

COVID-19 Research Roundup

March 28th, 2022



Vancouver Outer Harbour, Vancouver Coast & Mountains

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, 2021 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 all provinces have a net positive reaction to seeing their province promoted elsewhere in Canada
- Destination BC reports that 45% 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 1.1% 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 (60%) increased +21 points compared to the same period in 2021
- Destination BC's latest Snapshot of BC Travel shows Vancouver, Coast & Mountains region made up 39% of domestic visitation
- Skift reports that Canada's Global Recovery Index score is at 78 out of 100
- Destination Analysts reports 34.2% of American travellers feel safe travelling outside the United States
- UNWTO shows that 64.2% 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 all provinces have a net positive reaction to seeing their province promoted elsewhere in Canada

- In Destination Canada's latest Resident Sentiment report (March 29, 2022), residents from all provinces were generally positive seeing an advertisement promoting their community to other parts of Canada.
- The same report shows that BC residents would have a net negative reaction (-5) to seeing advertisements promoting their province to either the United States or other countries.

Comparison by Region / Comparaison par région

Net level of happiness / Niveau net de satisfaction ¹	BC/C.-B. (n=207)	AB/Alb. (n=200)	SK/MB Sask./Man. (n=200)	ON/Ont. (n=607)	QC/Qc (n=411)	ATL (n=200)
From other communities near me / ... de communautés voisines	+51	+58	+51	+54	+55	+56
From other parts of my province / ... d'autres parties de ma province	+43	+54	+52	+51	+57	+41
From other parts of Canada / ... d'autres régions du Canada	+32	+48	+38	+47	+50	+29
From the United States / ... des États-Unis	-5	+20	+10	+11	+25	-14
From other countries / ... d'autres pays	-5	+23	+12	+8	+24	-16

■ Net positive / Niveau net positif
■ Net negative / Niveau net négatif
■ Net neutral / Niveau net neutre

¹ Net level of happiness is equal to the total of Very happy and Happy less the total of Very unhappy and Unhappy
 How would you feel if you saw an advertisement today promoting your community to each of the following regions as a place for visitors to come when it is safe?

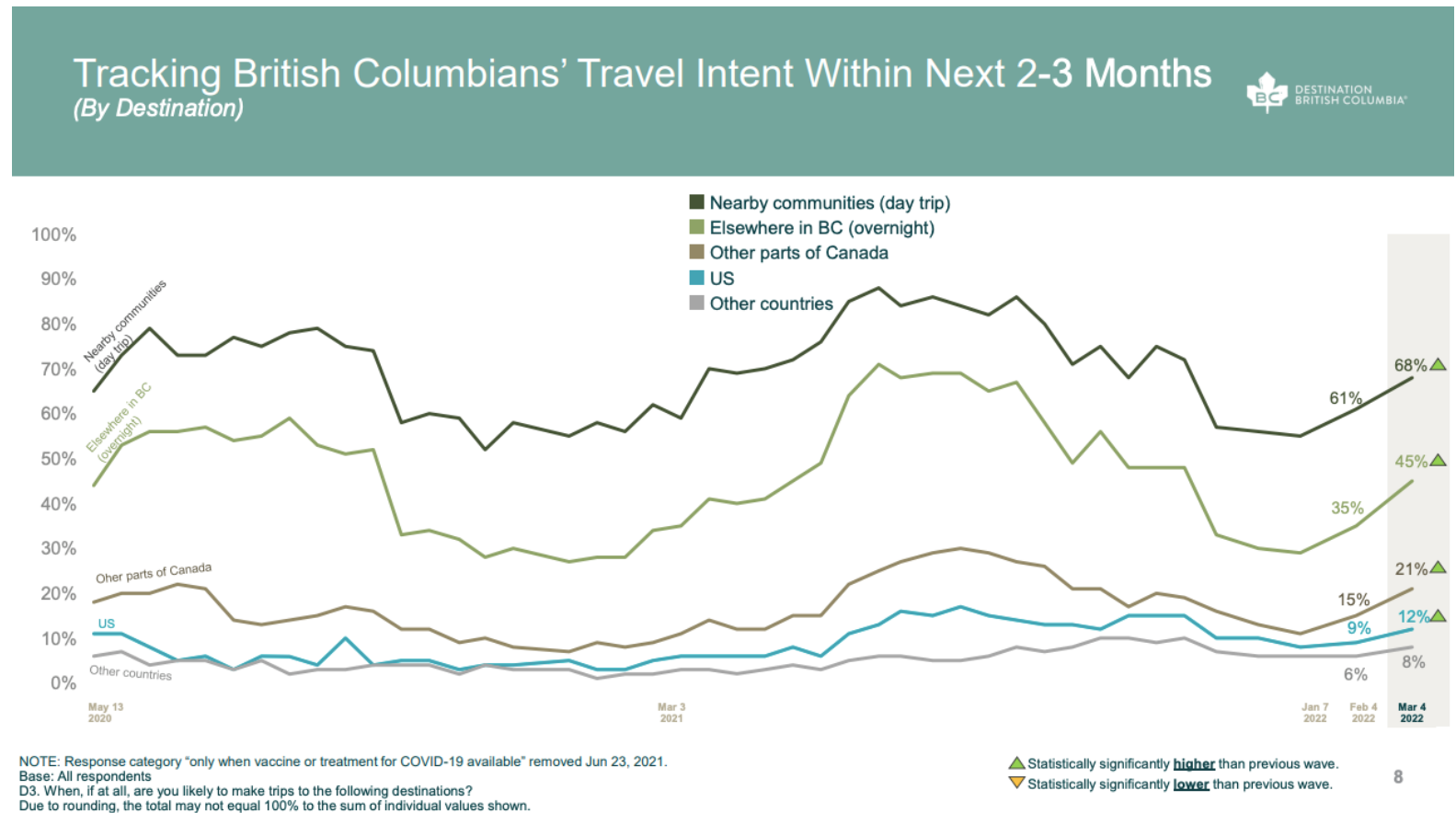
¹ Le niveau net de satisfaction est égal au total de répondants se disant « très contents » et « contents » moins le total de ceux se disant « très mécontents » ou « mécontents ».
 Comment vous sentiriez-vous si vous voyiez aujourd'hui une publicité faisant la promotion de votre communauté comme un endroit où les visiteurs des régions suivantes peuvent venir lorsqu'il sera sécuritaire de le faire?



