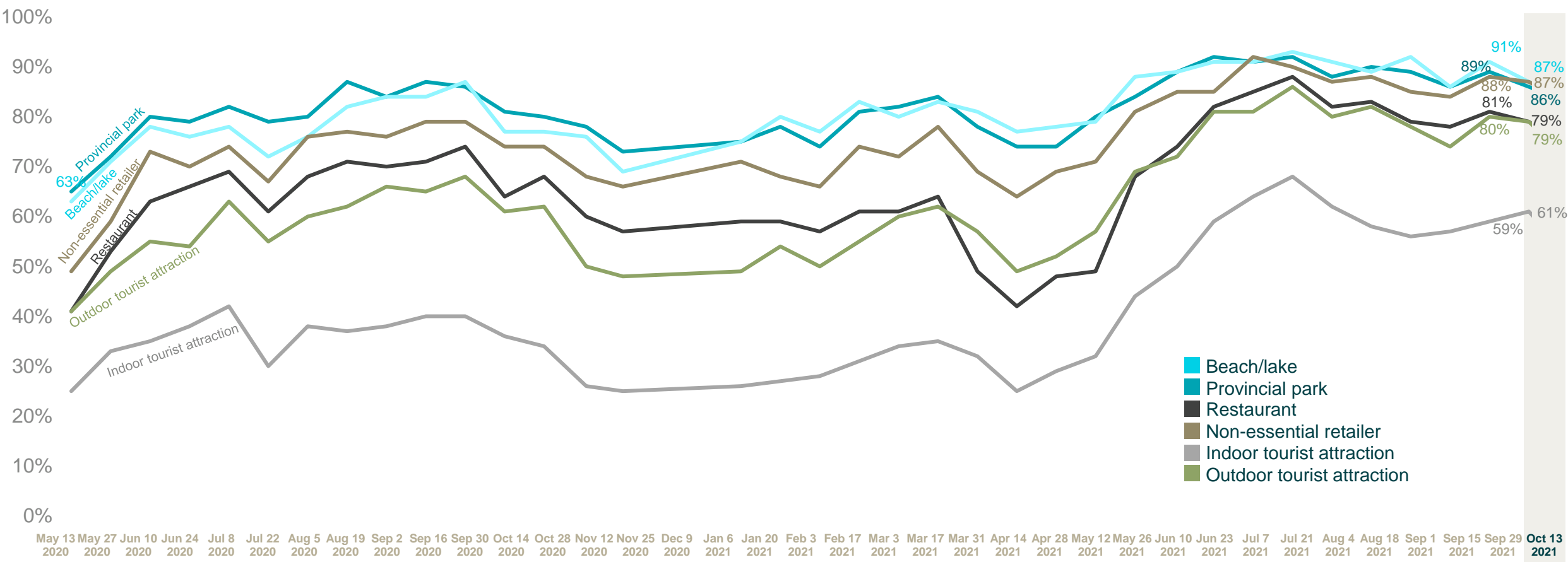
(Wave 37 – Oct 13, 2021)



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?
 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)

