

COVID-19 Research Roundup

June 9, 2022

Pacific Rim National Park, Vancouver Island

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. Starting April 1, 2022, fully vaccinated travellers no longer have to show a negative COVID-19 test to enter Canada.

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:

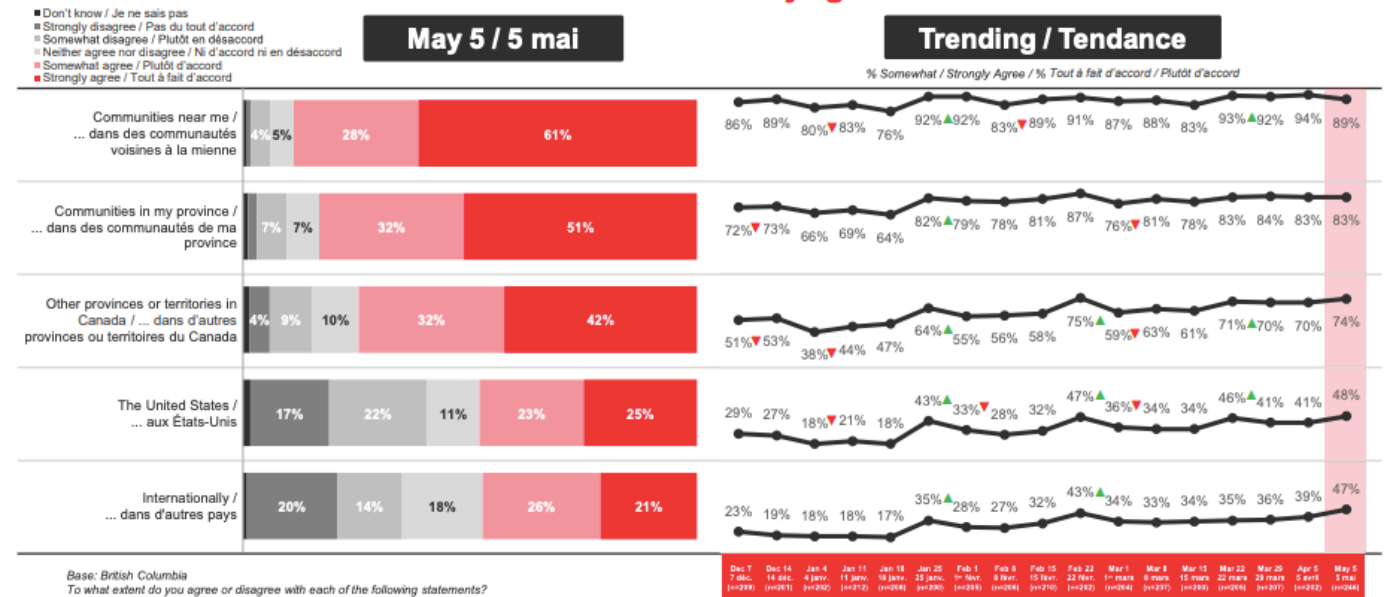
- Destination Canada reports that 74% of BC residents feel safe travelling to other provinces or territories
- Destination BC reports that 61% of BC residents are concerned with welcoming visitors from other parts of BC for an overnight trip
- BC's occupancy rate (76%) increased +38 points compared to the same period in 2021
- Destination BC's latest Snapshot of BC Travel shows there were 57,544 air bookings to BC for the week of June 6th, a +46% increase from last year
- Travel Insights with Google reports that the countries with the most inbound search interest to Canada are the United States, UK, and France.
- Destination Analysts reports the percentage of American travellers avoiding international travel due to COVID-19 has fallen
- Longwoods reports that rising gas prices are causing American travellers to choose destinations closer to home
- UNWTO shows that 65.9% 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 74% of BC residents feel safe travelling to other provinces or territories

- In Destination Canada's latest Resident Sentiment report (May 5, 2022), 74% of BC residents responded they feel safe travelling to other provinces or territories. Also, 89% of BC residents feel safe travelling to communities near them (day trip) and 83% of BC residents feel safe travelling to communities in their province (overnight trip).
- The same report shows that 48% of BC residents feel safe travelling to the United States, an increase of +7% since the previous wave in early April. Additionally, 47% of BC residents feel safe travelling internationally which represents an increase of +8% from the previous wave.

