

BC Resident's Public Perceptions: COVID-19 Travel and Tourism Wave 10 Report

Data Provided by Insights West
Date: September 22, 2020

BACKGROUND AND METHODOLOGY	3
SUMMARY	4
DETAILED FINDINGS	5
Travel Intentions	6
• Tracking Overall	
• By Demographics	
Concern to Welcome Visitors	10
• Tracking Overall	
• By Demographics	
Comfort in Activities/Modes of Transportation	13

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 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%
10	September 16, 2020	842	+13.4%
11	September 30, 2020		
12	October 14, 2020		
13	October 28, 2020		
14	November 11, 2020		
15	November 25, 2020		

SUMMARY



TRAVEL INTENTIONS

- **BC residents' intentions to travel within their surrounding area for a day trip, in the next 4 weeks, continues to be greatest (57%),** 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 (7%), or to other countries (1%).
- Compared to Wave 9, **BC residents' intentions to travel within BC in the next 4 weeks has remained unchanged,** as well as intentions to travel to other parts of Canada.
- **Likelihood of travelling to the US or to other countries without a vaccine/treatment available continues to be low.**

CONCERN TO WELCOME VISITORS

- **BC residents are more open to welcoming visitors into their community compared to Wave 9.** Thirty-two percent of BC residents are concerned with welcoming visitors into their community from surrounding areas (down from 34% in Wave 9), 45% are concerned with welcoming visitors from other parts of the province (down from 48%), and 74% from other parts of Canada (down from 78%).
- **Concern to welcome visitors from the US and other countries remains unchanged.**
- BC residents who are 55 years+ and have a household income of under \$75K have greater concerns with **welcoming visitors from nearby communities or elsewhere in BC. Residents from Vancouver Island are more concerned to welcome visitors from elsewhere in BC,** compared to Metro Vancouver residents and 'Rest of BC' residents.

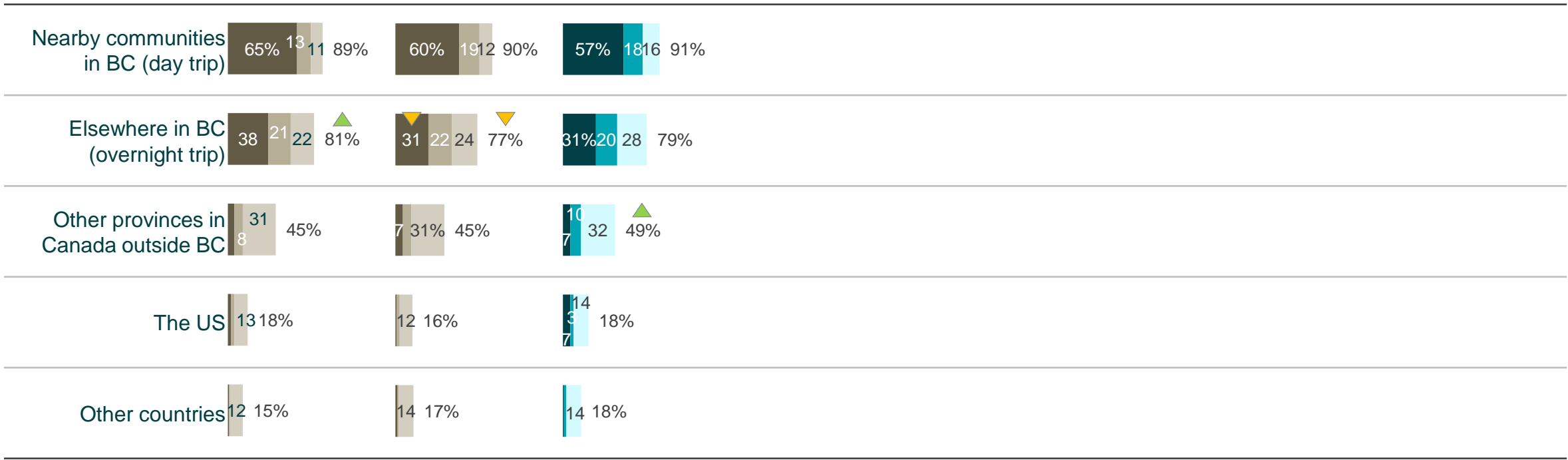
COMFORT WITH ACTIVITIES/MODES OF TRANSPORTATION

