

COVID-19 Research Roundup

February 28th, 2022

Prince Rupert, Northern BC

BC's Response to COVID-19

Province-wide restrictions

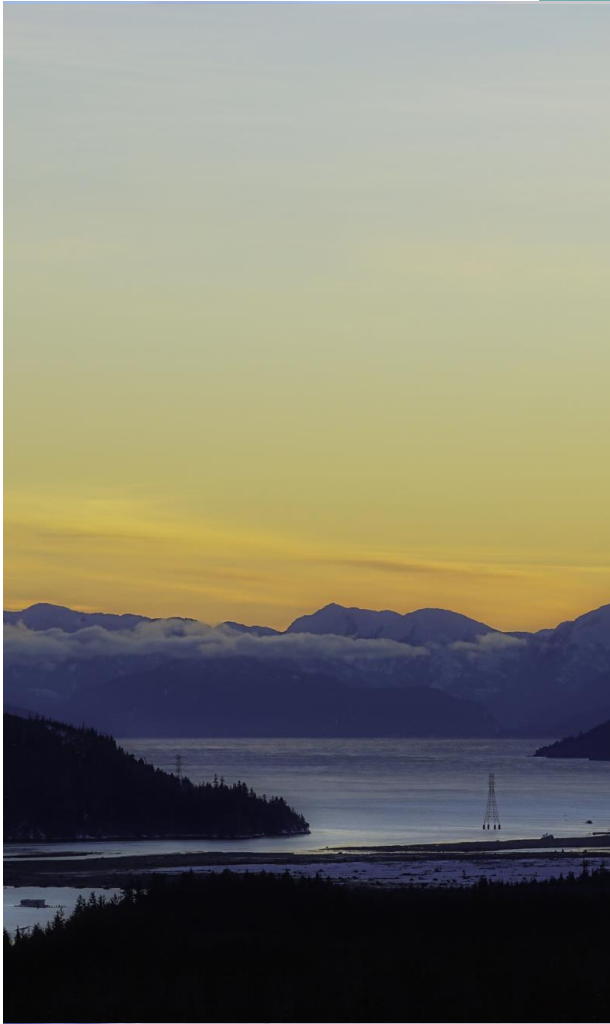
The insights noted in this Research Roundup were gathered after the reduction of some public health restrictions in February 2022. Health and safety protocols, such as proof of vaccination and mask wearing, vary by event and business type.

[Click here](#) for more information on BC's current COVID-19 guidance and 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 month related to the travel and tourism industry and COVID-19.

Last month in brief:

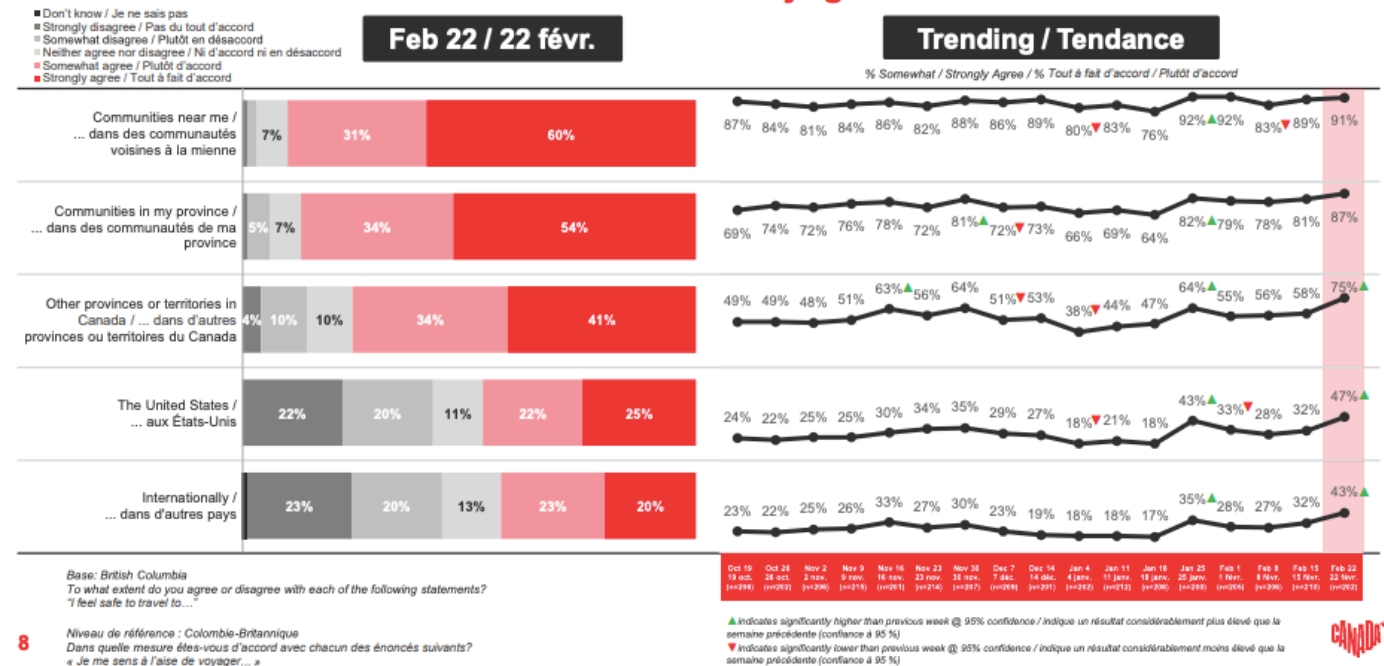
- Destination Canada reports that 43% of BC residents feel safe travelling internationally
- Destination BC reports that 35% of BC residents intend to travel elsewhere in BC for an overnight trip within the next 2-3 months
- BC weekly domestic overnight visitation increased 24.6% from the previous week
- BC sees an increase of +21% in weekly domestic overnight visitation compared to the same period in 2019
- BC's occupancy rate (55%) increased +19 points compared to the same period in 2021
- Destination BC's latest Snapshot of BC Travel shows Vancouver, Coast & Mountains region made up 36% of domestic visitation
- Destination BC's 2020 Value Of Tourism Snapshot reports that BC's total tourism revenue in 2020 was \$7.1 Billion
- Travel Insights with Google reports that international air demand for Canada is comparable to pre-pandemic levels
- Destination Analysts reports US travellers level of excitement to travel now is at its highest point since the pandemic began
- UNWTO reports 57.8% 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 43% of BC residents feel safe travelling internationally

