



DESTINATION  
BRITISH COLUMBIA®

# BC Residents' Public Perceptions: COVID-19 Travel and Tourism Wave 24 Report

Report prepared by Insights West  
April 14, 2021

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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-Apr 5, 2021	827	+/-3.4%
24	April 6-14, 2021	1,023	+/-3.1%

# KEY HIGHLIGHTS – WHAT’S NEW OR CHANGED



## TRAVEL INTENTIONS

- Fieldwork for this wave, Wave 24 (April 14, 2021), was undertaken before recent announcements of greater restrictions by the Provincial Health Officer (PHO) and provincial government, but in the midst of rising case counts. Increasing case counts however did not seem to reduce travel intentions, as results are quite consistent with the previous wave (March 31, 2021).
  - Travel intentions for BC stayed level this wave, following a rise in intentions earlier in the year.
  - Travel intentions outside of BC (especially out of the country) remain low, and relatively unchanged since last July.

## TRAVEL BARRIERS

- A total of 11 different barriers (9 of which are COVID-related) were tested for impact among those who don't plan to travel in BC in the short term. This is the third wave these barriers have been tested.
- All but one of the COVID-related barriers were up significantly from their last measure in Wave 17 (January 6, 2021), indicating higher levels of concern about COVID in the province; being at an elevated risk of severe illness if they get COVID was the travel barrier that was not significantly higher in this wave. The greatest barrier continues to be the concern of being exposed to COVID-19 while travelling.

# KEY HIGHLIGHTS – WHAT’S NEW OR CHANGED

*(continued)*



## CONCERN TO WELCOME VISITORS

- While not statistically significant, concern about welcoming visitors to their communities has increased again this wave.
  - The slightly lower levels of concerns about visitors from BC (day trip or overnight) that appeared to be happening in response to vaccinations have reversed themselves, with increases for two waves in a row. As such, concern levels are back at the higher levels seen in October through December 2020.
  - Concern with visitors from outside the province or country is slightly higher this wave compared to last wave (March 31, 2021), however concern levels continue to be high with little variation between waves.
  - As is consistently reported, women are more often concerned about all Canadian visitors and this wave the gaps in results compared with men are particularly large (concern levels are between 10% and 15% higher). Also consistent with past results, Vancouver Island residents remain slightly more concerned about visitors than those from other areas.

## COMFORT WITH VISITORS UNDER VARIOUS CIRCUMSTANCES

- Tested for the third time this wave, the comfort that British Columbians have with visitors to their community under five different circumstances have not varied much over time. All measures, with vaccinations still yielding the greatest comfort levels, either lead to residents feeling “somewhat comfortable” or “very comfortable” with visitors to their community.