British Columbia / Colombie-Britannique

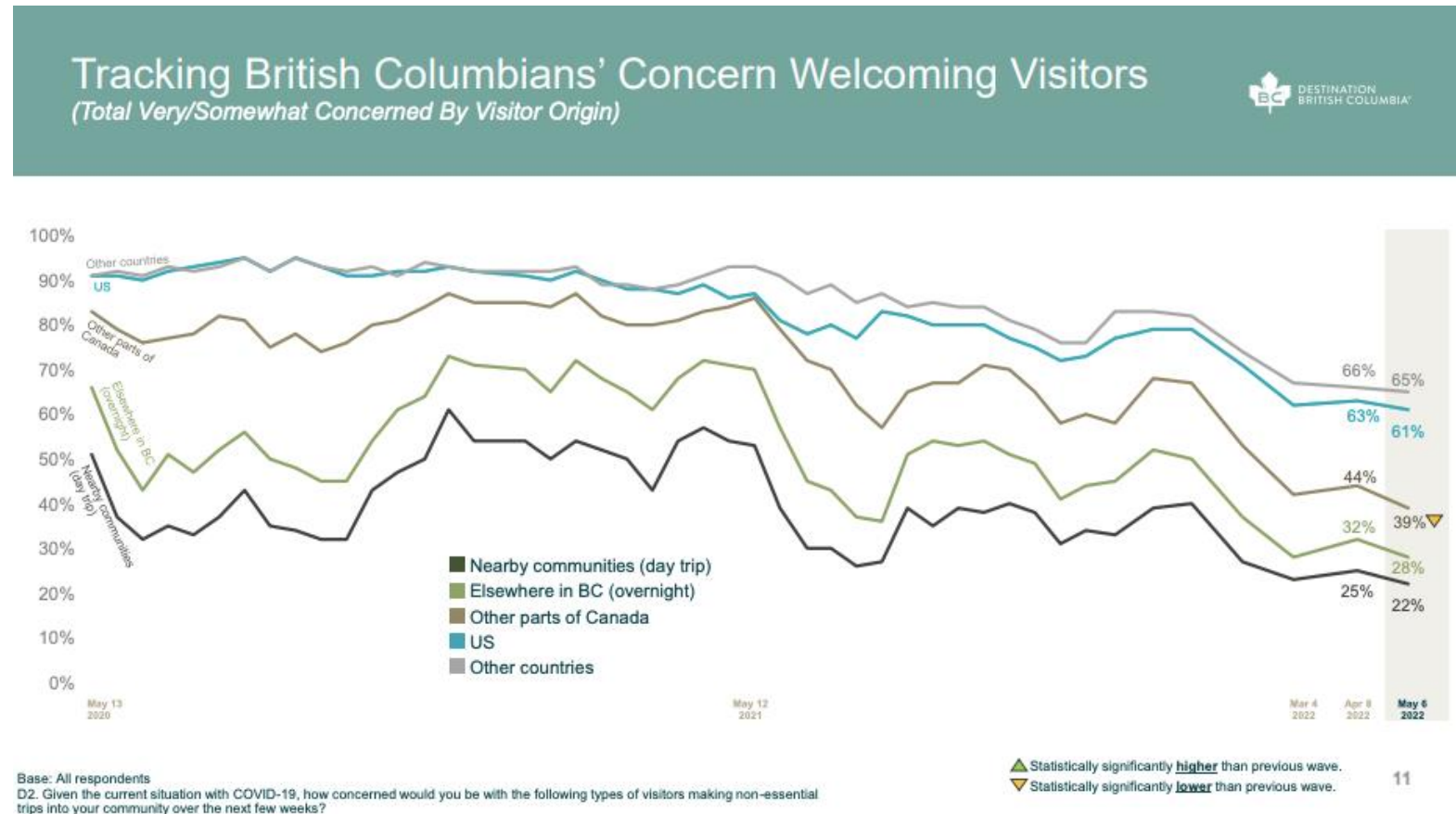
I feel safe to travel / Je me sens à l'aise de voyager



Source: [Destination Canada's Weekly COVID-19 Resident Sentiment, May 5, 2022](#)

