

COVID-19 Research Roundup

November 8, 2021

Osoyoos, Thompson Okanagan

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:

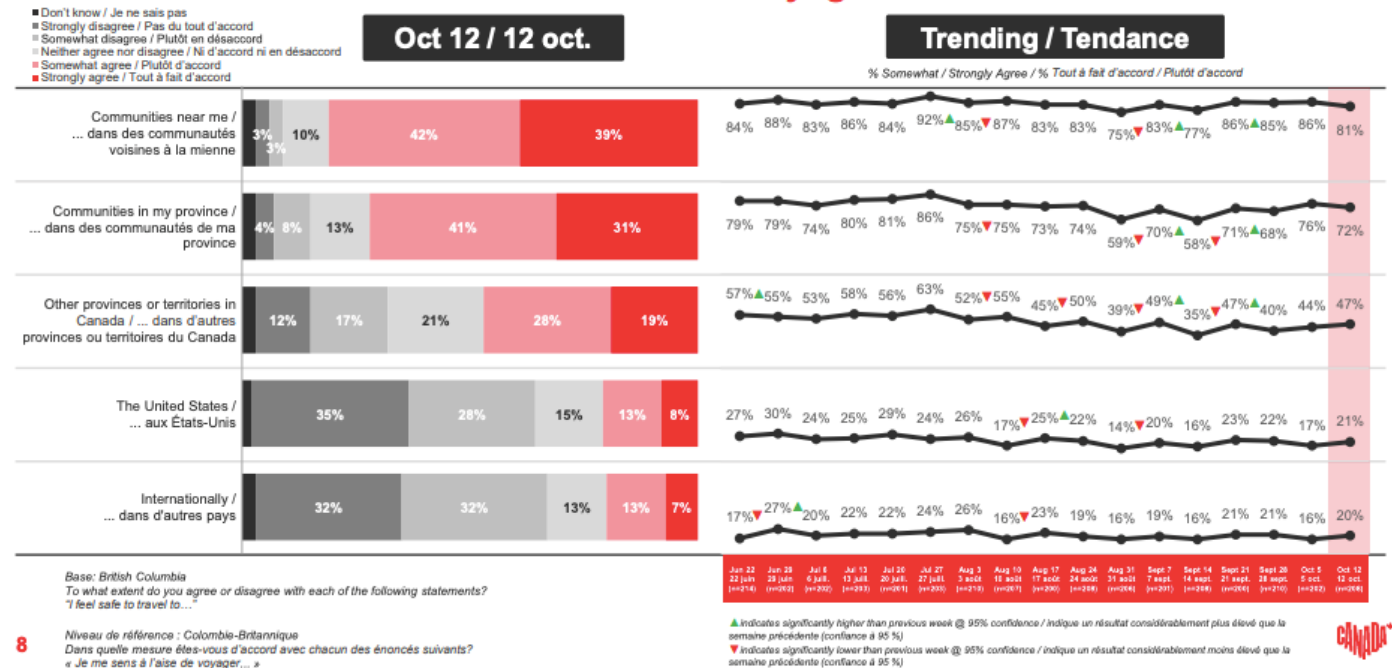
- Destination Canada reports that 47% of BC residents feel safe travelling to other provinces
- Destination BC reports that BC residents' concern for welcoming visitors from other parts of Canada decreased -7 points to 58%
- BC weekly domestic overnight visitation decreased -0.8% from the previous week
- BC sees an increase of +18.1% in weekly domestic overnight visitation compared to the same period in 2020
- BC's occupancy rate (53.6%) increased +18.5 points compared to the same period in 2020
- BC's average daily rate (\$150.79) increased +26.5% compared to the same period in 2020
- BC's RevPAR (\$80.89) decreased -9.6% from the previous week
- Destination BC's Snapshot of BC Travel reports that international bookings made up 38% of total BC Air Bookings for the week of Oct. 26 – Nov. 1
- Skift reports the Global Recovery Index has increased to 62 points out of 100 in September 2021
- Destination Analysts reports that 30.5% of US travellers are more interested in travelling after the announcement of the US border reopening
- UNWTO reports 50% of the global population has 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 47% of BC residents feel safe travelling to other provinces

- In Destination Canada's latest Resident Sentiment report (October 12, 2021), 47% of BC residents reported feeling safe travelling to other provinces, an increase of +3 points from the previous wave.
- The same report showed that 81% of BC residents feel safe travelling to nearby communities and 72% of BC residents feel safe travelling to other communities within BC.
- Additionally, 21% of BC residents feel safe travelling to the US and 20% feel safe travelling internationally.

British Columbia / Colombie-Britannique

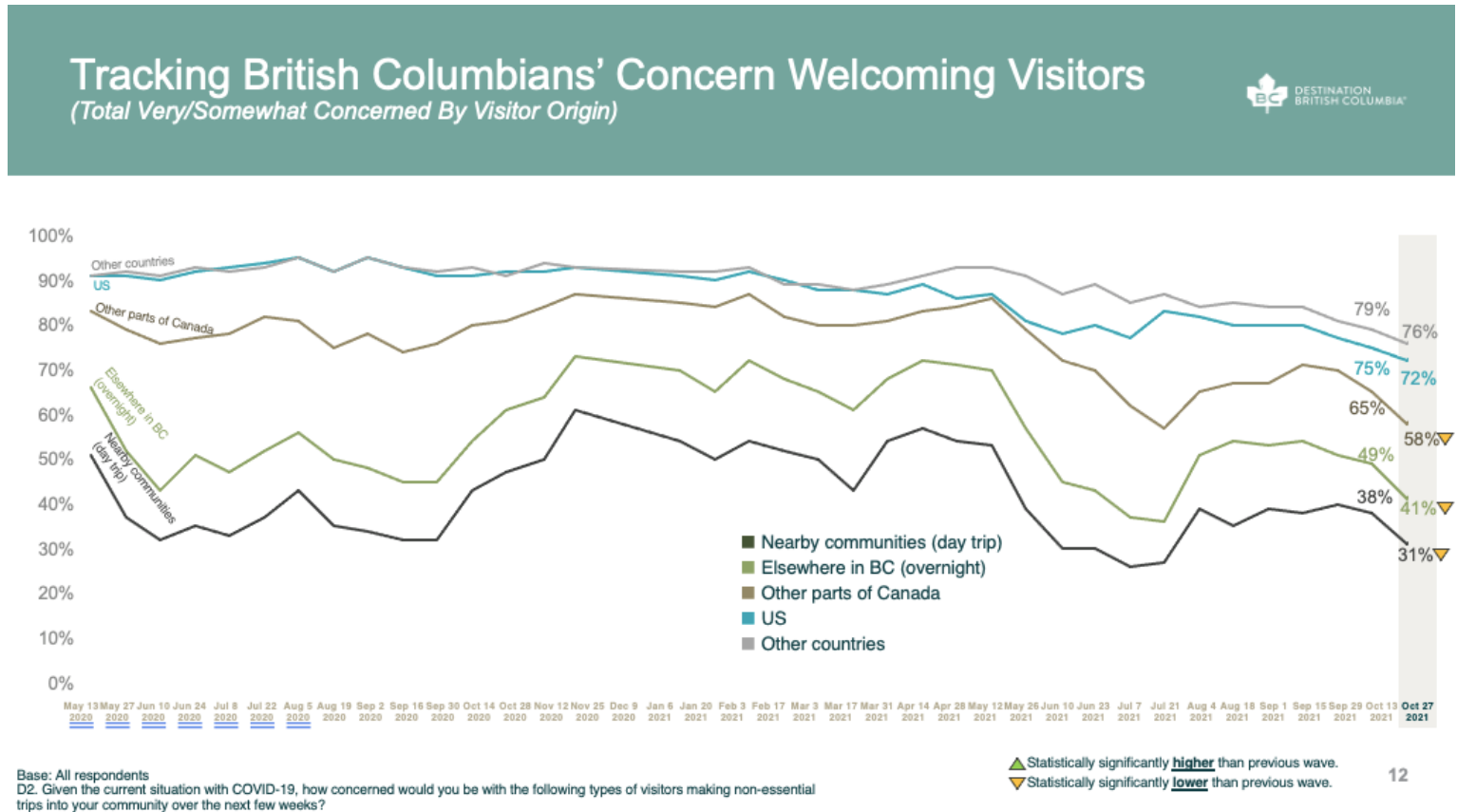
I feel safe to travel / Je me sens à l'aise de voyager