# KEY HIGHLIGHTS – WHAT’S NEW OR CHANGED

*(continued)*



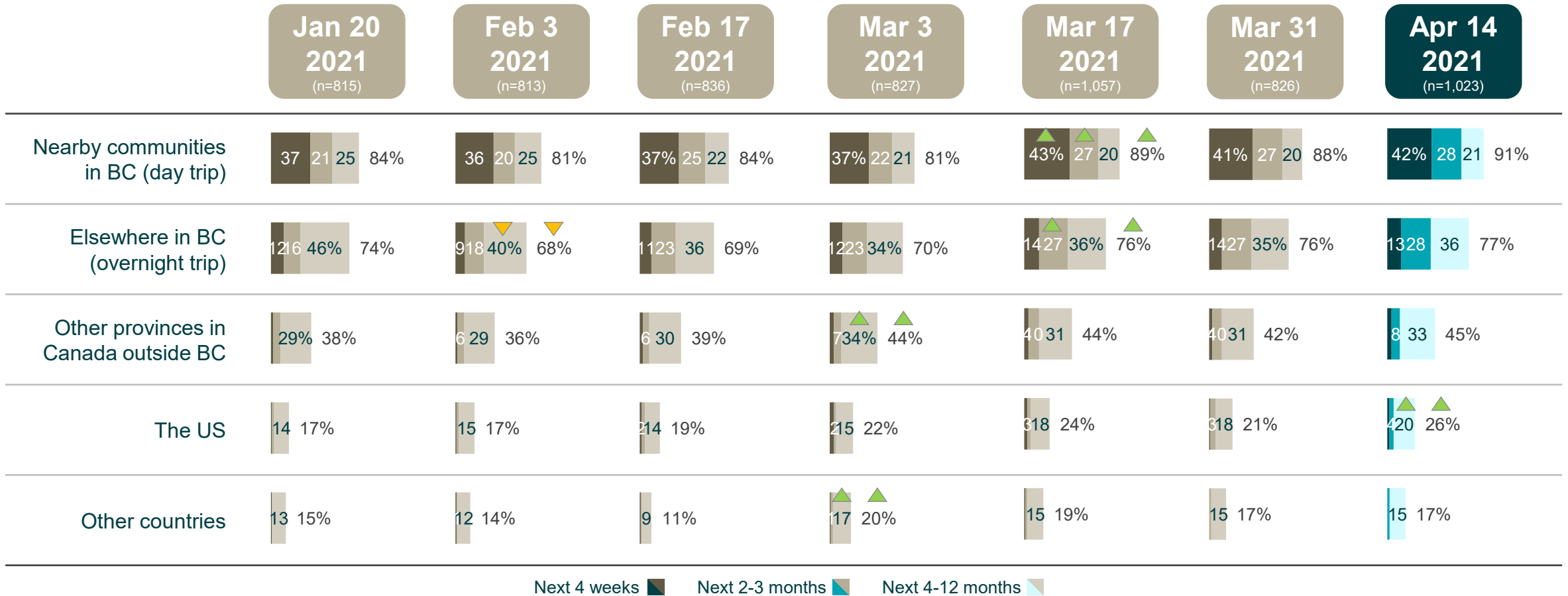
## COMFORT WITH ACTIVITIES/MODES OF TRANSPORTATION

- Comfort levels for most activities and modes of transportation continue to decline from last wave (March 31, 2021), with decreases in comfort for nearly all items tested.
- Specifically this wave:
  - Visiting non-essential retailers, which had remained relatively high for many waves is down 5% from last wave, with 64% feeling comfortable.
  - With dining-in restrictions continuing, comfort with dining in a restaurant is down another 7% from last wave, with 42% feeling comfortable. This is 22% lower than the peak comfort seen in the March 17, 2021 wave, and is now equal to the lowest point to date (May, 2020).
  - Comfort levels with visiting both indoor and outdoor tourist destinations continues on its downward trend; with outdoor tourist destinations down 8% from last wave, to 49% feeling comfortable, and indoor destinations down 7% from last wave, with 25% feeling comfortable.
  - Comfort with staying at both a hotel or motel (down 5%, with 34% feeling comfortable) and sharing economy accommodations (down 4%, with 27% feeling comfortable) have also declined this wave.
  - Comfort with taking a ferry for non-essential travel is at a historical low as well; down 7% from last wave and 12% from Wave 22’s high (March 17, 2021), with only 32% feeling comfortable this wave.

# 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?

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.