Source: [Destination Canada's Weekly COVID-19 Resident Sentiment, Mar 29, 2022](#)

Destination BC reports that 45% of BC residents intend to travel elsewhere in BC for an overnight trip within the next 2-3 months

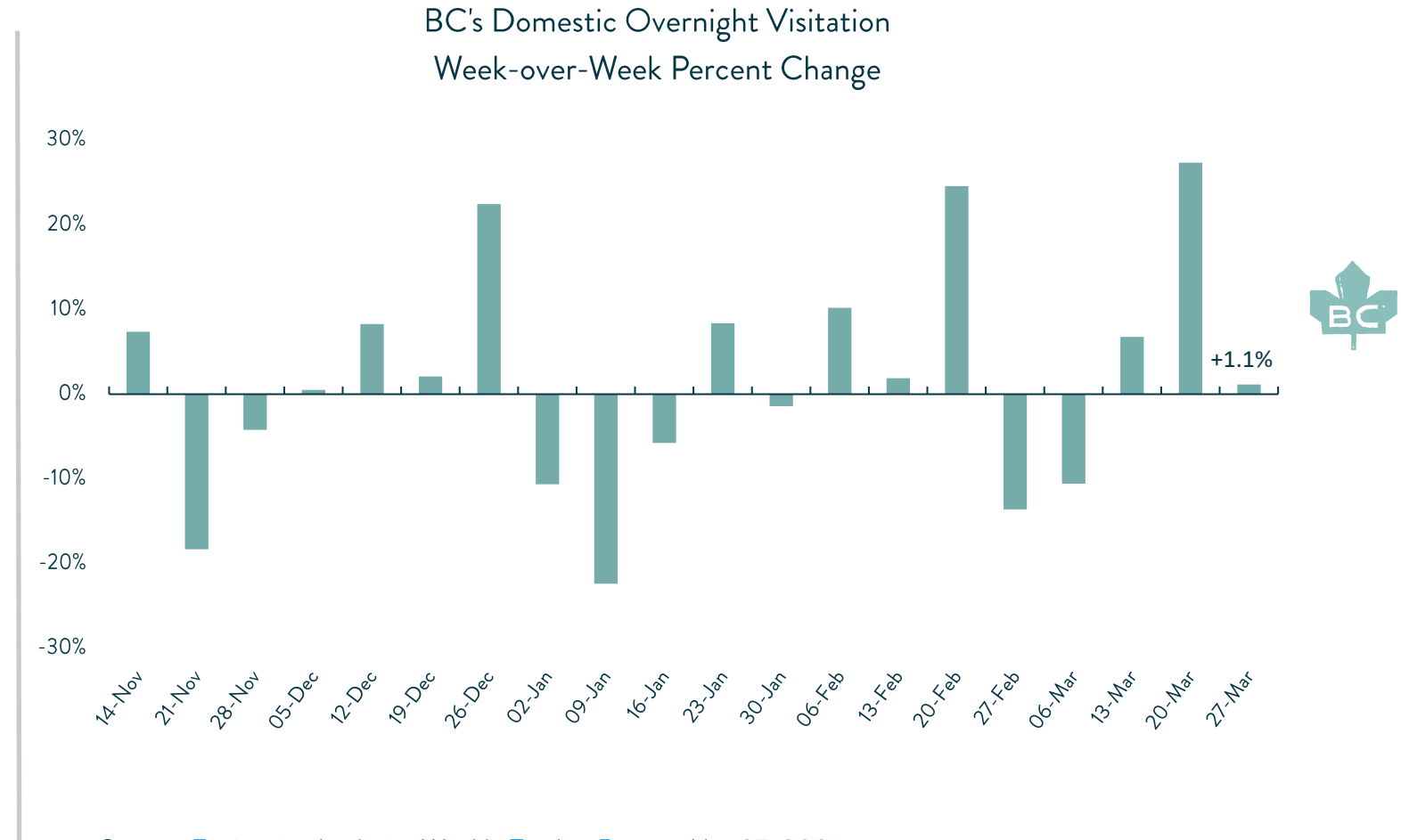
- In Destination BC's latest BC Residents' Public Perceptions Wave 43 (March 4, 2022) report, an estimated 45% of British Columbians said they intend to travel elsewhere in BC for an overnight trip within the next 2-3 months, up +10 points from February 4, 2022. Additionally, 68% of BC residents intend to travel to nearby communities for a day trip in the next 2-3 months, up +7 points from February 4, 2022. Seasonality likely plays a factor in these increases.
- The same report showed that BC residents' intent to travel to the US within the next 2-3 months increased +3 points to 12% and intent to travel to other countries increased by +2 points to 8%.