- With the exception of eating in a restaurant, which has decreased from Wave 9 (71% in Wave 10 vs. 76% in Wave 9), **levels of comfort to participate in all other tourism-related activities continue to remain unchanged or increase, albeit at varying levels.**
- Level of comfort to travel by plane (20%) or take a cruise (8%) in the coming weeks by BC residents remains low and **likelihood to travel by car/RV for non-essential travel has remained stabled from Wave 9 (80%).**

DETAILED FINDINGS

Travel Intentions

(Next 12 months)



Next 4 weeks ■ Next 2-3 months ■ Next 4-12 months ■

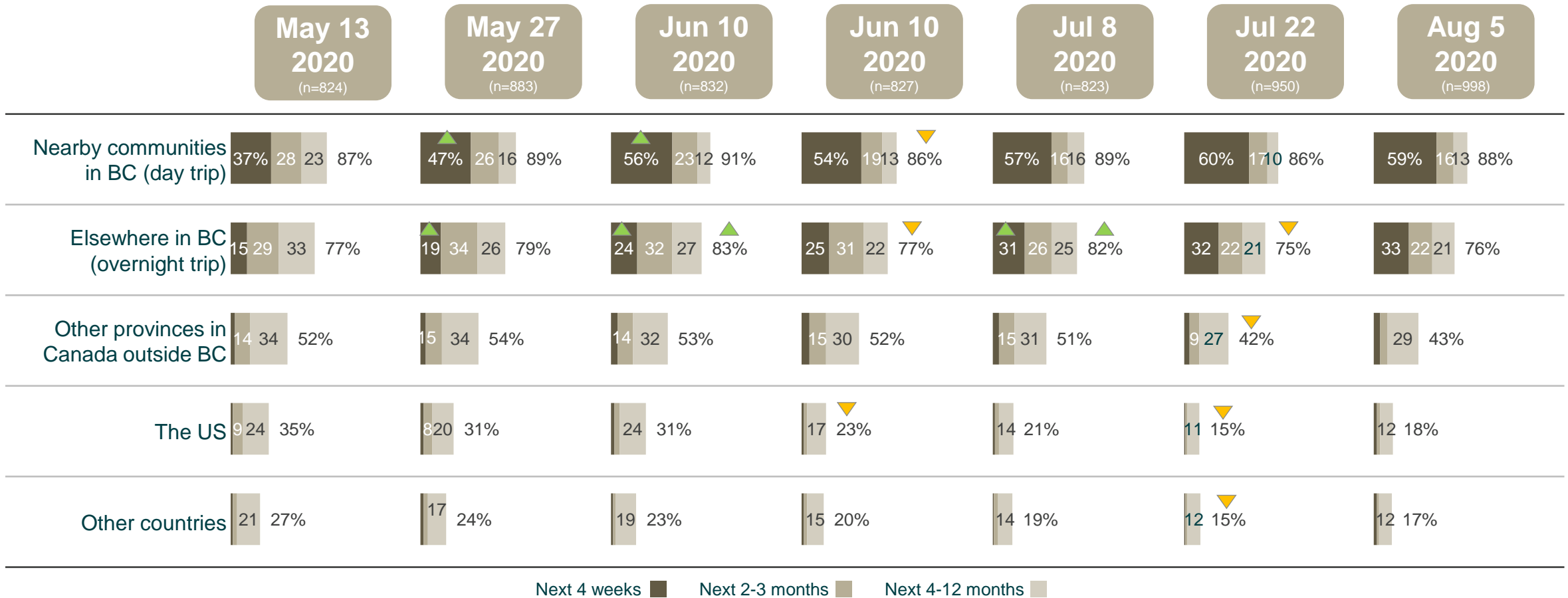
Base: All respondents

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

(Next 12 months, continued)



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.

