



DESTINATION  
BRITISH COLUMBIA®

# BC Residents' Public Perceptions: COVID-19 Travel and Tourism Wave 22 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 a number of waves of research, one approximately every two weeks, starting May 13, 2020 to track opinions and intentions and watch how results trend over time.
- Note that some changes and additions were made to the questions in a couple of waves to continue to fully meet the research needs of the project.

## METHODOLOGY

- Online survey with at least 800 British Columbian adults via an omnibus (shared study).
- Data is weighted by age, gender, region 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 16-19, 2020	842	+/-3.4%
11	September 30-October 4, 2020	804	+/-3.4%
12	October 13-15, 2020	1,385	+/-2.6%
13	October 28-November 1, 2020	802	+/-3.5%
14	November 12 – 15, 2020	852	+/-3.4%
15	November 25 – 30, 2020	817	+/-3.4%
16	December 9-14, 2020	876	+/-3.4%
17	January 6-10, 2021	826	+/-3.4%
18	January 20-24, 2021	815	+/-3.4%
19	February 3-7, 2021	813	+/-3.4%
20	February 17-21, 2021	836	+/-3.4%
21	March 3-7, 2021	827	+/-3.4%
22	March 17-19, 2021	1,057	+/-3.0%
23	March 31		

## TRAVEL INTENTIONS

- Local travel intentions continue to strengthen this wave, though intentions to travel outside of the province continue to be limited. Intentions to travel to other Canadian provinces in the next 12 months remains at 44%, maintaining its gain from last wave, but not increasing.
- There is a rise in 4-week travel intentions to nearby communities this wave (up from 37% to 43%), as well as an increase in 2-3 month travel intentions (from 22% to 27%). Travel for overnight trips in BC are also on the rise, especially for the next 2-3 months (from 23% up to 27%). This puts 12-month travel intentions for both BC metrics back up to levels similar to those seen in the summer of 2020.
- Travel intentions to the US are again up for travel within the next 12 months (24% vs. 22% on March 3<sup>rd</sup>, and 19% on February 17<sup>th</sup>), however the rise is not statistically significant.

## CONCERN TO WELCOME VISITORS

- Concern with welcoming visitors into their community has finally responded to the increase in vaccinations, but the decrease in concern is limited to visitors within the province. Concern about those visiting from outside the province remains high and unchanged again this wave; 80% are concerned with visitors from other parts of Canada, and 88% with visitors from the US or other countries.
- In contrast, concern with day visitors from nearby communities has fallen from 50% last wave to 43% this wave, and concern with overnight BC visitors has fallen from 65% to 61%.
- This wave, women are slightly more concerned about visitors from other areas than men. Age differences are less pronounced.
- Regionally, Vancouver Island residents show more concern about overnight BC visitors and visitors from other areas of the province than those from Metro Vancouver and the Rest of BC.

# SUMMARY

(continued)

## COMFORT TO WELCOME VISITORS UNDER VARIOUS CIRCUMSTANCES

(One-time metric; not asked in this wave, results included for reference.)

- British Columbians were presented with 5 possible scenarios and asked how comfortable they would be with visitors making trips into their community. All provide reassurance for a large majority, with at least three-quarters comfortable under these circumstances. Most reassuring is that all members of their community being fully vaccinated (89% comfortable) followed by all community visitors proving they are fully vaccinated (88%) and all household members being fully vaccinated (85%). Ensuring all health and safety protocols being enforced and monitored at local businesses makes 76% comfortable and all health and safety protocols being in place when visitors arrive in Canada make 73% comfortable.

## COMFORT WITH ACTIVITIES/MODES OF TRANSPORTATION

- Comfort with participating in activities and modes of transportation continues to trend upward for the third wave in a row. Compared with last wave, there are statistically significant increases in comfort with shopping at non-essential retailers (from 72% to 78%) and taking a ferry for non-essential travel (from 39% to 44% this wave). These changes as well as the directional changes for several other activities/modes of transportation over three waves confirm a general trend in a sentiment of greater comfort.

