

BC Residents' Public Perceptions: COVID-19 Travel and Tourism Wave 9 Report

Data Provided by Insights West
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BACKGROUND



- Destination BC is monitoring British Columbians' 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 a number of 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 22-23, 2020	950	+/-3.2%
7	August 5-9, 2020	998	+/-3.1%
8	August 19-23, 2020	887	+/-3.3%
9	September 2-7, 2020	880	+/-3.3%

TRAVEL INTENTIONS

- **BC residents' intentions to travel within their surrounding area for a day trip, in the next 4 weeks, continues to be greatest (60%),** compared to intentions to travel to other areas, such as to other parts of the province (for an overnight trip) (31%), to other provinces within Canada (7%), to the US (1%), or to other countries (2%).
- However, compared to Wave 8, **BC residents' intentions to travel in the next 4 weeks has decreased from 65% to 60% for surrounding areas for a day trip** and from **38% to 31% for other parts of the province for an overnight trip.**
- BC residents' intentions to travel to other parts of Canada remain unchanged, with just 7% of BC residents indicating they will travel to other parts of the country in the next 4 weeks.
- **Likelihood of travelling to the US or to other countries without a vaccine/treatment available continues to be low.** Throughout the tracking waves, more BC residents are indicating that they would not travel to the US (37% in Wave 9 vs. 24% in mid-May) or to other countries (38% in Wave 9 vs. 27% in mid-May) without a vaccine/treatment.
- During Wave 9, BC residents who indicated **short-term intentions to travel (next 4 weeks) within BC, are more likely to have a household income of \$75k+. Metro Vancouver residents, followed by 'Rest of BC' residents, are more likely to take an overnight trip in BC** within the next 4 weeks.

SUMMARY (cont.)

CONCERN TO WELCOME VISITORS

- **The level of concern BC residents have to welcome visitors into their community remains steady** from the increase in concern seen in Wave 8, which followed after a series of decreased concerns.
- **Concerns to welcome visitors from BC and other parts of Canada remain well below levels seen in mid-May**, at the start of the tracking waves.
- Thirty-four percent of BC residents are concerned with welcoming visitors into their community from surrounding areas (vs. 35% in Wave 8; but down from 51% since mid-May), 48% are concerned with welcoming visitors from other parts of the province (vs. 50% in Wave 8; down from 24% since mid-May), and 78% from other parts of Canada (vs. 75% in Wave 8; down from 44% since mid-May).
- **Concern to welcome visitors from the US and other countries remains largely unchanged** throughout the tracking waves.
- **Residents from Vancouver Island are more concerned to welcome visitors from elsewhere in BC**, compared to Metro Vancouver residents and 'Rest of BC' residents.
- **Within Canada, BC residents continue to be most concerned with welcoming visitors from Quebec (84%) and Ontario (81%)**; the level of concerns remains steady from Wave 8. Concern to welcome visitors from all other provinces and territories has remained unchanged as well, compared to Wave 8.