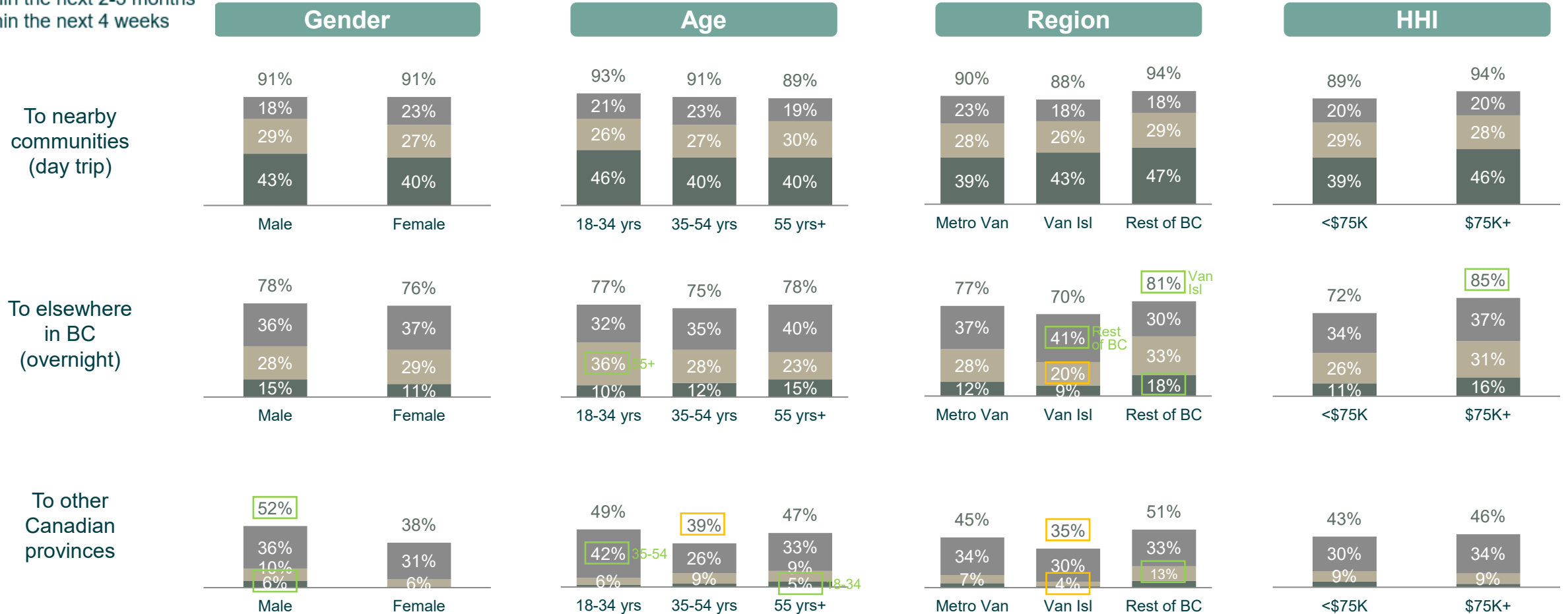


# Travel Intentions by Demographics

(Wave 24 – April 14, 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).