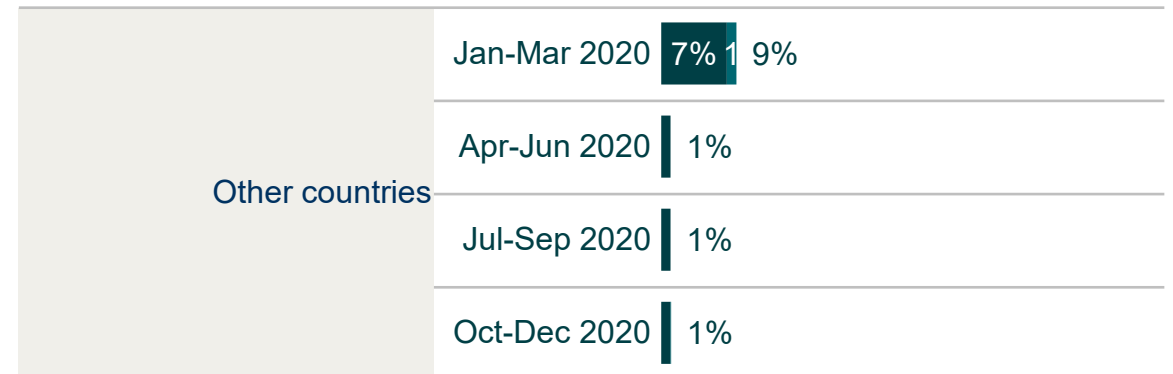
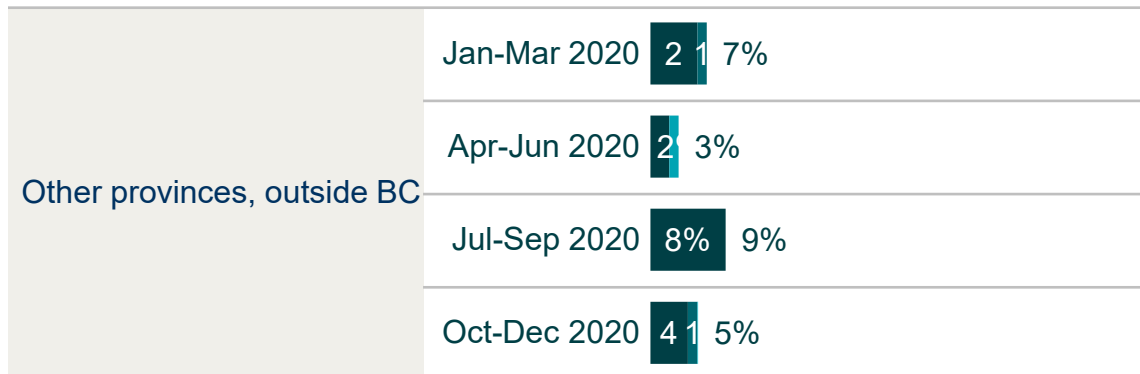
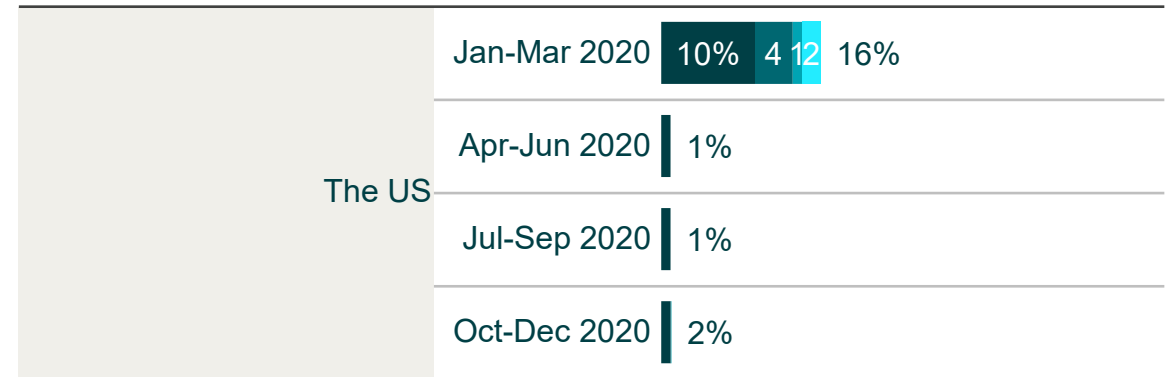
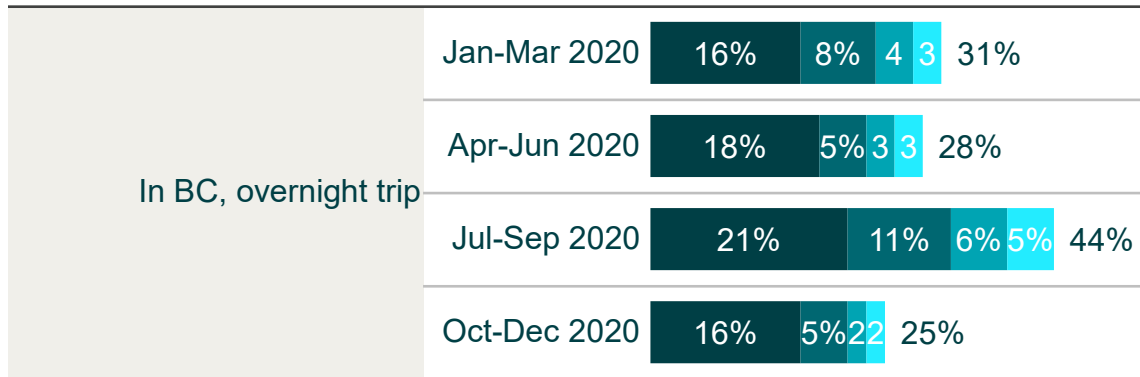
## SOURCE OF PROVINCIAL HEALTH UPDATES

(One-time metric; not asked in this wave, results included for reference.)

- As a one-time question, the sources of information about COVID-19 health updates provided by the province and Provincial Health Officer (PHO) was asked. Respondents could choose any, or all, of the eight sources listed, or choose “something else”; alternatively, they could indicate they don’t follow the updates.
- Results show that nearly all British Columbians are listening to updates (only 4% are not). Half are watching the live broadcasts themselves and 44% are going straight to government sources. Most commonly, online news is the source turned to most for PHO updates (62%), followed by TV news (55%). Social media is also well consulted (49%), and word of mouth has its place as well (34%). In keeping with general media trends, we have witnessed in other studies, use of newspaper (29%) and radio (29%) are slightly less widespread.