Source: [Destination Canada's Weekly COVID-19 Resident Sentiment, Oct 12, 2021](#)

Destination BC reports that BC residents' concern for welcoming visitors from other parts of Canada decreased -7 points to 58%

- In Destination BC's latest BC Residents' Public Perceptions Wave 38 (October 27, 2021) report, an estimated 58% of British Columbian residents said they were concerned welcoming visitors from other parts of Canada. This represents a decrease of -7 points from the previous wave (October 13, 2021).
- Additionally, concern for welcoming visitors from nearby communities for a day trip dropped -7 points to 31%, and concern for welcoming visitors from elsewhere in BC for an overnight trip fell -8 points to 41%.
- BC residents' concern for welcoming visitors from the US and from other countries both fell -3 points to 72% and 76% respectively.

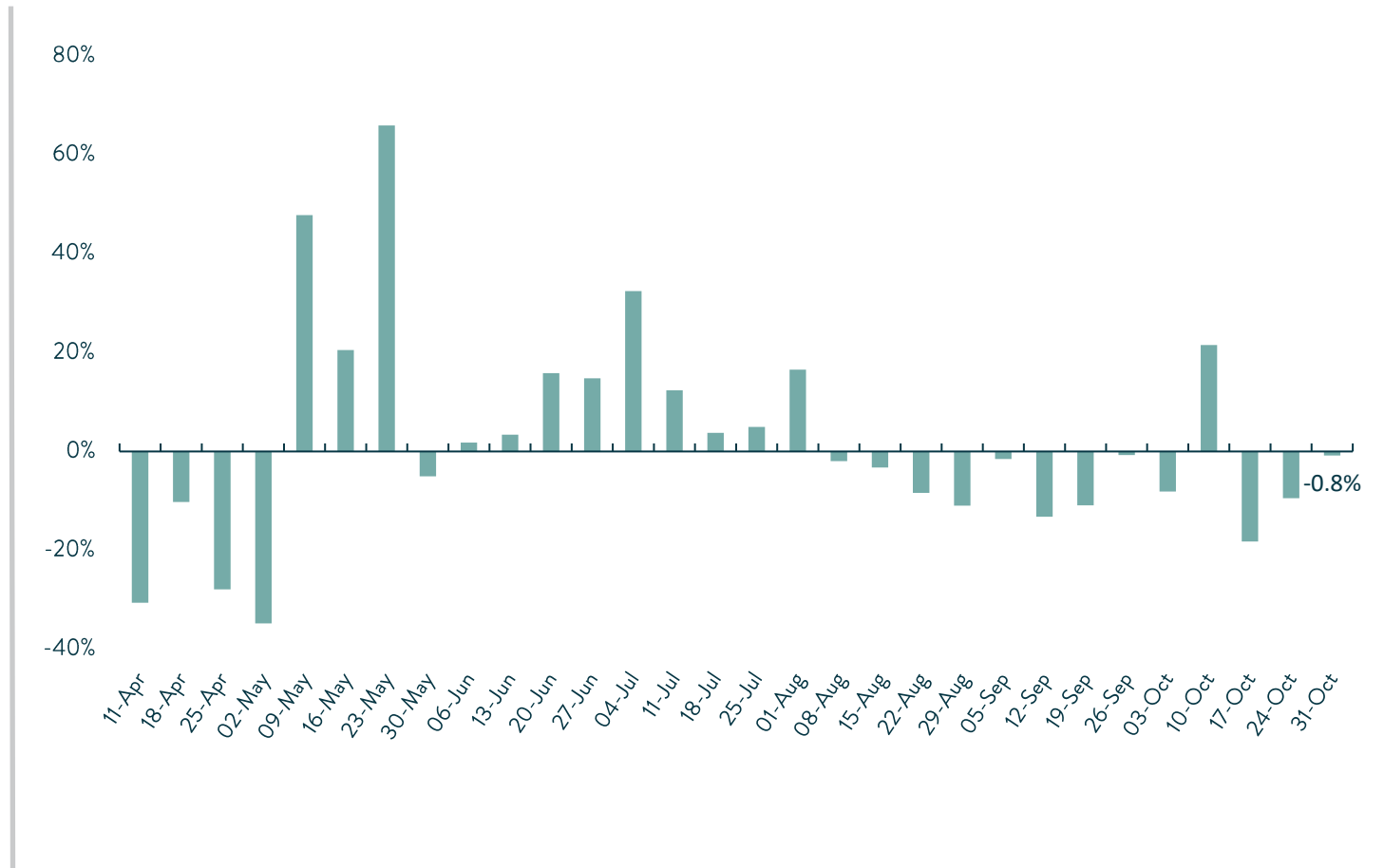


Source: [Destination BC's Residents' Public Perceptions: COVID-19 Travel and Tourism Wave 38, Oct 27, 2021](#)

BC weekly domestic overnight visitation decreased -0.8% from the previous week

- According to Environics Analytics Weekly COVID Tracker Report, during the week ending October 31, 2021, BC experienced a week-over-week decrease of -0.8% in weekly domestic overnight visitation.
- Week-over-week increases in domestic overnight visitation were seen in four of six tourism regions across the province:
 - Vancouver, Coast & Mountains (+0.3%)
 - Northern BC (+9.9%)
 - Kootenay Rockies (+26.2%)
 - Cariboo Chilcotin Coast (+34.5%)
- Week-over-week decreases in domestic overnight visitation were seen in the other two tourism regions across the province:
 - Thompson Okanagan (-7.1%)
 - Vancouver Island (-13.7%)