Destination BC reports that 28% of BC residents are concerned welcoming visitors from other parts of BC for an overnight trip

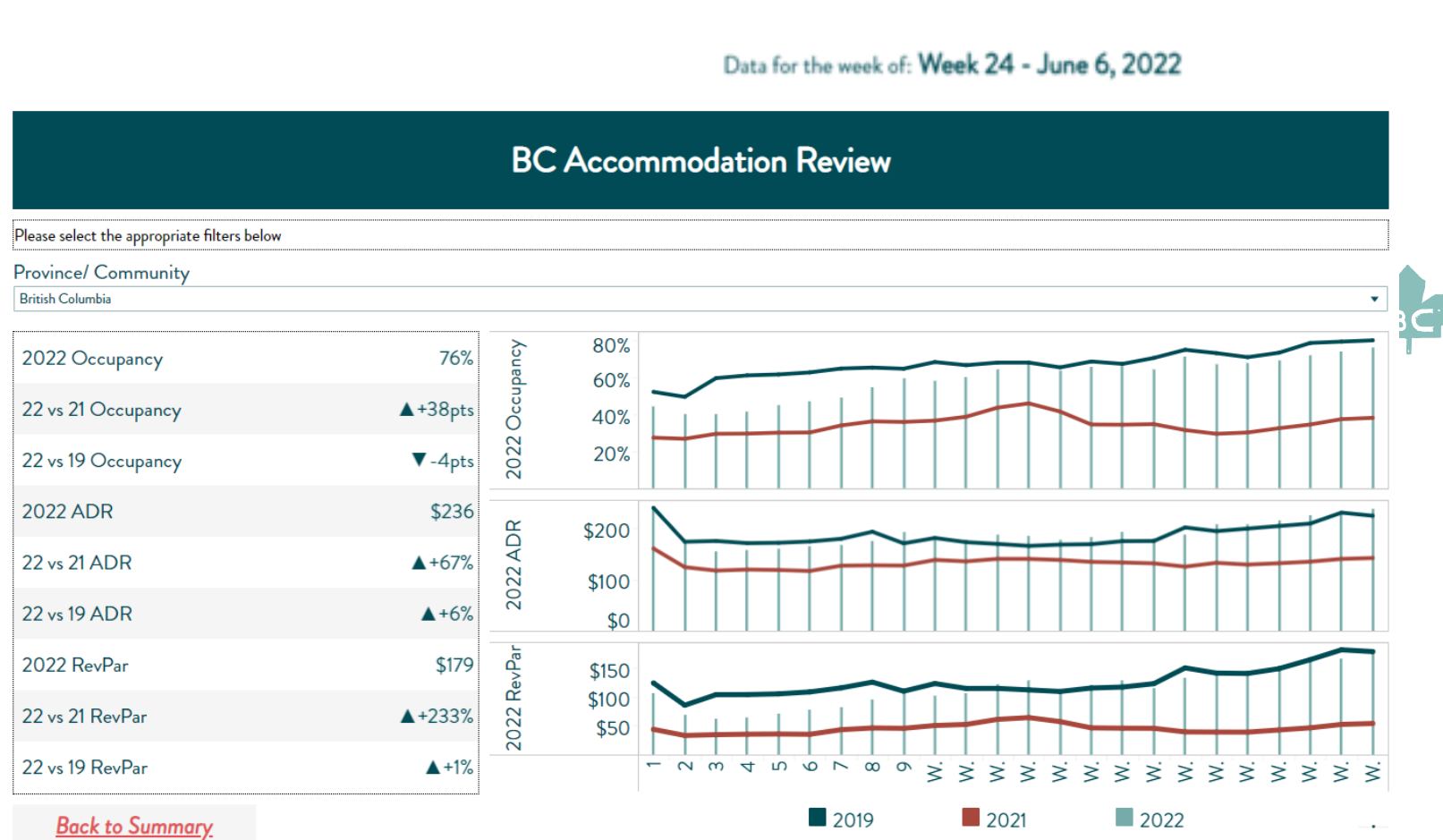
- In Destination BC's latest BC Residents' Public Perceptions Wave 46 (May 12, 2022) report, an estimated 28% of British Columbians said they felt concerned welcoming visitors from elsewhere in BC for an overnight trip, a decrease of -4 points from April 8, 2022.
- Additionally, 22% of BC residents are concerned with welcoming visitors from nearby communities (a decrease of -3 points), and 39% are concerned with welcoming visitors from other provinces in Canada (-5 points).
- The same report showed BC residents' concern with welcoming US visitors decreased -2 points to 61% while concern with welcoming visitors from other countries decreased -1 point to 65%.