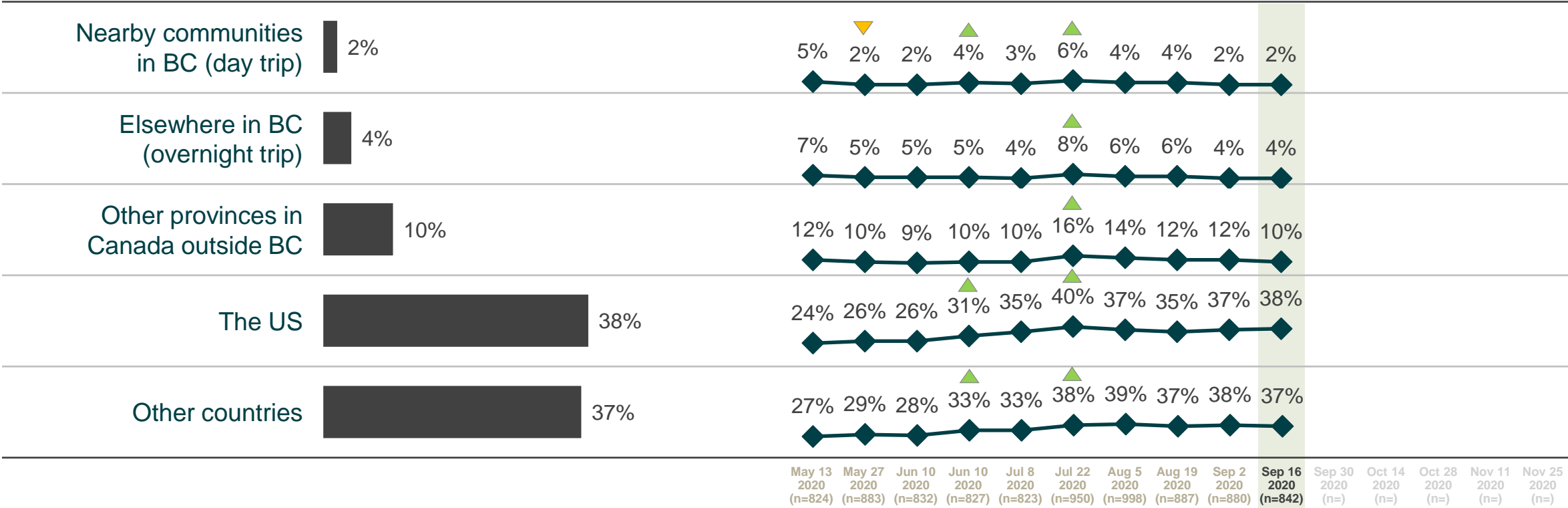
Travel Intentions

(Only if Vaccine/Treatment)