- In Destination Canada's latest Resident Sentiment report (February 22, 2022), 91% of BC residents reported feeling safe travelling to nearby communities in their province.
- The same report showed that 87% of BC residents feel safe travelling to other communities in their province, while 75% of BC residents feel safe travelling to other provinces.
- Additionally, 47% of BC residents feel safe travelling to the United States and 43% of BC residents feel safe travelling internationally.

British Columbia / Colombie-Britannique

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

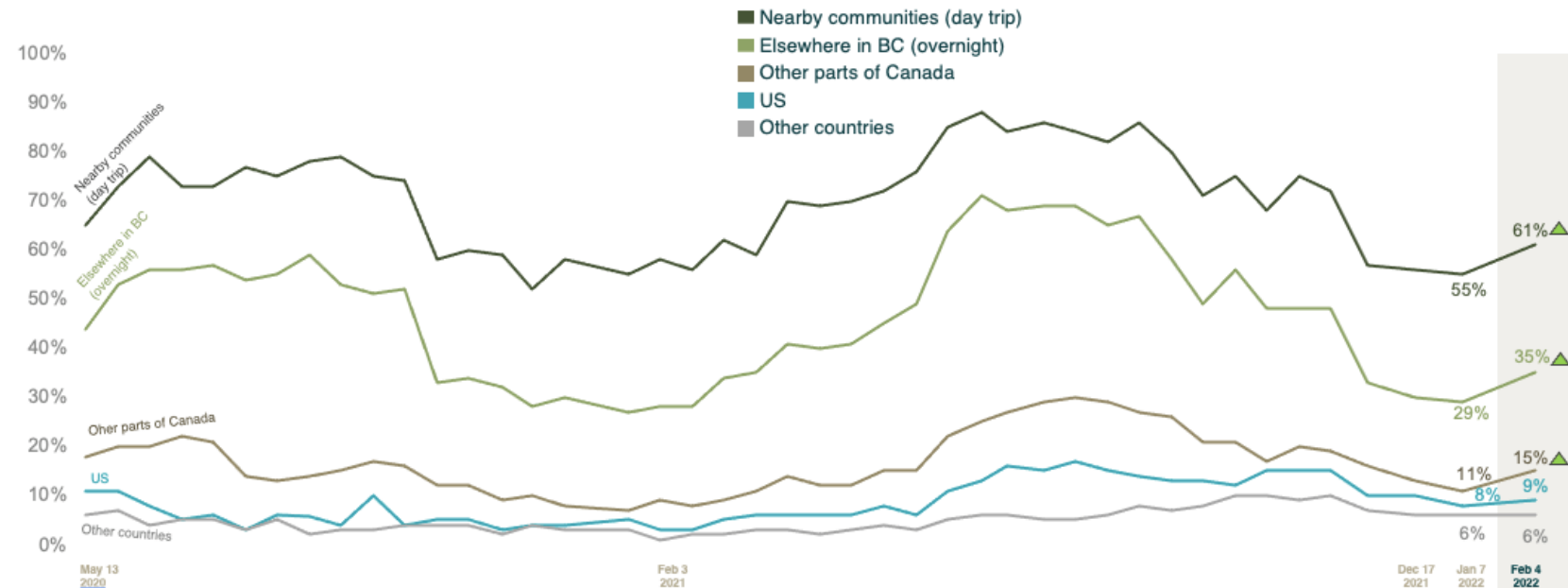


Source: [Destination Canada's Weekly COVID-19 Resident Sentiment, Feb 22, 2022](#)

Destination BC reports that 35% of BC residents intend to travel elsewhere in BC for an overnight trip within the next 2-3 months

- In Destination BC's latest BC Residents' Public Perceptions Wave 43 (February 4, 2022) report, an estimated 35% of British Columbian residents said they intend to travel elsewhere in BC for an overnight trip in the next 2-3 months, up +6 points from January 7, 2022. Additionally, 61% of BC residents intend to travel to nearby communities for a day trip in the next 2-3 months and 15% to other provinces in Canada.
- The same report showed that BC residents' intent to travel to the US within the next 2-3 months increased +1 point to 9% and intent to travel to other countries has remained stable at 6%.