Source: [Destination BC's Residents' Public Perceptions: COVID-19 Travel and Tourism Wave 44, Mar 4, 2022](#)

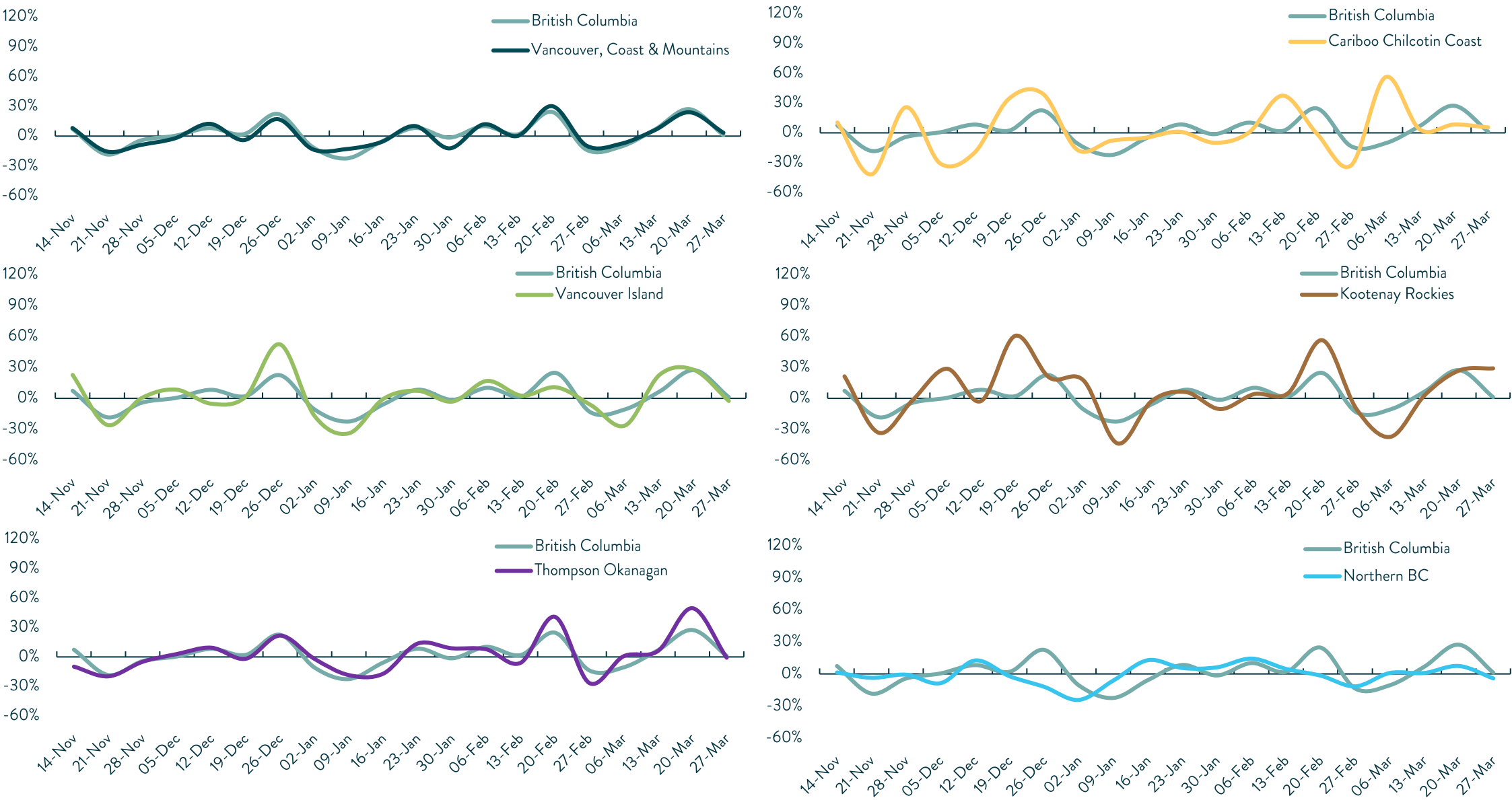
BC weekly domestic overnight visitation increased 1.1% from the previous week

