



DESTINATION  
BRITISH COLUMBIA®

# COVID-19 Research Roundup

December 6, 2021

Kitimat, Northern British Columbia

## *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 if they provide mandatory travel information including pre-entry test results.

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:

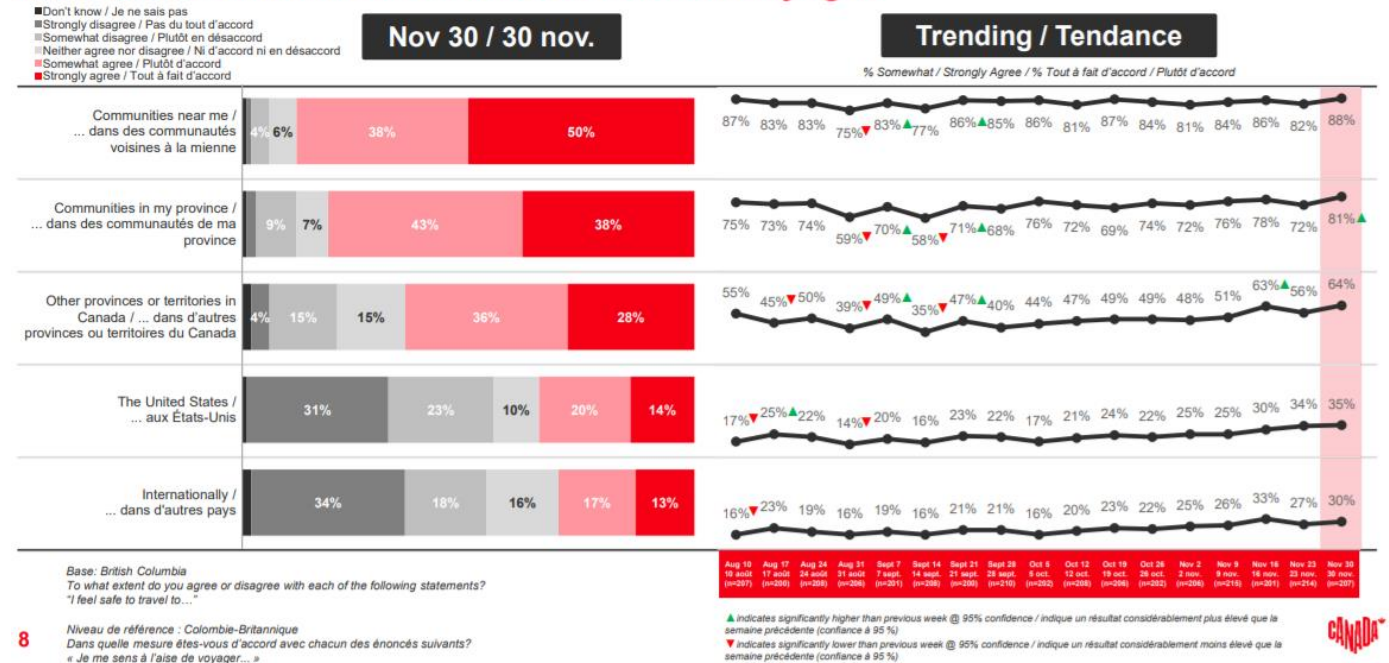
- Destination Canada reports that 81% of BC residents feel safe travelling to other communities in their province
- Destination BC reports that 58% of BC residents are concerned welcoming visitors from other parts of Canada
- BC weekly domestic overnight visitation increased +0.5% from the previous week
- BC sees an increase of +5.8% in weekly domestic overnight visitation compared to the same period in 2019
- BC's occupancy rate (53.1%) increased +24.5 points compared to the same period in 2020
- BC's average daily rate (\$150.52) increased +33.7% compared to the same period in 2020
- BC's RevPAR (\$79.88) increased -2.5% from the previous week
- Destination BC reports that over 113,000 international visitors arrived in BC during September 2021
- Latest Snapshot of BC Travel shows Vancouver, Coast, & Mountains region made up 42% of BC domestic visitation
- Destination Analysts reports that 78.1% of US travellers have a travel-ready state of mind
- UNWTO reports 55.4% 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 81% of BC residents feel safe travelling to other communities in their province

- In Destination Canada's latest Resident Sentiment report (November 30, 2021), 81% of BC residents reported feeling safe travelling to other communities in their province, up +9 points from 72% in the previous report. Additionally, 88% of BC residents reported feeling safe travelling to nearby communities and 64% feel safe travelling to other provinces.
- The same report showed that 35% of BC residents reported feeling safe travelling to the United States, and 30% 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, Nov 20, 2021](#)