September 16, 2020

Tracking



Base: All respondents

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

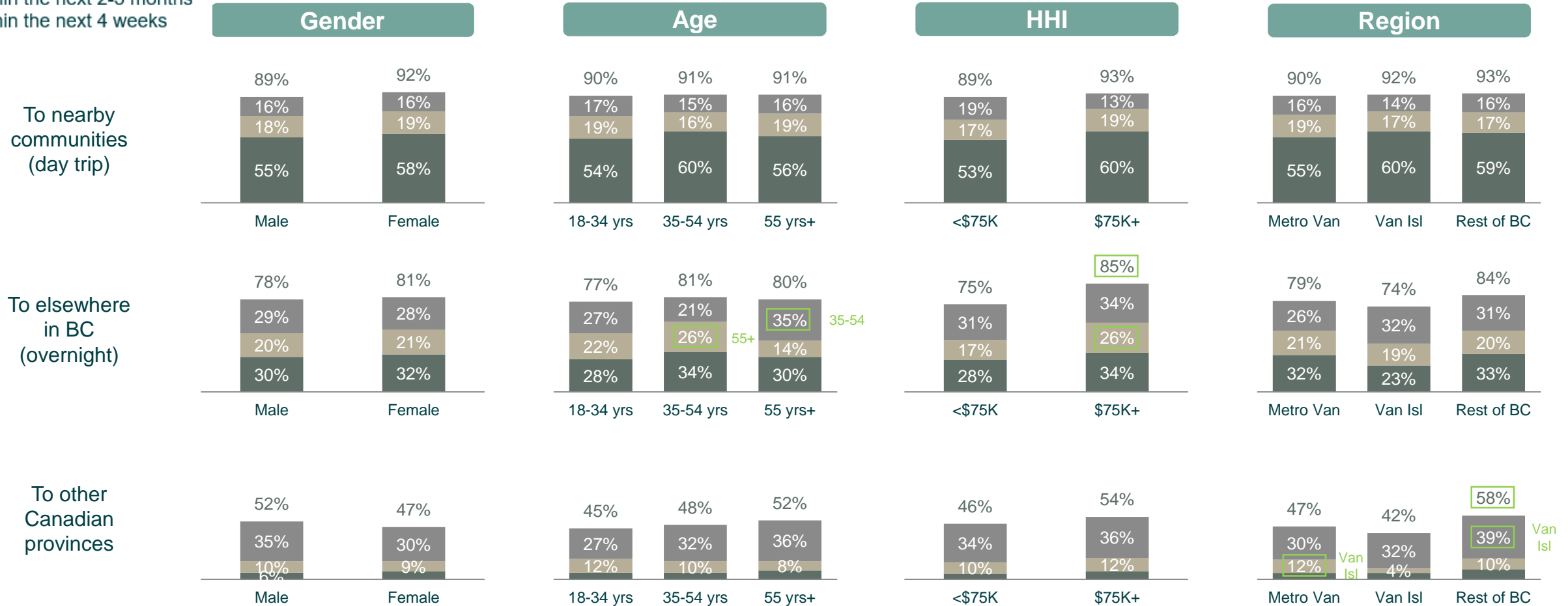
▲ Statistically significantly **higher** than previous wave.
▼ Statistically significantly **lower** than previous wave.

Travel Intentions by Demographics

(Next 12 months: Wave 10 – September 16, 2020)