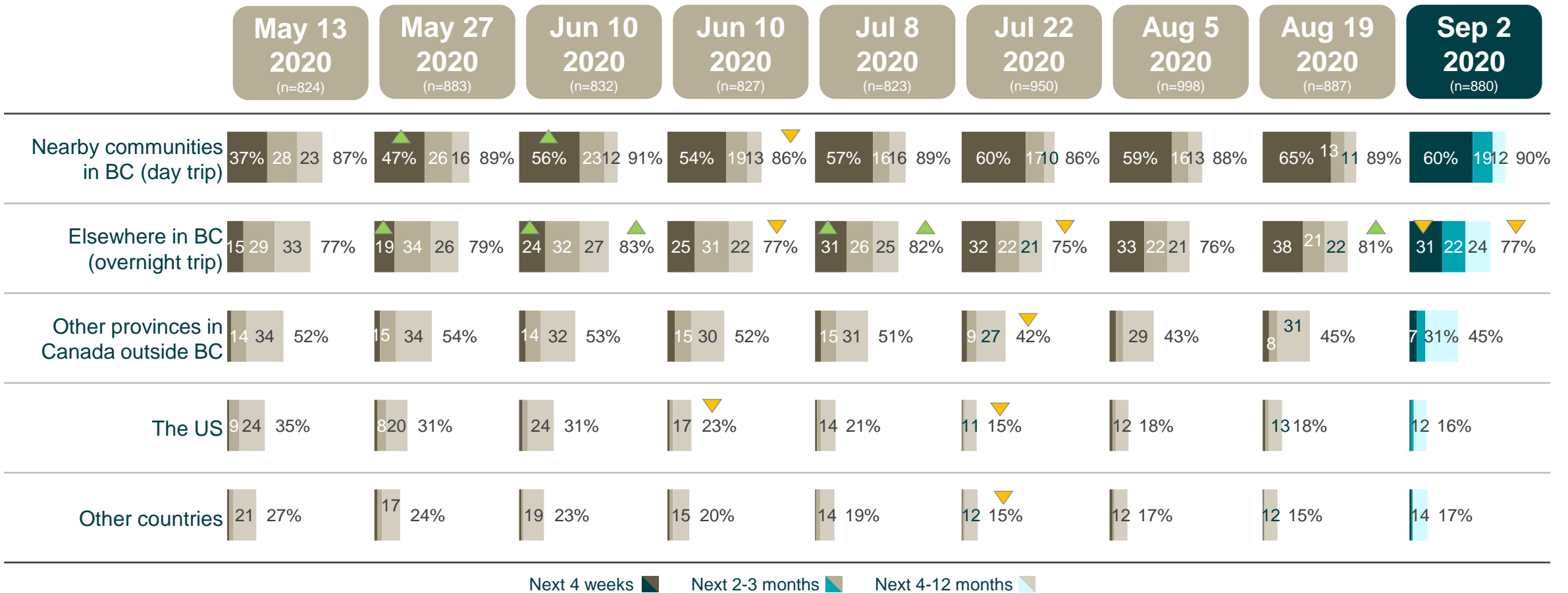
COMFORT WITH ACTIVITIES/MODES OF TRANSPORTATION

- **Levels of comfort to participate in all tourism-related activities remain stable** from Wave 8, albeit BC residents have varying levels for each tourism-related activities. For example, BC residents are most comfortable visiting a provincial park (84%), visiting a beach/lake (84%), or visiting an outdoor tourist destination (66%), compared to visiting an indoor tourist destination (38%).
- BC residents continue to be more comfortable staying in a hotel/motel (53%) than in a shared economy accommodation option (44%) in the coming weeks.
- Level of comfort to travel by plane (17%) or take a cruise (11%) in the coming weeks by BC residents remains low and unchanged. **Likelihood to travel by car/RV for non-essential travel remains high (80%), but unchanged** as well.

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.