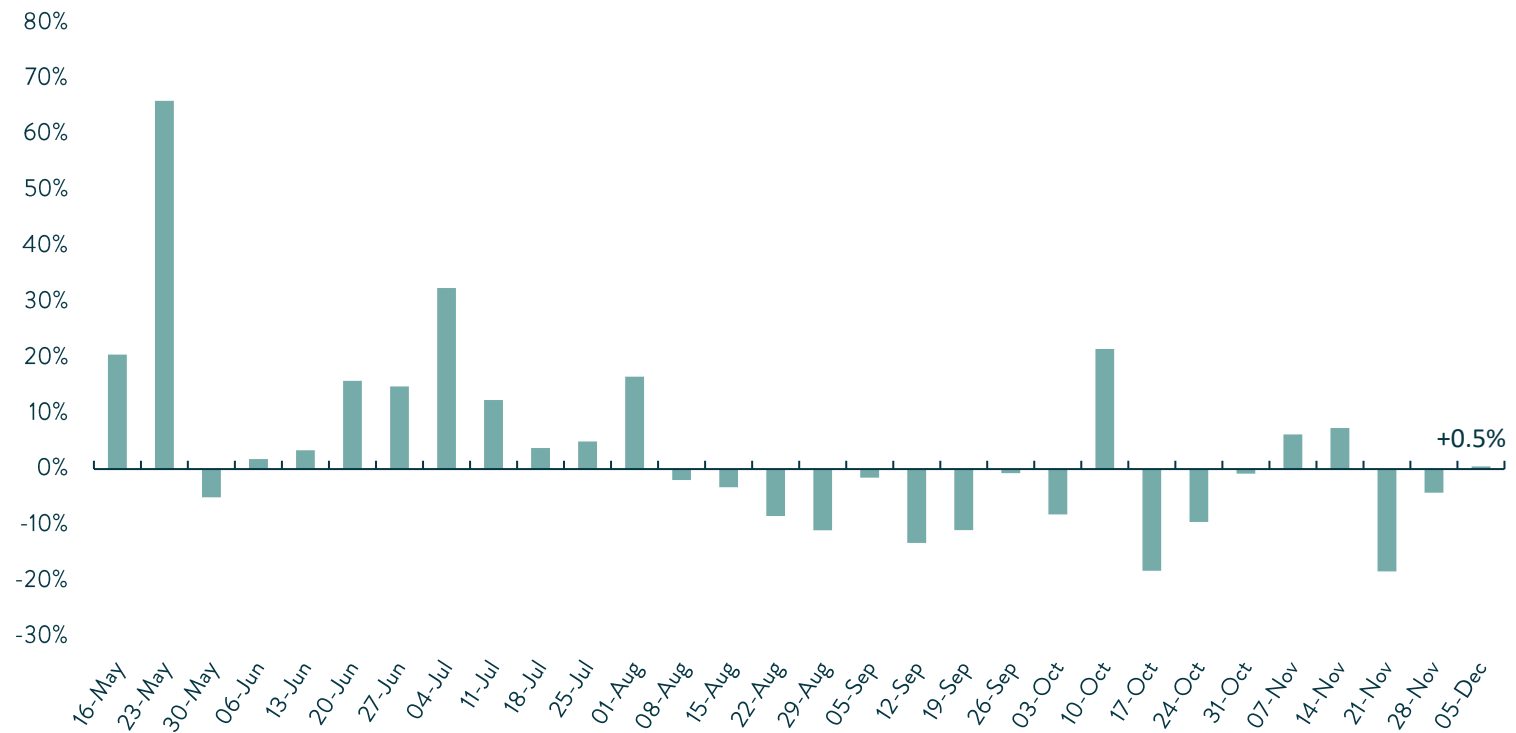
- In Destination BC's latest BC Residents' Public Perceptions Wave 40 (November 26, 2021) report, an estimated 58% of British Columbian residents said they were concerned welcoming visitors from other parts of Canada, down -2 points from the previous wave.
- The same report showed that 77% of BC residents were concerned welcoming visitors from the US, up +4 points from the previous wave, and 83% were concerned welcoming visitors from other countries, up +7 points from the previous wave.



# BC weekly domestic overnight visitation increased +0.5% from the previous week

- According to Environics Analytics Weekly COVID Tracker Report, during the week ending December 5, 2021, BC experienced a week-over-week increase of +0.5% in weekly domestic overnight visitation.
- Week-over-week increases in domestic overnight visitation were seen in three of six tourism regions across the province:
  - Kootenay Rockies (+28.6%)
  - Vancouver Island (+8.4%)
  - Thompson Okanagan (+3.0%)
- Week-over-week decreases in domestic overnight visitation were seen in the other three tourism regions:
  - Vancouver, Coast & Mountains (-2.0%)
  - Northern BC (-8.7%)
  - Cariboo Chilcotin Coast (-30.9%)

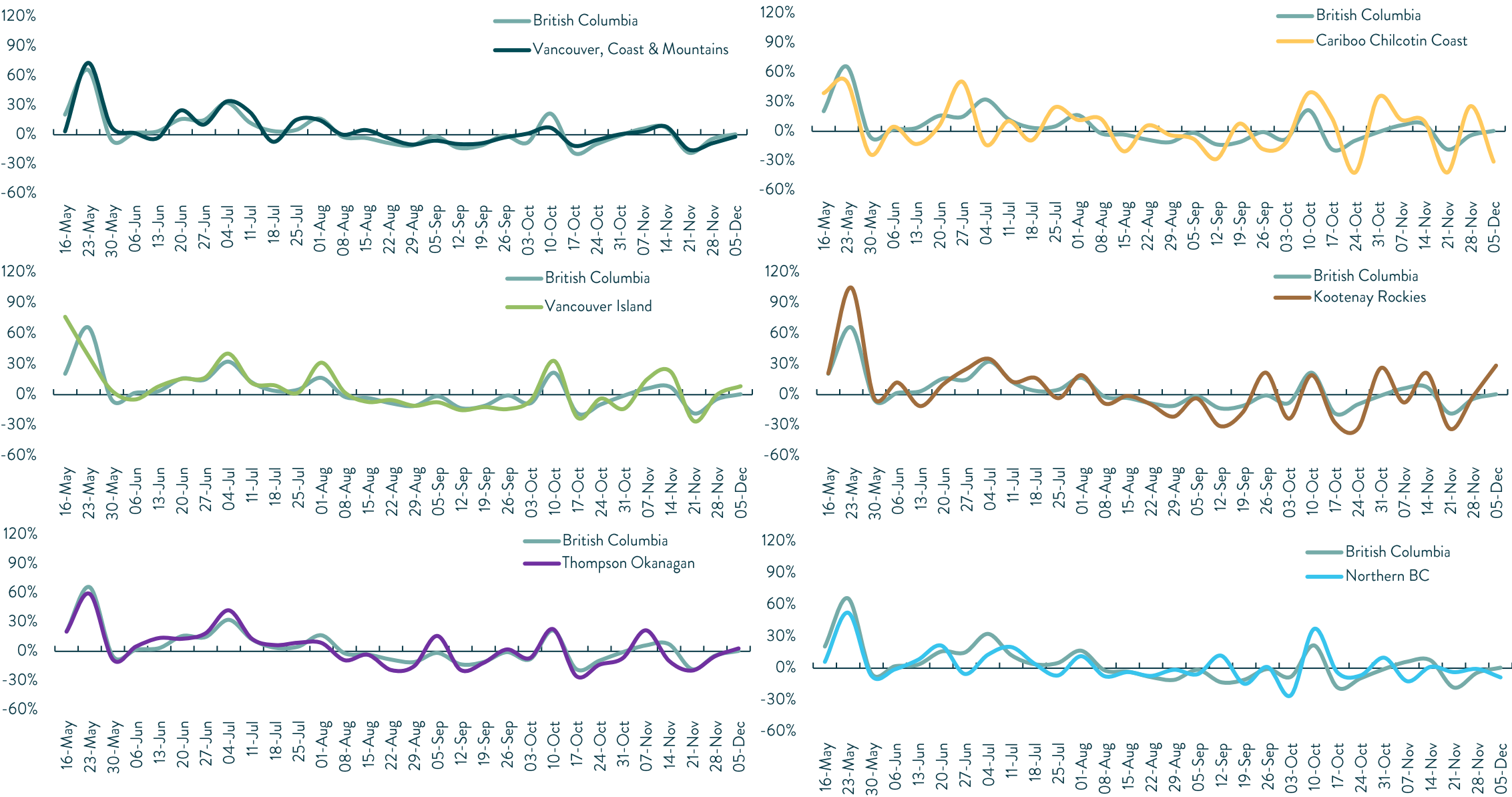
BC's Domestic Overnight Visitation  
Week-over-Week Percent Change