Tracking British Columbians' Travel Intent Within Next 2-3 Months (By Destination)



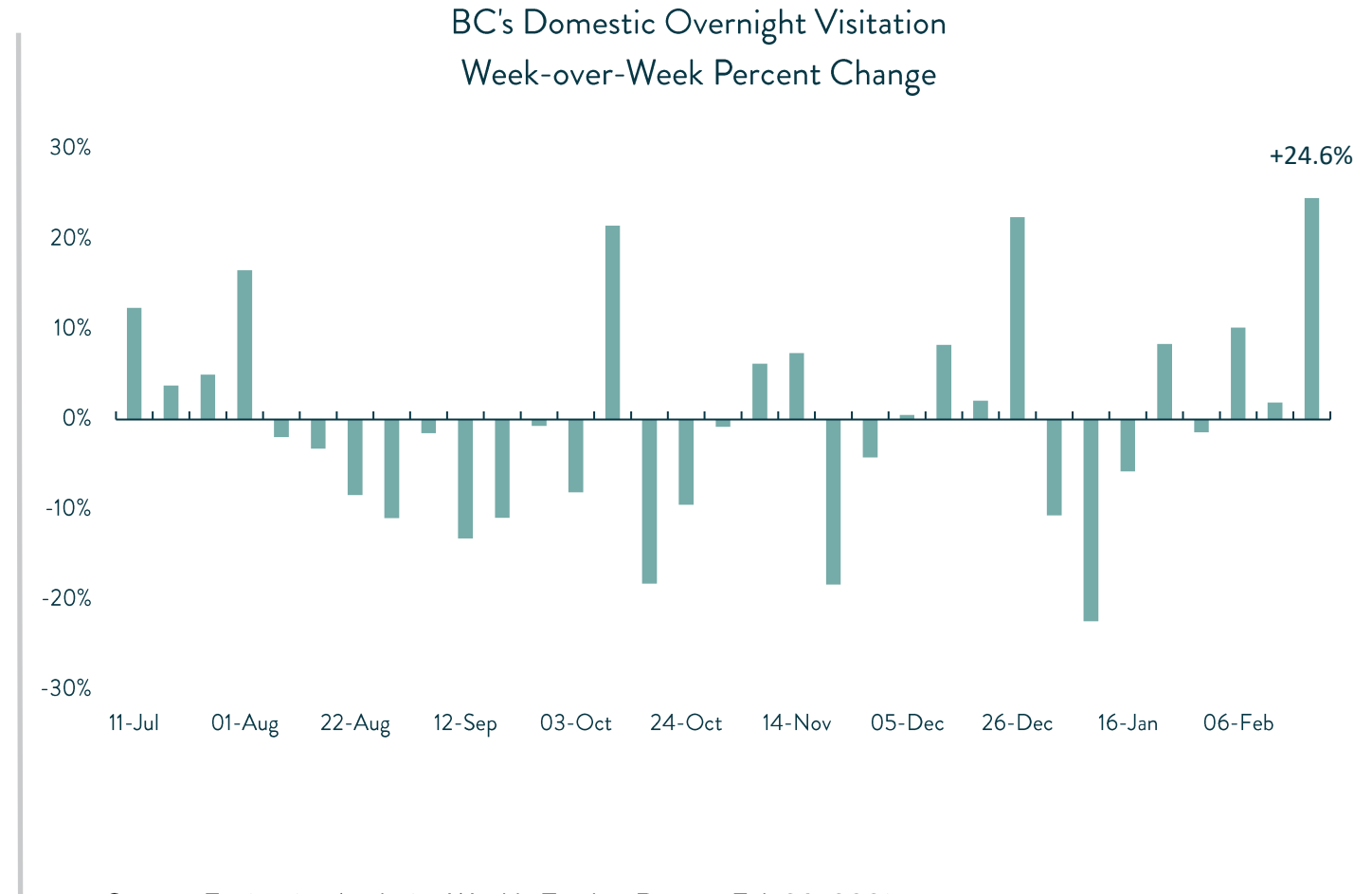
NOTE: Response category "only when vaccine or treatment for COVID-19 available" removed Jun 23, 2021.
Base: All respondents
D3. When, if at all, are you likely to make trips to the following destinations?
Due to rounding, the total may not equal 100% to the sum of individual values shown.