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



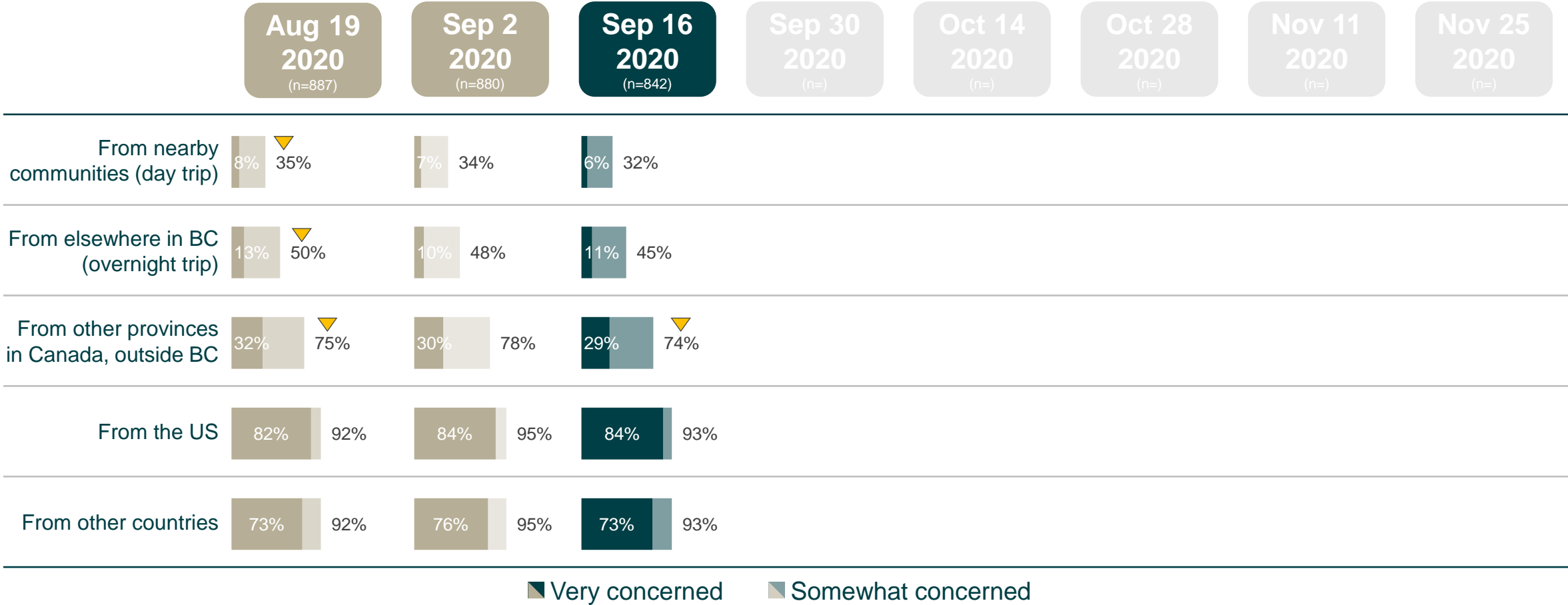
Base: All respondents

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



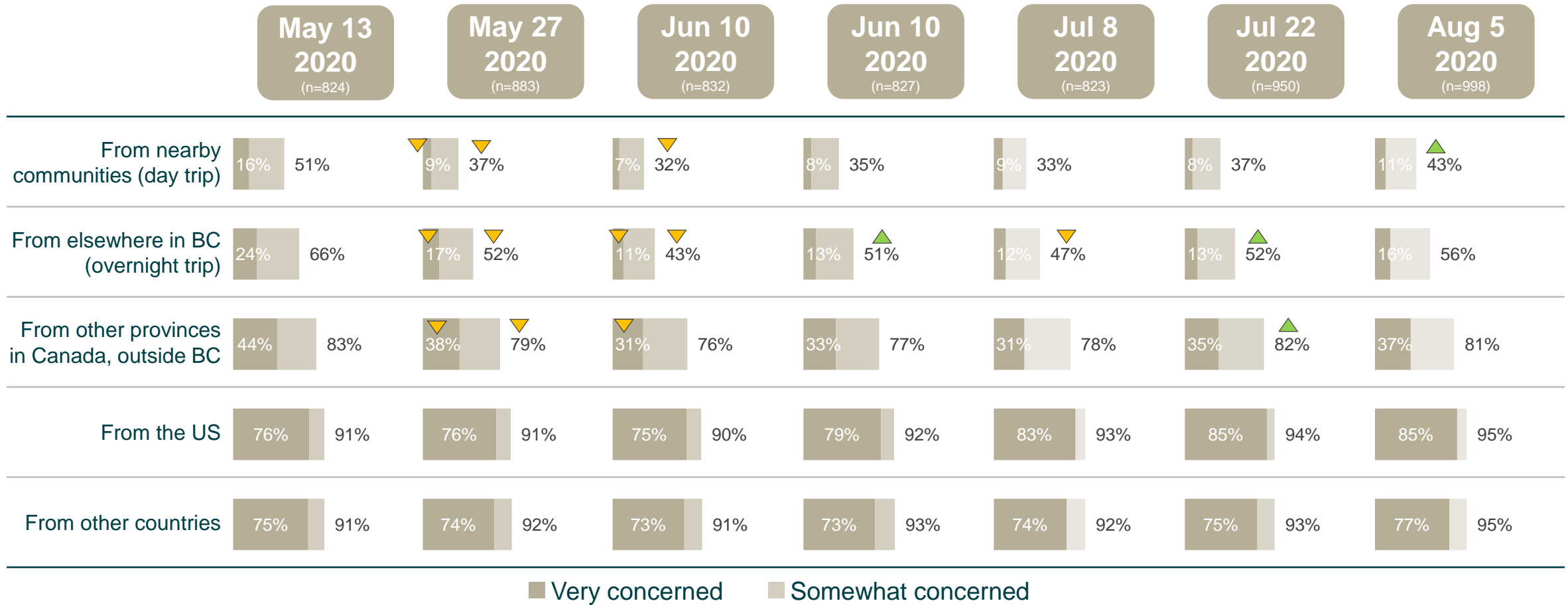
Base: All respondents