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



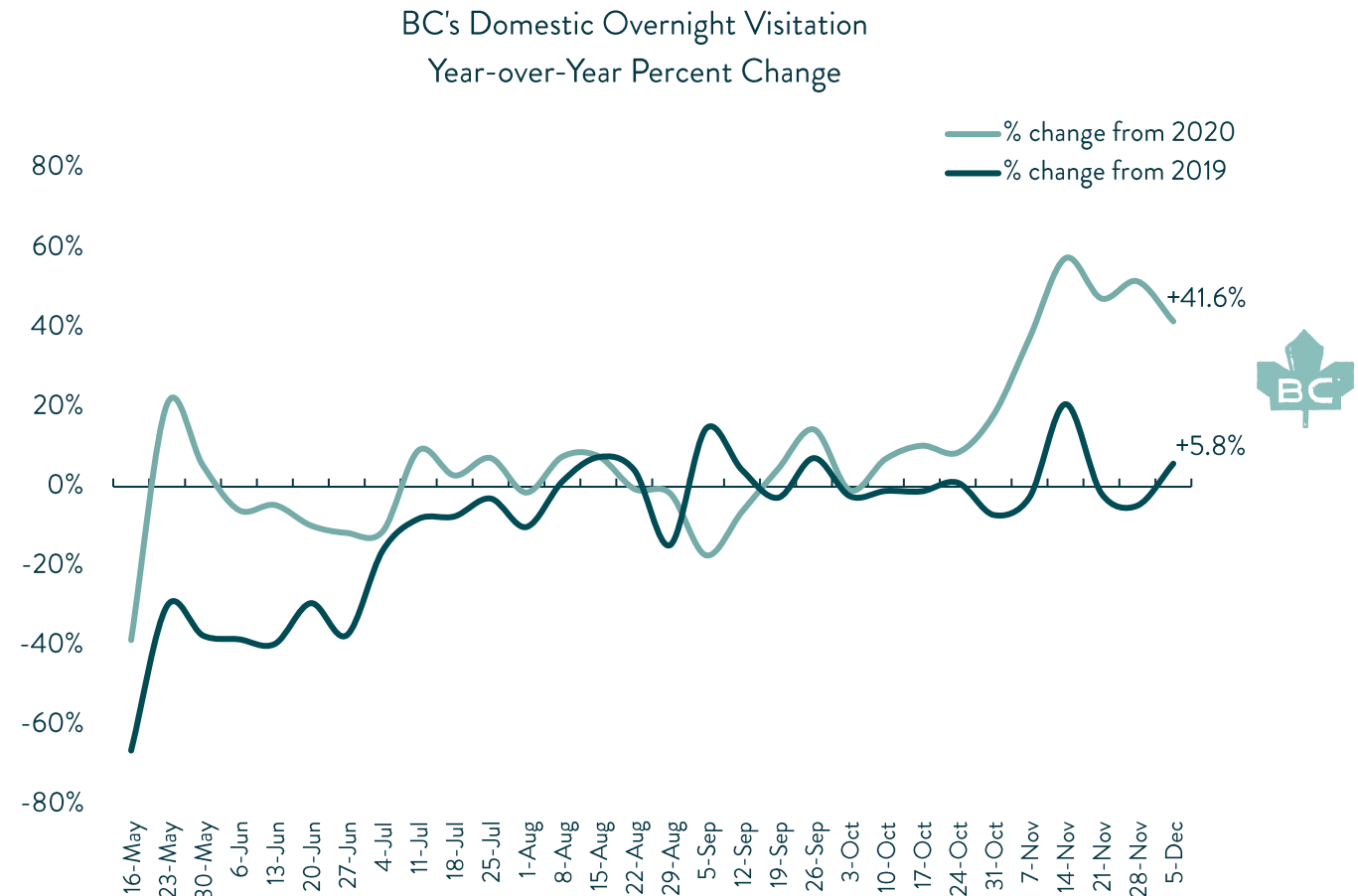
BC and Regional Domestic Overnight Visitation Week-over-Week Percent Change