Source: [Destination BC's Residents' Public Perceptions: COVID-19 Travel and Tourism Wave 46, May 12, 2022](#)

BC's occupancy rate (76%) increased +38 points compared to the same period in 2021

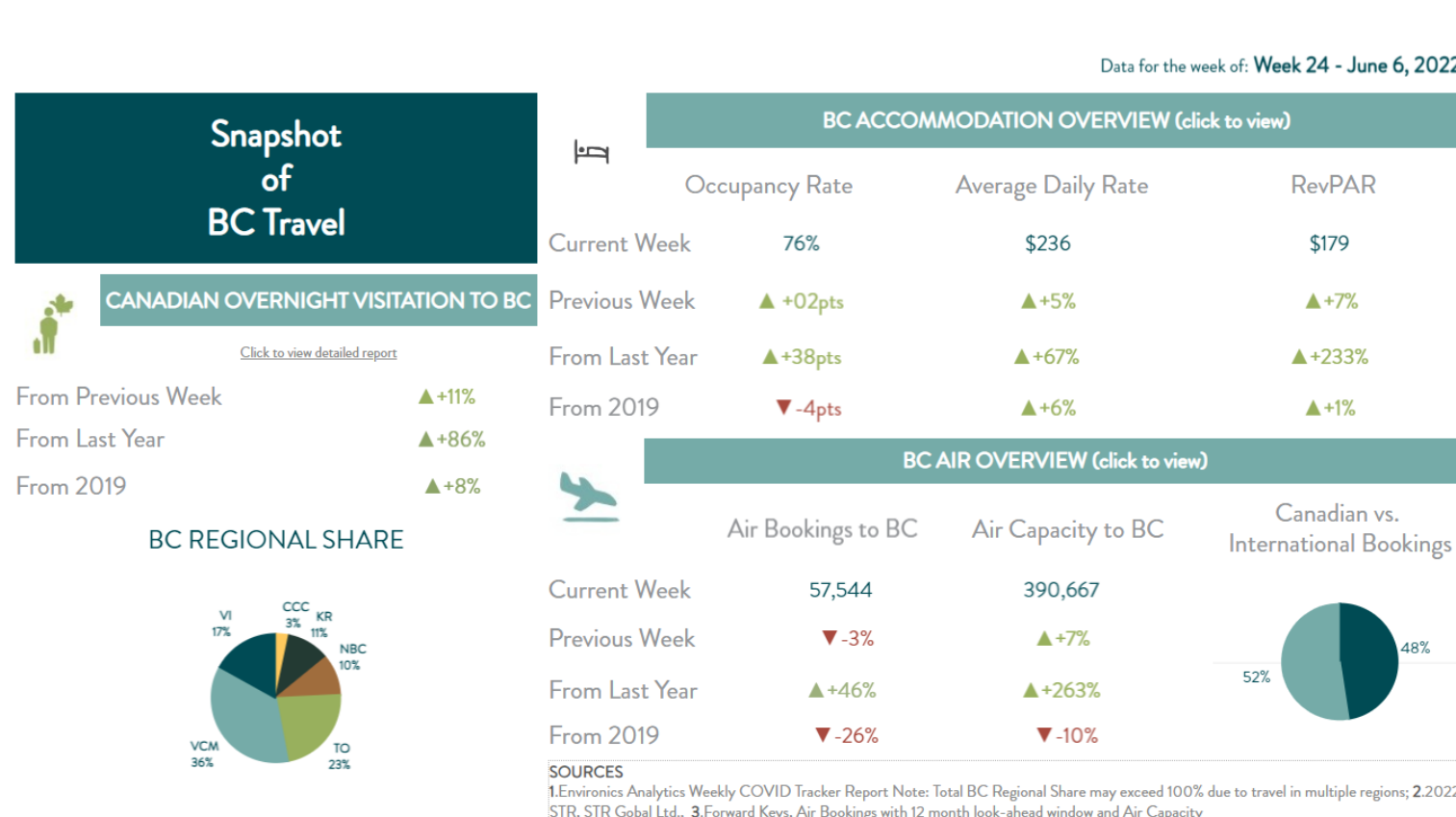
- STR, an agency which reports BC's hotel performance, shows the average weekly occupancy rate for BC was 76% for the week of June 6 – June 12, 2022. This represents an increase of +38 points compared to a similar period in 2021 and a decrease of -4 points compared to a similar period in 2019.
- BC's Average Daily Rate for this same period was \$236, an increase of +67% from 2021 and +6% compared to a similar period in 2019.
- For community-level accommodation statistics please visit [Destination BC's Snapshot of BC Travel](#).