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

(continued)



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?

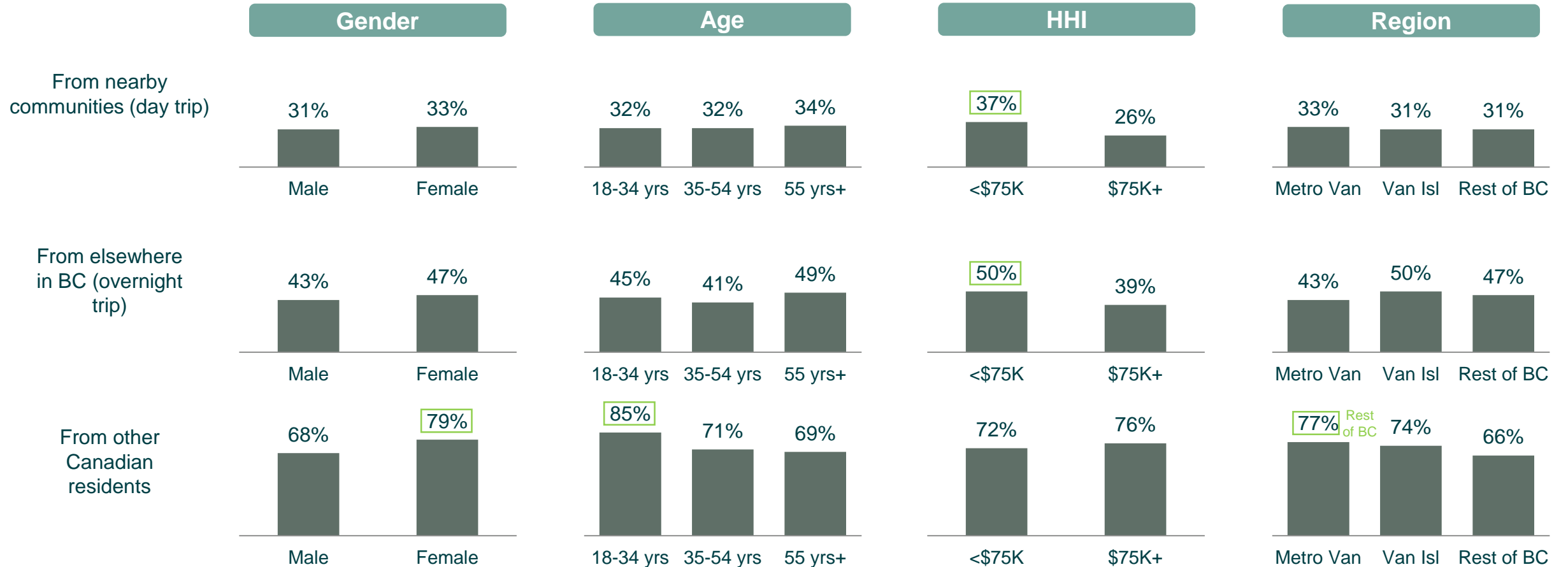
▲ Statistically significantly **higher** than previous wave.
▼ Statistically significantly **lower** than previous wave.