# DETAILED FINDINGS

# Past Travel



■ 1 trip ■ 2 trips ■ 3 trips ■ 4+ trips

Base: All respondents

Note: Jan-Mar, Apr-Jun and Jul-Sep asked in Wave 14/Nov 12; Oct-Dec asked in Wave 17/Jan 6.

D0. In the following time periods, how many trips, if any, did you take to the following destinations for leisure and/or visiting friends and family? (Please do not consider any trips for business purposes).

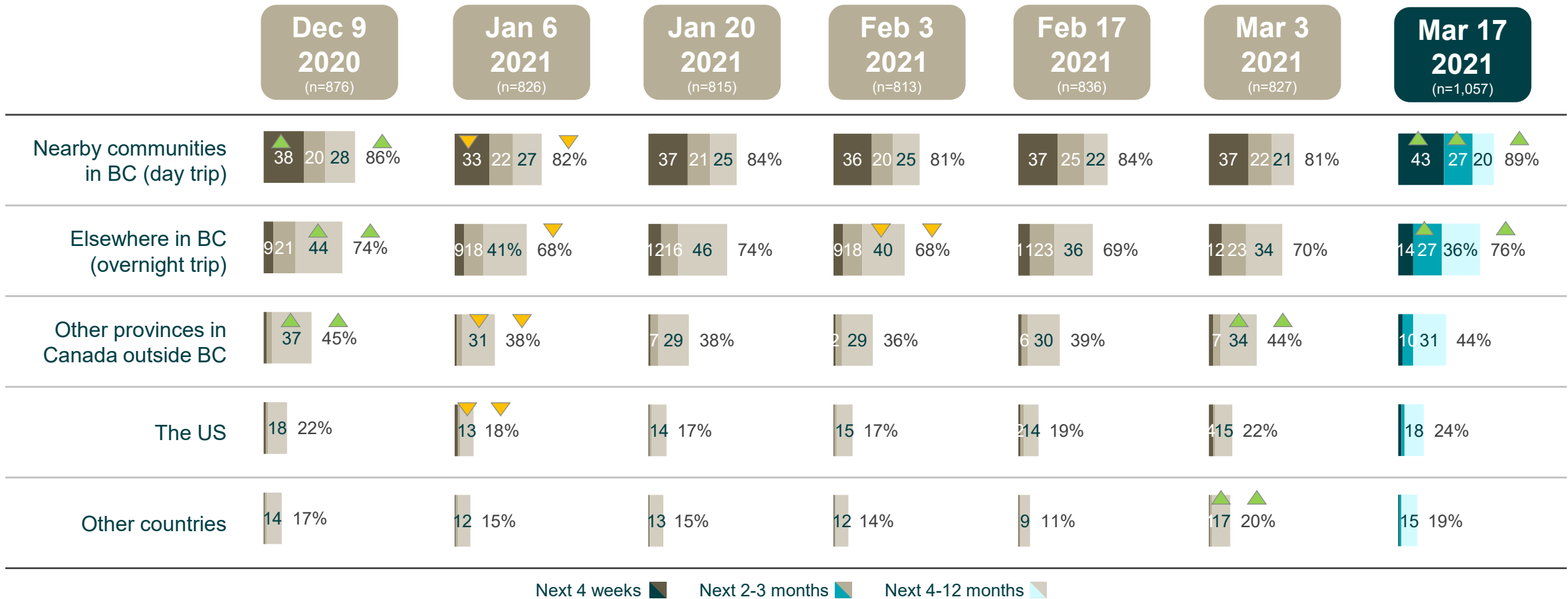
Due to rounding, the total may not equate 100% to the sum of individual values shown.

▲ 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?

Due to rounding, the total may not equate 100% to the sum of individual values shown.

Statistically significantly **higher** than previous wave.

Statistically significantly **lower** than previous wave.