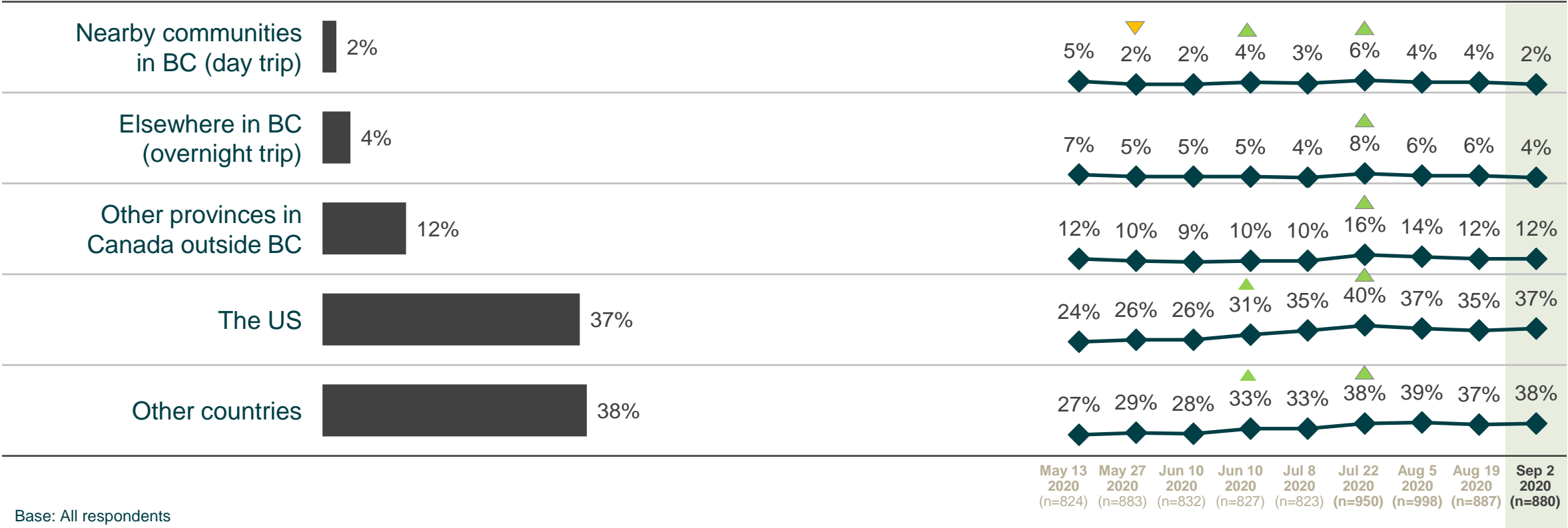
Travel Intentions

(Only if Vaccine/Treatment)



September 2, 2020

Tracking



Base: All respondents

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

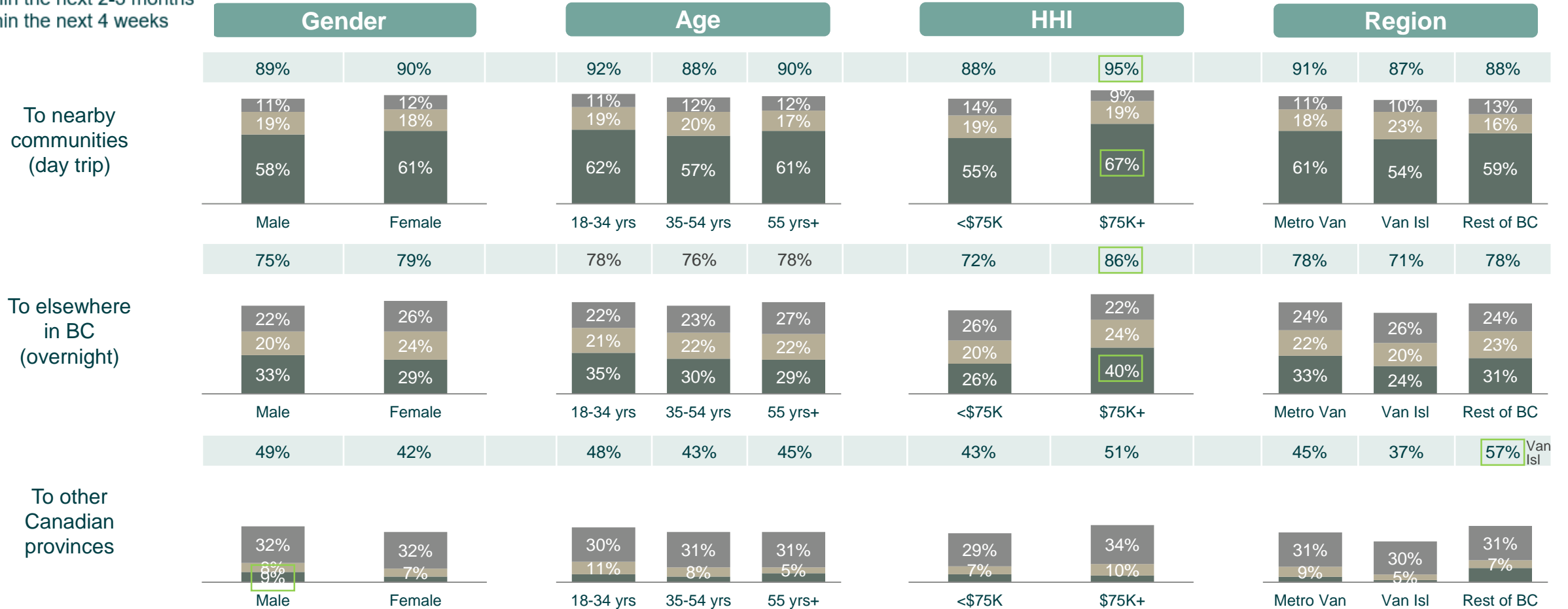
▲ Statistically significantly **higher** than previous wave.
▼ Statistically significantly **lower** than previous wave.