Concern to Welcome Visitors by Demographics

(Wave 10 – September 16, 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).

Comfort With Activities/Modes of Transportation

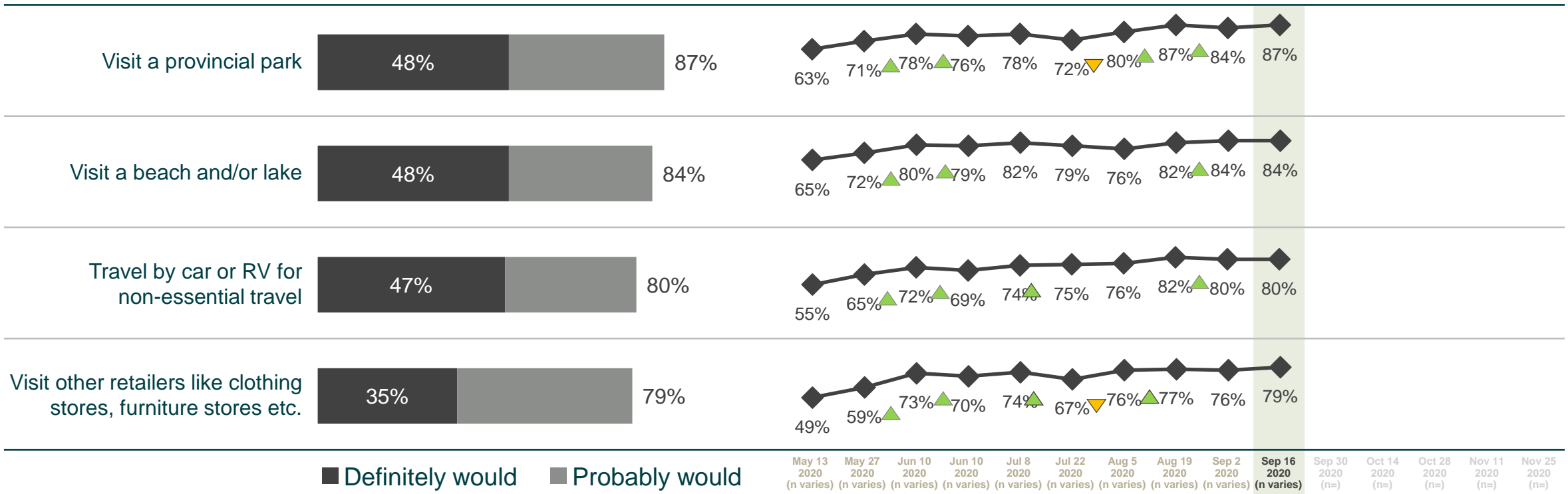
(Among Those Who Generally Do Each)



September 16, 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 be 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)

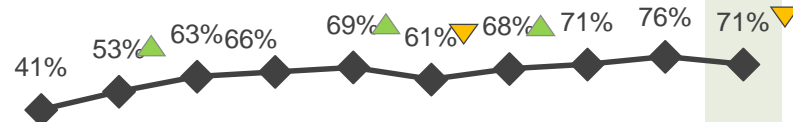


September 16, 2020

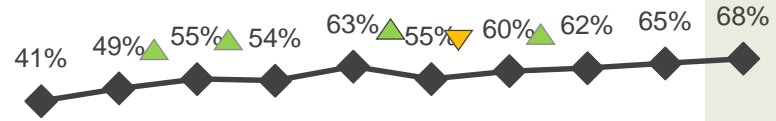
Tracking

(Total Would)