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

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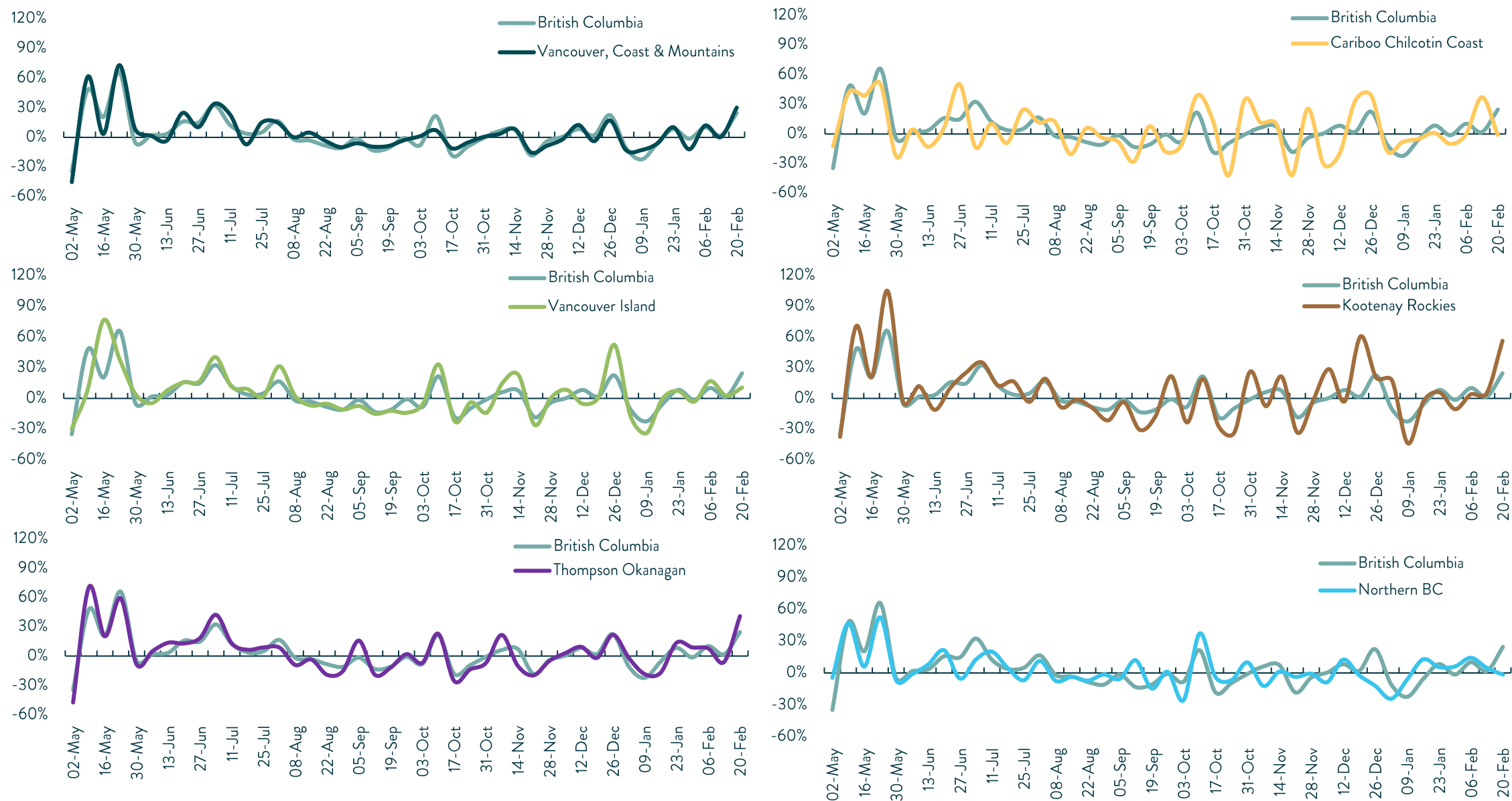
BC weekly domestic overnight visitation increased 24.6% from the previous week

- According to Environics Analytics Weekly Tracker Report, during the week ending February 20, 2022, BC experienced a week-over-week increase of +24.6% in weekly domestic overnight visitation.
- Week-over-week increases in domestic overnight visitation were seen in four of six tourism regions across the province:
 - Kootenay Rockies (+56.2%)
 - Thompson Okanagan (+40.8%)
 - Vancouver, Coast & Mountains (+30.1%)
 - Vancouver Island (+10.6%)
- Week-over-week decreases in domestic overnight visitation were seen in the other two tourism regions:
 - Cariboo Chilcotin Coast (-1.0%)
 - Northern BC (-1.7%)