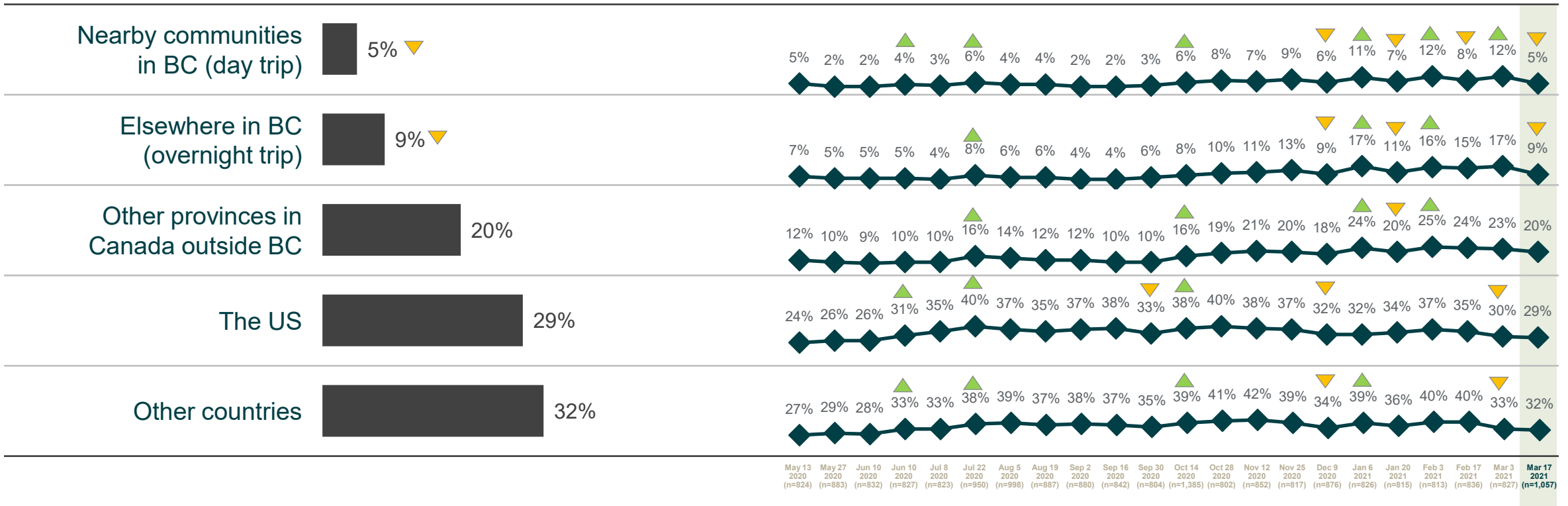
# Travel Intentions

(Only if Vaccine/Treatment)



**March 17, 2021**

**Tracking**



Base: All respondents

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

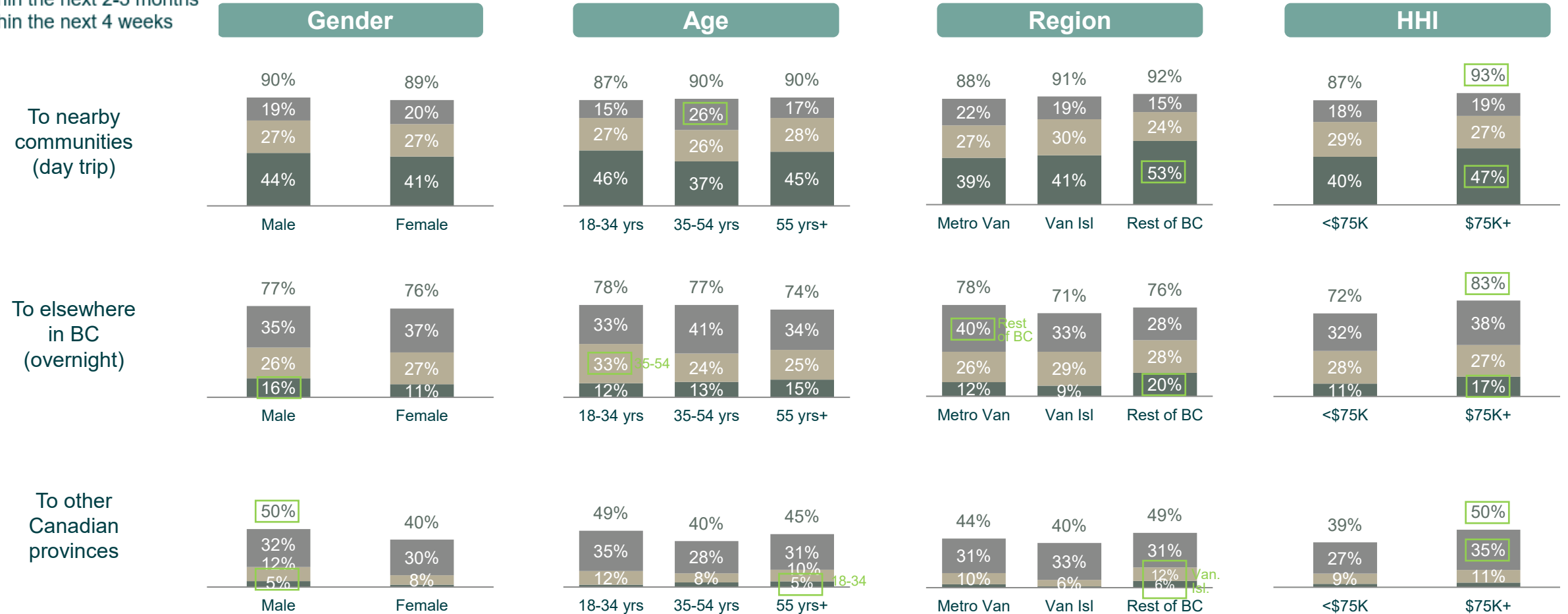
▲ Statistically significantly **higher** than previous wave.  
▼ Statistically significantly **lower** than previous wave.

