

# COVID-19 Research Roundup

December 20, 2021

Capilano Suspension Bridge Park, Vancouver, Coast & Mountains



# *BC's Response to COVID-19*

## Province-wide restrictions

The insights noted in this Research Roundup were gathered before the beginning of new public health restrictions put in place in December 2021. Health and safety protocols, such as mask wearing, physical distancing and capacity limits, vary by event and business type.

[Click here](#) for more information on the gradual ending of BC's COVID-19 regulations.

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 51% of BC residents feel safe travelling to other provinces
- Destination BC reports that 35% of BC residents intend to travel to nearby communities within the next 4 weeks
- BC weekly domestic overnight visitation increased +8.3% from the previous week
- BC sees an increase of +8.8% in weekly domestic overnight visitation compared to the same period in 2019
- BC's occupancy rate (54.0%) increased +26.3 points compared to the same period in 2020
- BC's average daily rate (\$157.03) increased +36.4% compared to the same period in 2020
- BC's RevPAR (\$84.72) increased +4.4% from the previous week
- Latest Snapshot of BC Travel shows Vancouver, Coast, & Mountains region made up 39% of BC domestic visitation
- Longwoods reports that 16% of US travellers are planning to travel within the US instead of internationally in the next 6 months due to COVID-19
- Skift reports the Global Recovery Index has remained at 65 points in November 2021
- UNWTO reports 56.6% 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 51% of BC residents feel safe travelling to other provinces

- In Destination Canada's latest Resident Sentiment report (December 7, 2021), 51% of BC residents reported feeling safe travelling to other provinces.
- The same report showed that 72% of Alberta residents, 65% of Quebec residents, 58% of Ontario residents, 56% of Saskatchewan/Manitoba residents, and 50% of Atlantic province residents feel safe travelling to other provinces.

## Comparison by Region / Comparaison par région I feel safe to travel / Je me sens à l'aise de voyager

% Somewhat / Strongly Agree % Tout à fait d'accord / Plutôt d'accord	BC/C.-B. (n=209)	AB/Alb. (n=206)	SK/MB Sask./Man. (n=201)	ON/Ont. (n=620)	QC/Qc (n=412)	ATL (n=201)
Communities near me / ... dans des communautés voisines à la mienne	86%	84%	77%	83%	78%	90%
Communities in my province / ... dans des communautés de ma province	72%	82%	68%	74%	81%	86%
Other provinces or territories in Canada / ... dans d'autres provinces ou territoires du Canada	51%	72%	56%	58%	65%	50%
The United States / ... aux États-Unis	29%	32%	35%	29%	31%	20%
Internationally / ... dans d'autres pays	23%	26%	27%	24%	25%	16%

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 feel safe to travel to..."

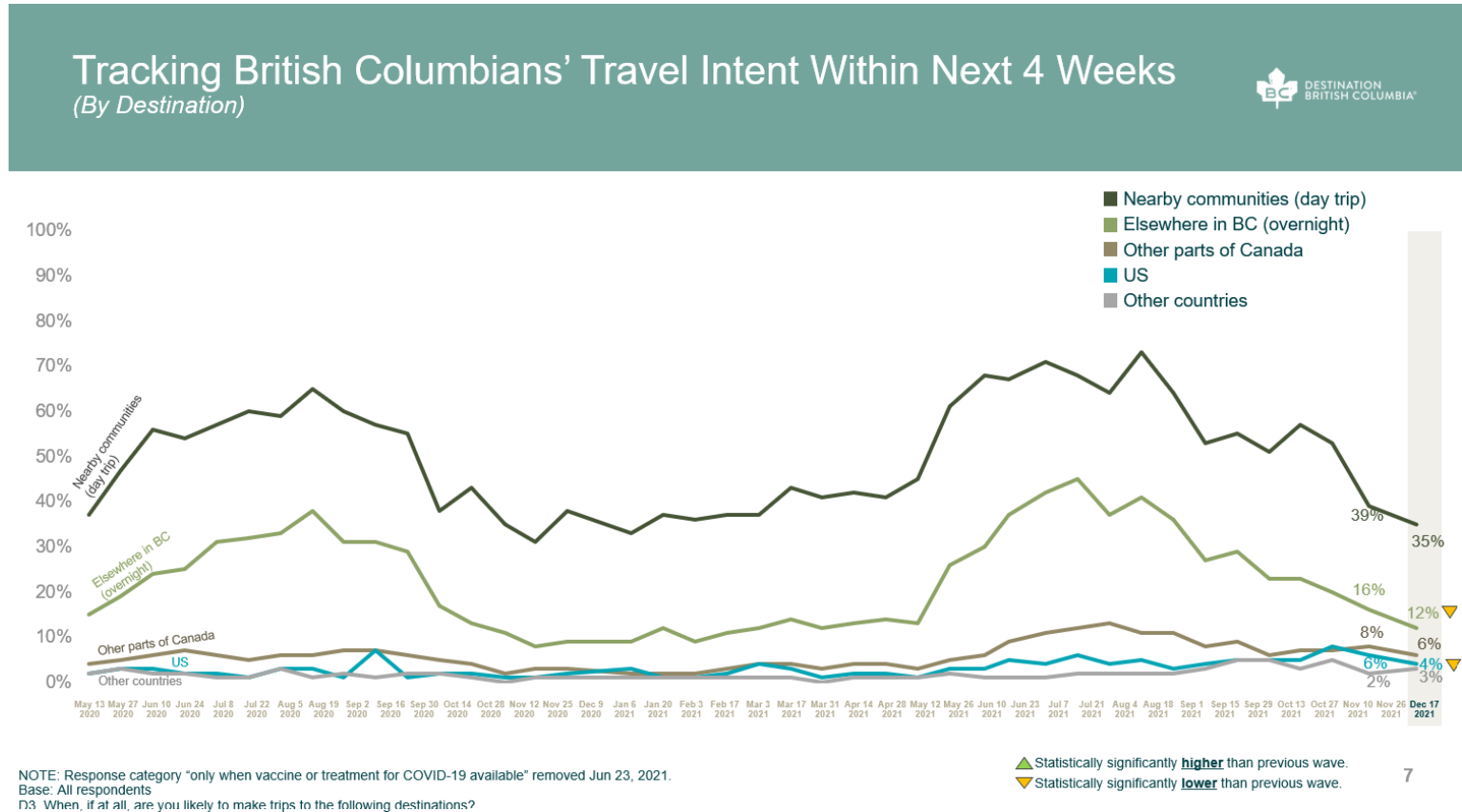
Le vert indique un résultat considérablement plus élevé qu'au moins une autre région (confiance à 95 %)  
 Le rouge indique un résultat considérablement moins élevé qu'au moins une autre région (confiance à 95 %)  
 Dans quelle mesure êtes-vous d'accord avec chacun des énoncés suivants?  
 « Je me sens à l'aise de voyager... »



Source: [Destination Canada's Weekly COVID-19 Resident Sentiment, Dec 7, 2021](#)

# Destination BC reports that 35% of BC residents intend to travel to nearby communities within the next 4 weeks

- In Destination BC's latest BC Residents' Public Perceptions Wave 41 (December 17, 2021) report, an estimated 35% of British Columbian residents said they intend to travel to nearby communities in the next four weeks, compared to 12% for elsewhere in BC and 6% for other provinces in Canada.
- The same report showed that 4% of BC residents intend to travel to the US within the next 4 weeks, compared to 3% who intend to travel to other countries.