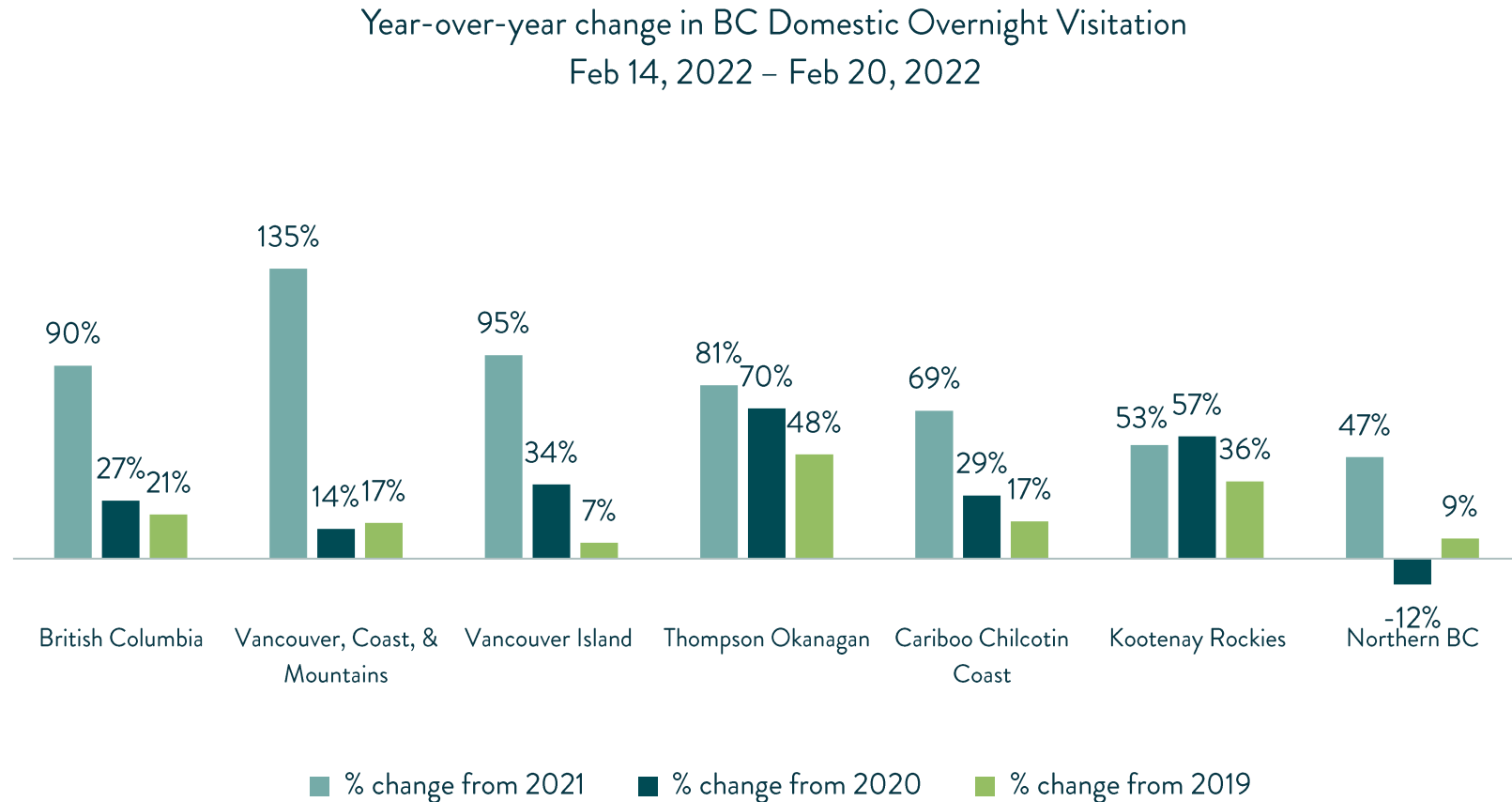
Source: [Environics Analytics Weekly Tracker Report, Feb 20, 2021](#)

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



BC sees an increase of +21% in weekly domestic overnight visitation compared to the same period in 2019

- For the week ending February 20, 2022, Environics Analytics reported that BC's weekly domestic overnight visitation increased +90% compared to the same period in 2021, +27% compared to the same week in 2020, and +21% compared to the same week in 2019.
- All tourism regions showed growth in domestic visitation when compared to the same period in 2021 and 2019. Additionally, all tourism regions, with the exception of Northern BC, saw growth in domestic visitation when compared to the same period in 2020.