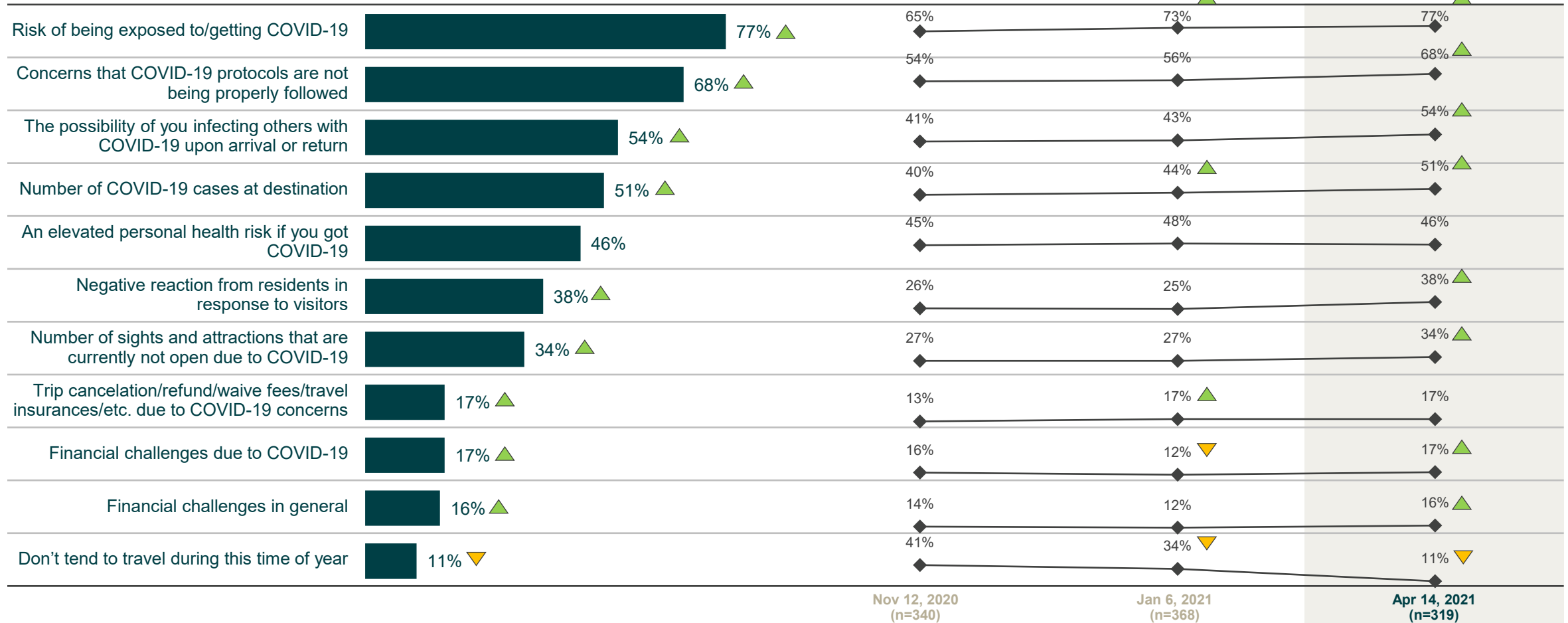
# Reasons for Not Considering BC Travel (Aided)

(Among Those Not Intending to Travel in BC in the Next 3 Months)