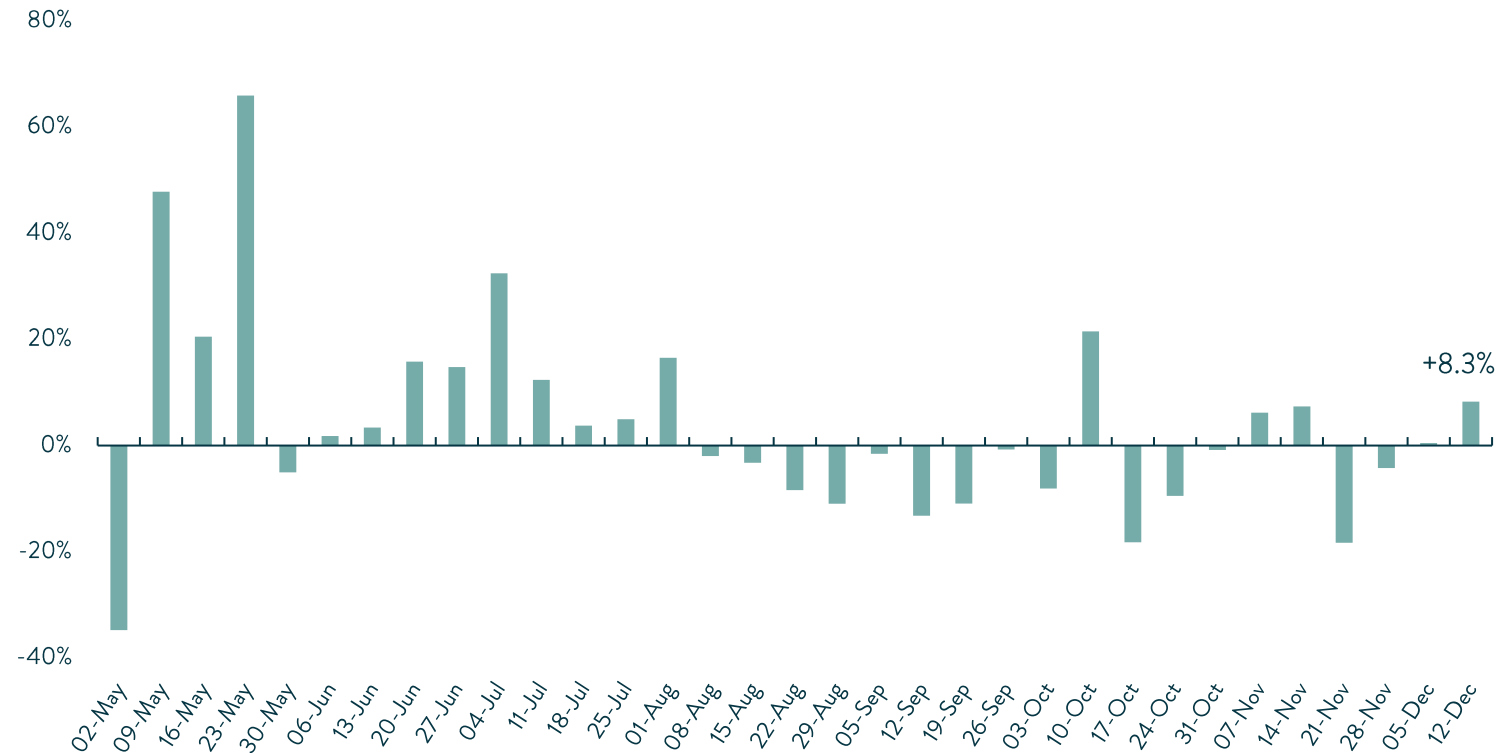


Source: [Destination BC's Residents' Public Perceptions: COVID-19 Travel and Tourism Wave 41, Dec 17, 2021](#)