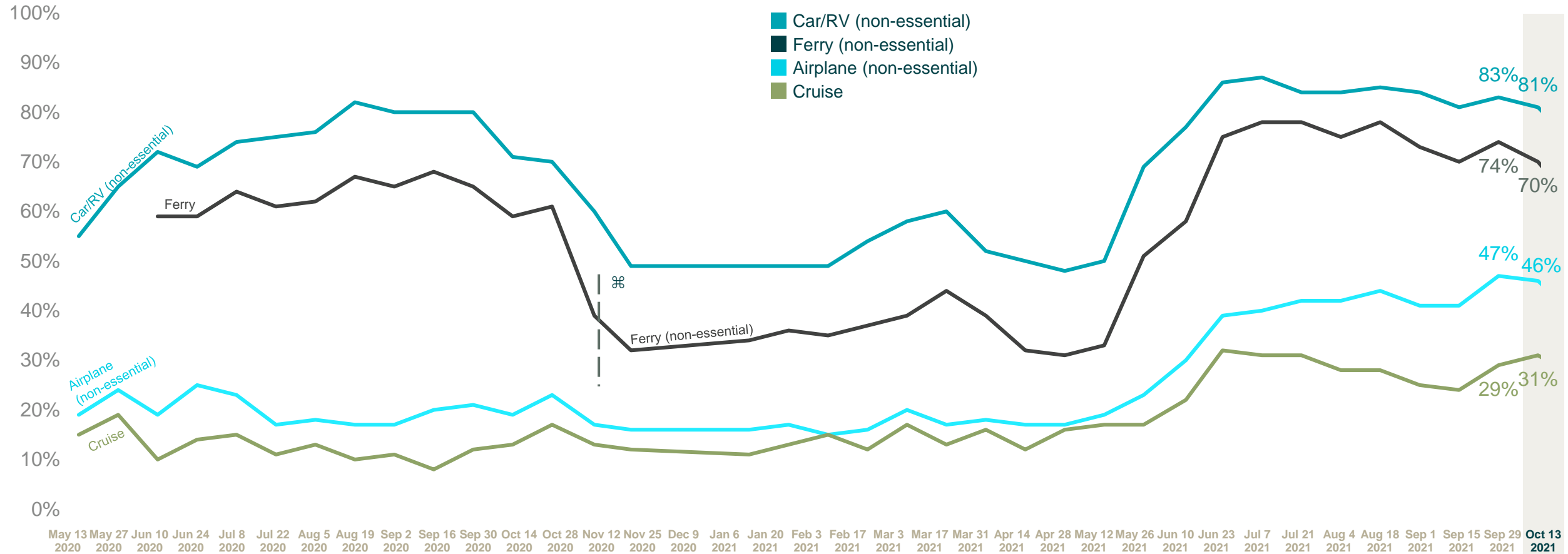


▲ Statistically significantly **higher** than previous wave.
▼ Statistically significantly **lower** than previous wave.

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?

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

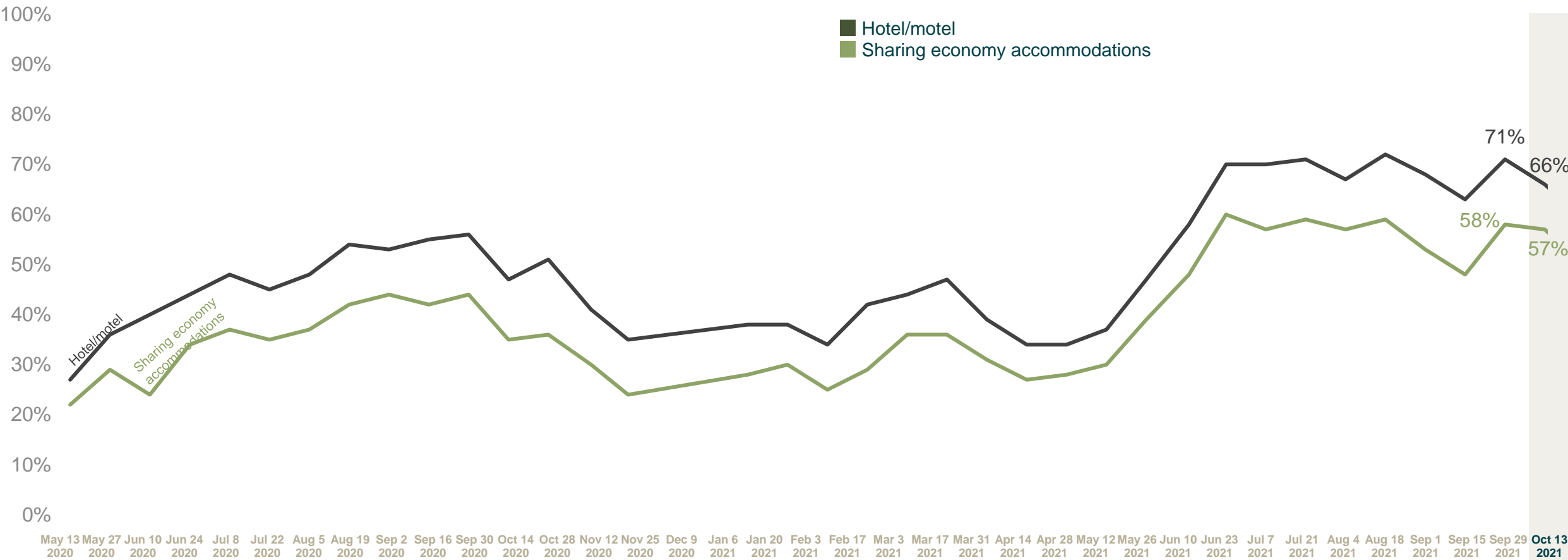
D1. Would be comfortable doing/using each of the following in the next few weeks, or are you be likely to hold off longer due to concerns about COVID-19?

▲ 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 be likely to hold off longer due to concerns about COVID-19?

APPENDIX: METRICS BY DEMOGRAPHICS

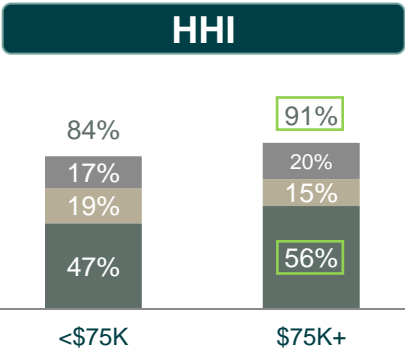
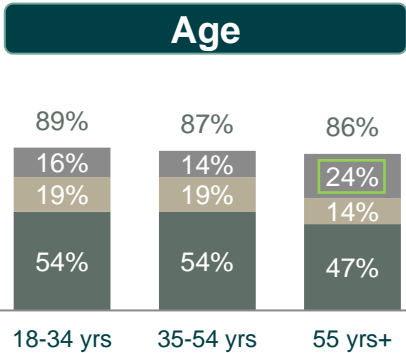
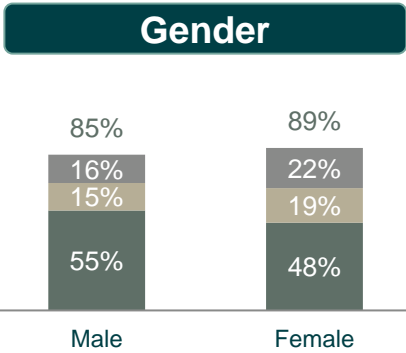
Snapshot Of British Columbians' Travel Intent By Demographics