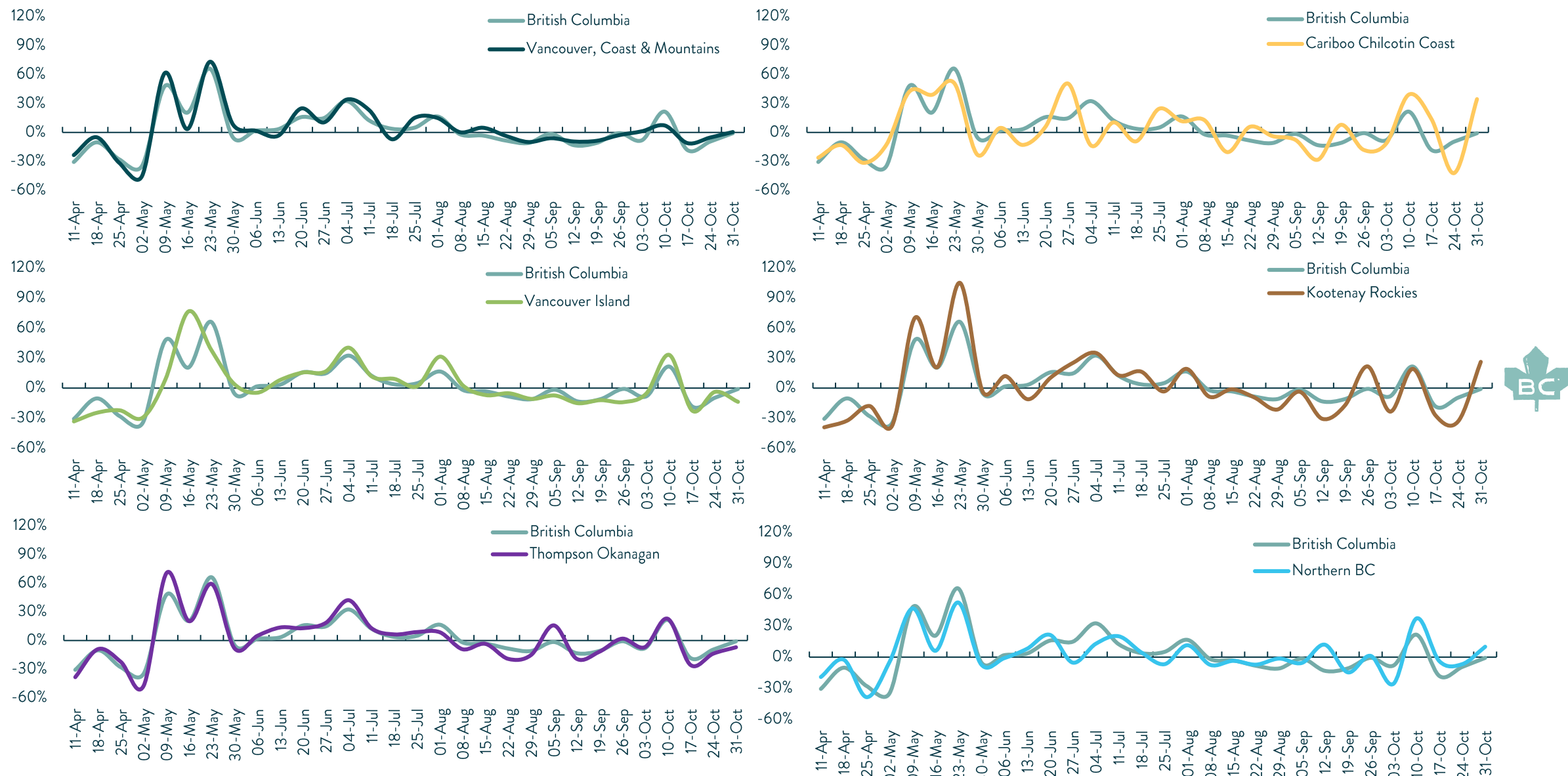
BC's Domestic Overnight Visitation
Week-over-Week Percent Change



Source: [Environics Analytics Weekly COVID Tracker Report, Oct 31, 2021](#)