# Travel Intentions by Demographics

(Next 12 Months: Wave 22 – March 17, 2021)



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



Base: All respondents

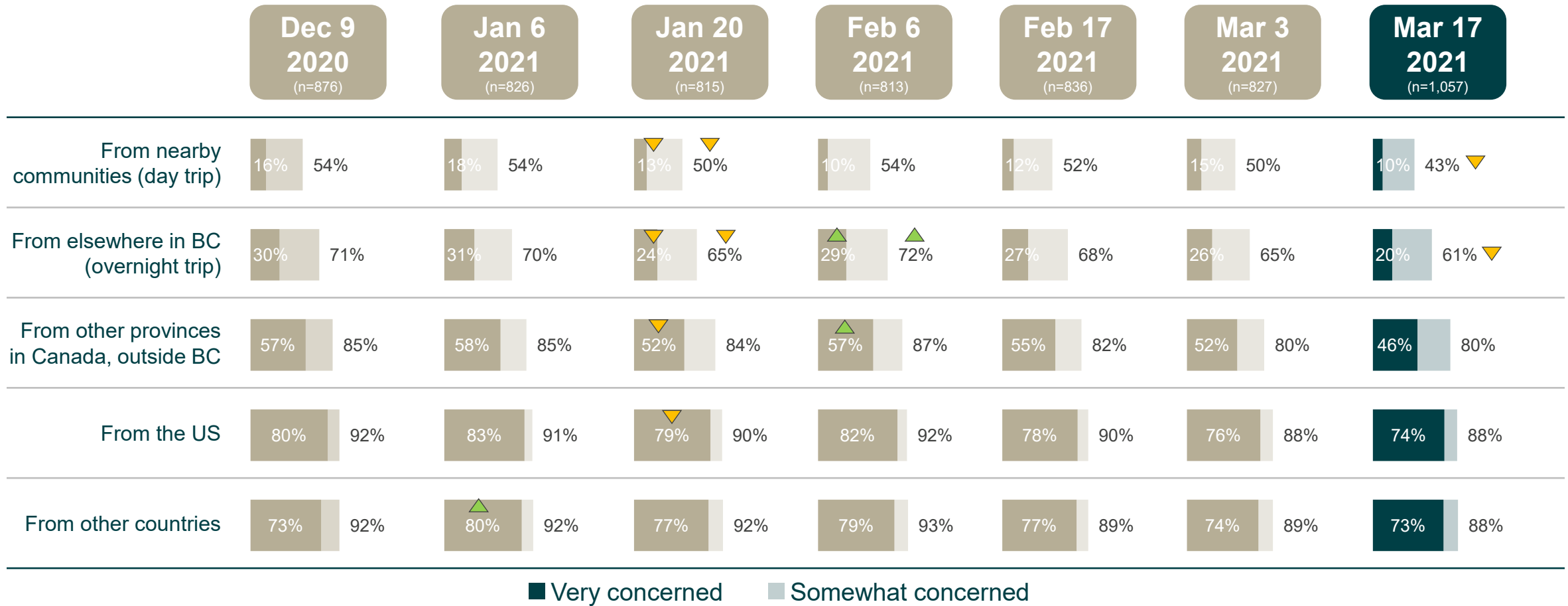
D3. When, if at all, are you likely to make trips to the following destinations?

Due to rounding, the total may not equate 100% to the sum of individual values shown.

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

# 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?

Due to rounding, the total may not equate 100% to the sum of individual values shown.

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

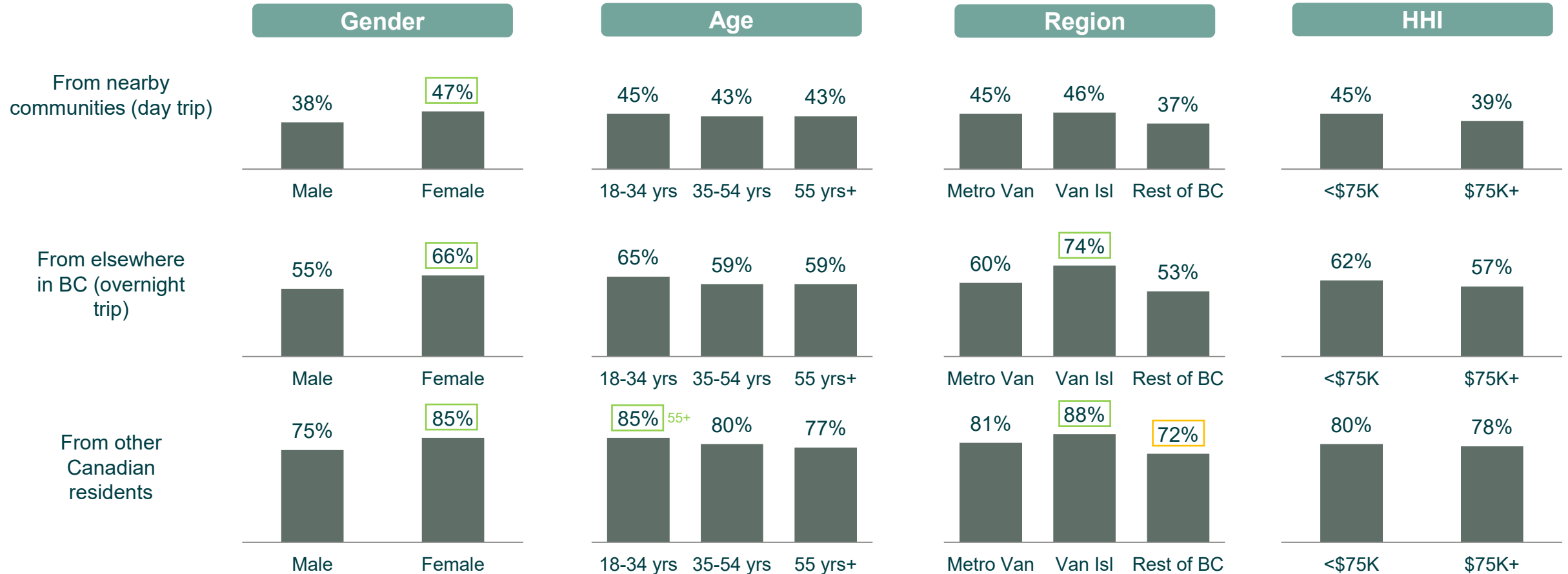
▼ Statistically significantly **lower** than previous wave.