(Wave 37 – Oct 13, 2021)

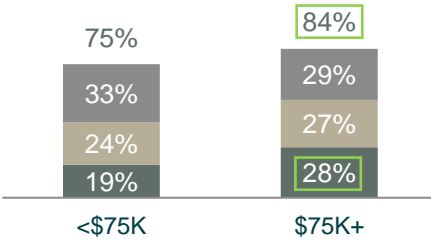
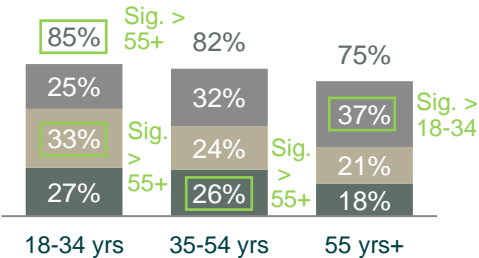
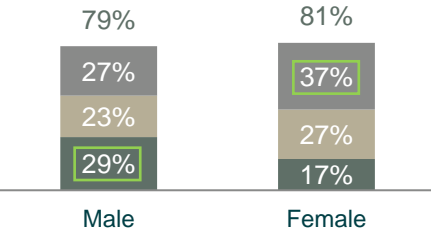


- 4-12 months from now
- 2-3 months from now
- With next 4 weeks

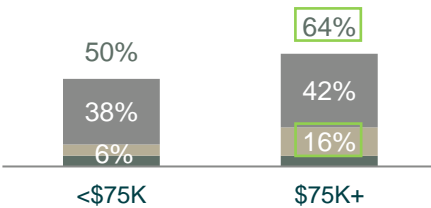
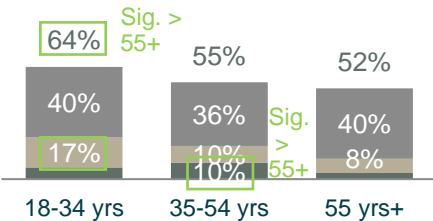
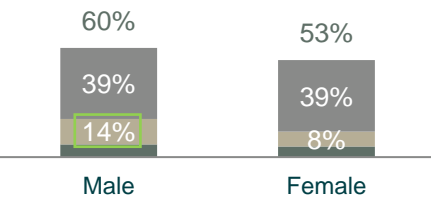
Nearby communities
(day trip)



Elsewhere in BC
(overnight)