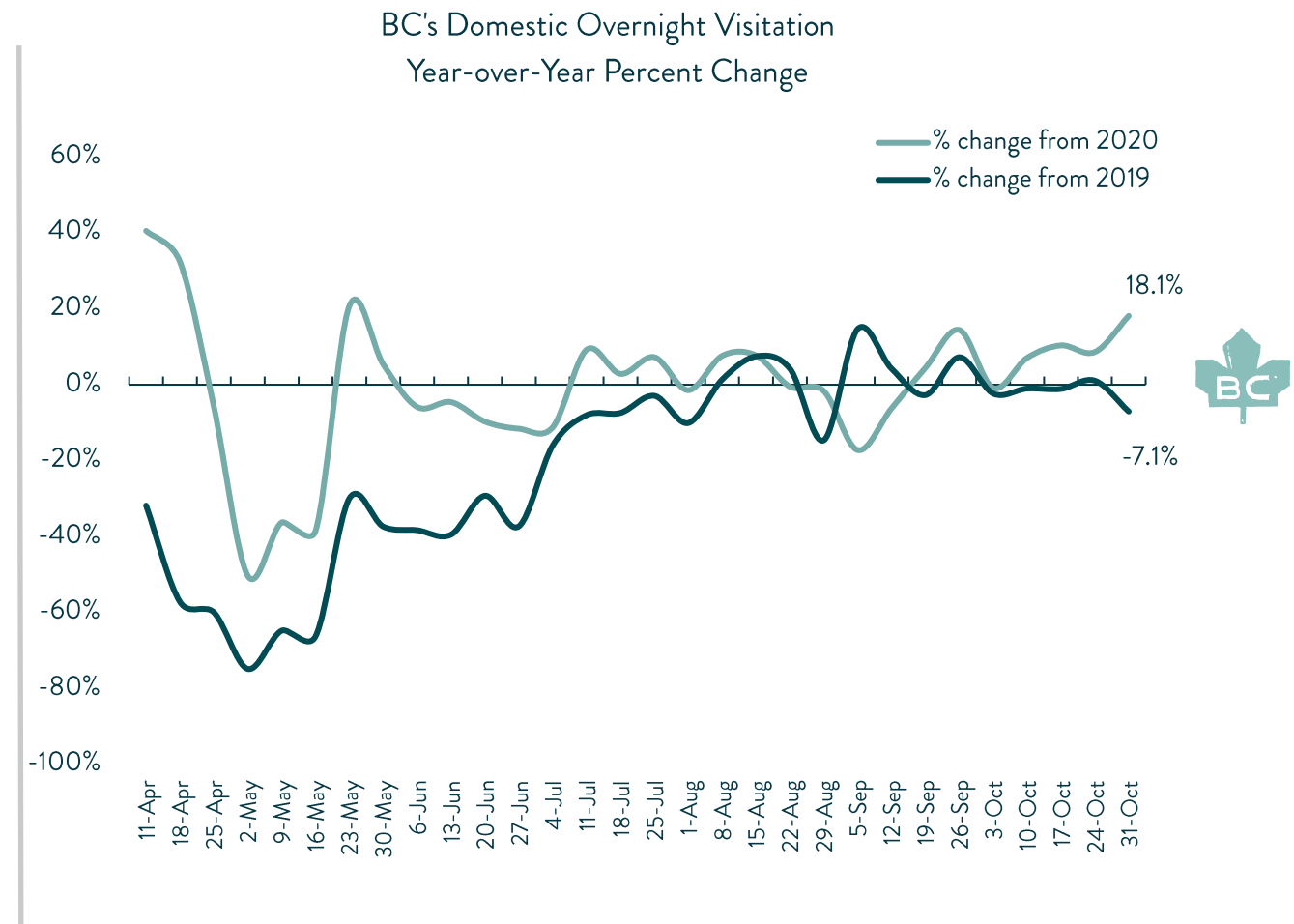


BC and Regional Domestic Overnight Visitation Week-over-Week Percent Change



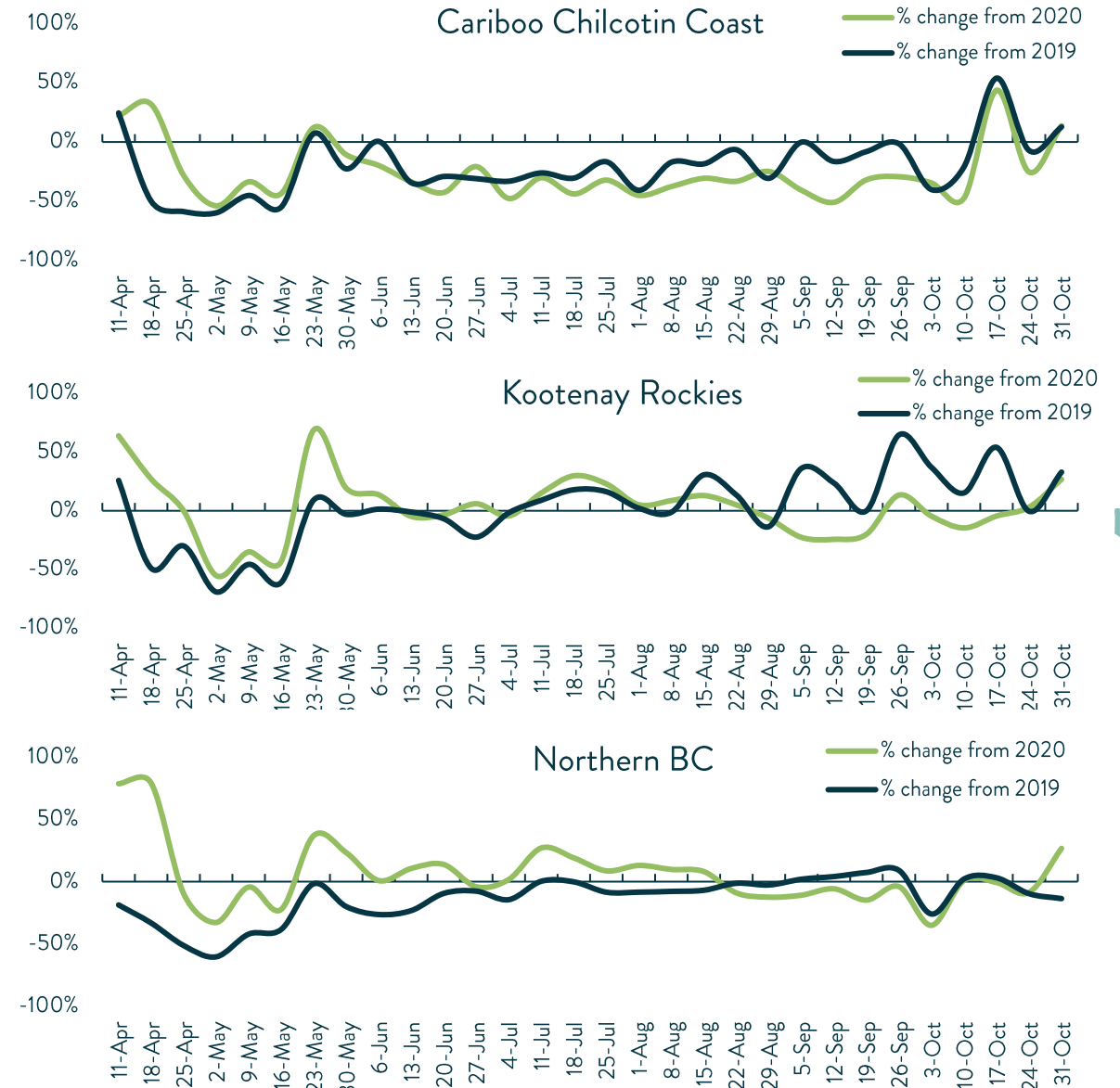
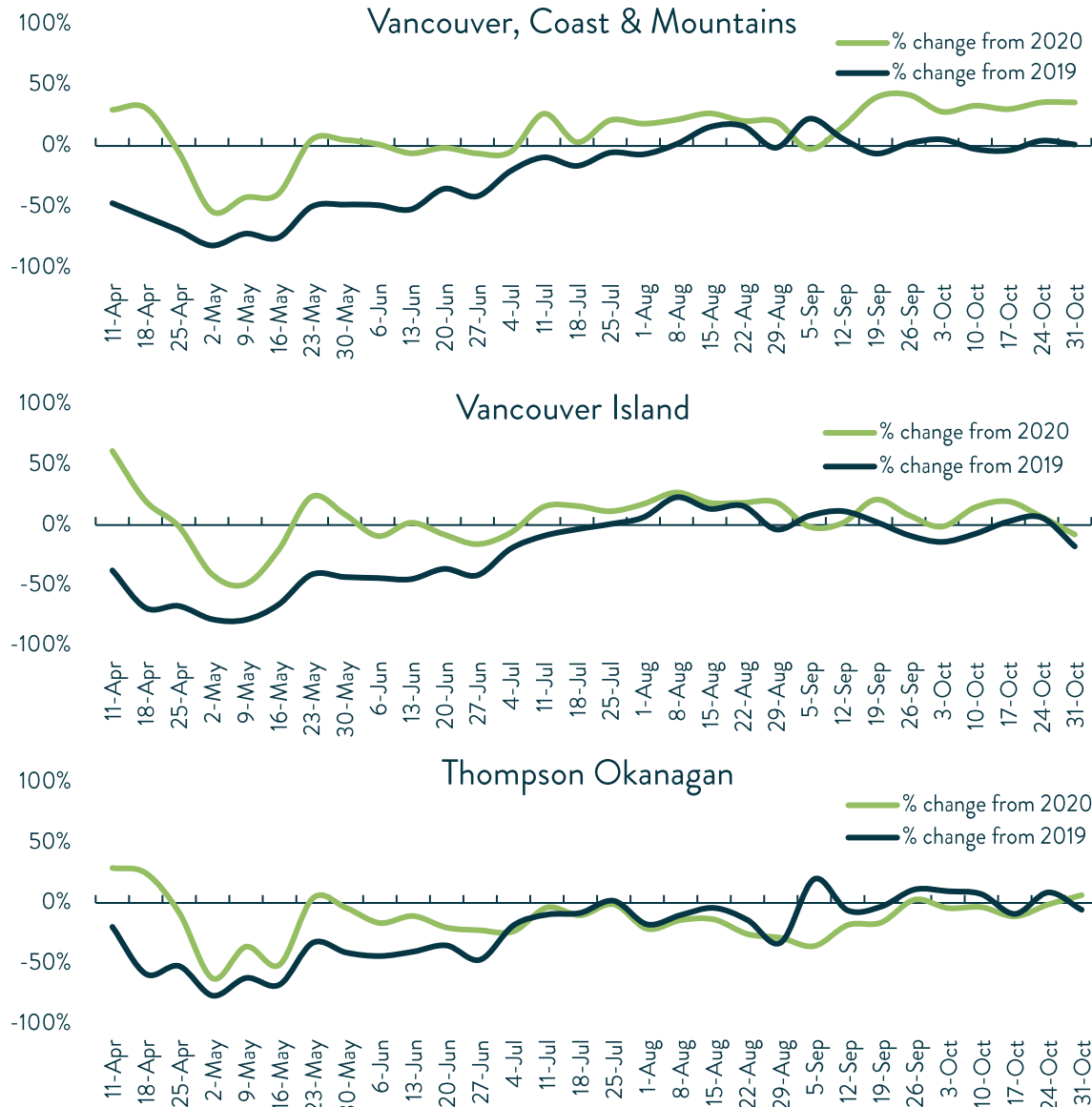
BC sees an increase of +18.1% in weekly domestic overnight visitation compared to the same period in 2020