# Concern to Welcome Visitors by Demographics

(Wave 22 – March 17, 2021)



■ 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 Welcoming Visitors Under Various Circumstances

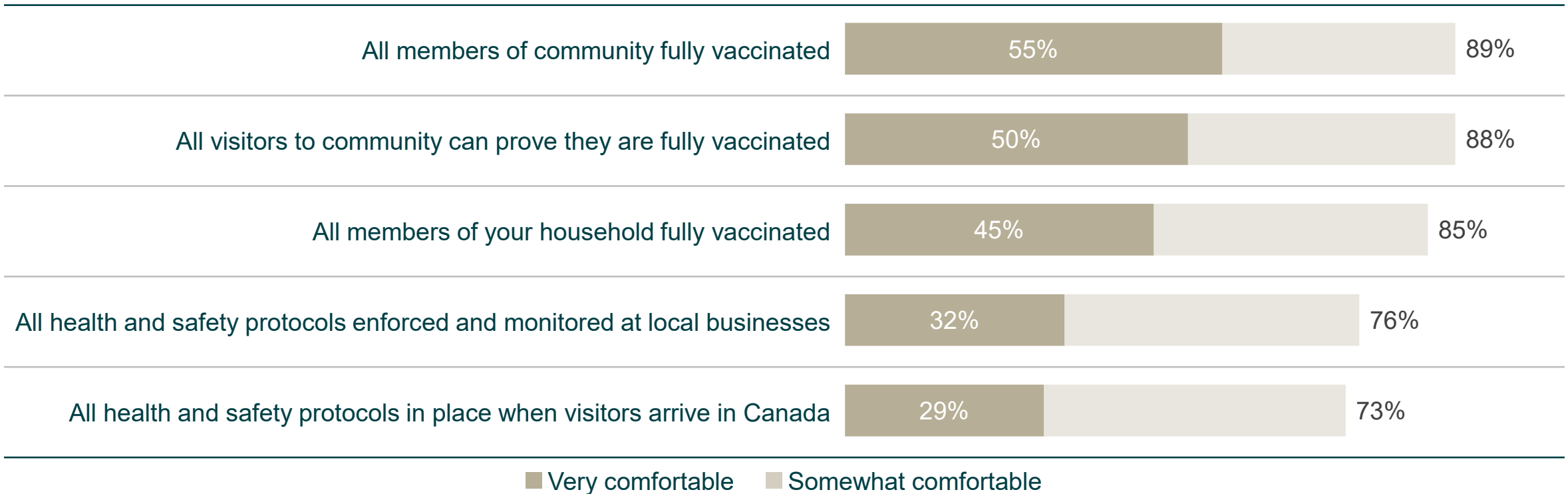
(Wave 21: March 3, 2021)



Mar 3

2021

(n=827)



Base: All respondents

D5. How comfortable would you be with visitors making non-essential trips into your community under each of the following circumstances?

Due to rounding, the total may not equate 100% to the sum of individual values shown.