Other
parts of Canada

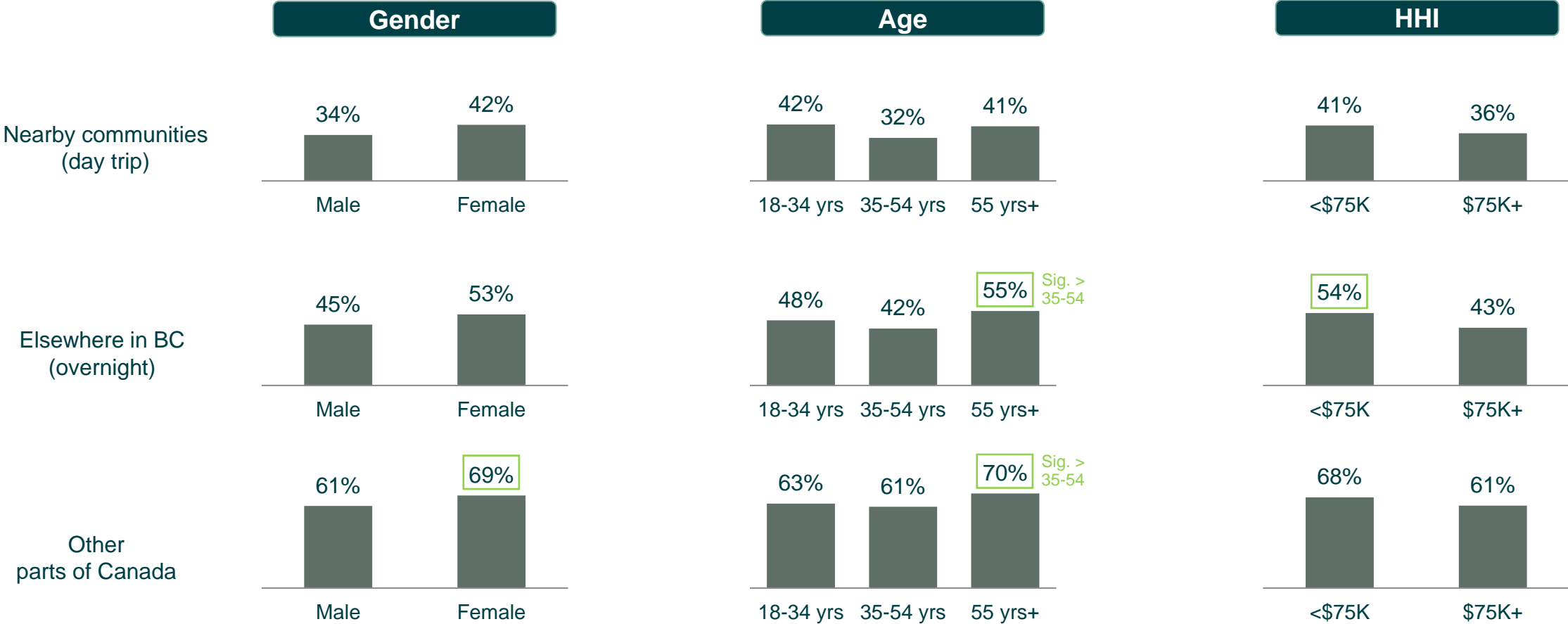


Base: All respondents
D3. When, if at all, are you likely to make trips to the following destinations?
Due to rounding, the total may not equal 100% to the sum of individual values shown.

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

Snapshot Of British Columbians' Concern Welcoming Visitors By Demographics

(Total Very/Somewhat Concerned, Wave 37 – Oct 13, 2021)



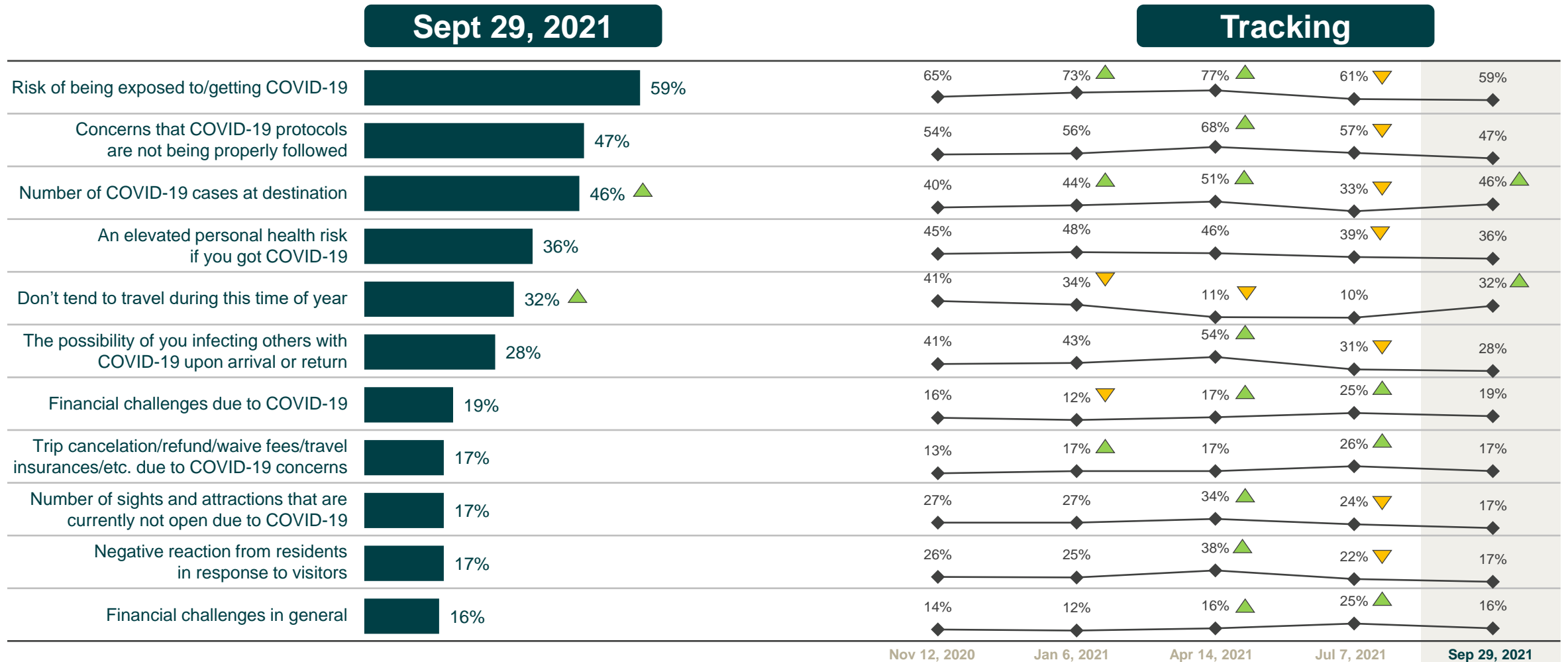
Base: All respondents
D2. Given the current situation with COVID-19, how concerned would you be with the following types of visitors making non-essential trips into your community over the next few weeks?

