



# BC Resident's Public Perceptions: COVID-19 Travel and Tourism Wave 5 Report

Report Prepared by Insights West  
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## BACKGROUND



- Destination BC is monitoring British Columbian's current views on travel and tourism as well as tracking travel and tourism behaviour intentions in order to understand the impact of COVID-19 on the tourism industry.
- As such, Destination BC has commissioned Insights West to conduct seven waves of research, one every two weeks, starting May 13, 2020 to track opinions and intentions and watch how results trend over time.

## METHODOLOGY

- Online survey with ~800 British Columbian adults via an omnibus (shared study).
- Data is weighted by age, gender, region within BC and past voting behaviour to ensure it is representative of the province.

Wave	Field Dates	Sample Size	Margin of Error (19/20)
1	May 13-17, 2020	824	+/-3.4%
2	May 27-31, 2020	883	+/-3.3%
3	June 10-14, 2020	832	+/-3.4%
4	June 24-28, 2020	827	+/-3.4%
5	July 8-13, 2020	823	+/-3.4%
6	July 22-x, 2020		
7	August 5-x, 2020		

## TRAVEL INTENTIONS

- **BC resident's intentions to travel within BC increase.** BC residents (89%) anticipate taking a trip to a nearby community in BC (day trip) or elsewhere in BC (overnight trip) (82%) in the next 12 months.
- **Intentions to travel within the next 4 weeks is greatest for day trips to nearby communities** (with 56% of BC residents indicating they are likely to do so), followed by overnight trips elsewhere in BC (31%).
- **Likelihood to travel to other provinces in Canada over the next 12 months remains lower** and unchanged through the tracking waves.
- **Likelihood to travel to the US or to other countries has slowly decreased through each of the tracking waves**, with just 21% of BC residents indicating future travel to the US and 19% to other countries (down from May at 35% and 27%, respectively).
- Within the next year, **35% and 33% of BC residents indicated they would not travel to the US or to other countries**, respectively, until a vaccine or treatment is made available. A steady increase in this sentiment has been seen over the tracking waves.
- BC residents who indicated they are **likely to travel within BC in the next 12 months are similar in gender, age and household income**, however those **residing in 'Rest of BC'**, compared to residents of Metro Vancouver or Vancouver Island, are **more likely to share this sentiment**.
- BC residents who indicated **short-term intentions to travel (next 4 weeks) within BC are more likely to be 18-54 years of age and have a household income of \$75k+**. **'Rest of BC' residents, followed by Metro Vancouver residents, are more likely to travel within the whole of BC** within the next 4 weeks, compared to **Vancouver Island residents who are less likely to travel outside of nearby communities**.

## CONCERN TO WELCOME VISITORS

- **The level of concern to welcome visitors from BC is declining** again after seeing a small increase in concern during the previous tracking wave.
- **Concern to welcome visitors from other parts of Canada, the US and other countries remains unchanged.**
- BC residents **have similar concerns of welcoming visitors from nearby communities or elsewhere in BC regardless of gender, age or household income. Residents in Metro Vancouver are more concerned to welcome visitors from nearby communities** compared to residents from Vancouver Island or 'Rest of BC', however, **residents from Vancouver Island are more concerned to welcome visitors from elsewhere in BC**, compared to Metro Vancouver residents and 'Rest of BC'.