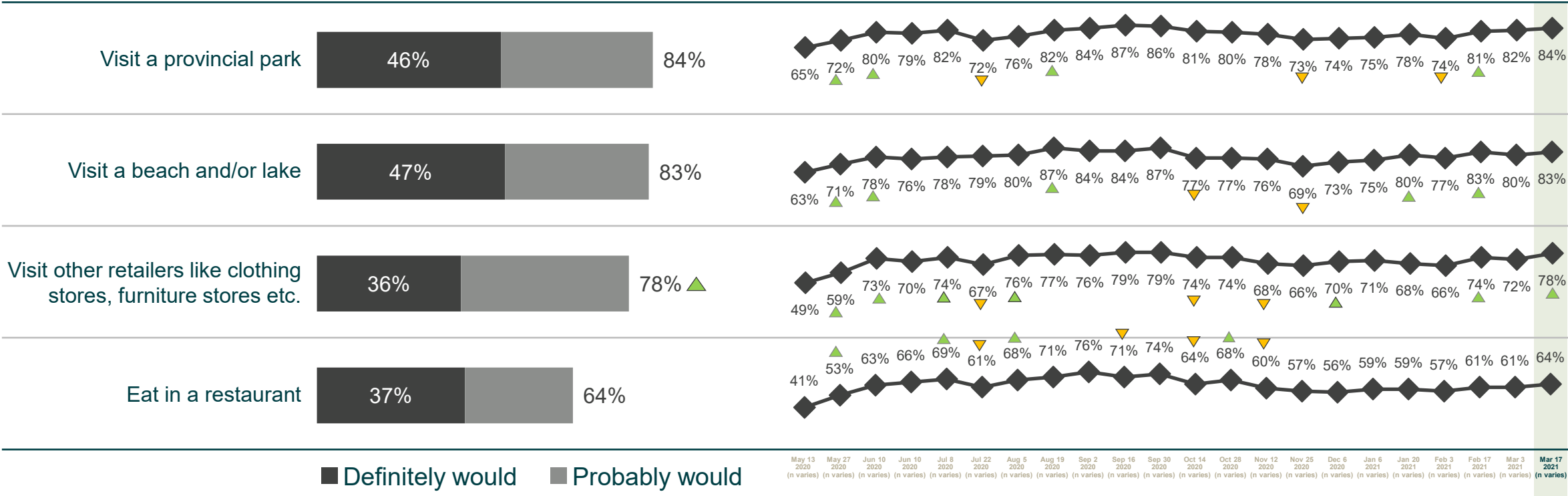
# Comfort With Activities/Modes of Transportation

(Among Those Who Do Each)



**March 17, 2021**

**Tracking**  
(Total Would)



⌘ Question wording change starting November 12: new response category “not applicable/wouldn’t do this at this time of year” added.  
 Base: All respondents, excluding not applicable/don’t do this in general and starting November 12 also excluding not applicable/wouldn’t do this at this time of year.  
 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.

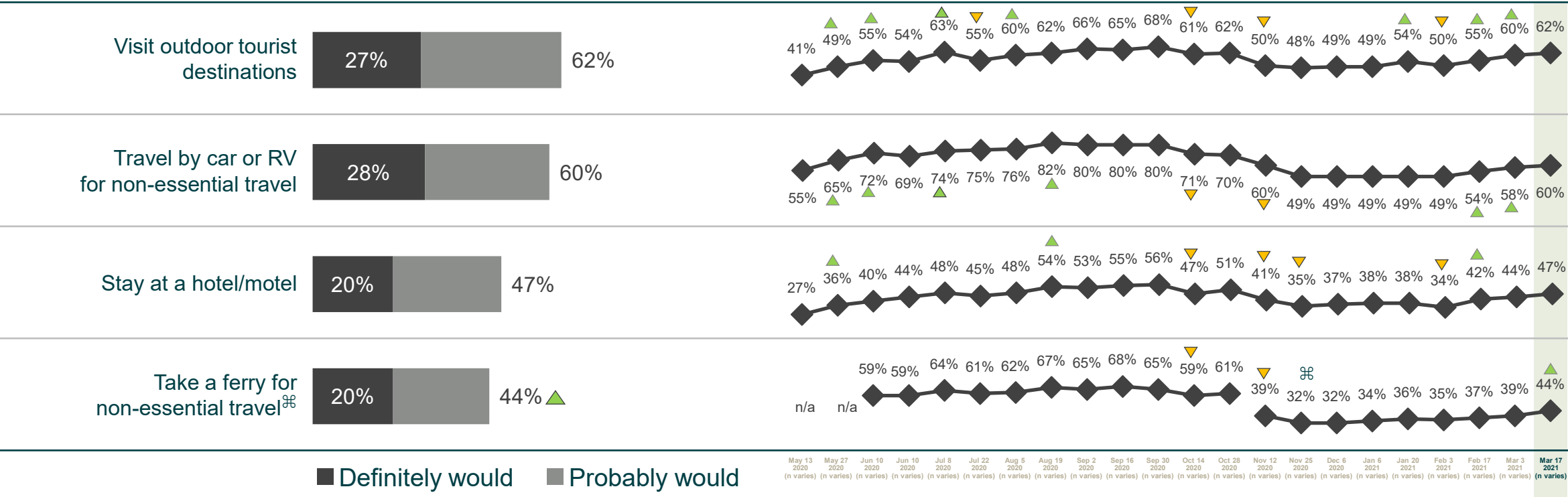
# Comfort With Activities/Modes of Transportation

(Among Those Who Do Each, continued)