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

APPENDIX: PAST AD-HOC FINDINGS

Reasons For Not Considering Future BC Travel (Aided)

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

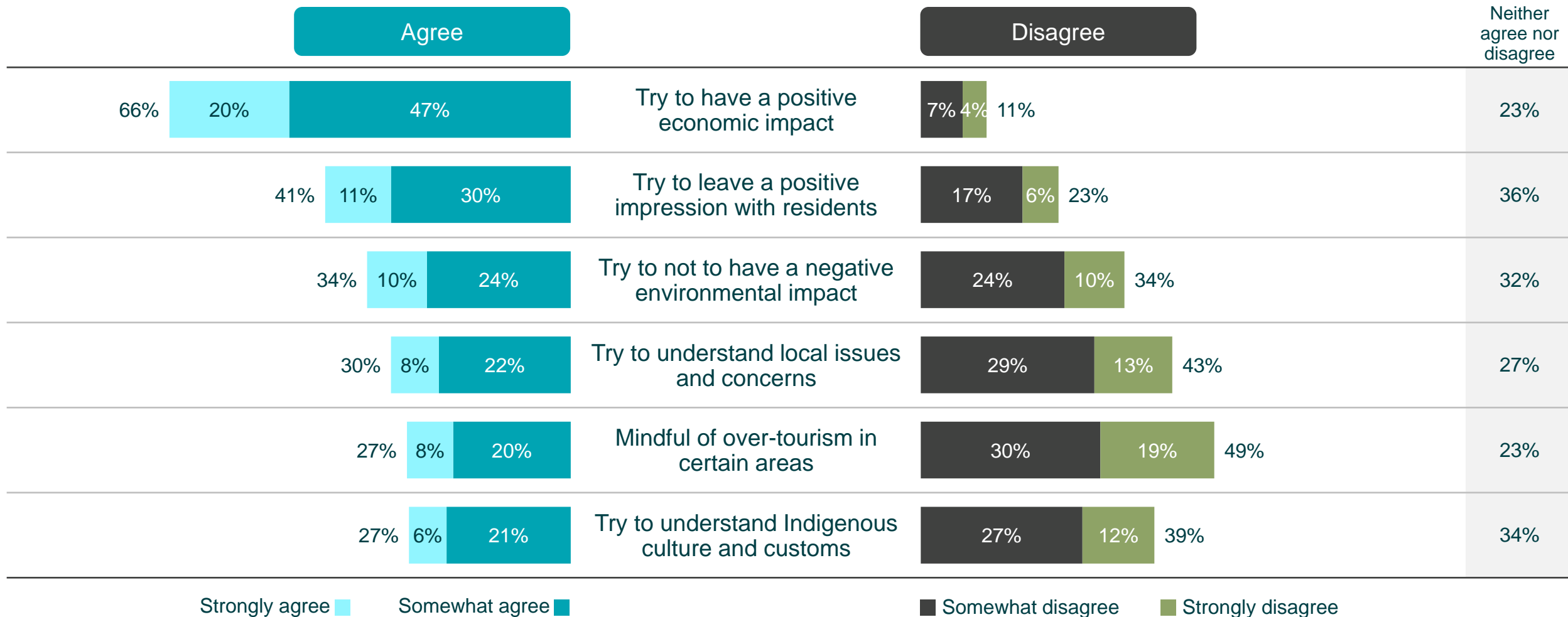


Base: Those who are not likely to take a daytrip in BC or an overnight trip in BC in the next 3 months
D4. Why are you not likely to travel in BC for a day trip or an overnight trip in the next 3 months?