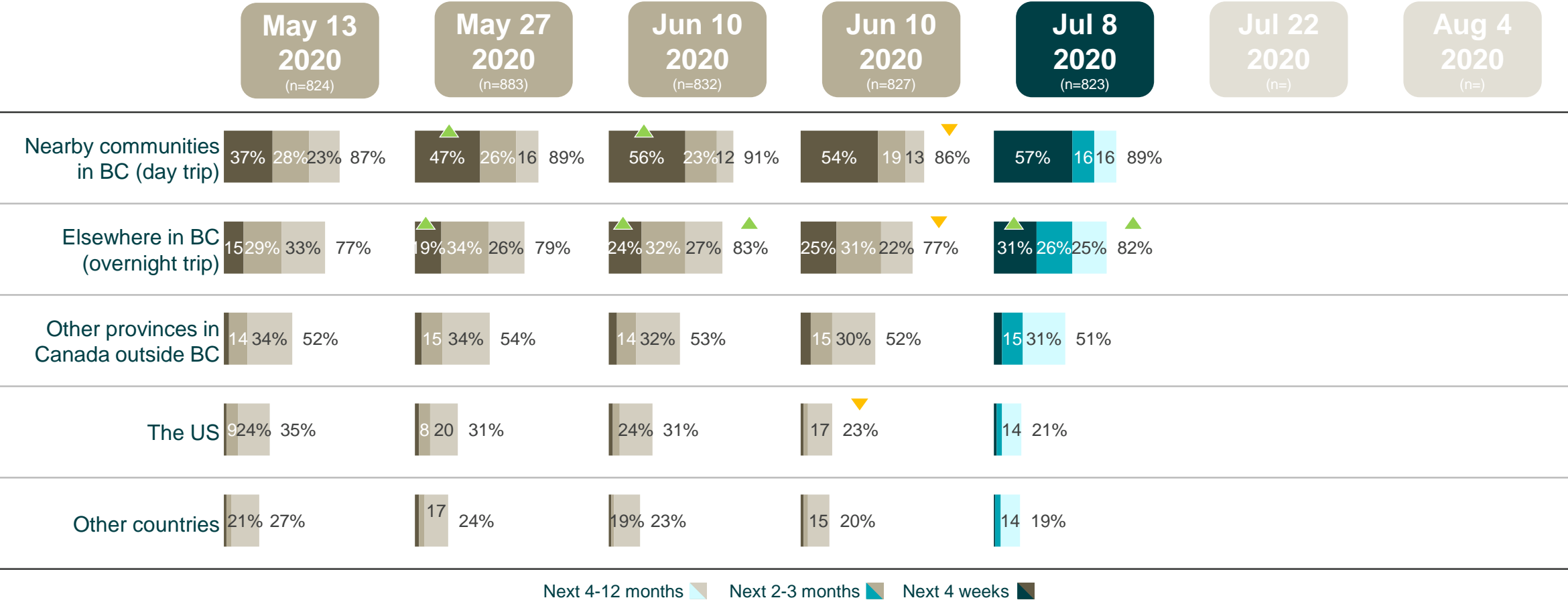
## COMFORT IN ACTIVITIES/MODES OF TRANSPORTATION

- While levels of comfort to participate in tourism-related activities varies, **comfort levels continue to increase.**
- **Level of comfort to travel by plane or take a cruise in the coming weeks remains low.**

# DETAILED FINDINGS

# Travel Intentions

(Next 12 months)



Base: All respondents

D3. When, if at all, are you likely to make trips to the following destinations?