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

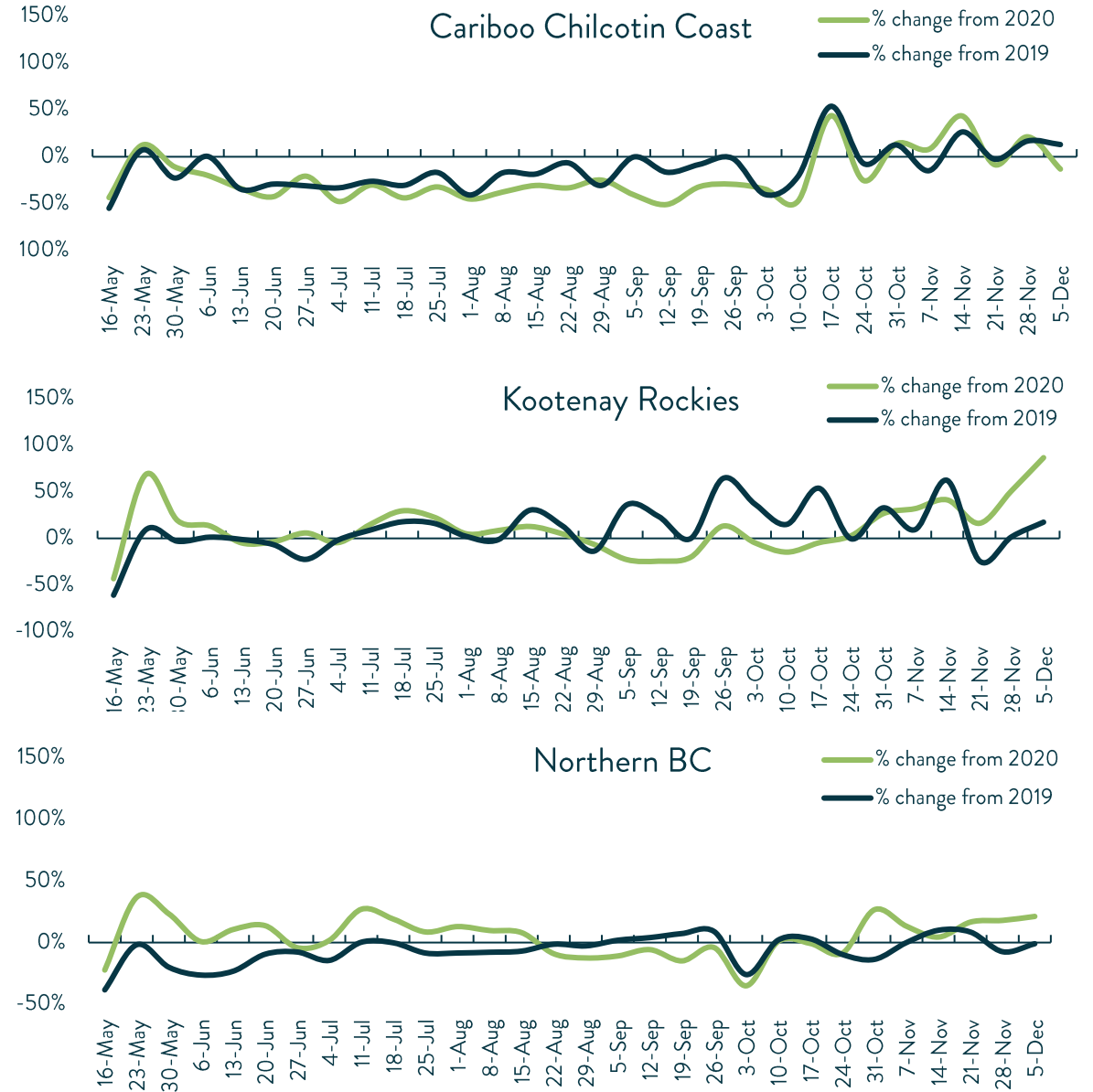
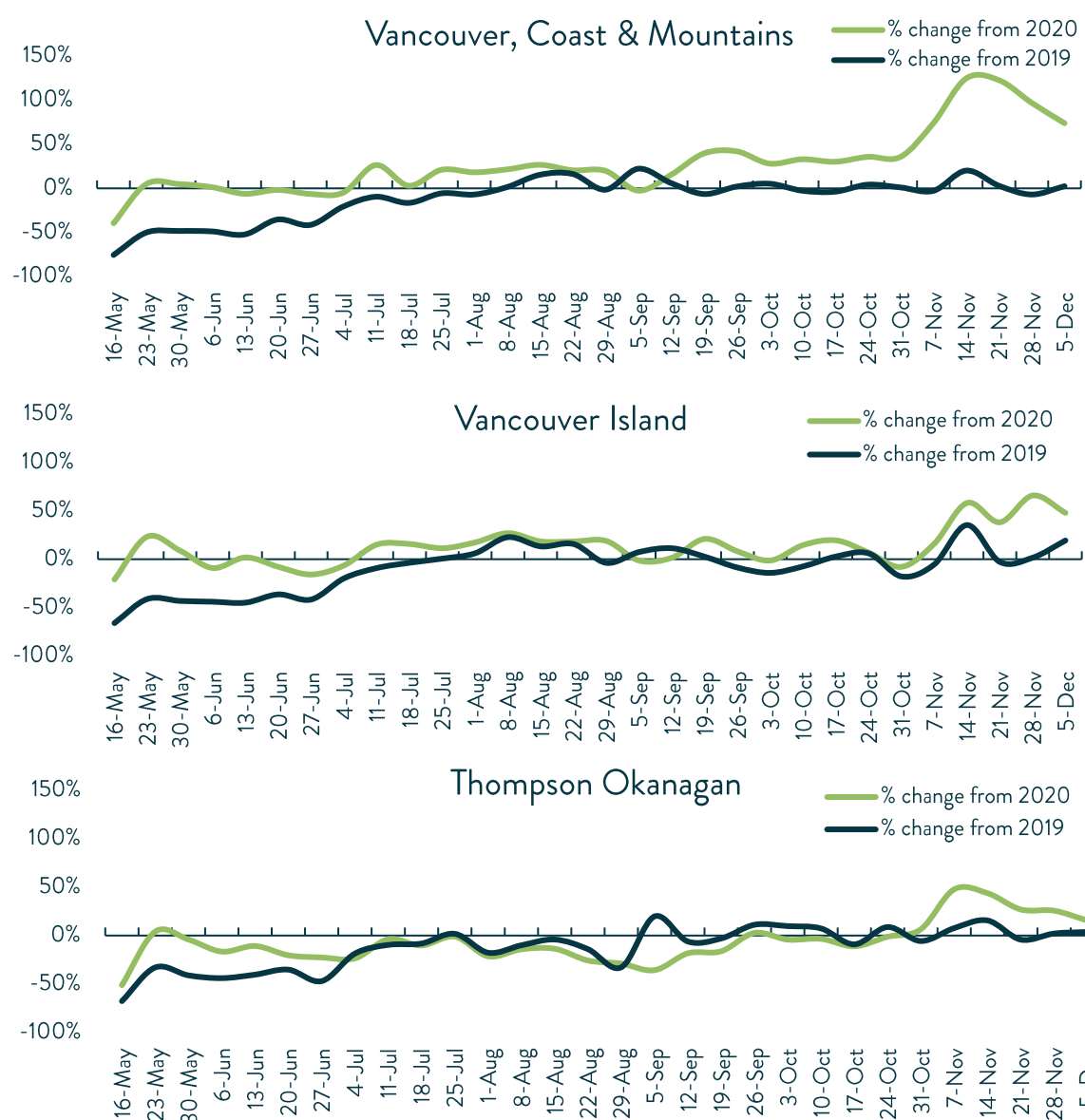
# BC sees an increase of +5.8% in weekly domestic overnight visitation compared to the same period in 2019