# BC weekly domestic overnight visitation increased +8.3% from the previous week

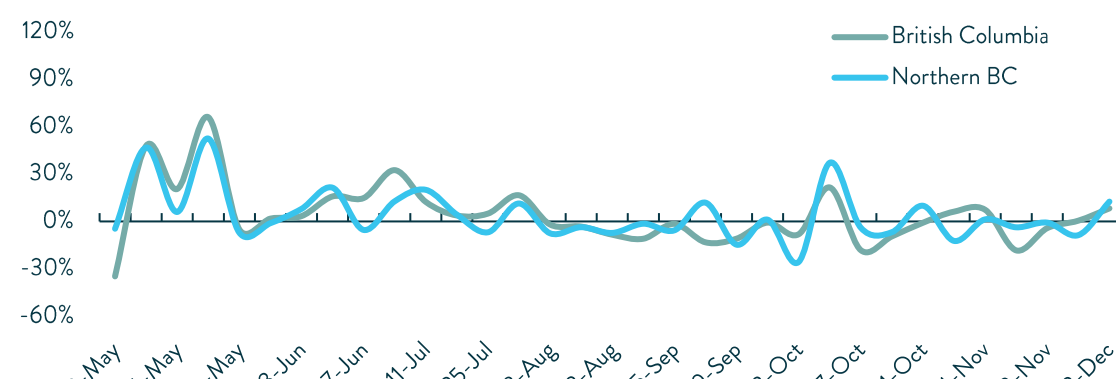
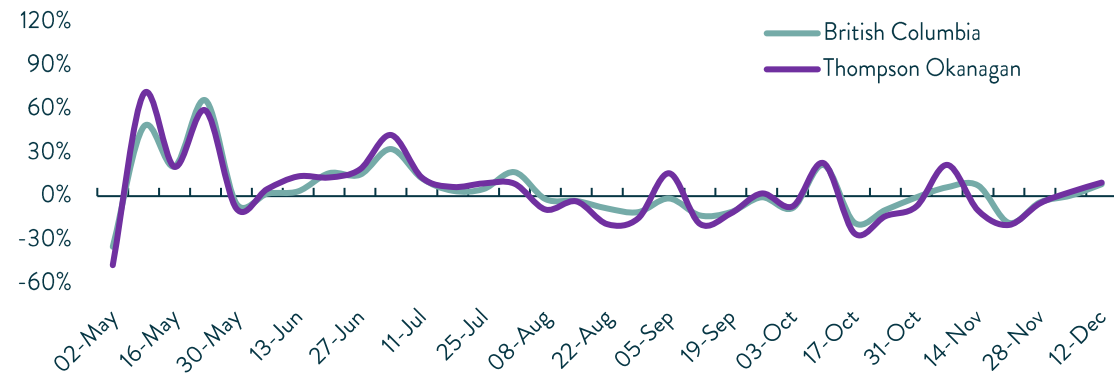
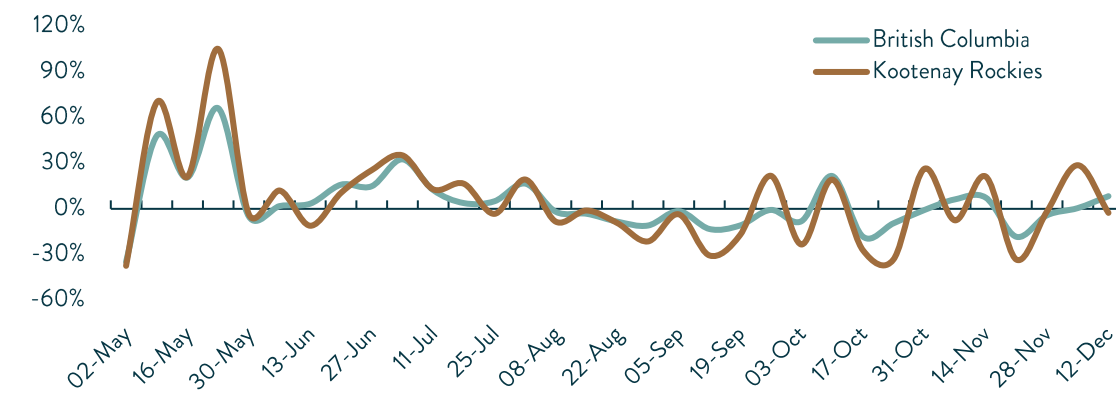
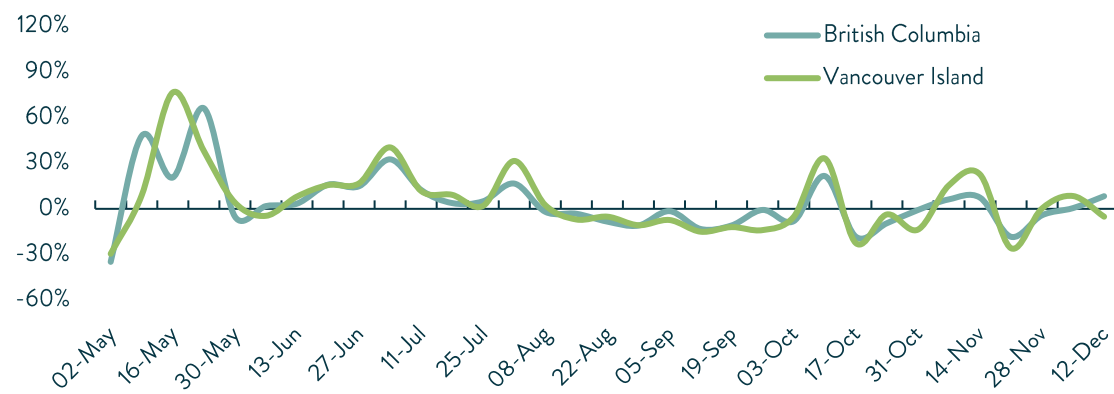
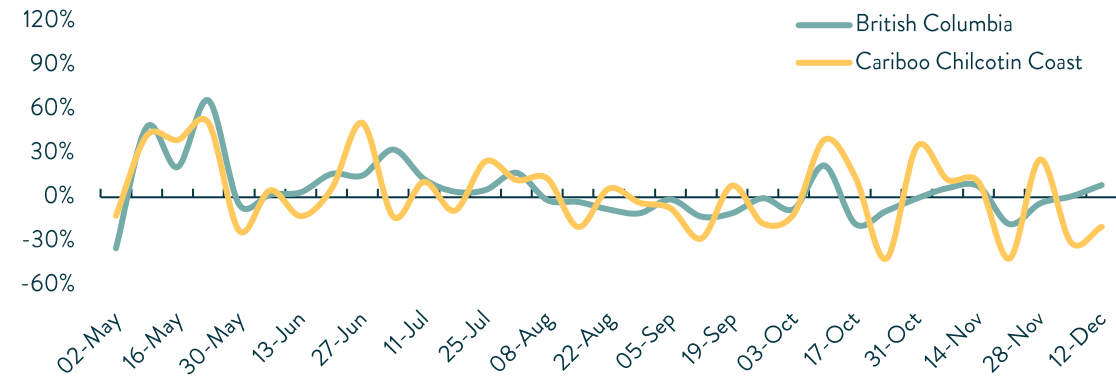
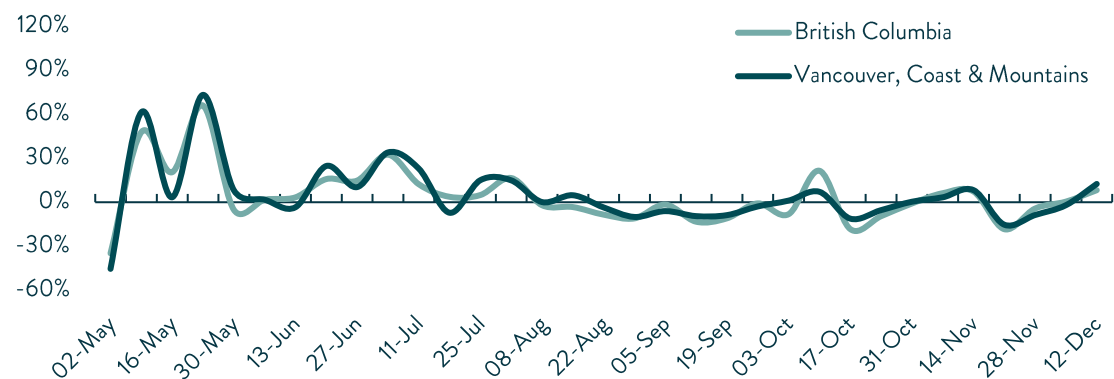
- According to Environics Analytics Weekly COVID Tracker Report, during the week ending December 12, 2021, BC experienced a week-over-week increase of +8.3% in weekly domestic overnight visitation.
- Week-over-week increases in domestic overnight visitation were seen in three of six tourism regions across the province:
  - Northern BC (+12.6%)
  - Vancouver, Coast & Mountains (+12.5%)
  - Thompson Okanagan (+9.4%)
- Week-over-week decreases in domestic overnight visitation were seen in the other three tourism regions:
  - Kootenay Rockies (-2.7%)
  - Vancouver Island (-5.2%)
  - Cariboo Chilcotin Coast (-20.2%)

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



Source: [Environics Analytics Weekly COVID Tracker Report, Dec 12, 2021](#)