- According to Environics Analytics Weekly Tracker Report, during the week ending March 27, 2022, BC experienced a week-over-week increase of +1.1% 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 (+29.0%)
 - Cariboo Chilcotin Coast (+5.4%)
 - Vancouver, Coast & Mountains (+3.5%)
- Week-over-week decreases in domestic overnight visitation were seen in the other three tourism regions:
 - Thompson Okanagan (-0.8%)
 - Vancouver Island (-2.7%)
 - Northern BC (-4.3%)



Source: [Environics Analytics Weekly Tracker Report, Mar 27, 2021](#)

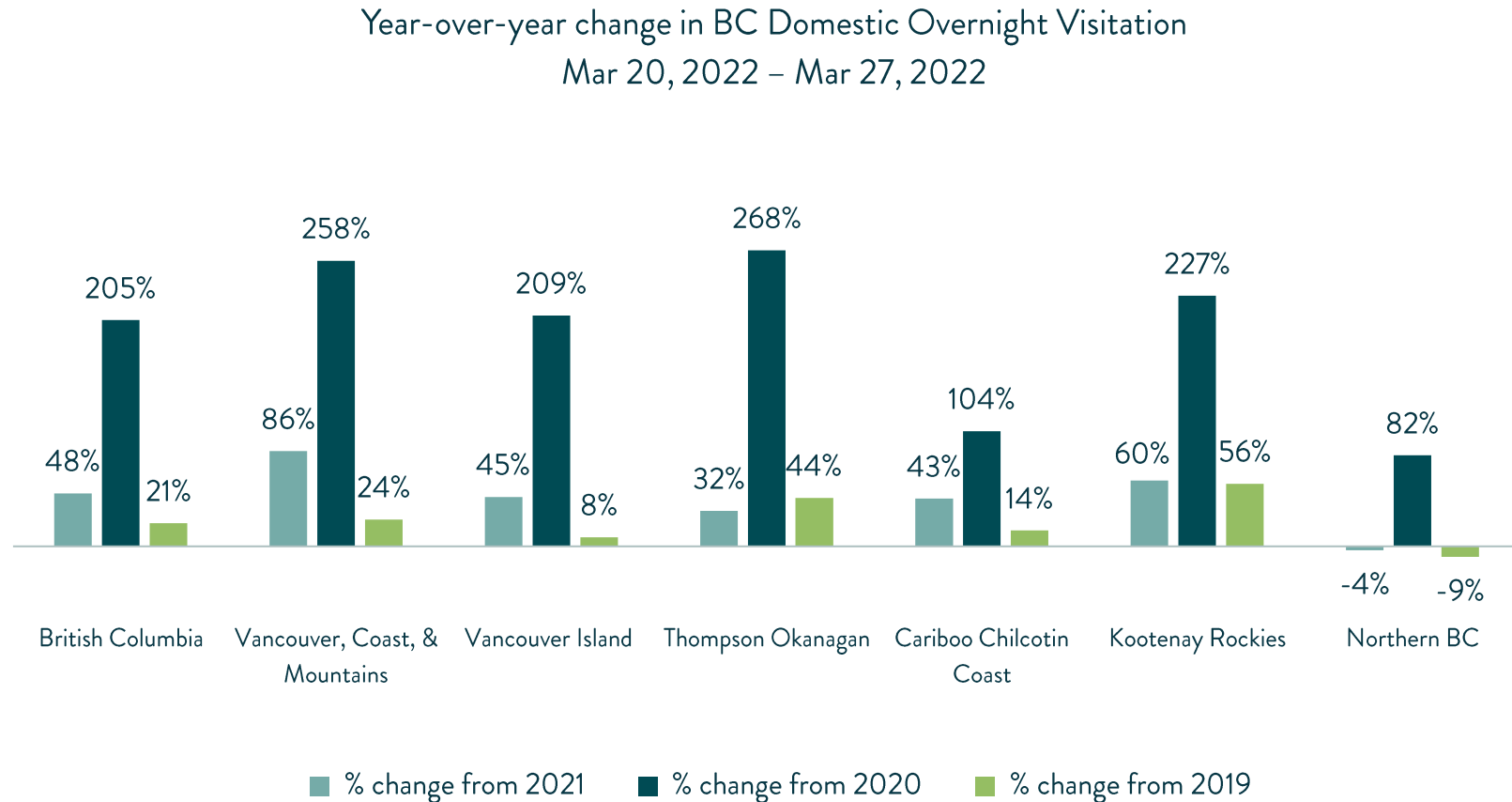
BC and Regional Domestic Overnight Visitation Week-over-Week Percent Change