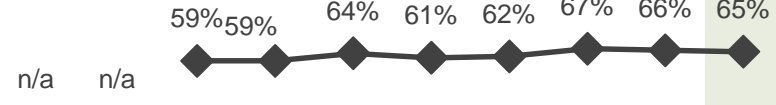
Eat in a restaurant



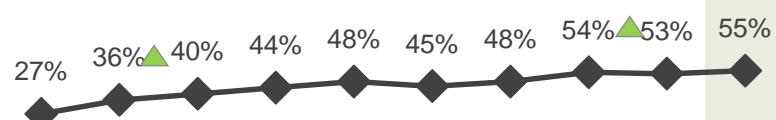
Take a ferry



Visit outdoor tourist destinations



Stay at a hotel/motel



■ 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 (n varies) Aug 5 2020 (n varies) Aug 19 2020 (n varies) Sep 2 2020 (n varies) Sep 16 2020 (n varies) Sep 30 2020 (n=) Oct 14 2020 (n=) Oct 28 2020 (n=) Nov 11 2020 (n=) Nov 25 2020 (n=)

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.

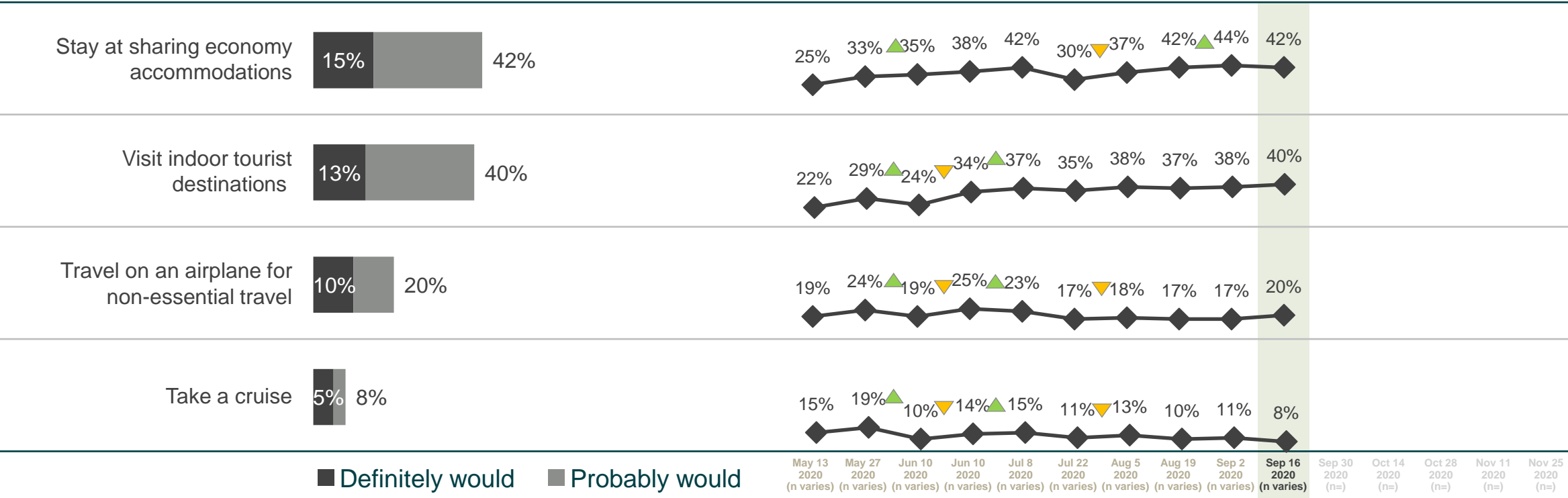
Comfort With Activities/Modes of Transportation (cont.)

(Among Those Who Generally Do Each)



September 16, 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 be 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 Research & Insights COVID-19](#) webpage.

For more information, please contact:

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