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

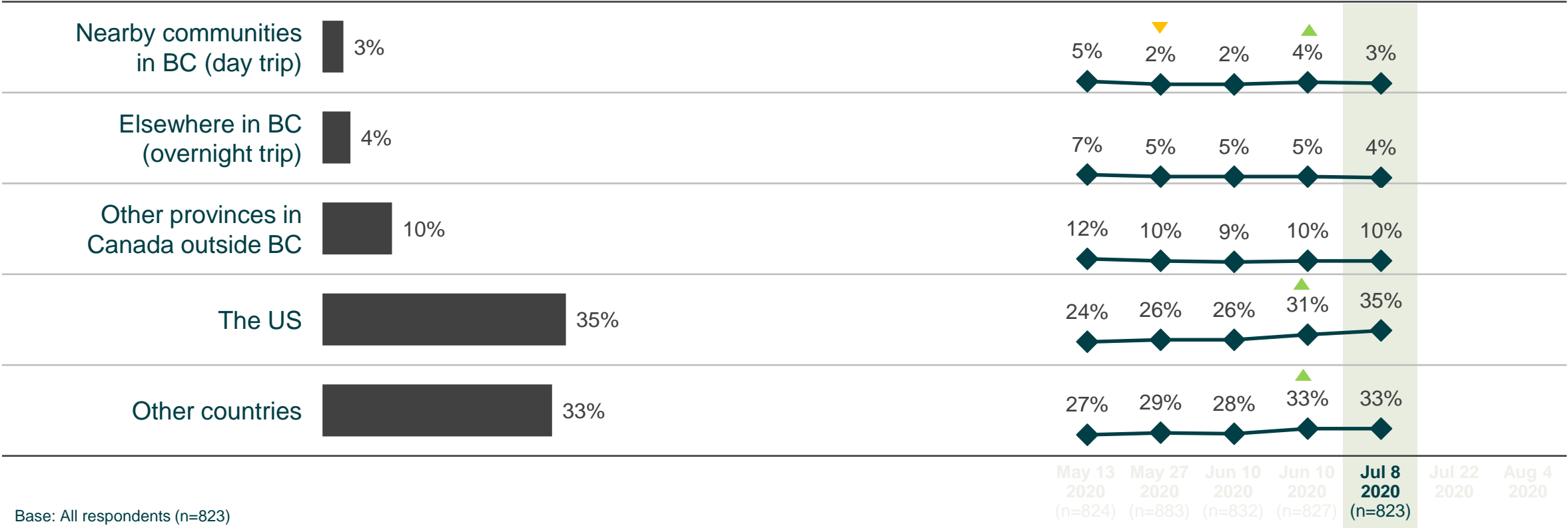
# Travel Intentions

(Only if Vaccine/Treatment)



**July 8, 2020**

**Tracking**  
(Only if Vaccine/Treatment)



Base: All respondents (n=823)

D3. When, if at all, are you likely to make trips to the following destinations?