Travel Intentions by Demographics

(Next 12 months: Wave 9 – September 2, 2020)



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



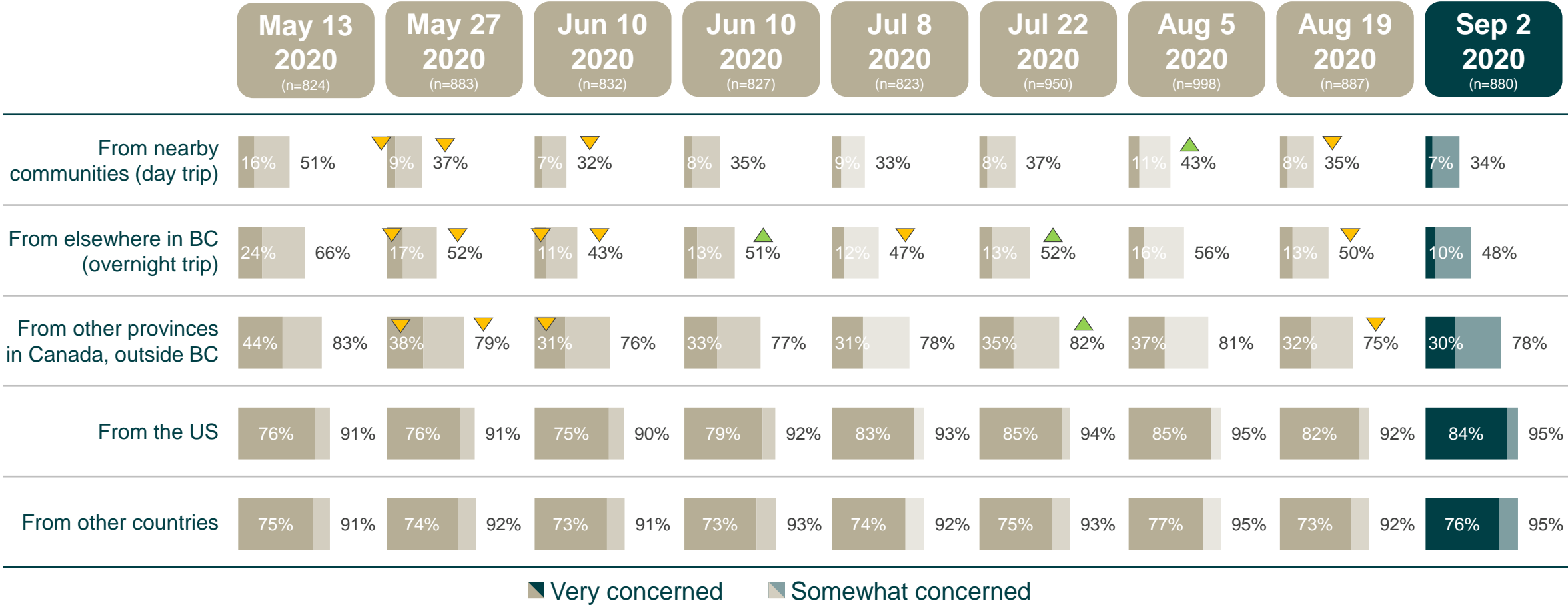
Base: All respondents

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

□ Statistically significantly **higher** than comparison group(s).

□ Statistically significantly **lower** than comparison group(s).

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?