- For the week ending October 31, 2021, Environics Analytics reported that weekly domestic overnight visitation increased +18.1% compared to the same week in 2020. Compared to the same week in 2019, weekly domestic overnight visitation decreased -7.1%.
- Every tourism region, except Vancouver Island, saw a year-over-year increase in weekly visitation when compared to the same period in 2020. Three tourism regions, Vancouver, Coast & Mountains, Cariboo Chilcotin Coast, and Kootenay Rockies, saw a year-over-year increase in weekly visitation when compared to the same period in 2019.
 - Vancouver, Coast & Mountains (+35.7% over 2020; +1.1% over 2019)
 - Kootenay Rockies (+26.7%; +32.9%)
 - Northern BC (+26.7%; -13.6%)
 - Cariboo Chilcotin Coast (+13.8%; +12.6%)
 - Thompson Okanagan (+6.5%; -5.7%)
 - Vancouver Island (-7.9%; -17.8%)



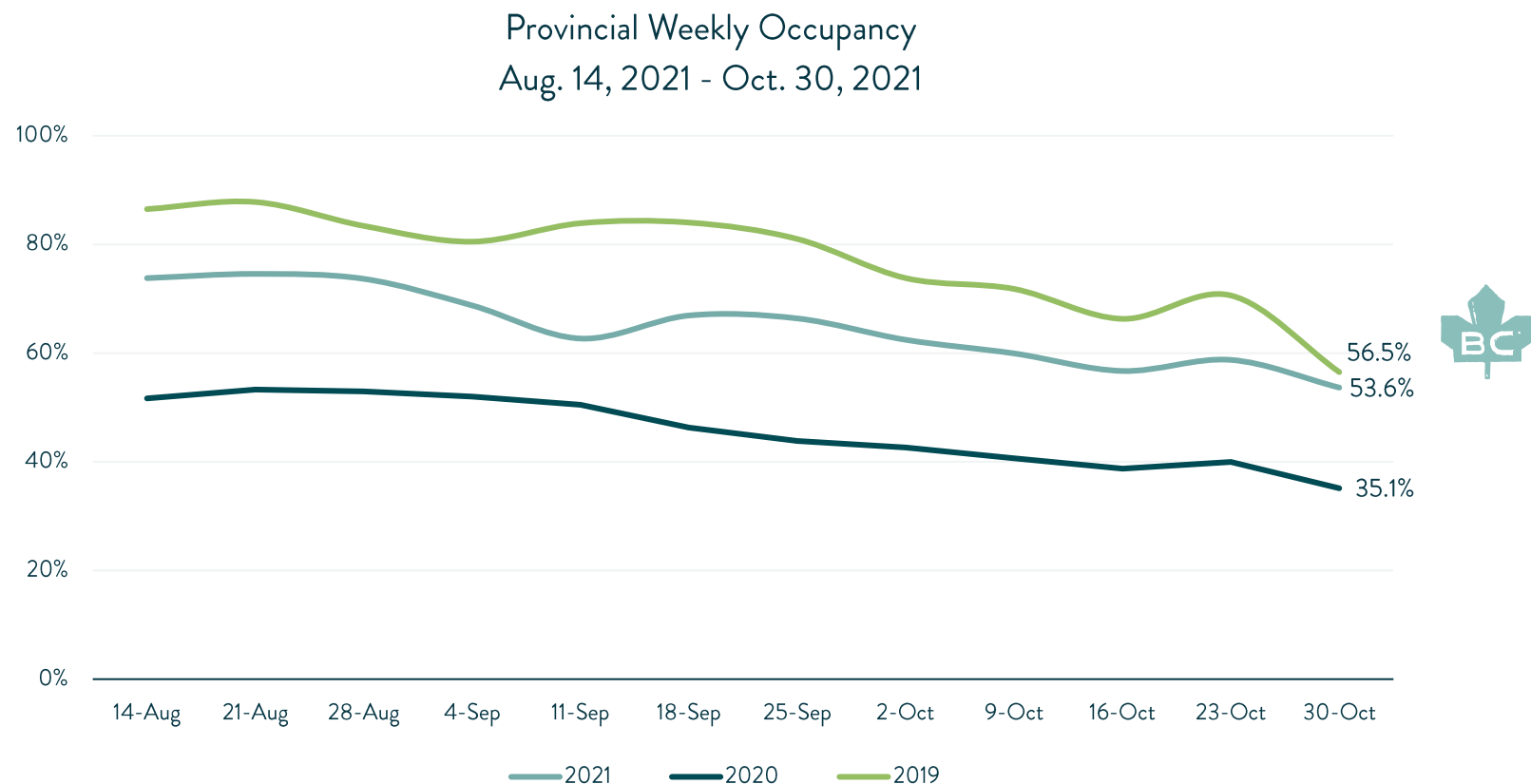
Source: [Environics Analytics Weekly COVID Tracker Report, Oct 31, 2021](#)

Regional Domestic Overnight Visitation Year-over-Year Percent Change



BC's occupancy rate (53.6%) increased +18.5 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 53.6% for the week of October 24 - 30, 2021. This represents a decrease of -5.3 points from the previous week.
- It also represents an increase of +18.5 points compared to a similar period in 2020 and a decrease of -2.9 points compared to a similar period in 2019.