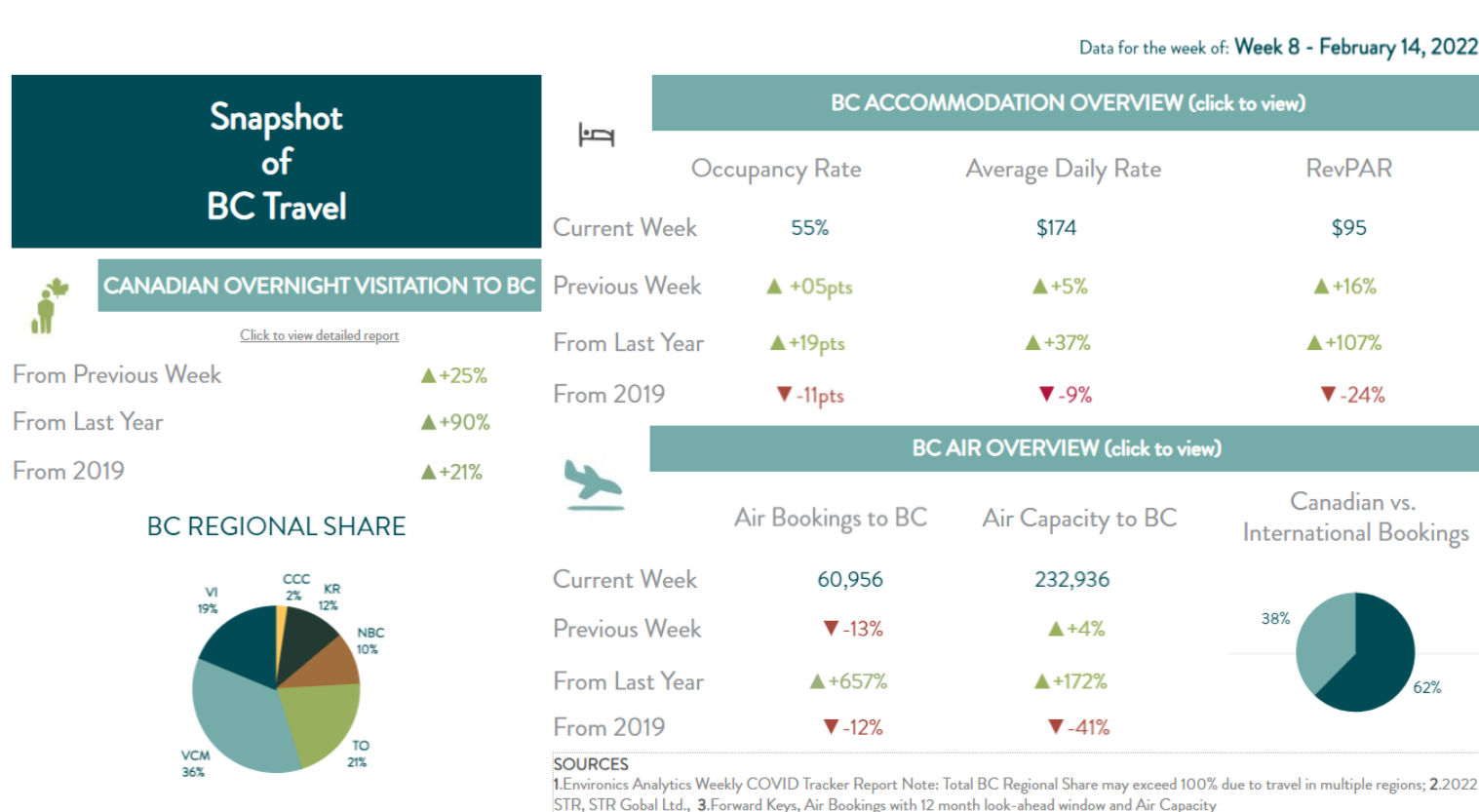
BC's occupancy rate (55%) increased +19 points compared to the same period in 2021

- STR, an agency which reports BC's hotel performance, shows the average weekly occupancy rate for BC was 55% for the week of February 14 - 20, 2022. This represents an increase of +19 points compared to a similar period in 2021 and a decrease of -11 points compared to a similar period in 2019.
- BC's Average Daily Rate for this same period was \$174, an increase of +37% from 2021 and a decrease of -9% compared to a similar period in 2019.
- For community-level accommodation statistics please visit [Destination BC's Snapshot of BC Travel](#).



Destination BC's latest Snapshot of BC Travel shows Vancouver, Coast & Mountains region made up 36% of domestic visitation

- According to Destination BC's Snapshot of BC Travel, for the week ending February 14, 2022, the Vancouver, Coast & Mountains region made up 36% of BC's domestic visitation. In comparison, the Thompson Okanagan region made up 21% of BC's domestic visitation and the Vancouver Island region made up 19%.
- During the week ending February 14, 60,956 air bookings were made to BC. Of these air bookings made to BC, 62% were domestic flights and 38% were international. Air capacity to BC increased +4% from the previous week and 172% compared to the same period in 2021.



SOURCES

1. Environics Analytics Weekly COVID Tracker Report Note: Total BC Regional Share may exceed 100% due to travel in multiple regions; 2. 2022 STR, STR Global Ltd.; 3. Forward Keys, Air Bookings with 12 month look-ahead window and Air Capacity

Source: [Snapshot of BC Travel, Destination BC, Feb 14, 2022](#)

Destination BC's 2020 Value Of Tourism Snapshot reports that BC's total tourism revenue in 2020 was \$7.1 Billion

- Destination BC recently released a 2020 Value of Tourism snapshot report that showed BC's annual tourism revenue in 2020 was \$7.1 billion. This represents a decrease of -64.9% from 2019.
- The same report showed each share of this 2020 tourism revenue by service area. The Accommodation & Food Service sector made up 34.8% of this revenue, whereas the Retail sector made up 20.1% of this total tourism revenue.