Source: [2021 STR](#), STR Global Ltd, June 6 – June 12, 2022

Destination BC's latest Snapshot of BC Travel shows there were 57,544 air bookings to BC for the week of June 6th, a +46% increase from last year

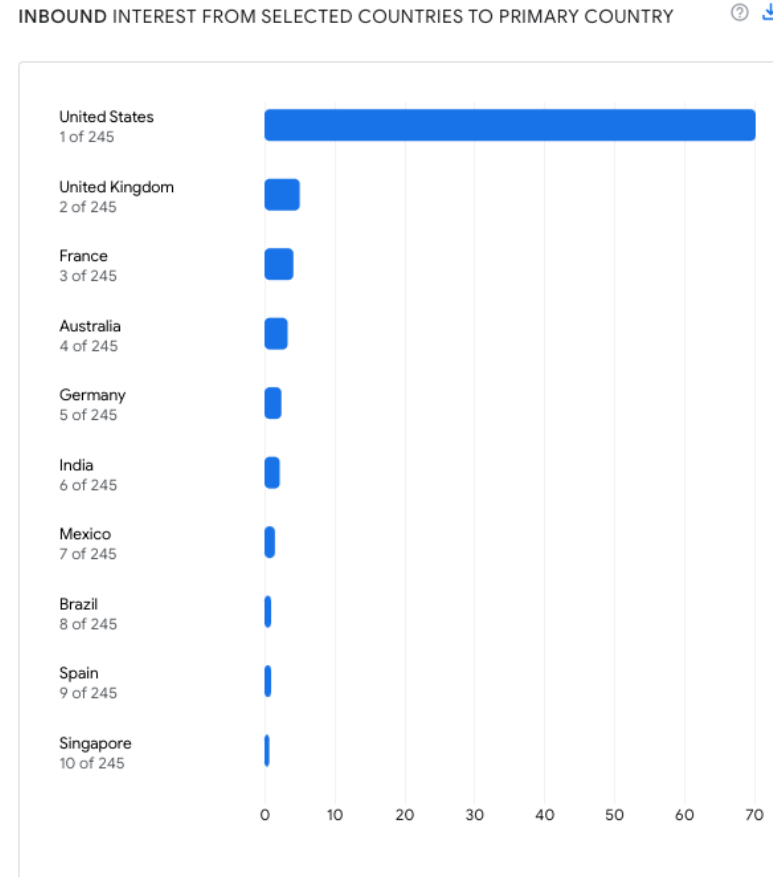
- According to Destination BC's Snapshot of BC Travel, for the week of June 6 – Jun 12, there were 57,544 air bookings made to BC. This represents a +46% increase compared to this same period in 2021 and a -26% decrease compared to 2019.
- Of these air bookings, 48% were domestic flights and 52% were international. Air capacity to BC increased +7% from the previous week and +263% compared to the same period in 2021.



Source: [Snapshot of BC Travel, Destination BC, June 6, 2022](#)

Travel Insights with Google reports that the countries with the most inbound search interest to Canada are the United States, UK, and France.

- According to Travel Insights with Google, the United States makes up about 70.2% of total international travel searches to Canada.
- The countries with the next most inbound search interest to Canada are the United Kingdom (5.0%) and France (3.1%). This is followed by Australia (3.3%) and Germany (2.4%).