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

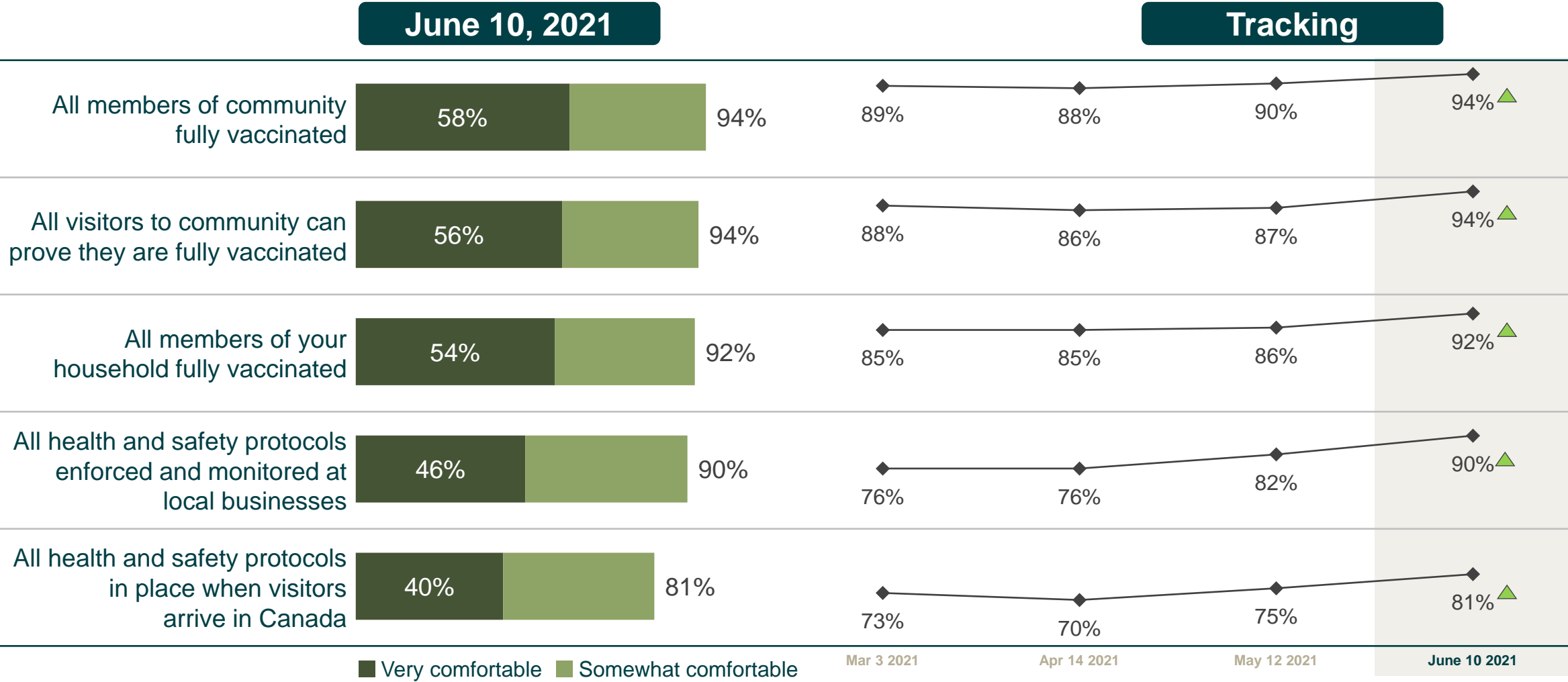
British Columbians' Views On Visitors

(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.

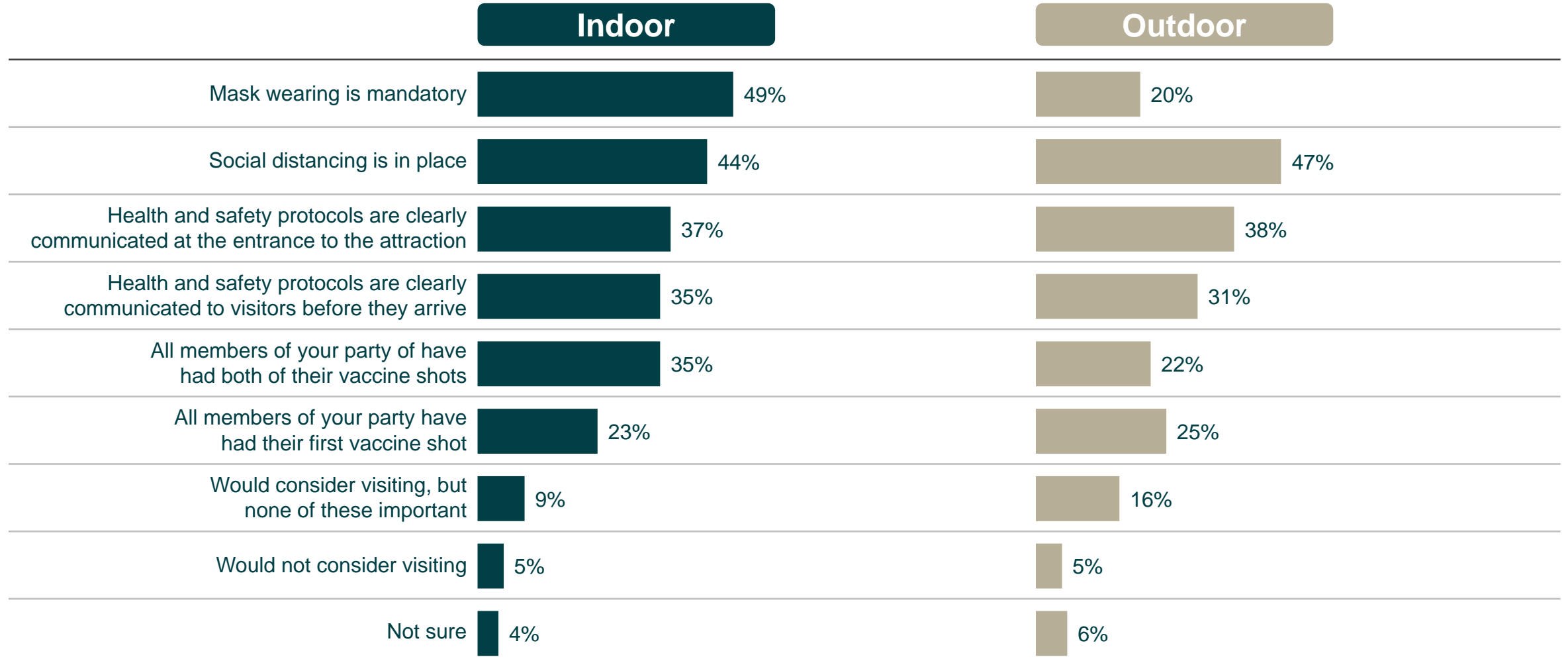
Comfort With Welcoming Visitors Under Various Circumstances