2020 Value of Tourism A Snapshot of Tourism in BC



OVERVIEW

This information provides insight into the annual economic value of tourism in British Columbia and the impact of COVID-19 on the tourism industry in 2020. This is complementary to the Value of Tourism in British Columbia: Trends from 2010 to 2020 Data Tables; available early 2022. Information provided is produced by BC Stats for Destination BC.

TOTAL TOURISM REVENUE

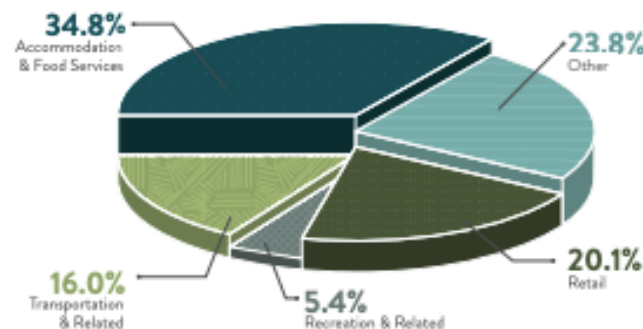


Tourism revenue measures the money received by businesses, individuals, and governments due to tourism.

\$7.1 Billion
2020 Annual Revenue



2020 SHARE OF TOURISM REVENUE BY SERVICE AREA

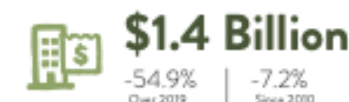


TOURISM PROVINCIAL/MUNICIPAL TAX REVENUE



ESTIMATED ROOM REVENUE

Based on 10 participating #WOT communities in 2020, 10 in 2019, and 50 in 2010.



Due to methodological adjustments and updated data releases, the tourism economic performance indicators published in 2022 should not be compared to the values published prior as all changes have been applied retrospectively. Updated retrospective values will be available in the Value of Tourism British Columbia Trends from 2010 to 2020 Data Tables, available early 2022.

JANUARY 2022

Source: [Destination BC 2020 Value of Tourism: A Snapshot of Tourism in BC, Jan 2022](#)



Travel Insights with Google reports that international air demand for Canada is comparable to pre-pandemic levels

- According to Travel Insights with Google, search interest for international air travel into Canada has grown steadily since the start of the year and is now comparable to levels seen prior to the pandemic in early 2020.
- The same report shows that both international and domestic air travel demand for Canada are significantly higher compared to this same period in 2021.

International Air Demand for Canada



Domestic Air Demand



Source: [Travel Insights with Google, Feb 19 2022](#)

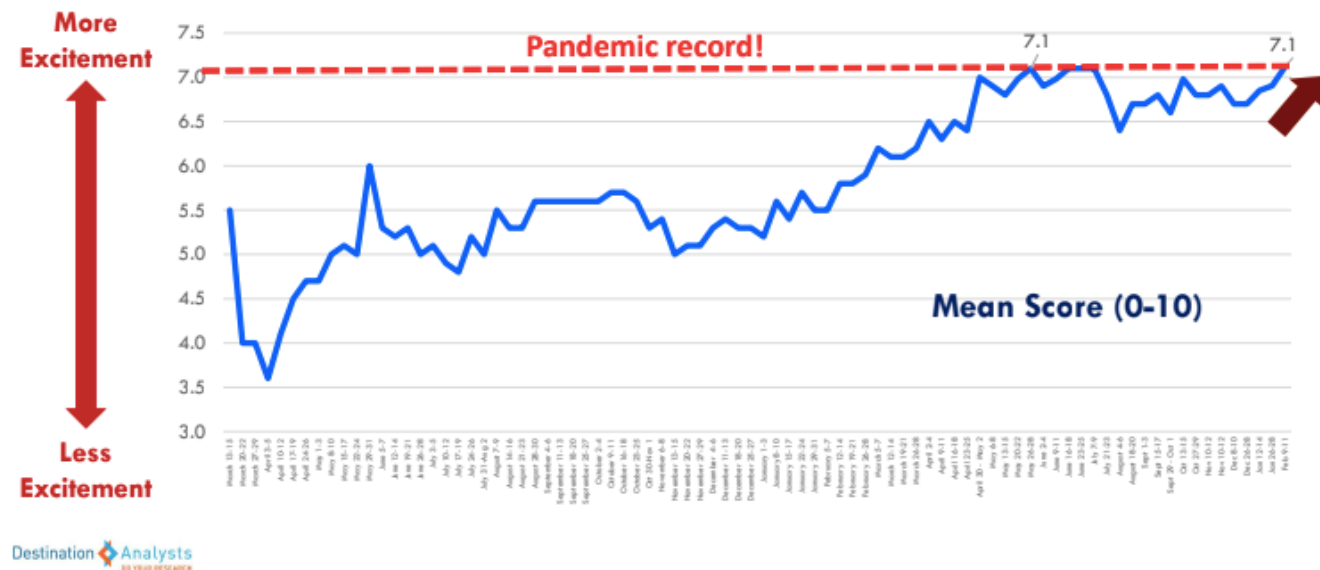


Destination Analysts' reports US travellers level of excitement to travel now is at its highest point since the pandemic began

- According to Destination Analysts' latest Travel Sentiment Index report (February 15, 2022), American travellers levels of excitement to travel now have tied a pandemic record originally set in June 2021. When asked on a scale of 0 to 10 where 10 is 'extremely excited' and 0 is 'not excited at all', the mean response for levels of excitement was 7.1.