- For the week ending December 5, 2021, Environics Analytics reported that weekly domestic overnight visitation increased +41.6% compared to the same week in 2020. Compared to the same week in 2019, weekly domestic overnight visitation increased +5.8%.
- Every tourism region, except Cariboo Chilcotin Coast, saw a year-over-year increase in weekly visitation when compared to the same period in 2020. Every tourism region, except Northern BC, saw a year-over increase in weekly visitation when compared to the same period in 2019.
  - Kootenay Rockies (+86.9% over 2020; +17.5% over 2019)
  - Vancouver, Coast & Mountains (+73.7%; +2.5%)
  - Vancouver Island (+48.0%; +19.5%)
  - Northern BC (+21.3%; -0.9%)
  - Thompson Okanagan (+15.5%; +3.7%)
  - Cariboo Chilcotin Coast (-13.2%; +13.0%)



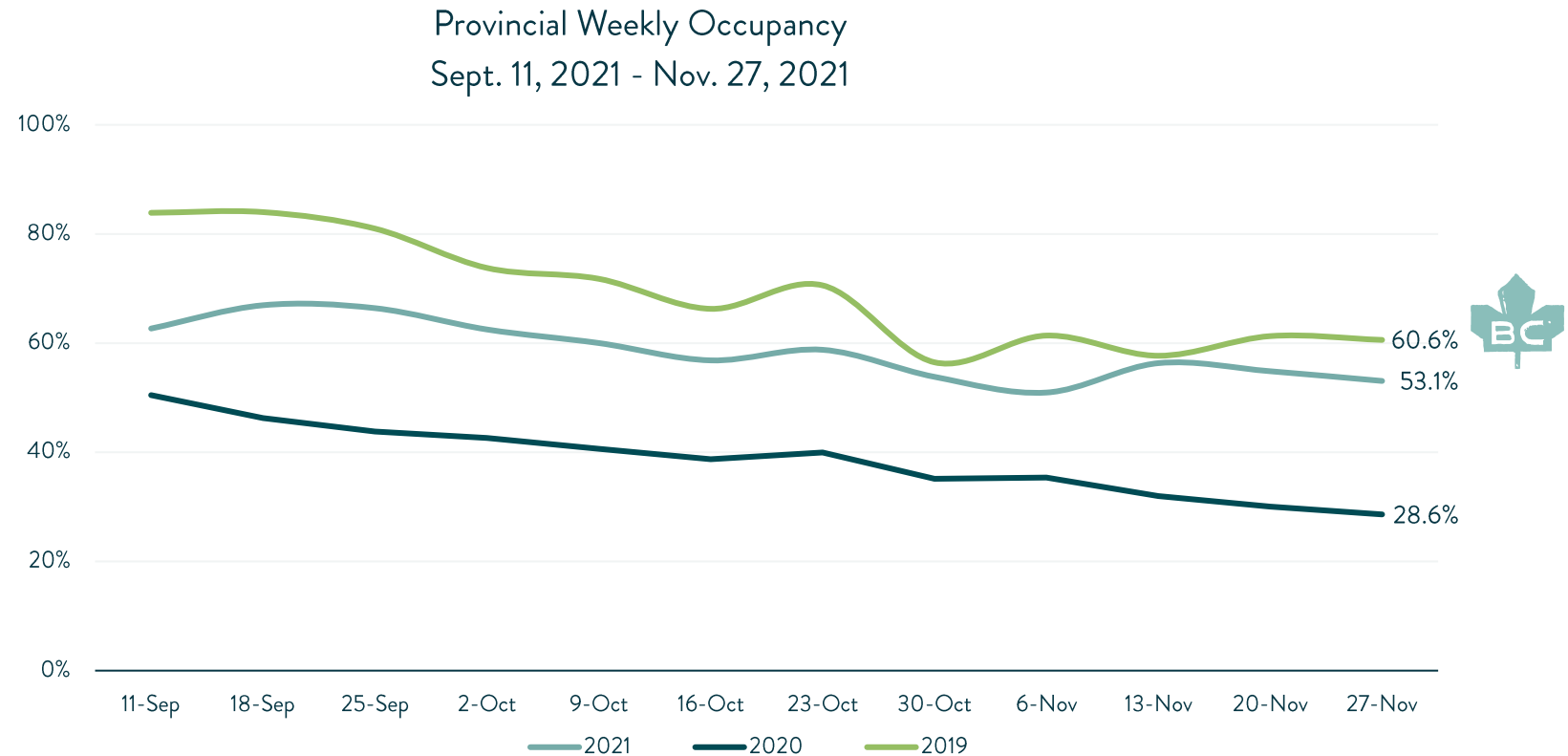


# Regional Domestic Overnight Visitation Year-over-Year Percent Change



## BC's occupancy rate (53.1%) increased +24.5 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 53.1% for the week of November 21 - 27, 2021. This represents a decrease of -1.8 points from the previous week.
- It also represents an increase of +24.5 points compared to a similar period in 2020 and a decrease of -7.5 points compared to a similar period in 2019.



Source: [2021 STR, STR Global Ltd, Nov 21 - 27, 2021](#)