April 14, 2021

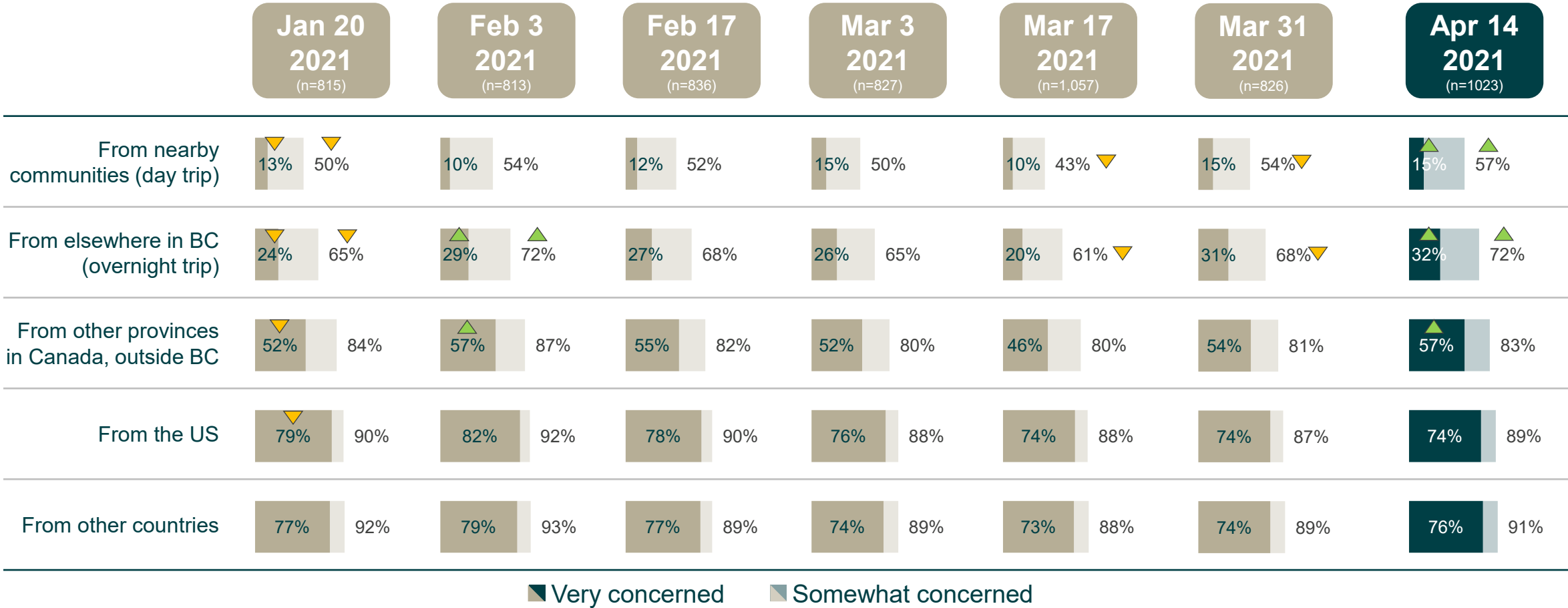
Tracking



Base: Those who are not likely to take a daytrip in BC or an overnight trip in BC in the next 3 months D4. Why are you **not** likely to travel in BC for a day trip or an overnight trip in the next 3 months?

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

# 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?

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

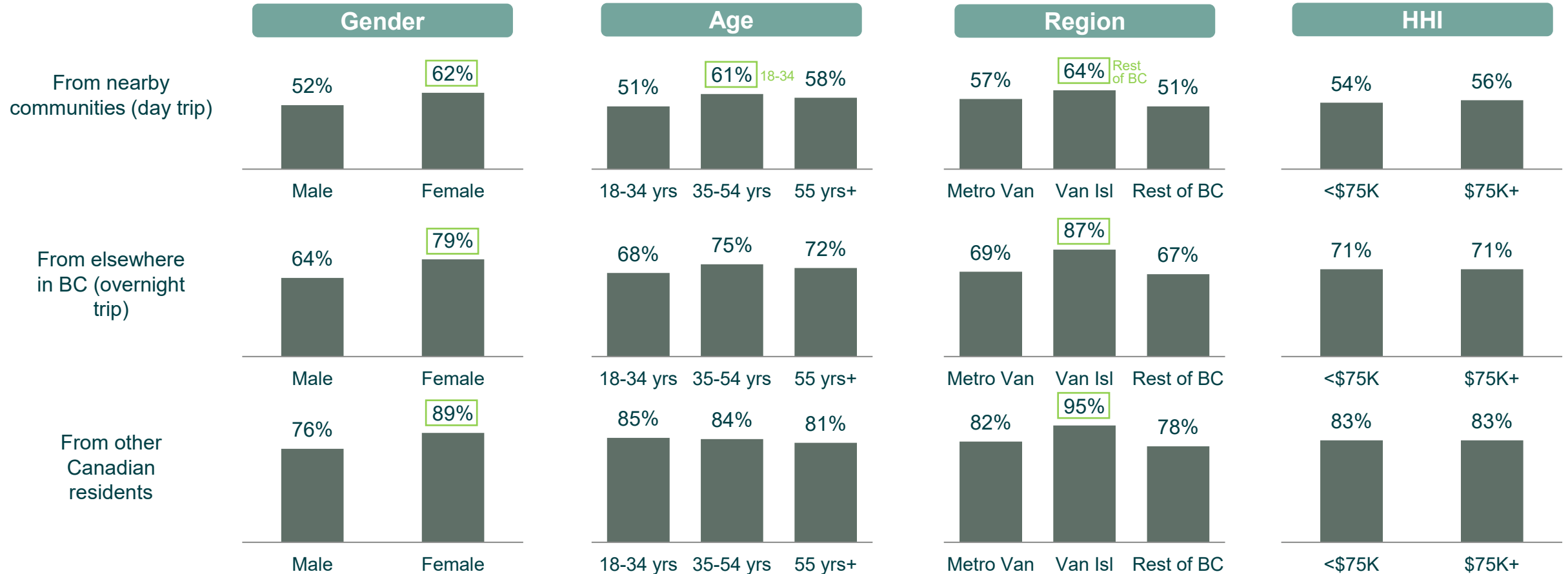
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# Concern to Welcome Visitors by Demographics