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

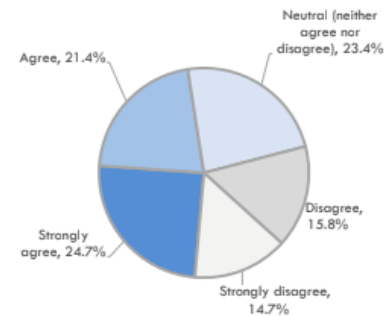
Destination Analysts reports the percentage of American travellers avoiding international travel due to COVID-19 has fallen

- According to Destination Analysts' latest State of the American Traveller report (May 20, 2022), 46.1% of American travellers agreed that they 'will be unlikely to travel outside the United States until the coronavirus situation is resolved'. This represents the lowest percentage since tracking of this metric began in March 2020.

AVOIDING INTERNATIONAL TRAVEL

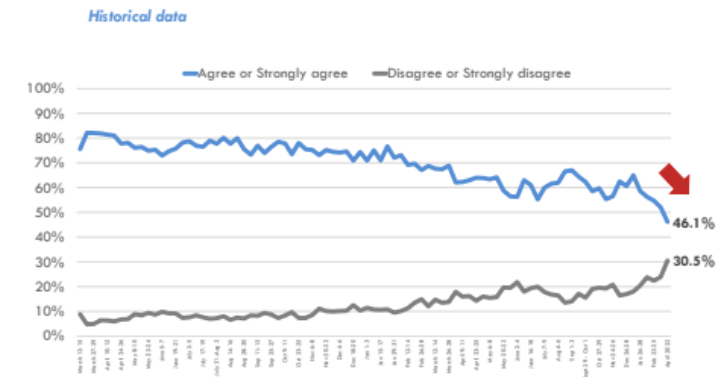
How much do you agree with the following statement?

Statement: I will be unlikely to travel outside the United States until the coronavirus situation is resolved.



(Base: All respondents, 4,060 completed surveys.
Data collected April 18-24, 2022.)

Destination Analysts



Source: [Destination Analysts State of the American Traveller – May 3, 2022](#)

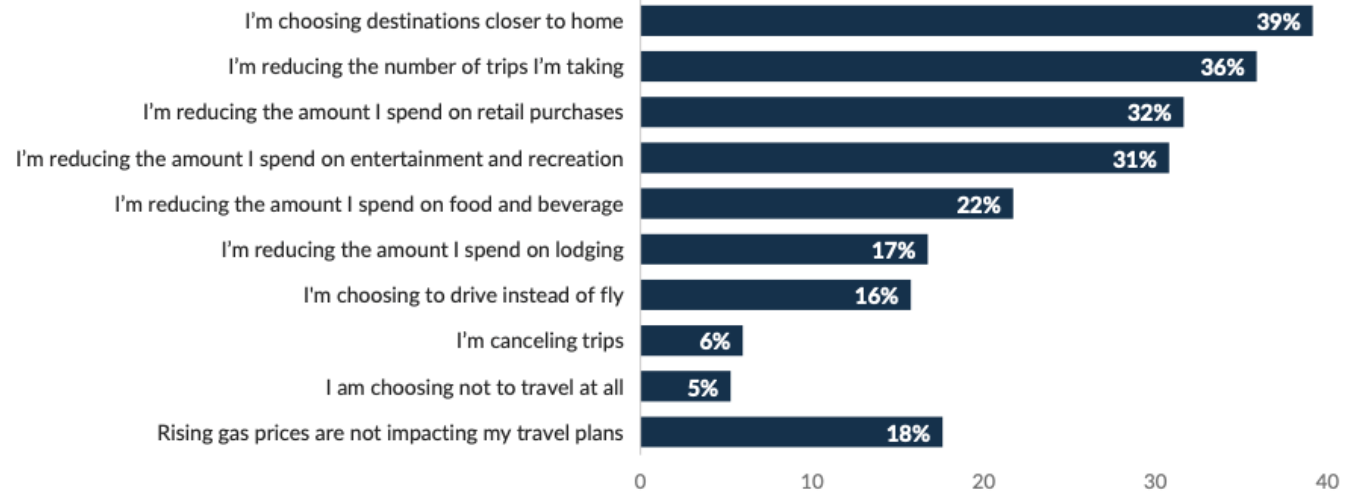


Longwoods reports that rising gas prices are causing American travellers to choose destinations closer to home

- According to Longwoods' latest Travel Sentiment Study Wave 61 report (May 17, 2022), rising gas prices are impacting American travellers' decisions to travel in the next six months.
- Due to rising gas prices, 39% of American travellers are choosing destinations closer to home, 36% are reducing the number of trips they are taking, and 6% of American travellers are cancelling a trip altogether.