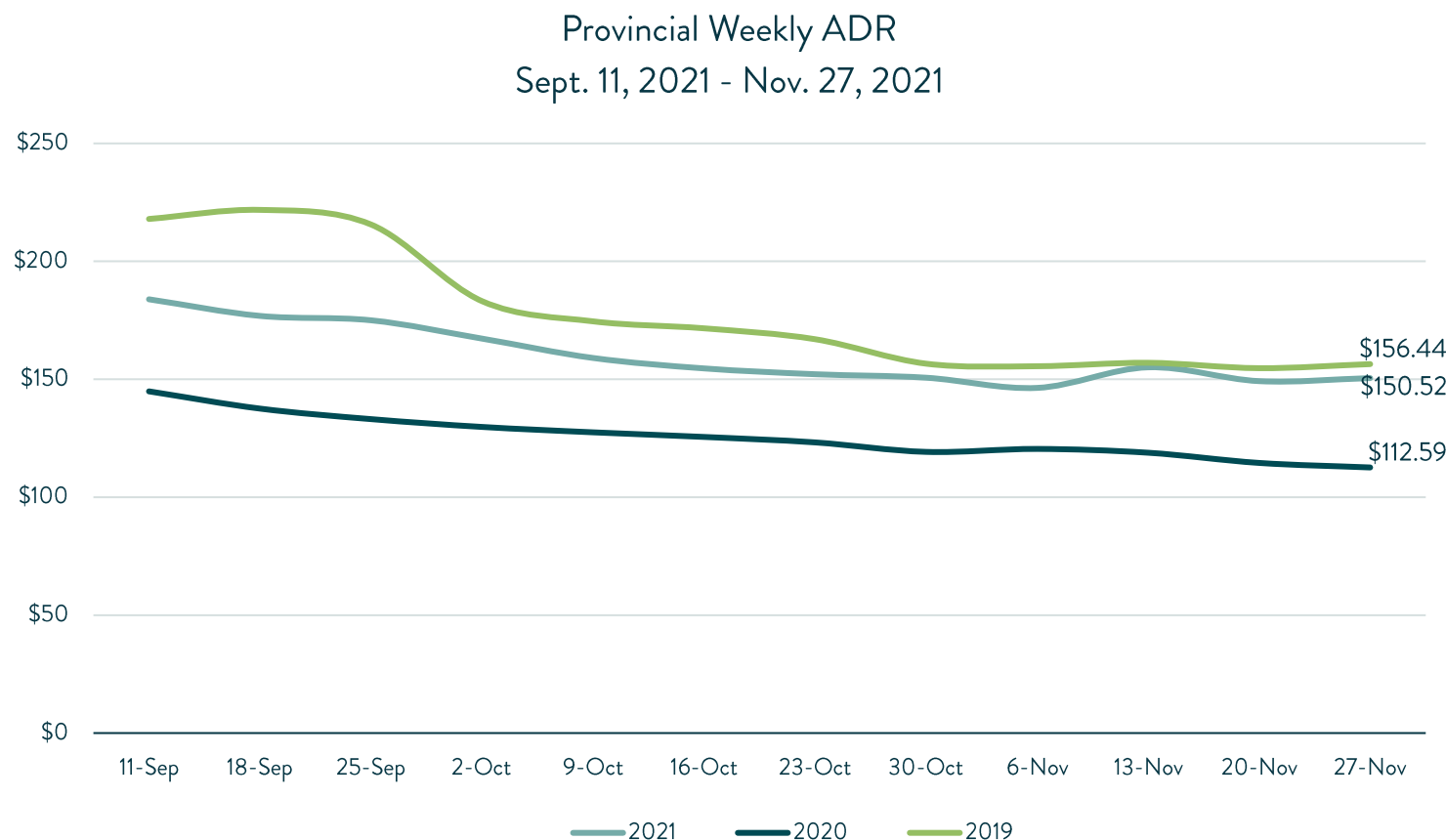
## British Columbia's Weekly Hotel Occupancy Rate

	Nov. 21 - 27, 2021	Week-over-Week Nov. 21 - 27, 2021 vs. Nov. 14 - 20, 2021	Year-over-Year Nov. 21 - 27, 2021 vs. Nov. 22 - 28, 2020	2021 vs 2019 Nov. 21 - 27, 2021 vs. Nov. 24 - 30, 2019
	Occupancy Rate	Occupancy Point Change	Occupancy Point Change	Occupancy Point Change
British Columbia	53.1%	-0.1	+24.5	-7.5
Vancouver (City of)	51.1%	-3.6	+35.0	-23.5
Whistler	38.6%	+6.6	+25.6	-13.9
Victoria	53.0%	-3.3	+33.8	-12.1
Kelowna	50.7%	+0.9	+28.2	+0.5
Kamloops	87.7%	+7.7	+44.1	+44.7
Richmond	54.0%	-5.1	+22.4	-17.8
Revelstoke	23.3%	-5.0	-1.1	-9.9



## *BC's average daily rate (\$150.52) increased +33.7% compared to the same period in 2020*

- STR, an agency which reports BC's hotel performance, shows BC's average daily rate (ADR) was \$150.52 for the week of November 21 - 27, 2021.
- This represents an increase of +33.7% compared to a similar period in 2020 and a decrease of -3.8% compared to 2019.





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

	Nov. 21 - 27, 2021 ADR	Week-over-Week Nov. 21 - 27, 2021 vs. Nov. 14 - 20, 2021 ADR Percent Change	Year-over-Year Nov. 21 - 27, 2021 vs. Nov. 22 - 28, 2020 ADR Percent Change	2021 vs 2019 Nov. 21 - 27, 2021 vs. Nov. 24 - 30, 2019 ADR Percent Change
British Columbia	\$150.52	+0.8%	+33.7%	-3.8%
Vancouver (City of)	\$186.76	-2.0%	+37.0%	-3.2%
Whistler	\$301.16	+37.8%	+56.8%	+6.5%
Victoria	\$169.91	+1.0%	+34.4%	+15.6%
Kelowna	\$119.83	-2.3%	+17.3%	-2.6%
Kamloops	\$115.53	-0.1%	+28.2%	+11.6%
Richmond	\$144.92	-2.6%	+25.6%	-4.7%
Revelstoke	\$100.91	-0.4%	-1.8%	-9.4%



## BC's RevPAR (\$79.88) decreased -2.5% from the previous week

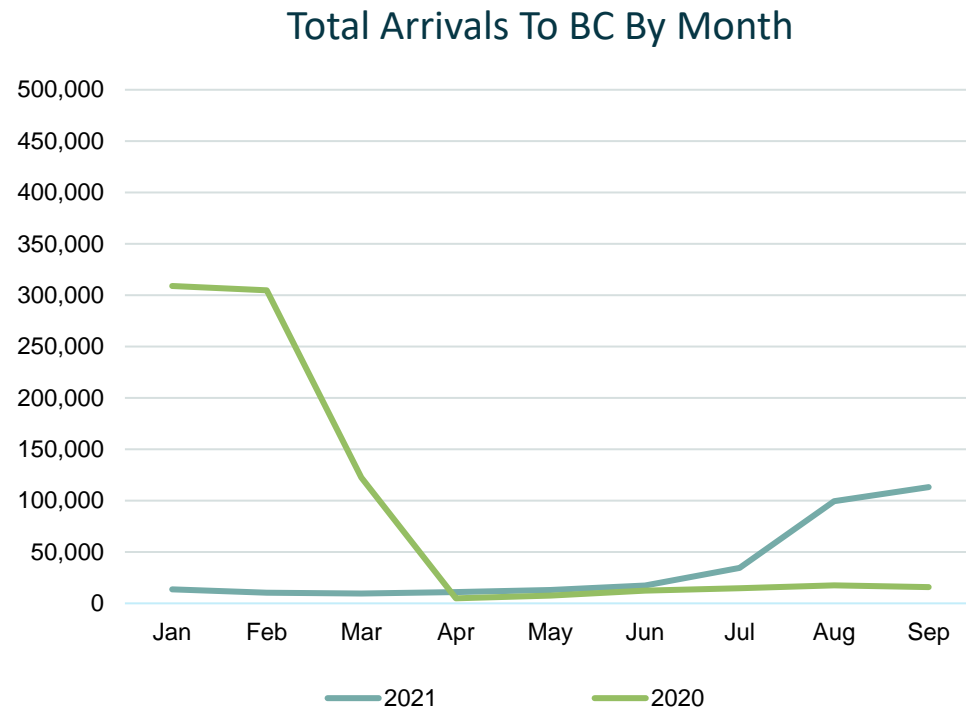
- STR, an agency which reports BC's hotel performance, shows BC's revenue per available room (RevPAR) was \$79.88 for the week of November 21 - 27, 2021. This represents a decrease of -2.5% from the previous week.
- BC's RevPAR showed an increase (+148.0%) for the week of November 21 - 27, 2021 compared to a similar period in 2020 and a decrease (-15.7%) compared to 2019.
- RevPAR increased compared to a similar period in 2020 for all reported cities except Revelstoke. RevPAR surpassed 2019 levels in Kamloops.