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

Important Circumstances In Visiting BC Attractions (Aided)

(Wave 29 – June 23, 2021)

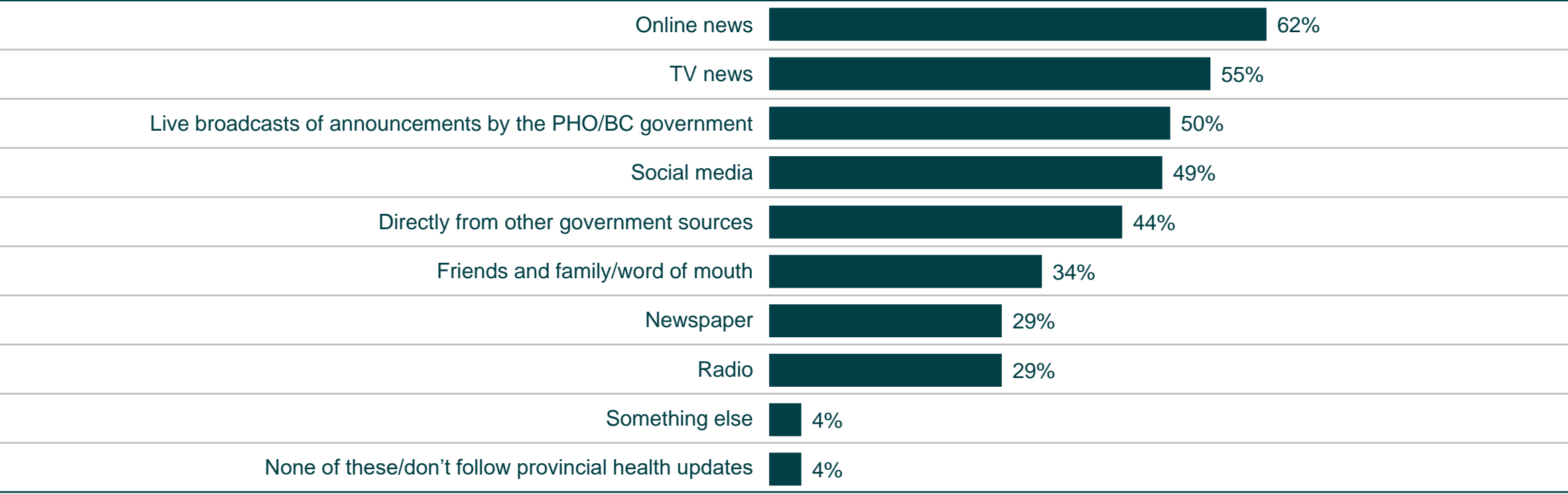


Source Of Provincial COVID-19 Health Updates

(Wave 21 - March 3, 2021)