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

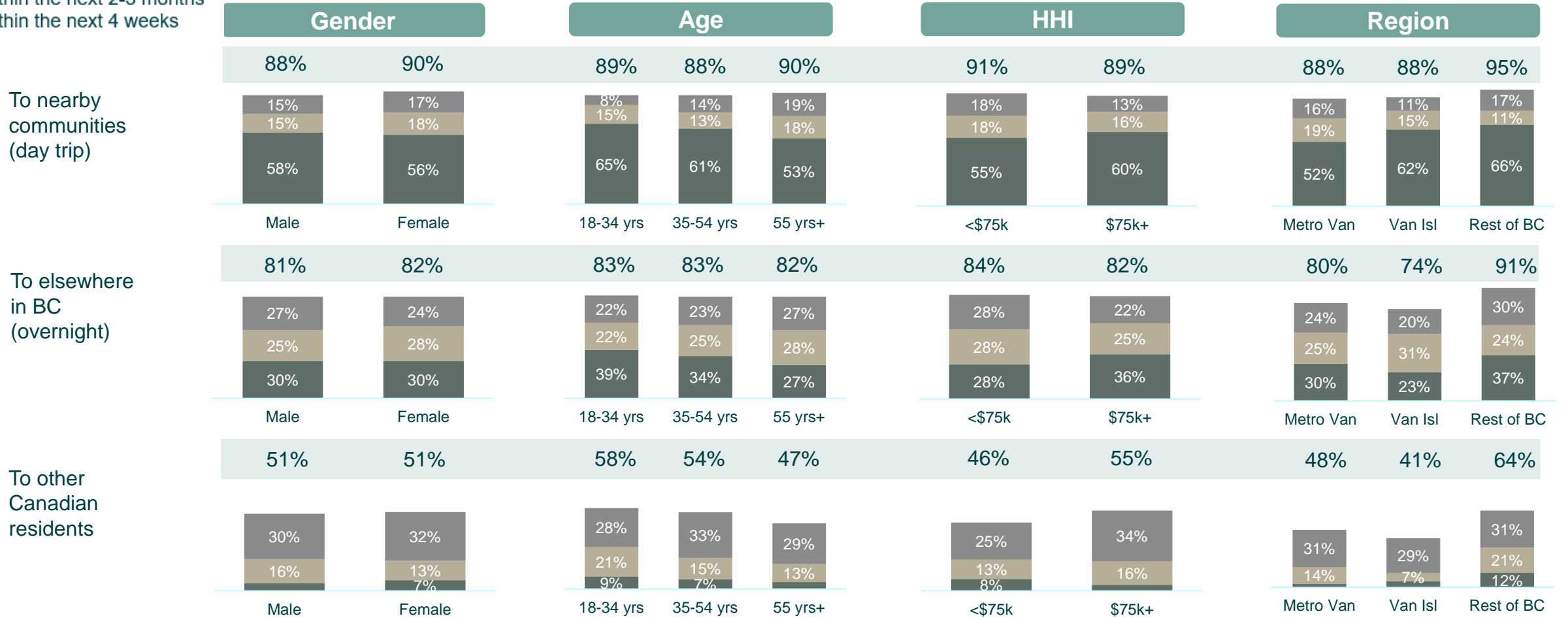


# Travel Intentions by Demographics

(Next 12 months; Wave 8 – July 8, 2020)



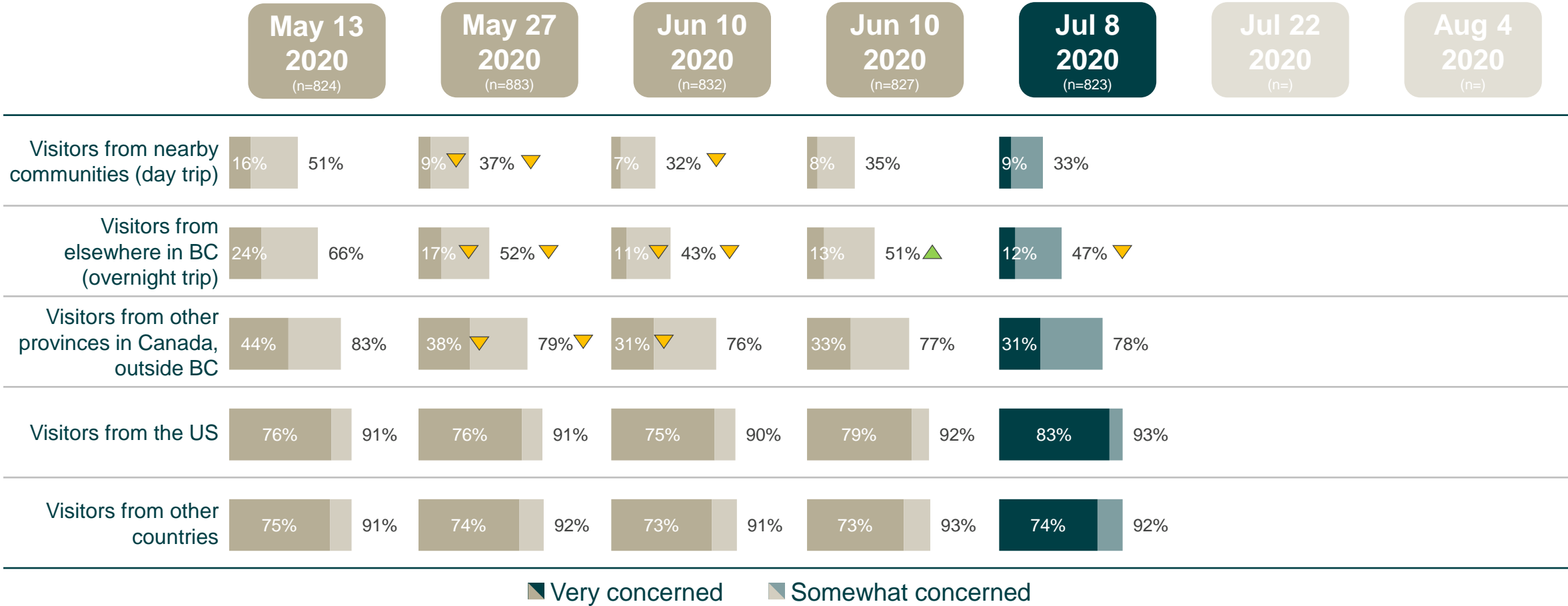
- Within the next 4-12 months
- Within the next 2-3 months
- Within the next 4 weeks



Base: All respondents

D3. When, if at all, are you likely to make trips to the following destinations?