	Nov. 21 - 27, 2021	Week-over-Week Nov. 21 - 27, 2021 vs. Nov. 14 - 20, 2021	Year-over-Year Nov. 21 - 27, 2021 vs. Nov. 22 - 28, 2020	2021 vs 2019 Nov. 21 - 27, 2021 vs. Nov. 24 - 30, 2019
	RevPAR	RevPAR Percent Change	RevPAR Percent Change	RevPAR Percent Change
British Columbia	\$79.88	-2.5%	+148.0%	-15.7%
Vancouver (City of)	\$95.38	-8.5%	+335.6%	-33.6%
Whistler	\$116.25	+66.2%	+366.4%	-21.7%
Victoria	\$90.04	-4.9%	+271.9%	-5.9%
Kelowna	\$60.72	-0.4%	+165.0%	-1.7%
Kamloops	\$101.26	+9.5%	+157.8%	+127.6%
Richmond	\$78.27	-11.0%	+114.7%	-28.3%
Revelstoke	\$23.55	-18.0%	-6.1%	-36.5%

Source: [2021 STR, STR Global Ltd, Nov 21 - 27, 2021](#)

# *Destination BC reports that over 113,000 international visitors arrived in BC during September 2021*

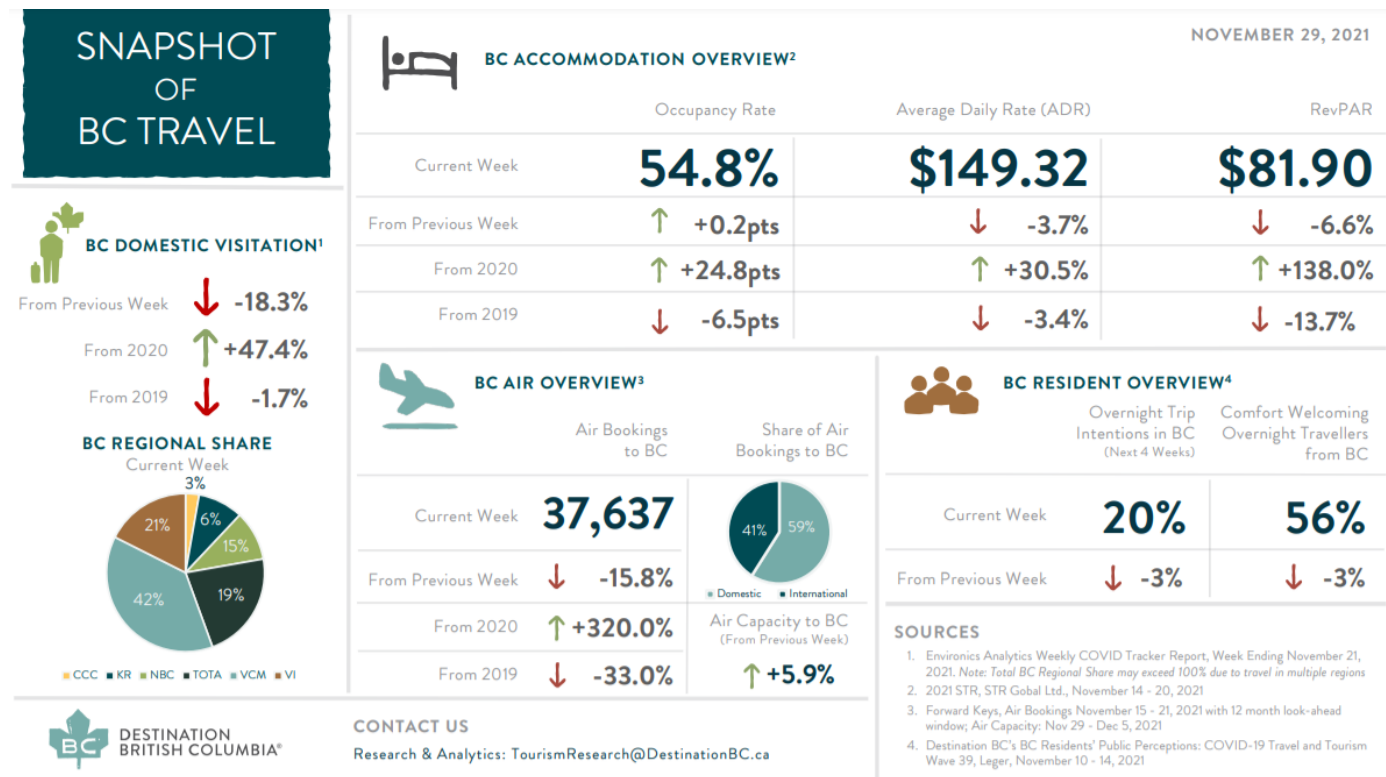
- According to the recent International Visitor Arrivals statistics from Destination BC, BC welcomed 113,094 international visitors during September 2021. This represents a +614.5% increased compared to September 2020 and a -82.7% decrease compared to September 2019.
- This included 80,675 overnight visitors from the USA, 15,629 visitors from Europe, and 11,661 visitors from Asia / Pacific.