**March 17, 2021**

**Tracking**  
(Total Would)



⌘ Question wording change starting November 12: new response category “not applicable/wouldn’t do this at this time of year” and “non-essential travel” added to “Take a ferry”.  
 Base: All respondents, excluding not applicable/don’t do this in general and starting November 12 also excluding not applicable/wouldn’t do this at this time of year.  
 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.  
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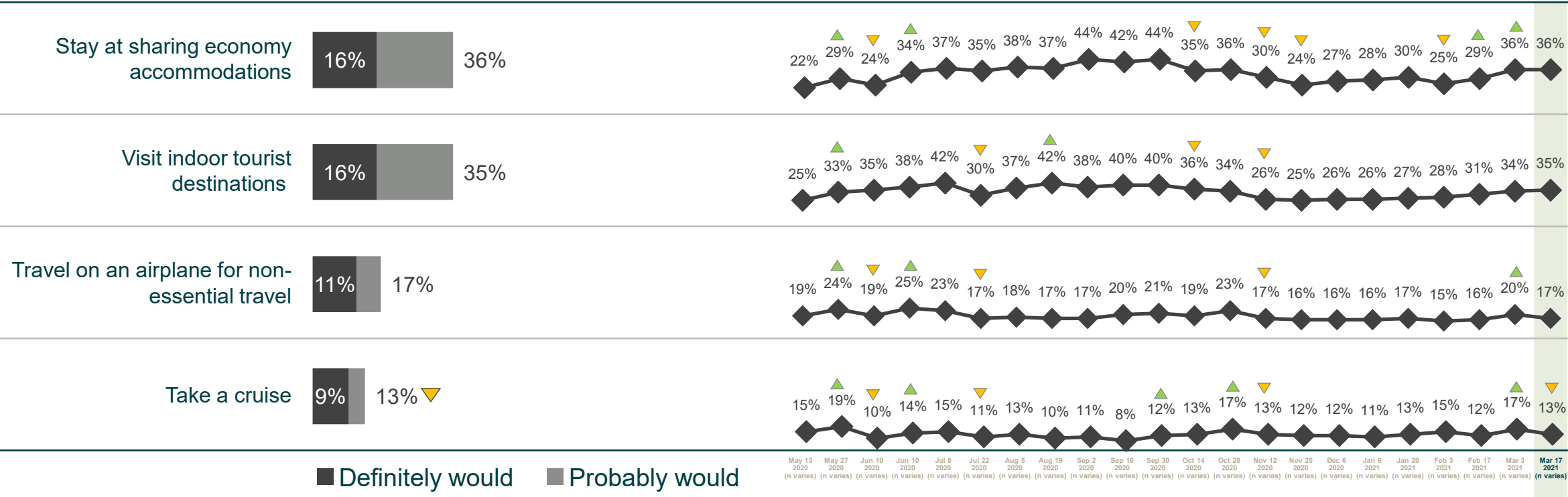
# Comfort With Activities/Modes of Transportation

(Among Those Who Do Each, continued)



**March 17, 2021**

**Tracking**  
(Total Would)



⌘ Question wording change starting November 12: new response category “not applicable/wouldn’t do this at this time of year” added.  
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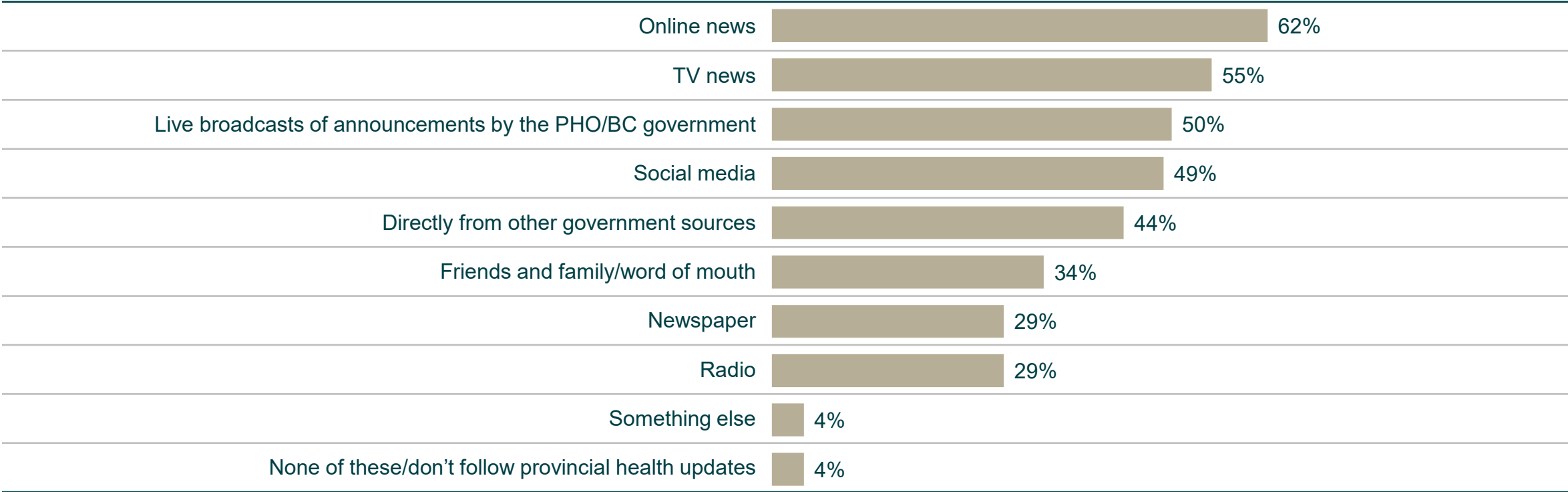


# Source of Provincial COVID-19 Health Updates

(Wave 21: March 3, 2021)



Mar 3  
2021  
(n=827)



Base: All respondents

D5. How comfortable would you be with visitors making non-essential trips into your community under each of the following circumstances?

Due to rounding, the total may not equate 100% to the sum of individual values shown.



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