# Concern to Welcome Visitors



Base: All respondents

D2. Given the current situation with COVID-19, how concerned would you be with the following types of visitors making non-essential trips into your community over the next few weeks?

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

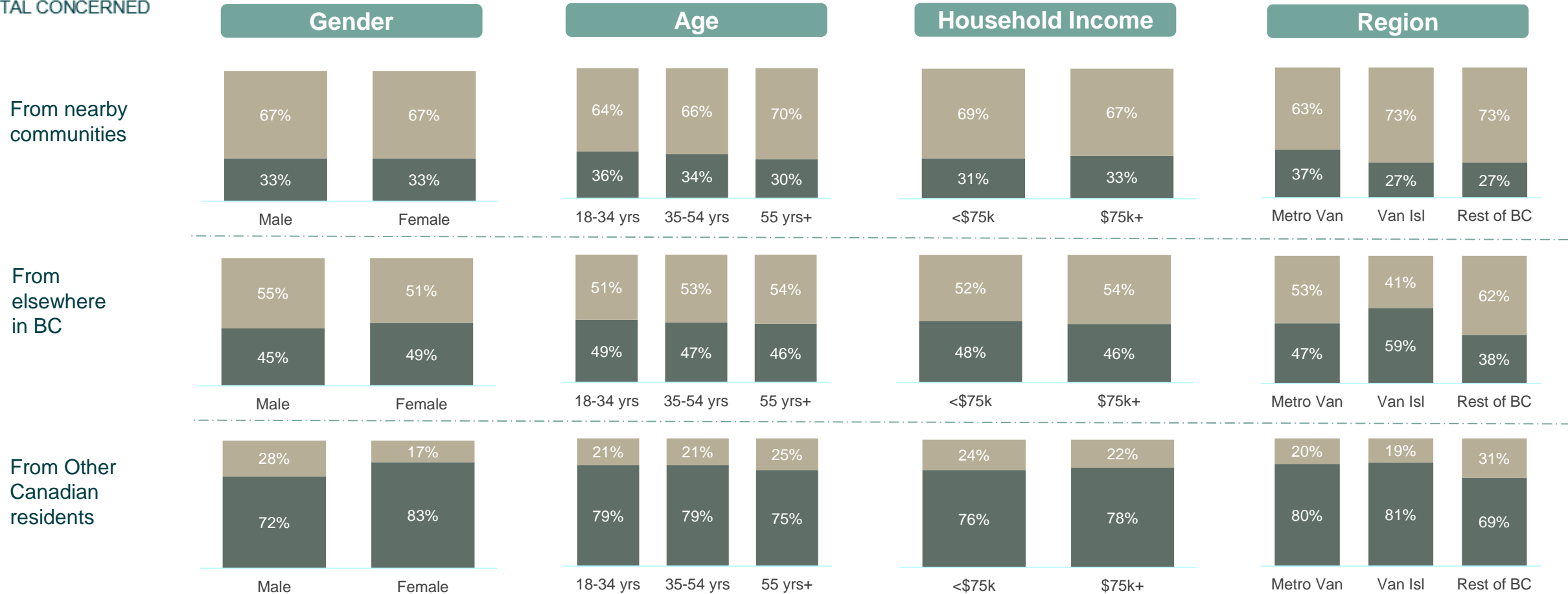
# Concern to Welcome Visitors by Demographics

(Wave 8 – July 8, 2020)



■ TOTAL NOT CONCERNED

■ TOTAL CONCERNED



Base: All respondents

D2. Given the current situation with COVID-19, how concerned would you be with the following types of visitors making non-essential trips into your community over the next few weeks?