Source: [2021 STR, STR Global Ltd, Oct 24 - 30, 2021](#)

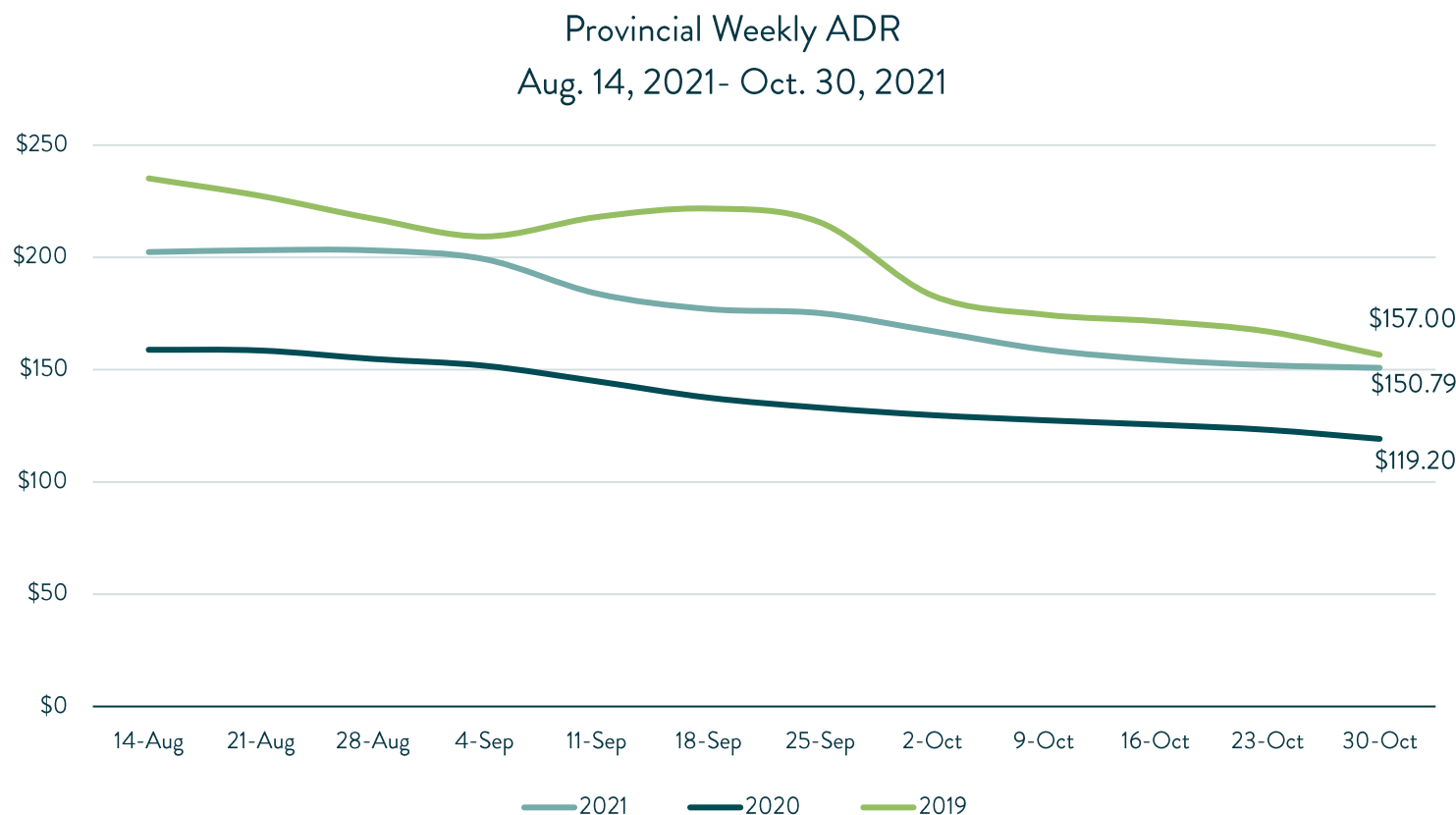
British Columbia's Weekly Hotel Occupancy Rate

	Oct. 24 - 30, 2021	Week-over-Week Oct. 24 - 30, 2021 vs. Oct. 17 - 23, 2021	Year-over-Year Oct. 24 - 30, 2021 vs. Oct. 25 - 31, 2020	2021 vs 2019 Oct. 24 - 30, 2021 vs. Oct. 27 - Nov. 2, 2019
	Occupancy Rate	Occupancy Point Change	Occupancy Point Change	Occupancy Point Change
British Columbia	53.6%	-5.3	+18.5	-2.9
Vancouver (City of)	59.5%	+3.3	+37.7	-8.5
Whistler	25.2%	-18.4	+4.5	-2.5
Victoria	52.4%	-9.9	+22.1	-9.1
Kelowna	43.5%	-8.3	+13.4	-7.7
Kamloops	62.8%	-8.9	+16.2	+13.7
Richmond	52.6%	-1.0	+17.3	-17.2
Revelstoke	32.3%	-9.7	+0.7	+1.5



BC's average daily rate (\$150.79) increased +26.5% compared to the same period in 2020

- STR, an agency which reports BC's hotel performance, shows BC's average daily rate (ADR) was \$150.79 for the week of October 24 - 30, 2021.
- This represents an increase of +26.5% compared to a similar period in 2020 and a decrease of -4.0% compared to 2019.



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

	Oct. 24 - 30, 2021 ADR	Week-over-Week Oct. 24 - 30, 2021 vs. Oct. 17 - 23, 2021 ADR Percent Change	Year-over-Year Oct. 24 - 30, 2021 vs. Oct. 25 - 31, 2020 ADR Percent Change	2021 vs 2019 Oct. 24 - 30, 2021 vs. Oct. 27 - Nov. 2, 2019 ADR Percent Change
British Columbia	\$150.79	-0.1%	+26.5%	-3.7%
Vancouver (City of)	\$197.13	+5.2%	+37.8%	-4.2%
Whistler	\$202.64	-9.4%	+16.2%	+17.6%
Victoria	\$172.88	-7.0%	+17.7%	+15.0%
Kelowna	\$125.88	-3.1%	+13.4%	-3.3%
Kamloops	\$110.20	-3.0%	+17.2%	+0.2%
Richmond	\$147.19	-0.4%	+23.4%	-8.4%
Revelstoke	\$104.87	-2.8%	+6.3%	+5.8%



BC's RevPAR (\$80.89) decreased -9.6% from the previous week

- STR, an agency which reports BC's hotel performance, shows BC's revenue per available room (RevPAR) was \$80.89 for the week of October 24 - 30, 2021. This represents a decrease of -9.6% from the previous week.
- BC's RevPAR showed an increase (+93.1%) for the week of October 24 - 30, 2021 compared to a similar period in 2020 and a decrease (-8.7%) 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 Whistler, Kamloops, and Revelstoke.