Source: [Environics Analytics Weekly Tracker Report, Mar 27, 2021](#)

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

- For the week ending March 27, 2022, Environics Analytics reported that BC's weekly domestic overnight visitation increased +48% compared to the same period in 2021, +205% compared to the same week in 2020, and +21% compared to the same week in 2019.
- All tourism regions, with the exception of Northern BC, showed growth in domestic visitation when compared to the same period in 2021, 2020, and 2019.



BC's occupancy rate (60%) increased +21 points compared to the same period in 2021

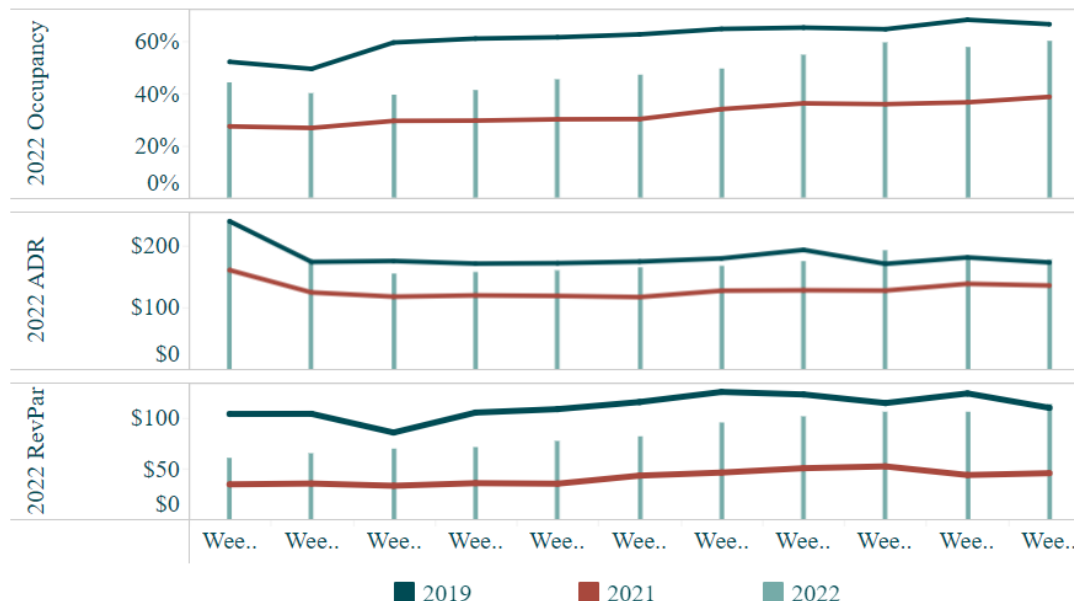
- STR, an agency which reports BC's hotel performance, shows the average weekly occupancy rate for BC was 60% for the week of March 7 - 13, 2022. This represents an increase of +21 points compared to a similar period in 2021 and a decrease of -7 points compared to a similar period in 2019.
- BC's Average Daily Rate for this same period was \$176, an increase of +30% from 2021 and +2% compared to a similar period in 2019.
- For community-level accommodation statistics please visit [Destination BC's Snapshot of BC Travel](#).