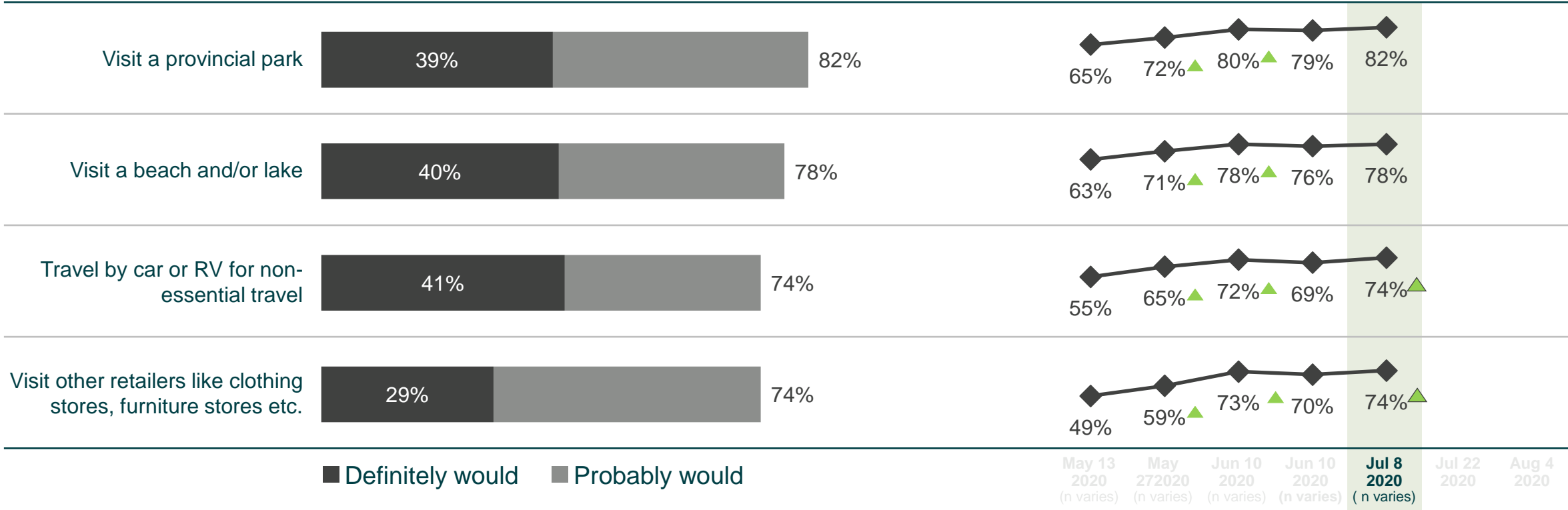
# Comfort of Activities/Modes of Transportation

(Among Those Who Generally Do Each)



**July 8, 2020**

**Tracking**  
(Total Would)



Base: All respondents, excluding not applicable/don't do this in general

D1. Would you be comfortable doing/using each of the following in the next few weeks, or are you likely to hold off longer due to concerns about COVID-19?