	Oct. 24 - 30, 2021 RevPAR	Week-over-Week Oct. 24 - 30, 2021 vs. Oct. 17 - 23, 2021 RevPAR Percent Change	Year-over-Year Oct. 24 - 30, 2021 vs. Oct. 25 - 31, 2020 RevPAR Percent Change
British Columbia	\$80.89	-9.6%	+93.1%
Vancouver (City of)	\$117.28	+11.5%	+276.0%
Whistler	\$50.99	-47.6%	+41.3%
Victoria	\$90.61	-21.9%	+103.4%
Kelowna	\$54.82	-18.6%	+63.6%
Kamloops	\$69.17	-15.1%	+57.9%
Richmond	\$77.50	-2.2%	+83.6%
Revelstoke	\$33.87	-25.3%	+8.7%

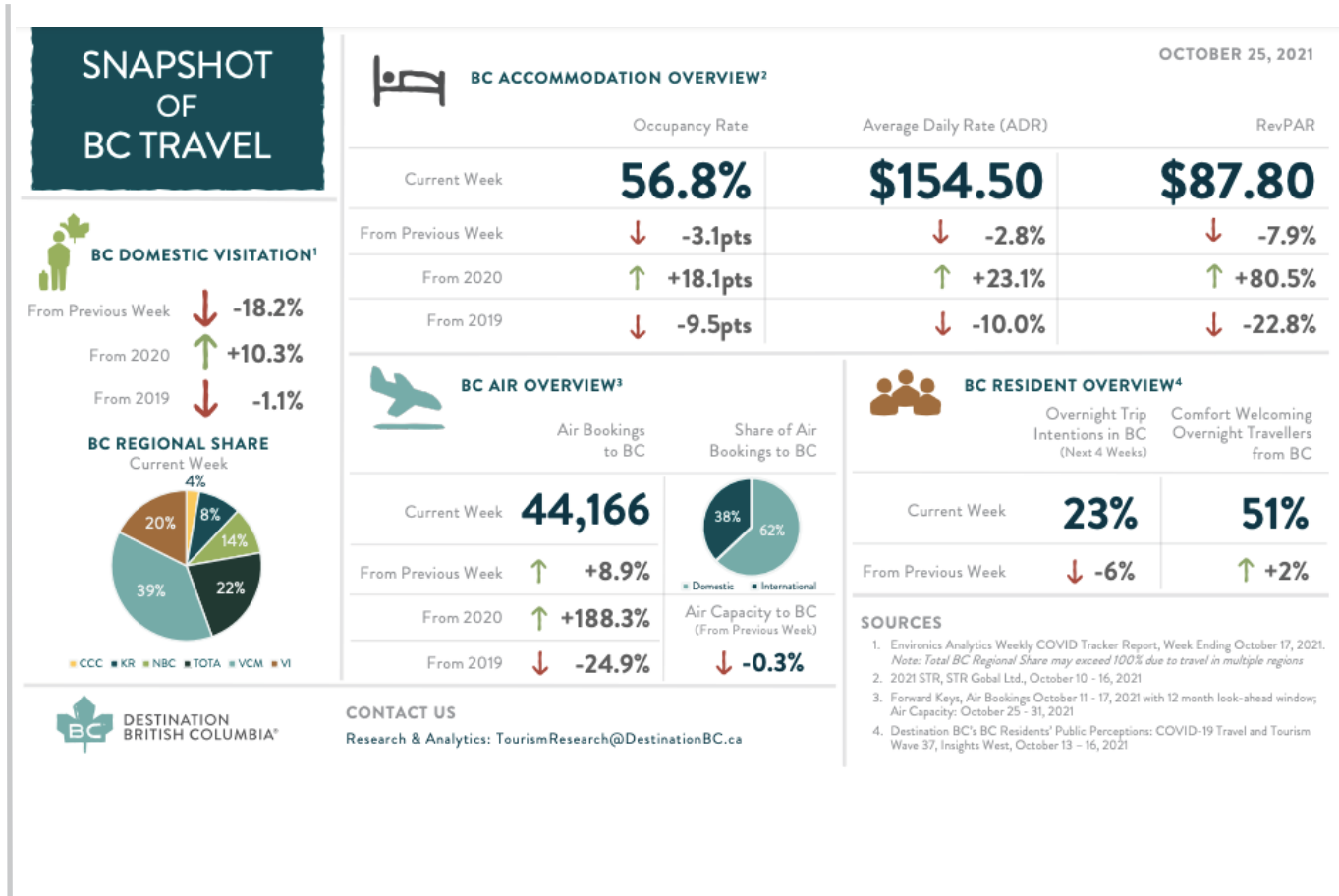


Source: [2021 STR, STR Global Ltd, Oct 24 -30, 2021](#)

Destination BC's Snapshot of BC Travel reports that international bookings made up 38% of total BC Air Bookings for the week of Oct. 26 – Nov. 1

Some highlights from Destination BC's weekly [Snapshot of BC Travel](#) for the week of October 26 – November 1:

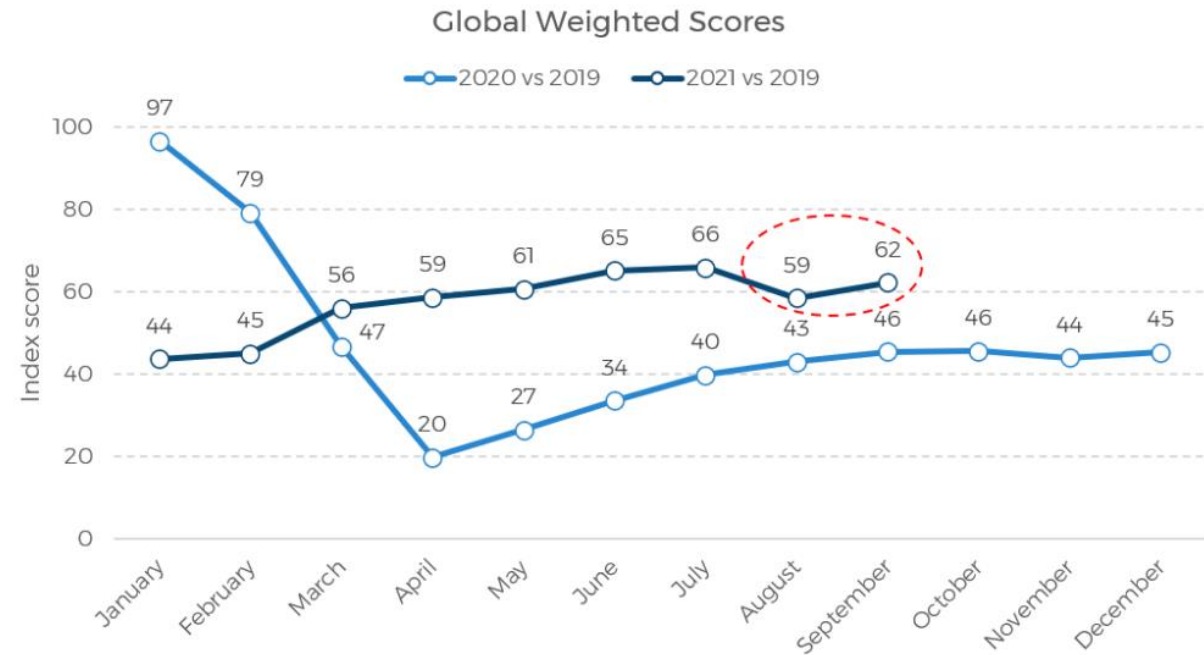
- International bookings made up 38% of total BC Air Bookings. (Forward Keys)
- BC Air Bookings are up +188.3% compared to the same period in 2020, but down -24.9% compared to the same period in 2019. (Forward Keys)
- Vancouver, Coast & Mountains and Thompson Okanagan regions make up 61% of BC's domestic visitation. (EnviroNics Analytics)