Province/ Community

British Columbia

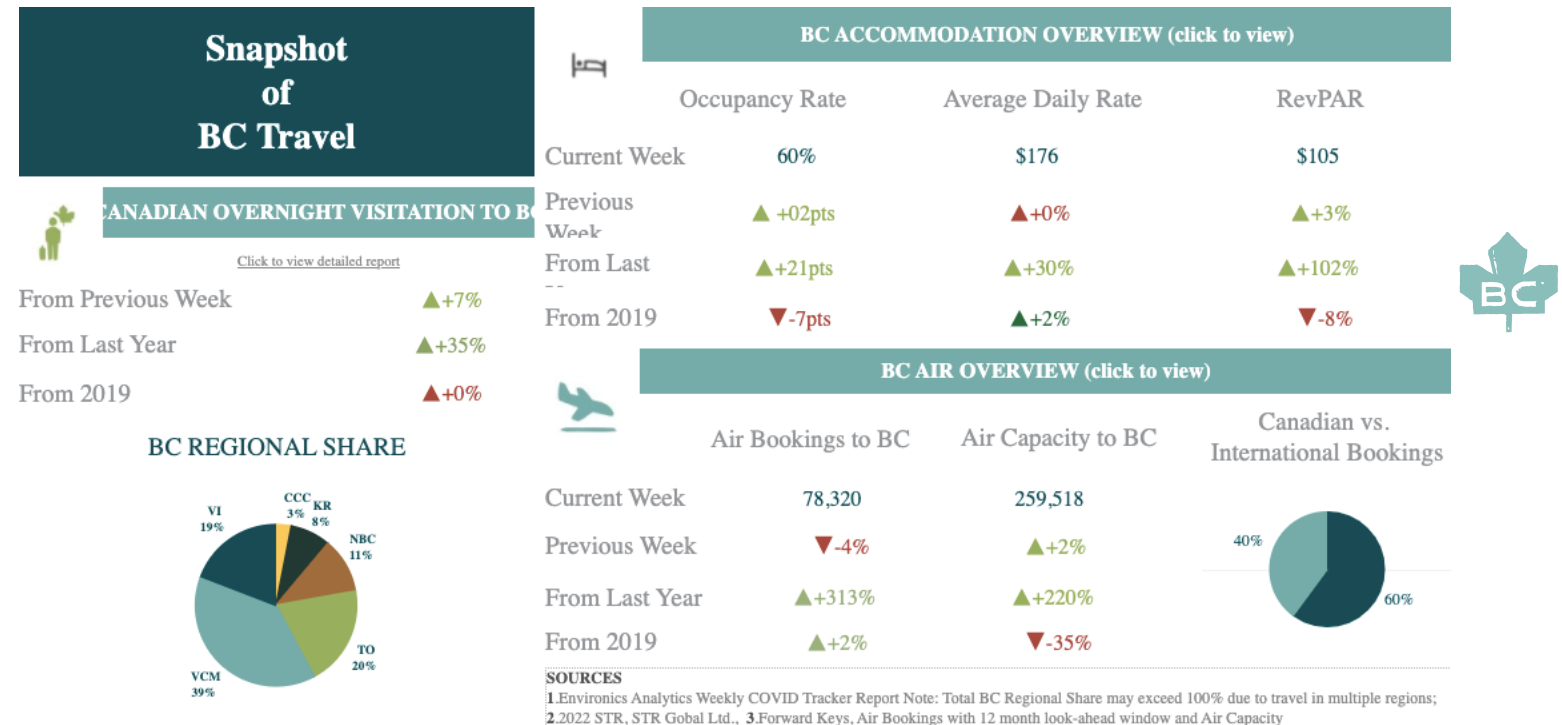
2022 Occupancy	60%
22 vs 21 Occupancy	▲+21pts
22 vs 19 Occupancy	▼-7pts
2022 ADR	\$176
22 vs 21 ADR	▲+30%
22 vs 19 ADR	▲+2%
2022 RevPar	\$105
22 vs 21 RevPar	▲+102%
22 vs 19 RevPar	▼-8%

Data for the week of: **Week 11 - March 7, 2022**



Destination BC's latest Snapshot of BC Travel shows Vancouver, Coast & Mountains region made up 39% of domestic visitation