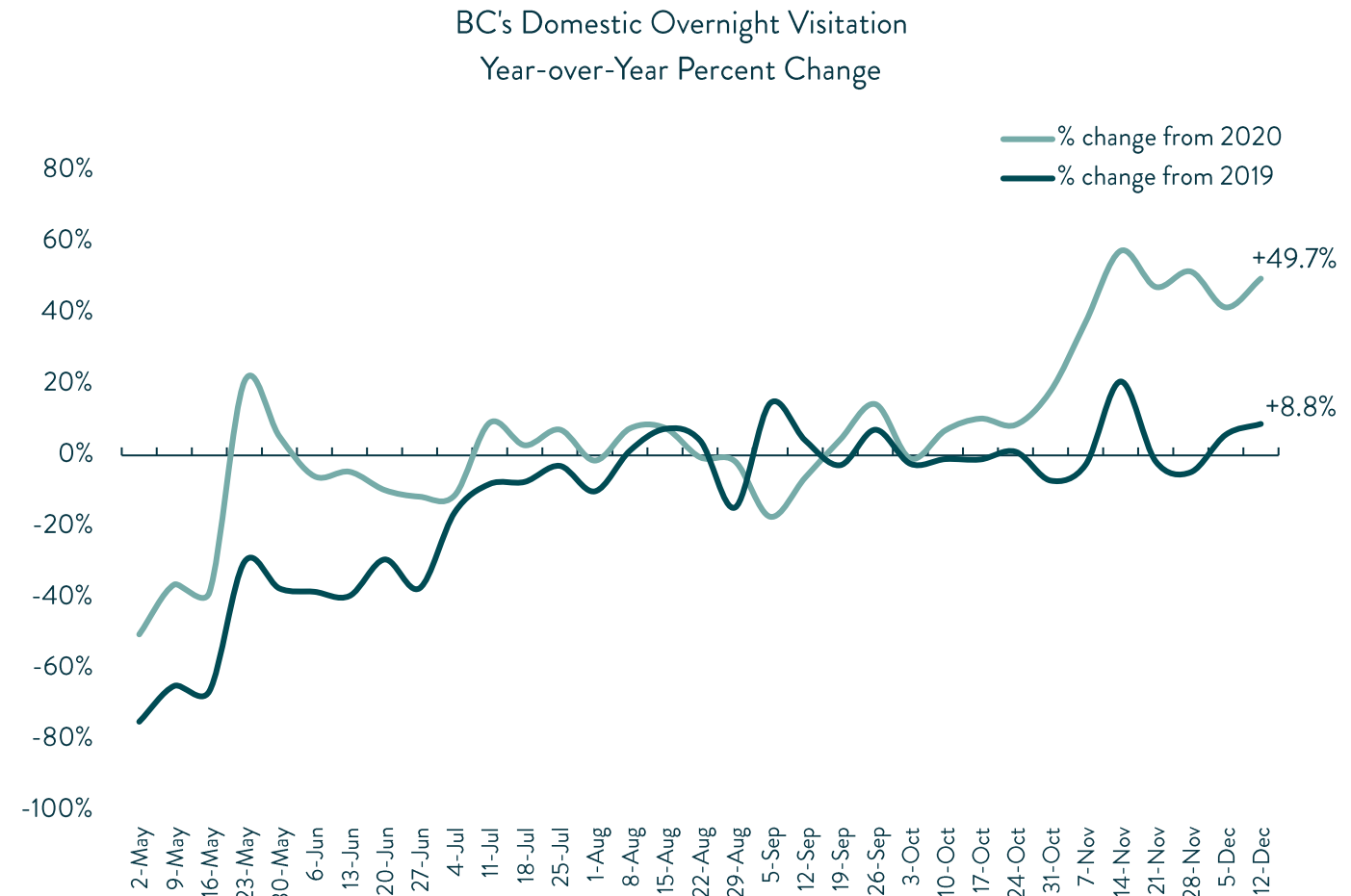
# BC and Regional Domestic Overnight Visitation Week-over-Week Percent Change