Source: [International Visitor Arrivals, Destination BC, September 2021](#)

# Latest Snapshot of BC Travel shows Vancouver, Coast, & Mountains region made up 42% of BC domestic visitation

- According to Destination BC's Snapshot of BC Travel, for the week ending November 21, the Vancouver, Coast, and Mountains region made up 42% of BC's domestic visitation. In comparison, the Vancouver Island region made up 21% of BC's domestic visitation.
- During the week ending November 21, 37,637 air bookings were made to BC. Of these air bookings, 59% were for domestic flights and 41% were international. Air capacity to BC increased +5.9% from the previous week.



Source: [Snapshot of BC Travel, Destination BC, November 29, 2021](#)

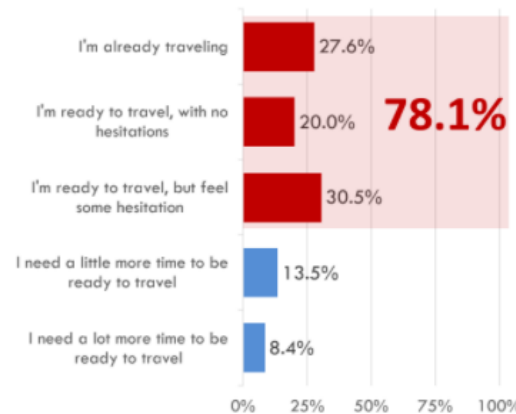


# Destination Analysts reports that 78.1% of US travellers have a travel-ready state of mind

- According to Destination Analysts' latest Travel Sentiment Index (November 29, 2021), 78.1% of American travellers said they have a travel-ready state of mind.
- The same report showed that 13.5% of US travellers said that they need a little more time to be ready to travel, while 8.4% said they need a lot more time to be ready to travel.

## TRAVEL STATE-OF-MIND

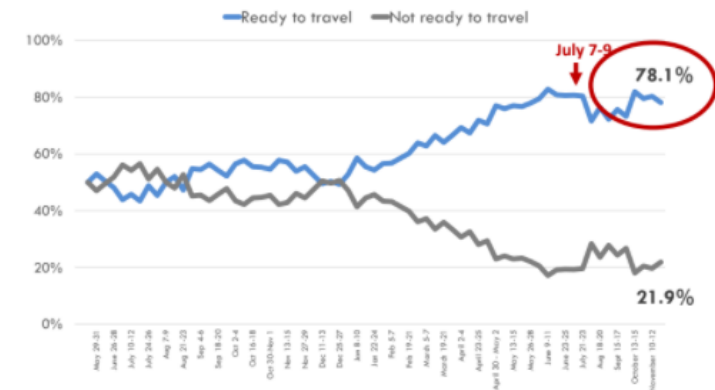
**Question:** When it comes to getting back out and traveling again, which best describes your current state of mind? (Select one)



(Base: Waves 12-13 and 15-79. All respondents, 1,200+ completed surveys each wave.)

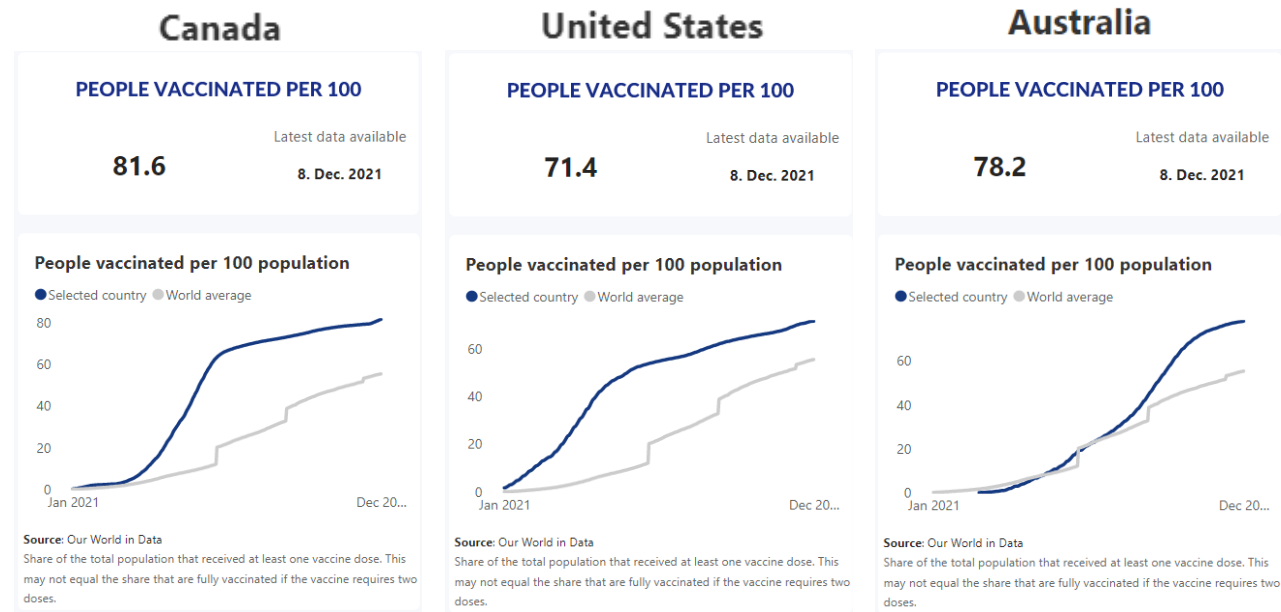
Destination Analysts  
DO YOUR RESEARCH

### Historical data



# UNWTO reports 55.4% of the global population has received at least one dose of a vaccine

- According to the UNWTO, as of December 12, 2021, the global average for vaccination rates (with at least one dose) is at 55.4 out of every 100 people.
- The same dashboard shows that as of December 12, 2021, Canada has vaccinated (with at least one dose) 81.6 out of every 100 people, compared to the US which has vaccinated 71.4 out of every 100 people, and Australia which has vaccinated 78.2 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 18, 2021](#)

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

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

- [Canada's new Omicron travel rules at a glance](#) (CIC News)
- [Coronavirus pandemic could cost global tourism \\$2 trillion this year](#) (UN News)
- [New COVID-testing rules just 'one more hit' for pandemic-weary travel industry](#) (CBC)
- [Most Canadians support strong travel restrictions amid Omicron COVID-19 variant: poll](#) (Global News)
- [International pressure for Canada to reverse Africa-specific Omicron travel ban](#) (National Post)



# Tourism and COVID-19 dashboard and reporting resources

- Destination BC is publishing a 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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