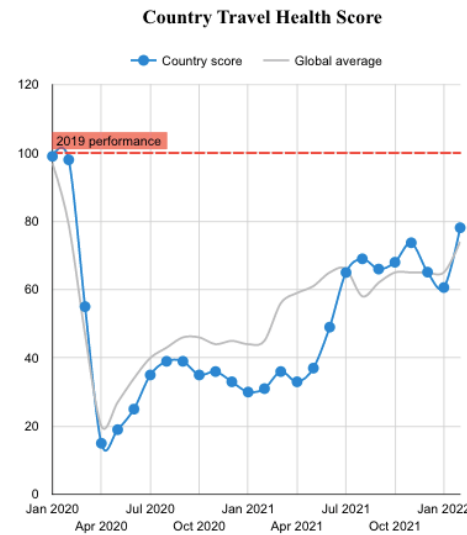
- According to Destination BC's Snapshot of BC Travel, for the week of March 7 – 13, 2022 the Vancouver, Coast & Mountains region made up 39% of BC's domestic visitation. In comparison, the Thompson Okanagan region made up 20% of BC's domestic visitation and the Vancouver Island region made up 19%.
- During this same week 78,320 air bookings were made to BC. Of these air bookings, 60% were domestic flights and 40% were international. Air capacity to BC increased +2% from the previous week and +220% compared to the same period in 2021.



Source: [Snapshot of BC Travel, Destination BC, Mar 7, 2022](#)

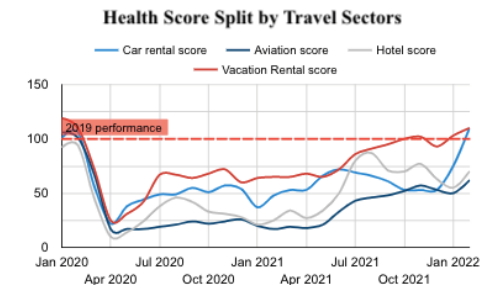
Skift reports that Canada's Global Recovery Index score is at 78 out of 100

- According to Skift, the Global Recovery Index (an overall index of travel performance recovery based on factors such as car rentals, flights, and lodging) is at 74 out of baseline of 100 established in 2019. Canada's Global Recovery Index score is 78.
- The same report shows that Canada's travel sector performance increased on all fronts. On March 14, the aviation performance rose by +13 points compared to the same period one month earlier. Hotel performance increased by +16 points, Car Rental performance increased by +34.6 points, and Vacation Rental performance increased by +6.9 points.



Country Deep Dive

Select a country: Canada (1)

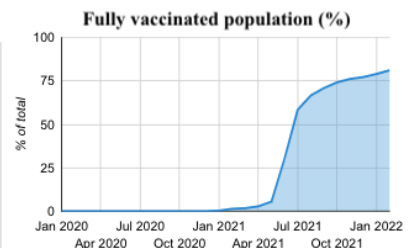
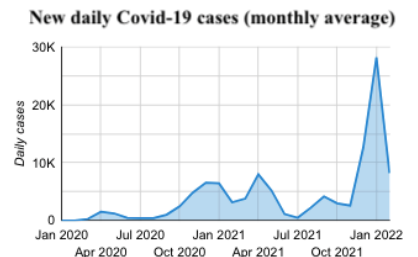


Most Recent Month-over-Month Changes

Month-over-month change in sector scores - Actual points change and % change

Aviation		Hotels	
13.0	26.5%	16.0	29.5%
Car Rental		Vacation Rentals	
34.6	45.8%	6.9	6.7%

Last updated: Mar 14, 2022



Source: [Skift Recovery Index Canada Deep Dive, Mar 14, 2022](#)

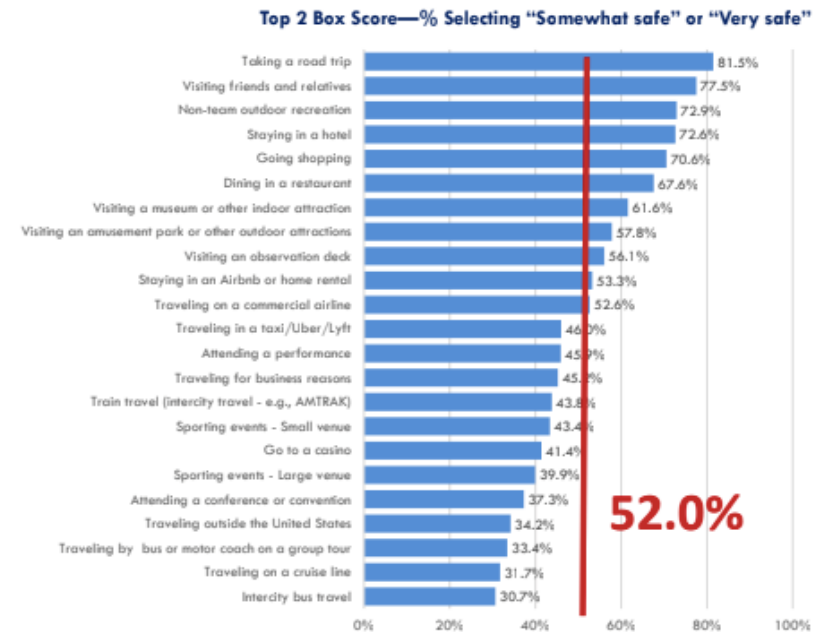
Destination Analysts reports 81.5% of American travellers feel safe travelling outside the United States

- According to Destination Analysts' latest Travel Sentiment Index report (March 1, 2022), 34.2% of American travellers' feel safe travelling outside the United States.
- The same research showed that 81.5% of American travellers feel safe taking a road trip and 52.6% feel safe travelling on a commercial airline.