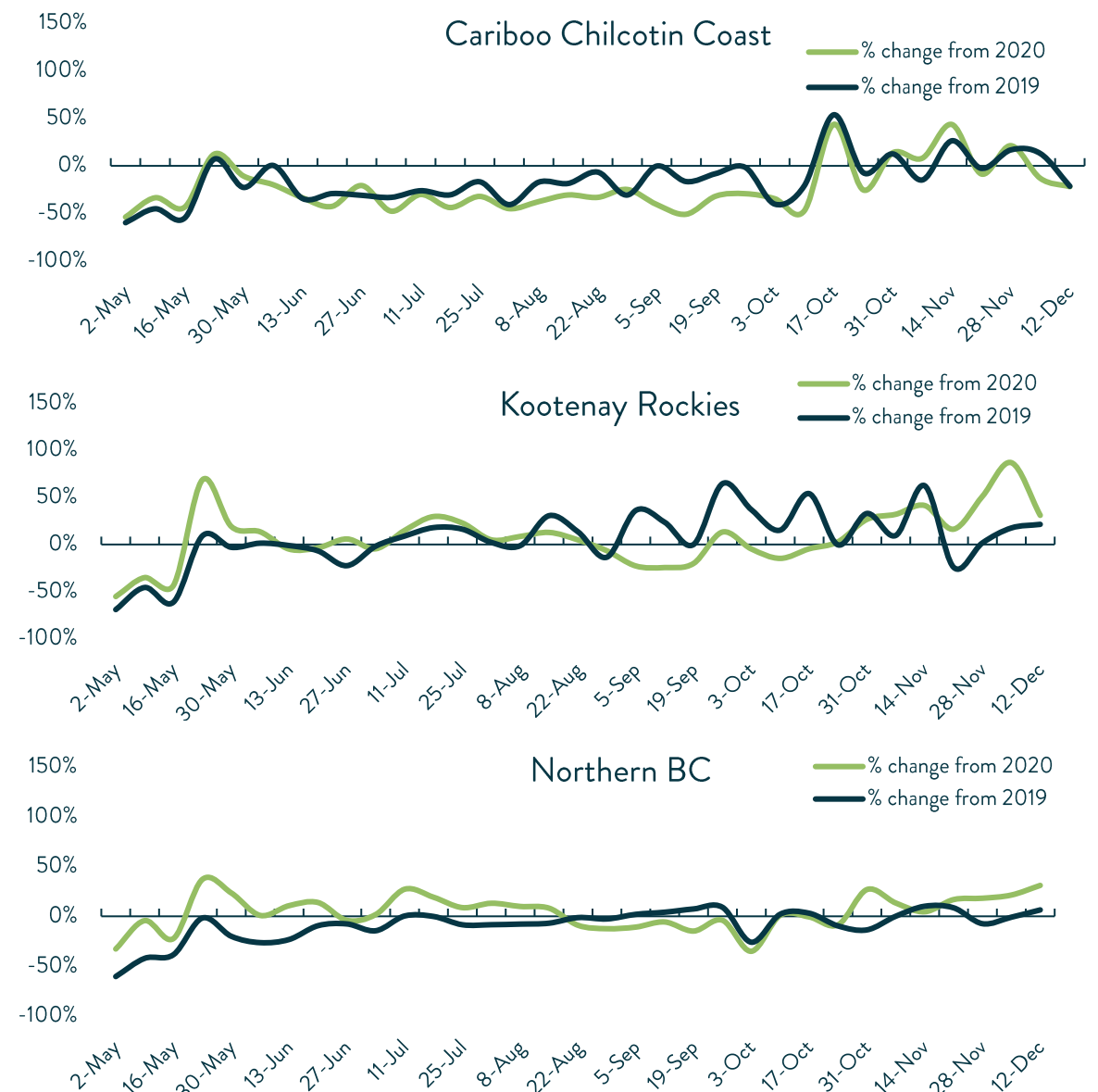
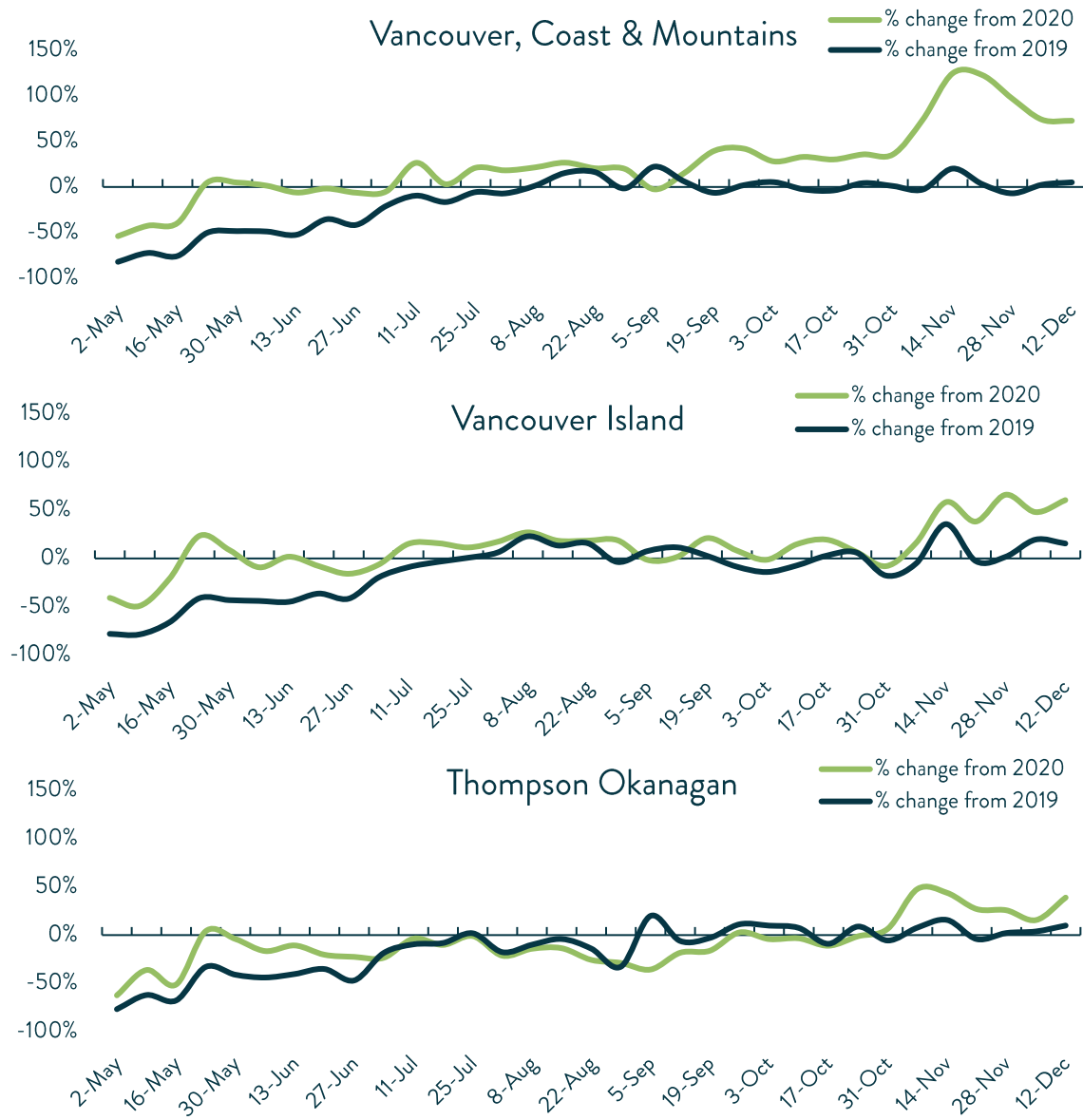
# BC sees an increase of +8.8% in weekly domestic overnight visitation compared to the same period in 2019

- For the week ending December 12, 2021, Environics Analytics reported that weekly domestic overnight visitation increased +49.7% compared to the same week in 2020. Compared to the same week in 2019, weekly domestic overnight visitation increased +8.8%.
- Every tourism region, except Cariboo Chilcotin Coast, saw a year-over-year increase in weekly visitation when compared to the same period in 2020 and 2019.
  - Vancouver, Coast & Mountains (+72.6% over 2020; +5.2% over 2019)
  - Vancouver Island (+60.4%; +15.4%)
  - Thompson Okanagan (+38.8%; +9.8%)
  - Kootenay Rockies (+31.0%; +21.3%)
  - Northern BC (+30.9%; +6.4%)
  - Cariboo Chilcotin Coast (-22.0%; -21.5%)