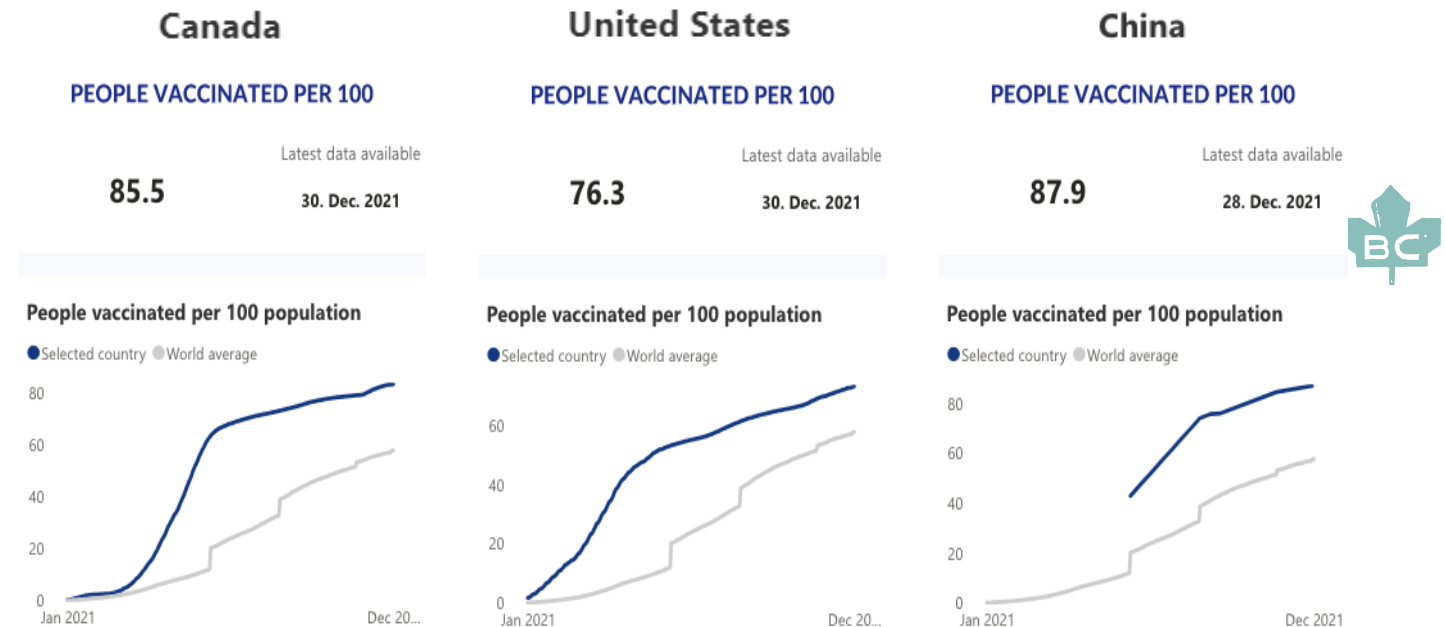
EXCITEMENT TO TRAVEL NOW

Question: Imagine that a good friend (or close family member) asks you to take a weekend getaway with them sometime in the next month. How excited would you be to go? (Assume the getaway is to a place you want to visit)



UNWTO reports 57.8% of the global population has received at least one dose of a vaccine

- According to the UNWTO, as of December 30, 2021, the global average for vaccination rates (with at least one dose) is at 57.8 out of every 100 people.
- The same dashboard shows that as of December 30, 2021, Canada has vaccinated (with at least one dose) 85.5 out of every 100 people, compared to the US which has vaccinated 76.3 out of every 100 people, and China which has vaccinated 87.9 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 30, 2021](#)

A summary of relevant tourism headlines from around the world

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

- [Nearly two years after pandemic first hit Alberta, province scraps nearly all health measures](#) (Calgary Herald)
- [Border towns hopeful changes in travel testing requirements will improve business](#) (CBC)
- [Skift Daily Podcast: Canada Underwhelmed by Return of Foreign Tourists](#) (Skift)
- [Canada tourism official, Ontario doctors encourage dropping of arrival testing, PCR at 'bare minimum'](#) (Global News)
- [Southwestern Ontario border mayors, groups call for end to COVID-19 testing at land crossings](#) (Global News)
- [Travel, tourism operators urge Ottawa to remove remaining travel restrictions](#) (Skift)



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

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