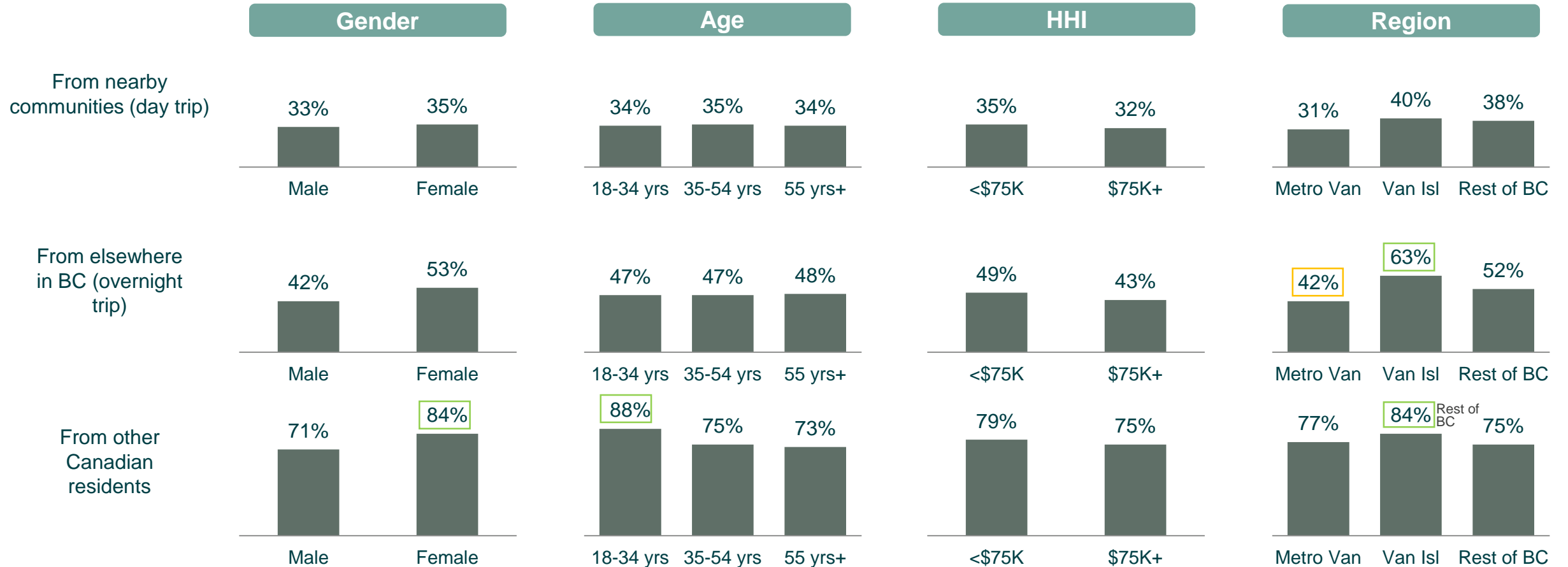
▲ Statistically significantly **higher** than previous wave.
▼ Statistically significantly **lower** than previous wave.

Concern to Welcome Visitors by Demographics

(Wave 9 – September 2, 2020)



■ 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?

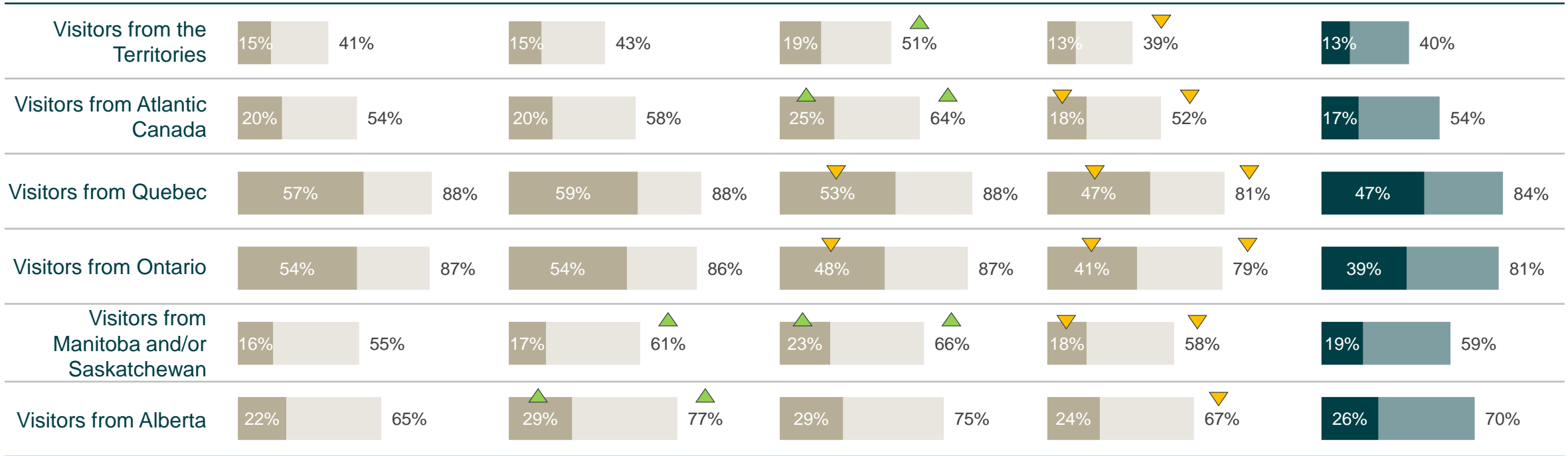
 Statistically significantly **higher** than comparison group(s).
 Statistically significantly **lower** than comparison group(s).