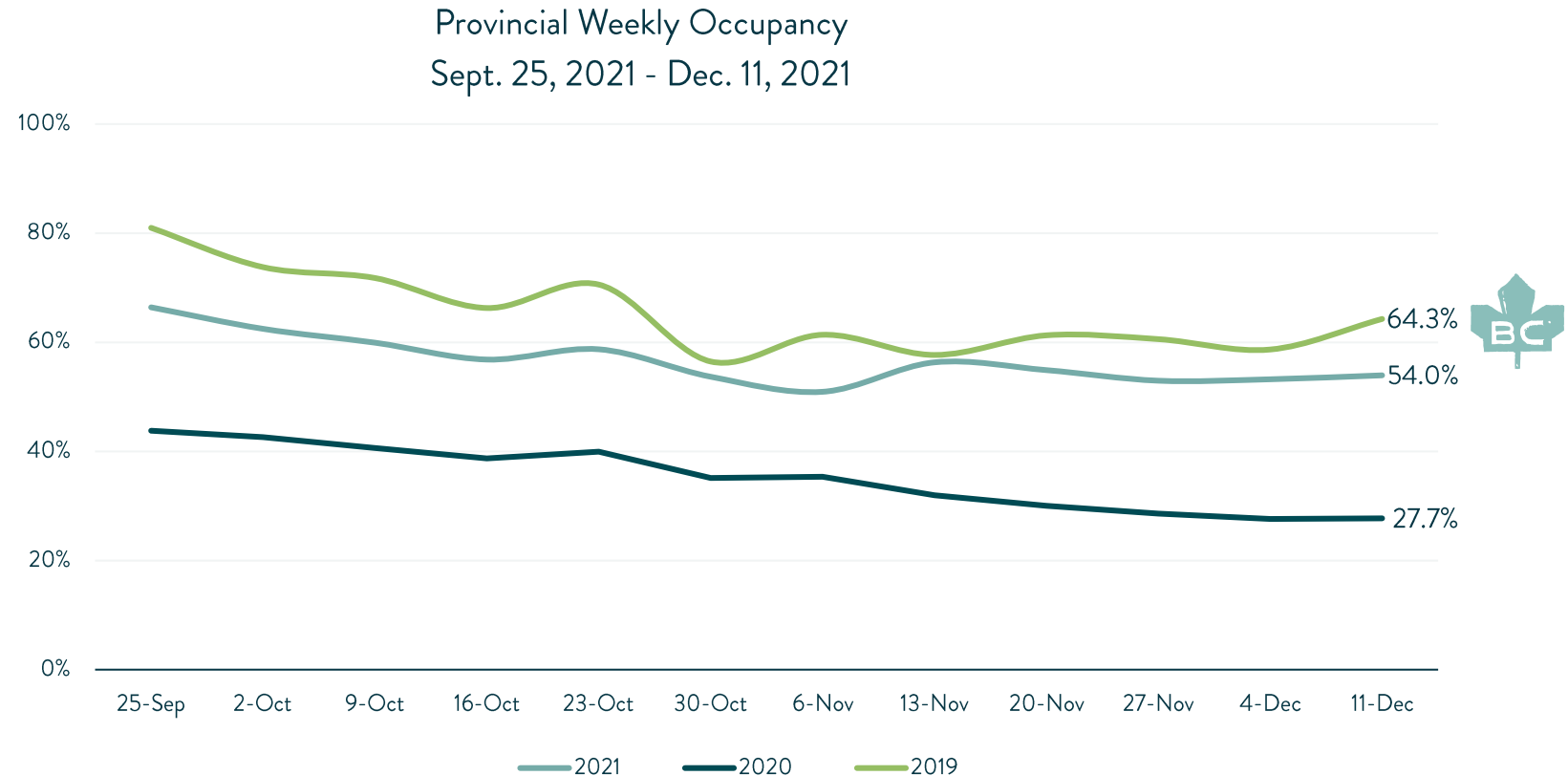


# Regional Domestic Overnight Visitation Year-over-Year Percent Change



## BC's occupancy rate (54.0%) increased +26.3 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 54.0% for the week of December 5 - 11, 2021. This represents an increase of +0.2 points from the previous week.
- It also represents an increase of +26.3 points compared to a similar period in 2020 and a decrease of -10.3 points compared to a similar period in 2019.



Source: [2021 STR, STR Global Ltd, Dec 5 - 11, 2021](#)

## British Columbia and Communities Weekly Hotel Occupancy Rate

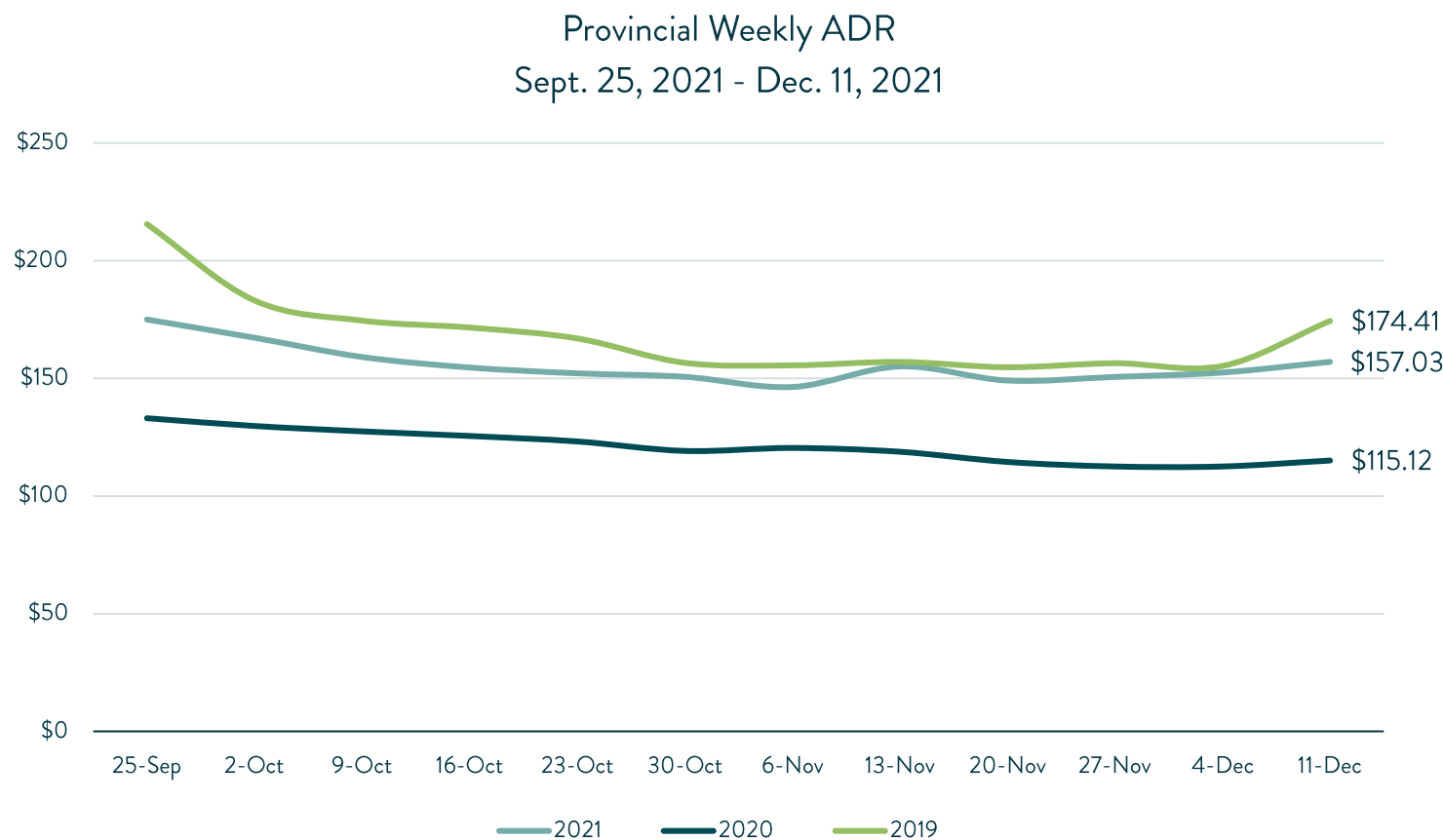
	Dec. 5 - 11, 2021	Week-over-Week Dec. 5 - 11, 2021 vs. Nov. 28 - Dec. 4, 2021	Year-over-Year Dec. 5 - 11, 2021 vs. Dec. 6 - 12, 2020	2021 vs 2019 Dec. 5 - 11, 2021 vs. Dec. 8 - 14, 2019
	Occupancy Rate	Occupancy Point Change	Occupancy Point Change	Occupancy Point Change
<b>British Columbia</b>	<b>54.0%</b>	<b>+0.2</b>	<b>+26.3</b>	<b>-10.3</b>
Vancouver (City of)	57.0%	+5.4	+41.7	-36.6
Whistler	56.4%	+12.5	+32.2	-6.6
Victoria	51.0%	-4.0	+31.9	+0.3
Kelowna	43.7%	-4.4	+22.3	+2.1
Kamloops	79.3%	-9.5	+38.7	+38.9
Richmond	55.9%	+0.7	+23.6	-24.7
Revelstoke	34.0%	+6.8	+4.7	-9.7





## *BC's average daily rate (\$157.03) increased +36.4% compared to the same period in 2020*

- STR, an agency which reports BC's hotel performance, shows BC's average daily rate (ADR) was \$157.03 for the week of December 5 -11, 2021.
- This represents an increase of +36.4% compared to a similar period in 2020 and a decrease of -10.0% compared to 2019.