SAFETY PERCEPTIONS OF TRAVEL ACTIVITIES

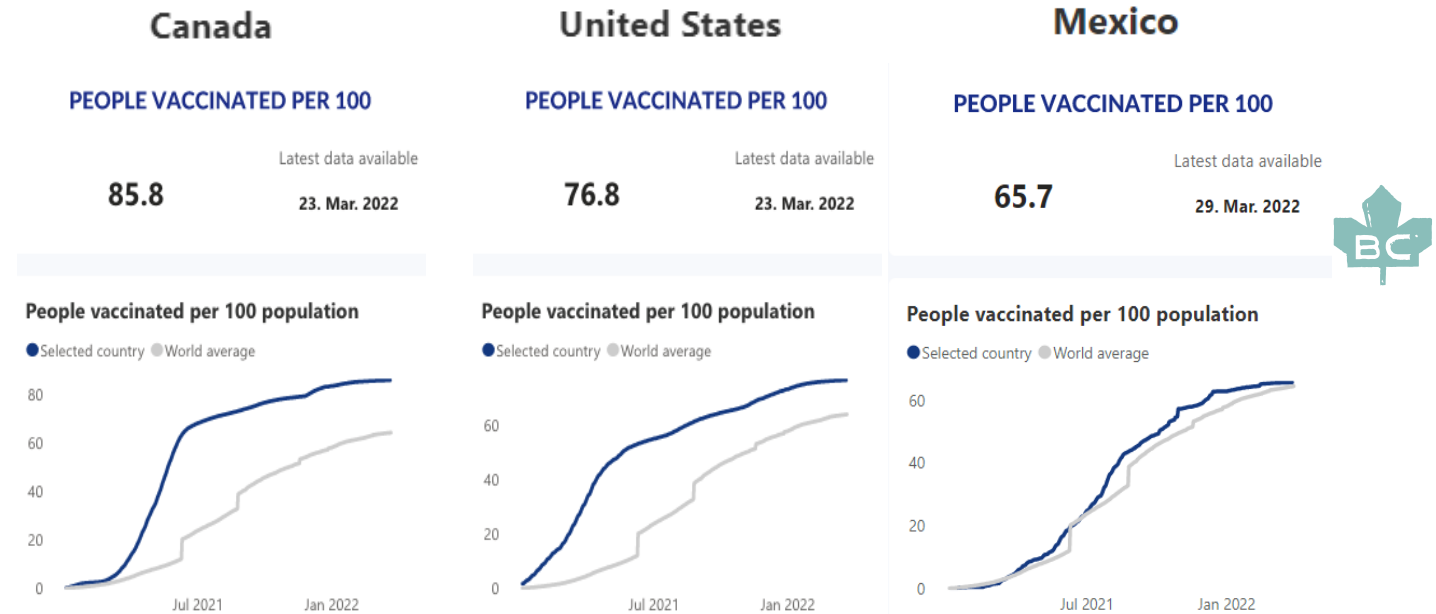
Question: At this moment, how safe would you feel doing each type of travel activity?

(Base: Wave 85 data. All respondents, 1,262 completed surveys. Data collected February 23-25, 2022)



UNWTO shows that 64.2% of the global population has received at least one dose of a vaccine

- According to the UNWTO, as of March 23, 2022, the global average for vaccination rates (with at least one dose) is at 64.2 out of every 100 people.
- The same dashboard shows that as of March 23, 2022 Canada has vaccinated (with at least one dose) 85.8 out of every 100 people, compared to the US which has vaccinated 76.8 out of every 100 people, and Mexico which has vaccinated 65.7 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, Mar 23, 2022](#)

A summary of relevant tourism headlines from around the world

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

- [Tourism enjoys strong start to 2022 while facing new uncertainties](#) (UNWTO)
- [Europe's tourism demand holds steady but Ukraine war anxieties loom](#) (Skift)
- [US to require airlines to disclose greenhouse gas emissions](#) (Airline Weekly)
- [Federal government to end pre-arrival COVID testing for travellers entering Canada](#) (CBC)
- [MLA questions tourism's safety message given high COVID case counts](#) (CBC)



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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