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

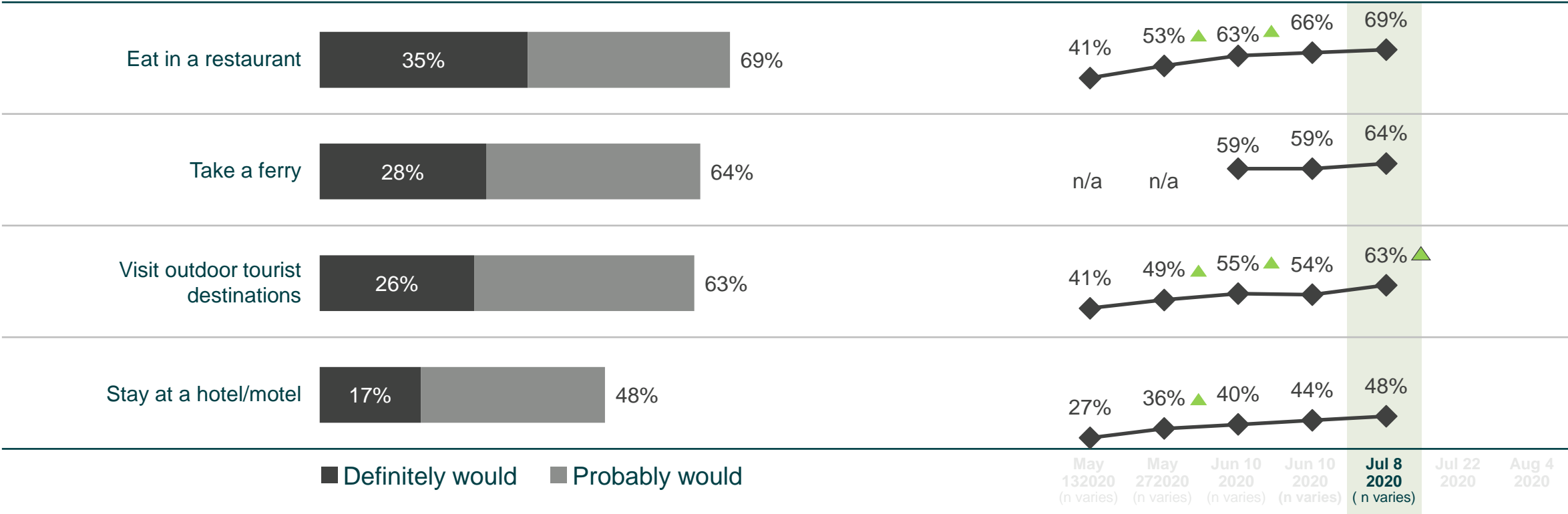
# Comfort of Activities/Modes of Transportation (cont.)

(Among Those Who Generally Do Each)



**July 8, 2020**

**Tracking**  
(Total Would)



■ Definitely would    ■ Probably would

Base: All respondents, excluding not applicable/don't do this in general

D1. Would you be comfortable doing/using each of the following in the next few weeks, or are you likely to hold off longer due to concerns about COVID-19?

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

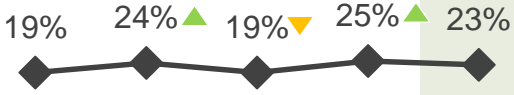
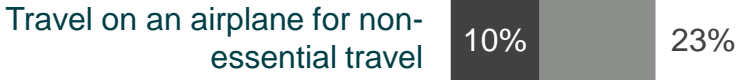
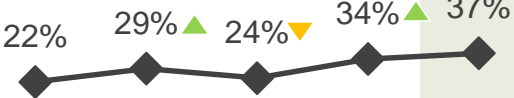
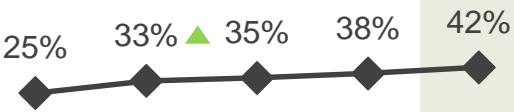
# Comfort of Activities/Modes of Transportation (cont.)

(Among Those Who Generally Do Each)



**July 8, 2020**

**Tracking**  
(Total Would)



■ Definitely would   ■ Probably would

May 13 2020 (n varies)   May 27 2020 (n varies)   Jun 10 2020 (n varies)   Jun 10 2020 (n varies)   **Jul 8 2020 (n varies)**   Jul 22 2020   Aug 4 2020

Base: All respondents, excluding not applicable/don't do this in general

D1. Would you be comfortable doing/using each of the following in the next few weeks, or are you be likely to hold off longer due to concerns about COVID-19?

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



**For more information, please contact:**

Destination BC's Research and Analytics Team  
[Tourism.Research@DestinationBC.ca](mailto:Tourism.Research@DestinationBC.ca)