## British Columbia and Communities Weekly Hotel Average Daily Rate (ADR)

	Dec. 5 - 11, 2021	Week-over-Week Dec. 5 - 11, 2021 vs. Nov. 28 - Dec. 4	Year-over-Year Dec. 5 - 11, 2021 vs. Dec. 6 - 12, 2020	2021 vs 2019 Dec. 5 - 11, 2021 vs. Dec. 8 - 14, 2019
	ADR	ADR Percent Change	ADR Percent Change	ADR Percent Change
<b>British Columbia</b>	<b>\$157.03</b>	<b>-0.4%</b>	<b>+36.4%</b>	<b>-10.0%</b>
Vancouver (City of)	\$191.70	+0.5%	+39.1%	-14.7%
Whistler	\$300.28	+4.7%	+35.4%	+9.7%
Victoria	\$171.00	-2.0%	+43.6%	+21.9%
Kelowna	\$125.82	+3.4%	+28.2%	+5.3%
Kamloops	\$113.96	-3.7%	+25.9%	+11.3%
Richmond	\$150.87	+0.9%	+28.1%	-9.7%
Revelstoke	\$130.15	+11.8%	+11.8%	+1.8%



## BC's RevPAR (\$84.72) increased +4.4% from the previous week

- STR, an agency which reports BC's hotel performance, shows BC's revenue per available room (RevPAR) was \$84.72 for the week of December 5 -11, 2021. This represents an increase of +4.4% from the previous week.
- BC's RevPAR showed an increase (+165.3%) for the week of December 5 - 11, 2021 compared to a similar period in 2020 and a decrease (-24.5%) compared to 2019.
- RevPAR increased compared to a similar period in 2020 for all reported communities. RevPAR surpassed 2019 levels in Victoria, Kelowna, and Kamloops.

	Dec. 5 - 11, 2021	Week-over-Week Dec. 5 - 11, 2021 vs. Nov. 28 – Dec. 4	Year-over-Year Dec. 5 - 11, 2021 vs. Dec. 6 - 12, 2020	2021 vs 2019 Dec. 5 - 11, 2021 vs. Dec. 8 - 14, 2019
	RevPAR	RevPAR Percent Change	RevPAR Percent Change	RevPAR Percent Change
British Columbia	\$84.72	+4.4%	+165.3%	-24.5%
Vancouver (City of)	\$109.26	+11.1%	+418.7%	-48.0%
Whistler	\$169.28	+34.4%	+215.2%	-1.7%
Victoria	\$87.27	-9.1%	+283.3%	+22.6%
Kelowna	\$55.02	-6.0%	+161.8%	+10.6%
Kamloops	\$90.33	-14.0%	+146.1%	+118.8%
Richmond	\$84.33	+2.2%	+121.7%	-37.4%
Revelstoke	\$44.29	+39.7%	+29.8%	-20.9%

Source: [2021 STR, STR Global Ltd, Dec 5 - 11, 2021](#)



# Latest Snapshot of BC Travel shows Vancouver, Coast, & Mountains region made up 39% of BC domestic visitation

- According to Destination BC's Snapshot of BC Travel, for the week ending December 13, 2021, the Vancouver, Coast, and Mountain region made up 39% of BC's domestic visitation. In comparison, the Vancouver Island region made up 24% of BC's domestic visitation.
- During the week ending December 13, over 31,000 air bookings were made to BC. Of these air bookings, 63% were for domestic flights and 37% were international. Air capacity to BC increased +6.8% from the previous week.



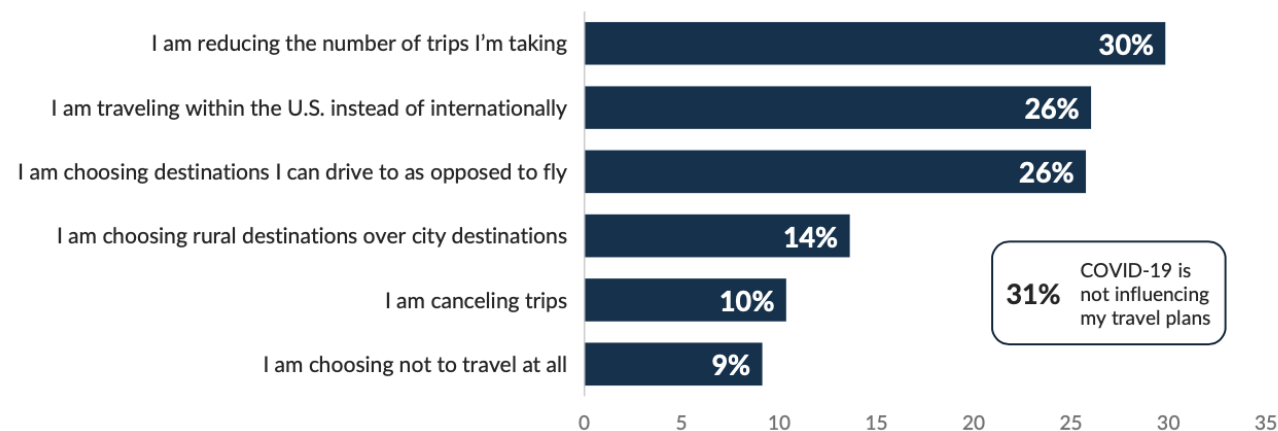
Source: [Snapshot of BC Travel, Destination BC, December 13, 2021](#)

# Longwoods reports that 26% of US travellers are planning to travel within the US instead of internationally in the next 6 months due to COVID-19

- According to Longwoods' latest Travel Sentiment Study Wave 52 (December 14, 2021), 30% of American travellers said they are reducing the number of trips they are taking within the next six months because of COVID-19. Additionally, 26% of American travellers said they are travelling within the US instead of internationally because of COVID-19.
- The same report showed that 26% of American travellers are choosing destinations that they can drive to, 14 % are choosing rural destination over city destinations, 10% are cancelling trips, and 9% are choosing not to travel at all within the next six months due to COVID-19.