Source: [Destination BC's Snapshot of BC Travel Oct 25, 2021](#)

Skift reports the Global Recovery Index has increased to 62 points out of 100 in September 2021

- According to the Skift, the Global Recovery Index, an overall index of travel performance based on factors such as car rentals, flights, and lodging; increased by +3 points from August 2021 to 52 points in September 2021. This is in comparison to a baseline reading out of 100 for the same period in 2019.
- The countries which saw the largest increase in their Recovery Index score were generally in the Asia Pacific region. For example, China's Recovery Index rose +13 points between August and September.



Source: Skift Research

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



Destination Analysts reports that 30.5% of US travellers are more interested in travelling after the announcement of the US border reopening

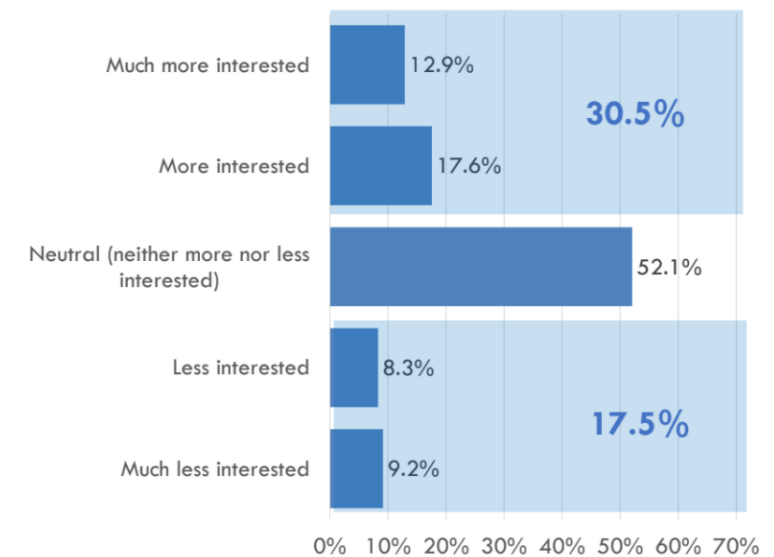
- According to Destination Analysts' latest Travel Sentiment Index (November 2, 2021), 30.5% of American travellers said that the announcement of the US border reopening to international travellers in November would make them more interested in travelling in the next 6 months.
- In comparison, 52.1% of US travellers said that the border reopening would have no impact on their interest in travelling in the next 6 months, and 17.5% said it would make them less interested.

OPENING OF THE US BORDER AND INTEREST IN TRAVEL

Question: The United States recently announced that it would be reopening its borders to vaccinated international visitors in November. How does this announcement affect your interest in traveling?
1475. How does this announcement affect your interest in traveling in the NEXT SIX (6) MONTHS? (Select one to complete the sentence)

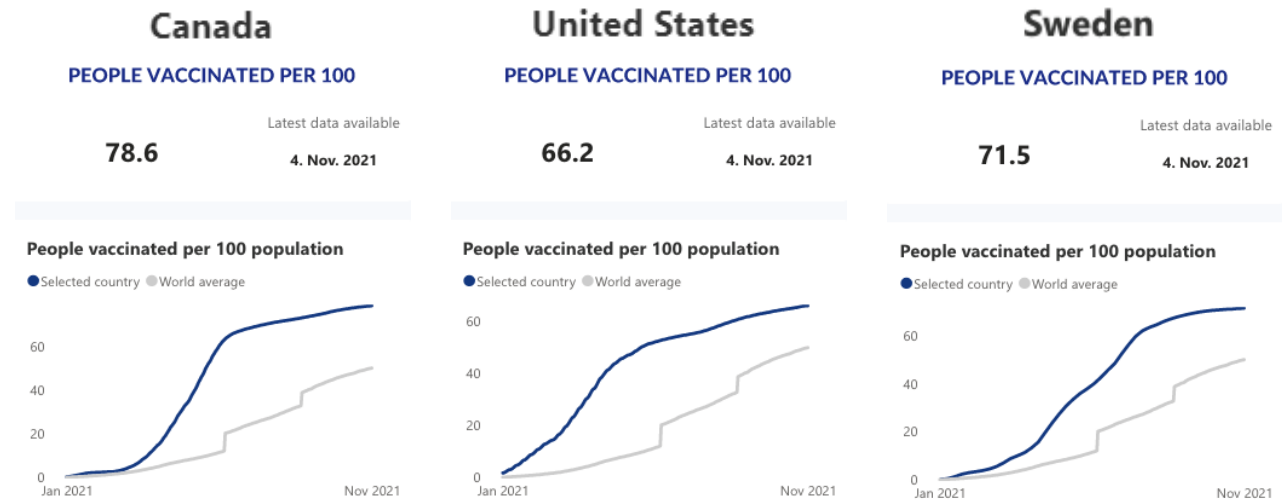
This announcement makes me _____ in traveling in the NEXT SIX (6) MONTHS.

(Base: Wave 75 data. All respondents, 1,209 completed surveys. Data collected September 29 – Oct 1, 2021)



UNWTO reports 50% of the global population has received at least one dose of a vaccine

- According to the UNWTO, as of November 4, 2021, the global average for vaccination rates (with at least one dose) is at 50.0 out of every 100 people.
- The same dashboard shows that as of November 4, 2021, Canada has vaccinated (with at least one dose) 78.6 out of every 100 people, compared to the US which has vaccinated 66.2 out of every 100 people, and Sweden which has vaccinated 71.5 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, Nov 4, 2021](#)



A summary of relevant tourism headlines from around the world

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

- [U.S. border is reopening to Canada](#) (Global News)
- [How should Canadians prepare for a 1-day trip to the U.S. once the border reopens?](#) (Global News)
- [Canadian tourism group urges COVID-19 travel testing to end](#) (Global News)
- [Travel industry, health experts applaud U.S. decision to allow travellers with mixed doses](#) (CTV News)
- [Israel Reopens To Vaccinated Canadian Tourists](#) (Travel Pulse)



Tourism and COVID-19 dashboard and reporting resources

- Destination BC is 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

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