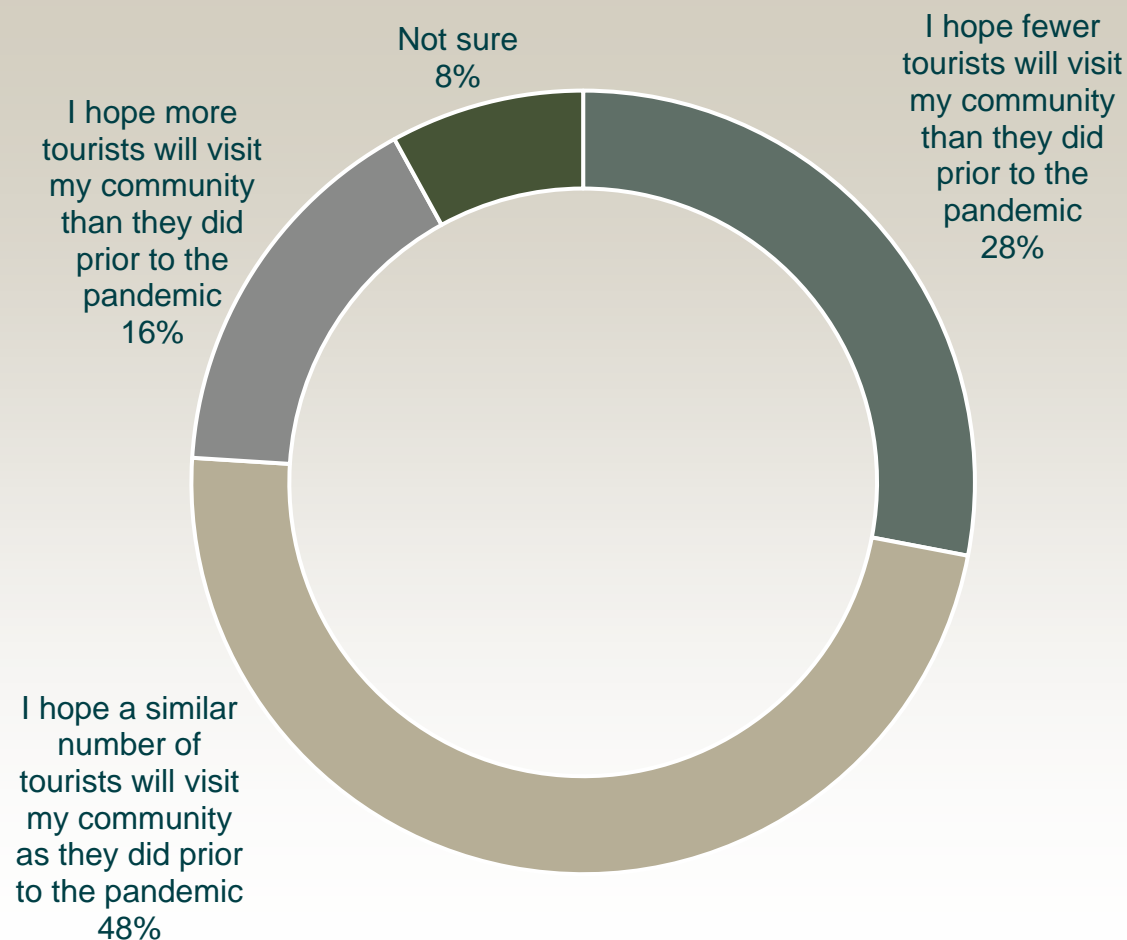


March 3, 2021
(n=827)



Preferred Tourism Post-Pandemic

(Wave 27 – May 26, 2021)



More Tourists	REGION	Fewer Tourists
15%	Metro Vancouver	27%
13%	Vancouver Isl	30%
19%	Rest of BC	28%
GENDER		
23%	Male	23%
9%	Female	32%
AGE		
9%	18 to 34	30%
17%	35 to 54	25%
20%	55+	29%
HH INCOME		
11%	<\$75K	31%
20%	\$75K+	27%

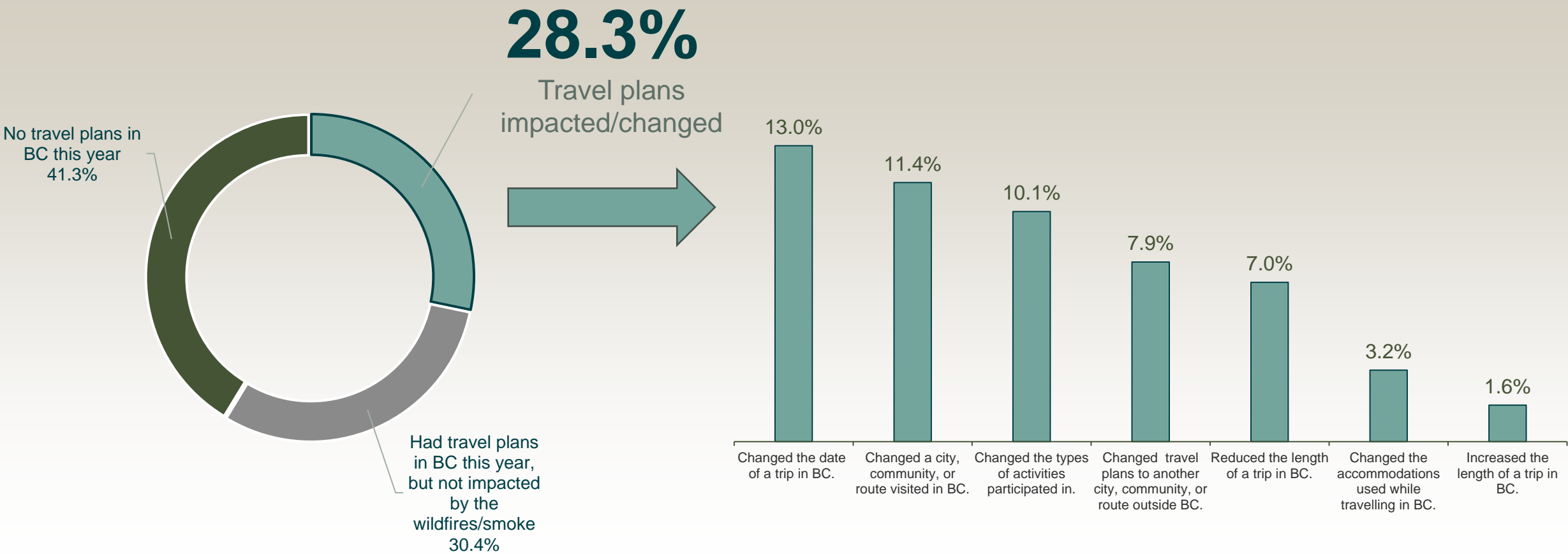
Statistically significantly **higher** than comparison group(s).

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

Base: All respondents
D9. When travel is allowed, and assuming both your community and incoming visitors are fully vaccinated and visitors meet Health Canada's safety guidelines, which of the following statements do you most agree with?

Impact Of Wildfires/Smoke On Residents' BC Travel Plans

(Wave 34 – Sept 1, 2021)



Base: All respondents, D12. Did you have any travel plans in British Columbia that were impacted by the wildfires and/or the smoke?



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

For more information, please contact:

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