## IMPACT ON TRAVEL PLANS

### Influence of COVID-19 on Travel Plans in the Next Six Months



Travel Sentiment Study Wave 52

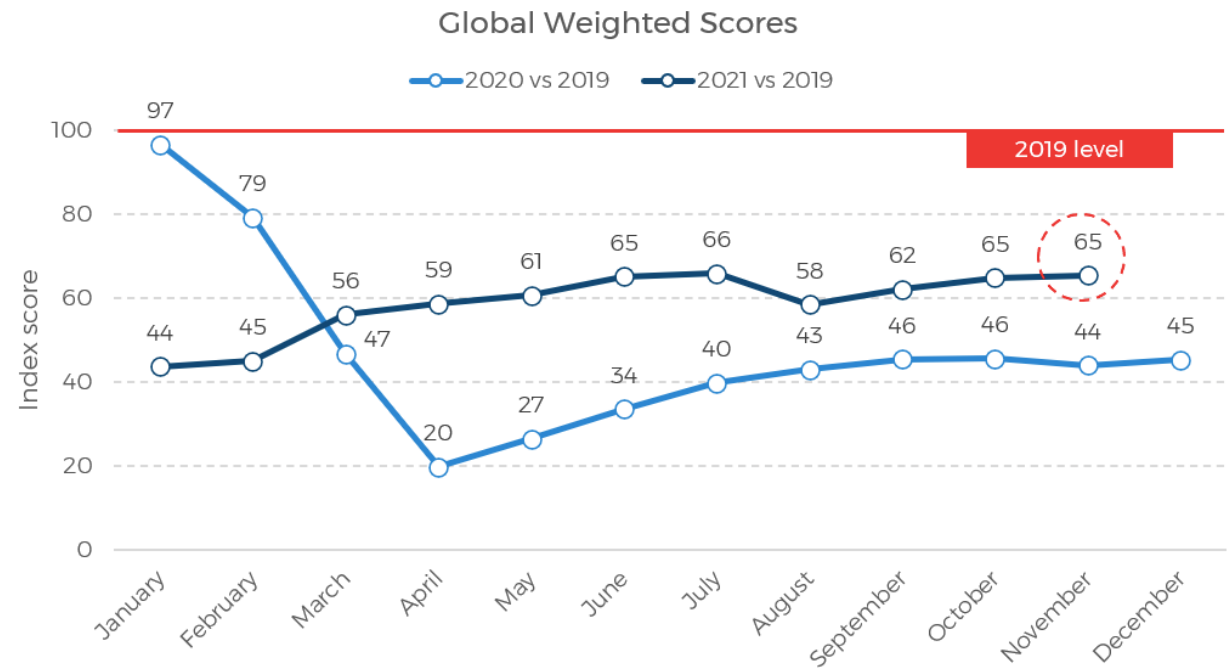
Longwoods INTERNATIONAL | miles PARTNERSHIP

Source: [Longwood Travel Sentiment Study Wave 52, Dec 14, 2021](#)



# Skift reports the Global Recovery Index has remained at 65 points in November 2021

- According to Skift, the Global Recovery Index (an overall index of travel performance based on factors such as car rentals, flights, and lodging) remained at 65 points in November 2021. This is in comparison to a baseline reading out of 100 for the same period in 2019.
- Canada's Recovery Index score in November 2021 was 72.0, an increase of +3.7 points from September 2021.
- The countries which saw the largest increases in their Recovery Index score in November 2021 compared to September 2021 were Australia, Argentina, and Mexico. The countries which saw the largest decreases were Germany, China, and South Africa.



Source: Skift Research

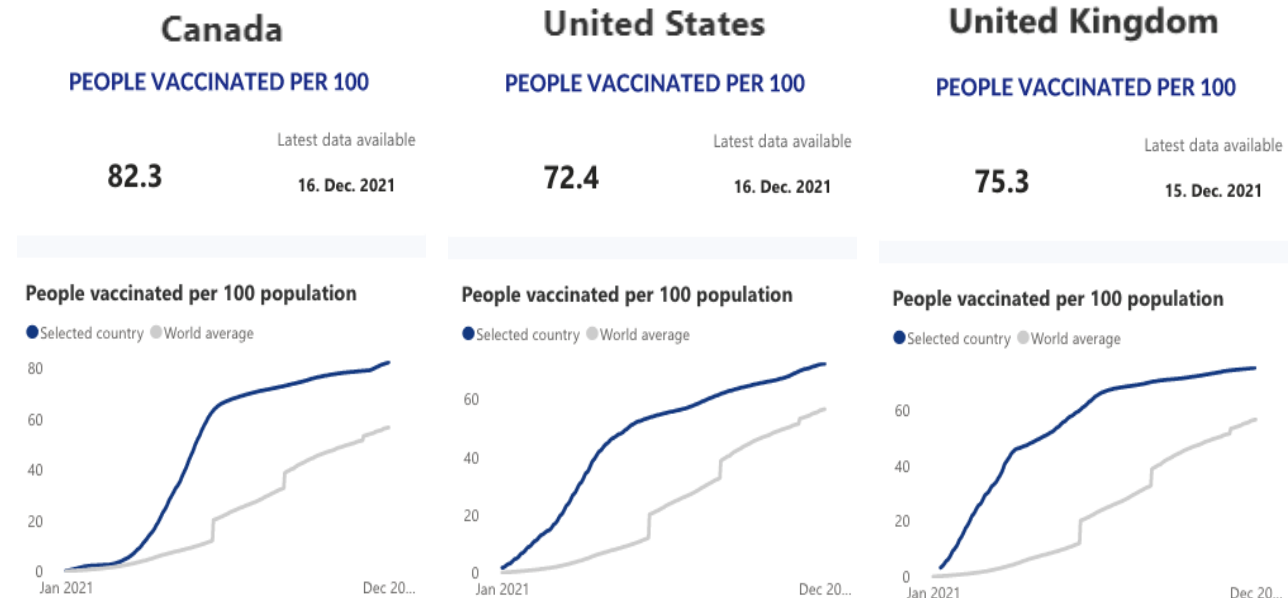
Source: [Skift Recovery Index Research](#)





# *UNWTO reports 56.6% of the global population has received at least one dose of a vaccine*

- According to the UNWTO, as of December 16, 2021, the global average for vaccination rates (with at least one dose) is at 56.6 out of every 100 people.
- The same dashboard shows that as of December 16, 2021, Canada has vaccinated (with at least one dose) 82.3 out of every 100 people, compared to the US which has vaccinated 72.4 out of every 100 people, and the UK which has vaccinated 75.3 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, Dec 16, 2021](#)



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

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

- [Canadians told to not travel amid Omicron COVID-19 spread](#) (Global News)
- [Government of Canada announces support to the tourism sector to create jobs and strengthen the economy](#) (Cision)
- [Canadian tourism leaders say travel bans & restrictions are ineffective](#) (Travel Pulse)
- [Israel bans travel to the United States and Canada amid omicron fears](#) (Washington 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.







DESTINATION  
BRITISH COLUMBIA®

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

Research & Analytics  
[TourismResearch@DestinationBC.ca](mailto:TourismResearch@DestinationBC.ca)