Concern to Welcome Visitors

(Canadian Visitors)



Jul 8 2020 (n=823) Jul 22 2020 (n=950) Aug 5 2020 (n=998) Aug 19 2020 (n=887) **Sep 2 2020 (n=880)**



Very concerned Somewhat concerned

Base: All respondents

D2a. And how concerned would you be with the following types of **Canadian** 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.

Comfort With Activities/Modes of Transportation

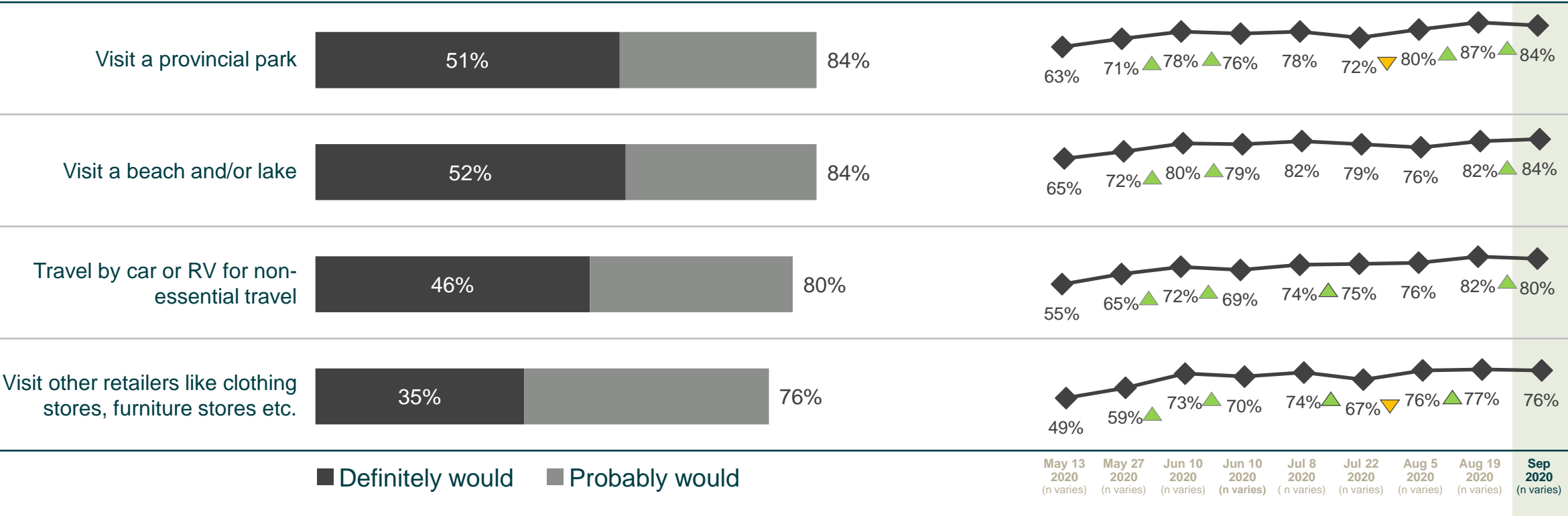
(Among Those Who Generally Do Each)



September 2, 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 With Activities/Modes of Transportation (cont.)