IMPACT ON TRAVEL PLANS

Impact of Rising Gas Prices on Travel Plans



Travel Sentiment Study Wave 61

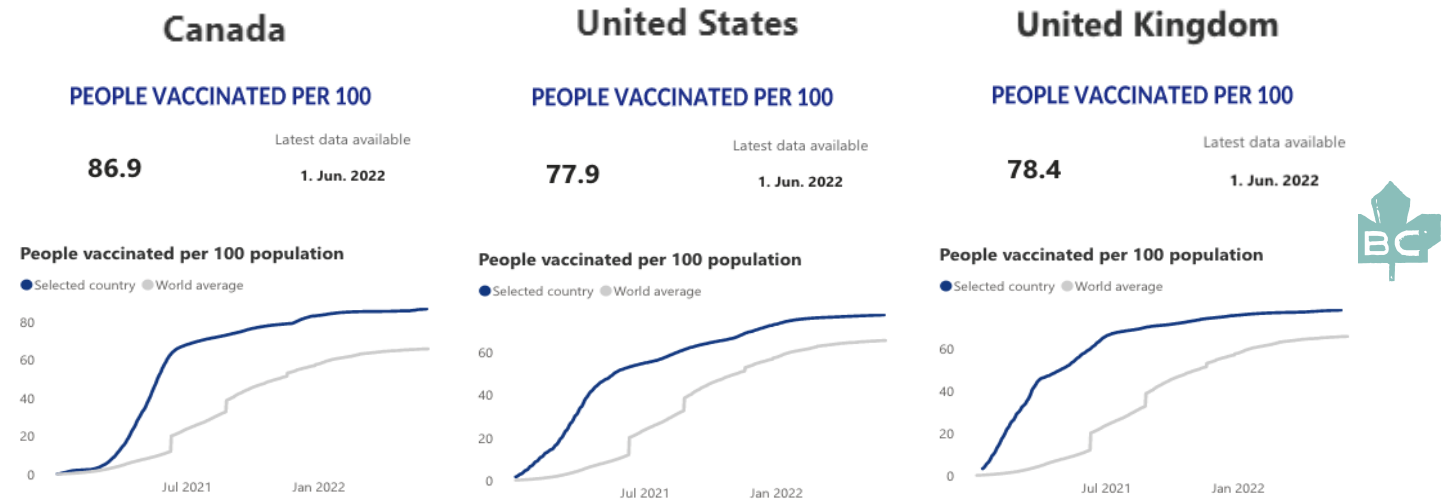
Longwoods INTERNATIONAL | miles PARTNERSHIP



Source: [Longwoods Travel Sentiment Survey Wave 61 – May 17, 2022](#)

UNWTO shows that 65.9% of the global population has received at least one dose of a vaccine

- According to the UNWTO, as of June 1, 2022, the global average for vaccination rates (with at least one dose) is at 65.9 out of every 100 people.
- The same dashboard shows that as of June 1, 2022, Canada has vaccinated (with at least one dose) 86.9 out of every 100 people, compared to the US which has vaccinated 77.9 out of every 100 people, and United Kingdom which has vaccinated 78.4 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, June 1, 2022](#)

A summary of relevant tourism headlines from around the world

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

- [British Columbians can't wait to get on the road again](#) (Vancouver Sun)
- [Tourism recovery gains momentum as restrictions ease and confidence returns](#) (UNWTO)
- [Amadeus: Search volumes touching 2019 levels in early 2022](#) (Breaking Travel News)
- [Canada's busiest airport grapples with delays even before hectic summer season](#) (Skift)
- [Federal government moves to fix airport delays that are cramping tourism's comeback](#) (CBC)
- [Canada border restrictions to continue through June 30](#) (Travel Pulse)
- [The Yukon joins UNWTO network of sustainable tourism observatories](#) (UNWTO)



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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