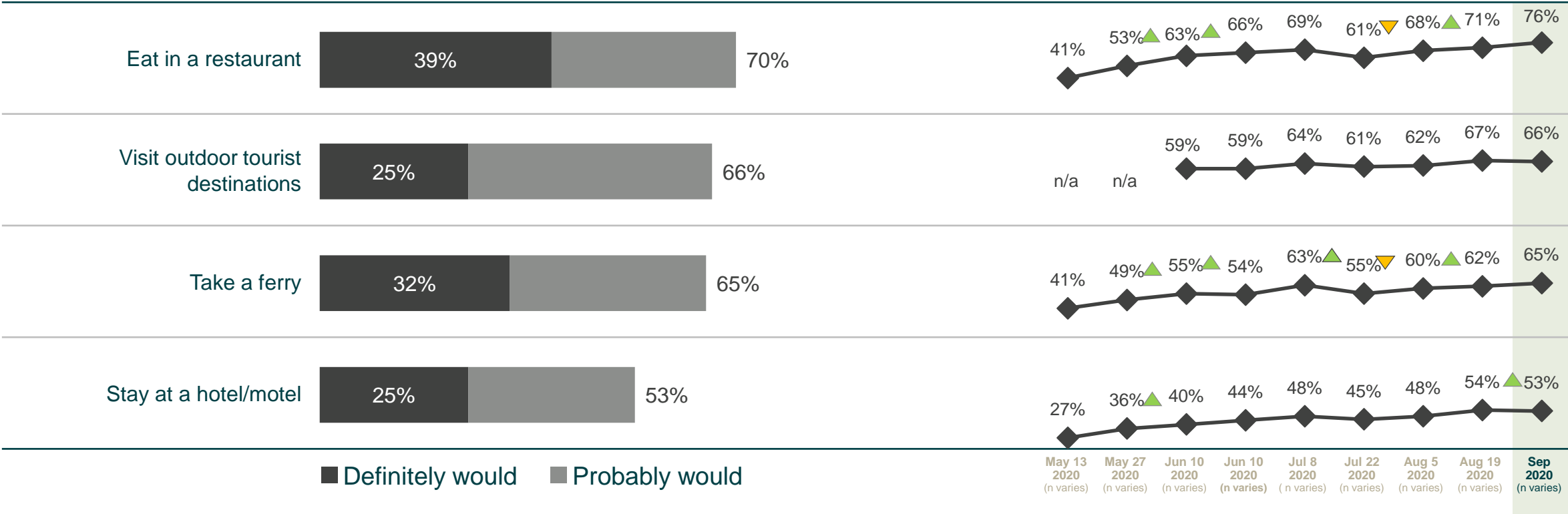
(Among Those Who Generally Do Each)



September 2, 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 With Activities/Modes of Transportation (cont.)

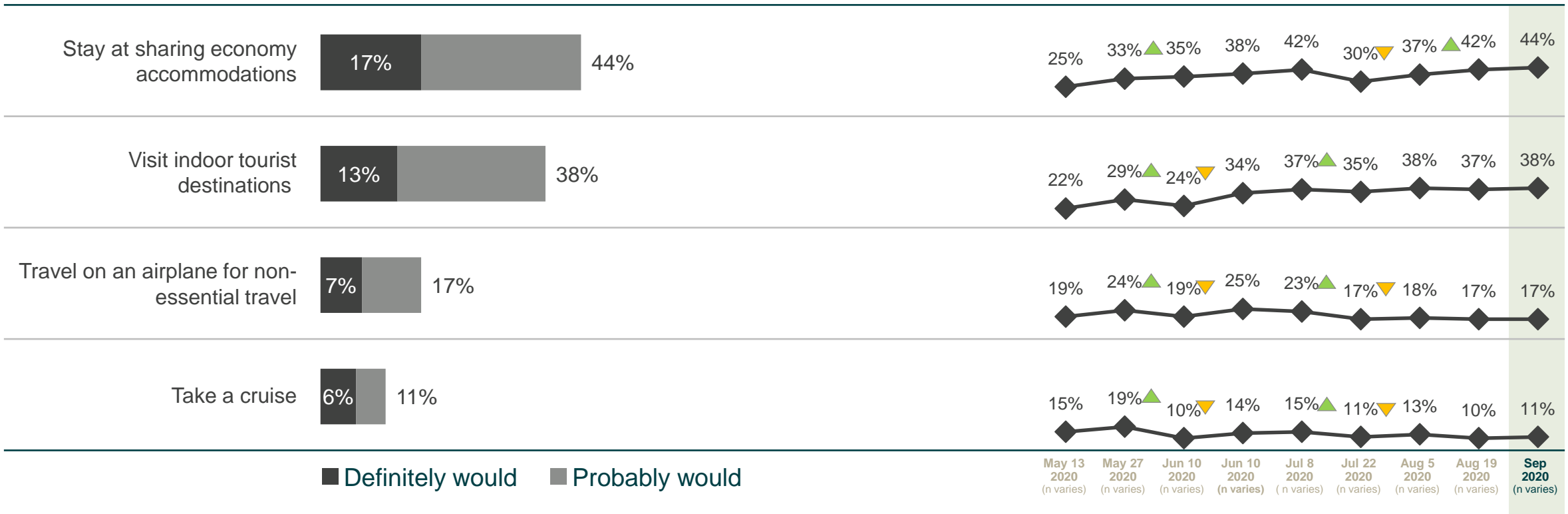
(Among Those Who Generally Do Each)



September 2, 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.



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Find this report on [Destination BC's COVID-19 Research & Insights](#) webpage.

For more information, please contact:

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