(Wave 24 – April 14, 2021)



■ Total concerned



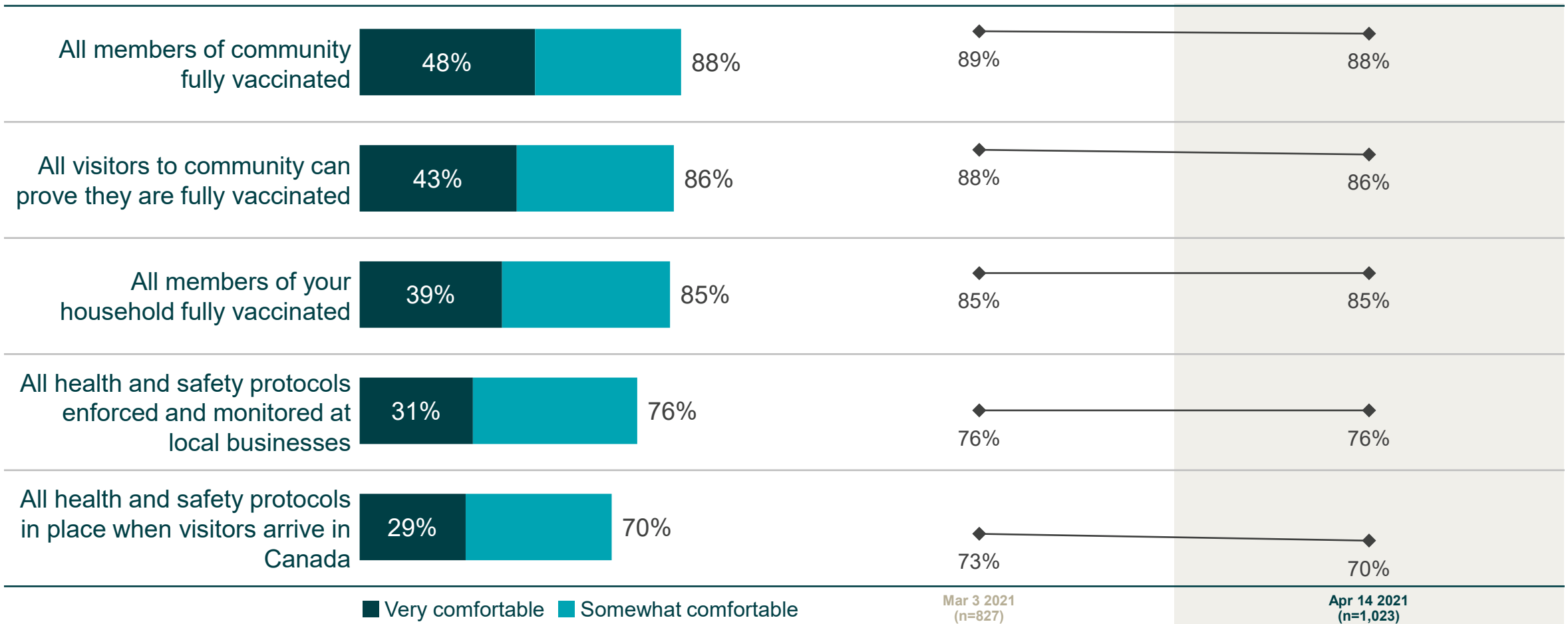
Base: All respondents  
 D2. Given the current situation with COVID-19, how concerned would you be with the following types of visitors making non-essential trips into your community over the next few weeks?

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

# Comfort With Welcoming Visitors Under Various Circumstances

**April 14, 2021**

**Tracking**



■ Very comfortable ■ Somewhat comfortable

Mar 3 2021  
(n=827)

Apr 14 2021  
(n=1,023)

Base: All respondents

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

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

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

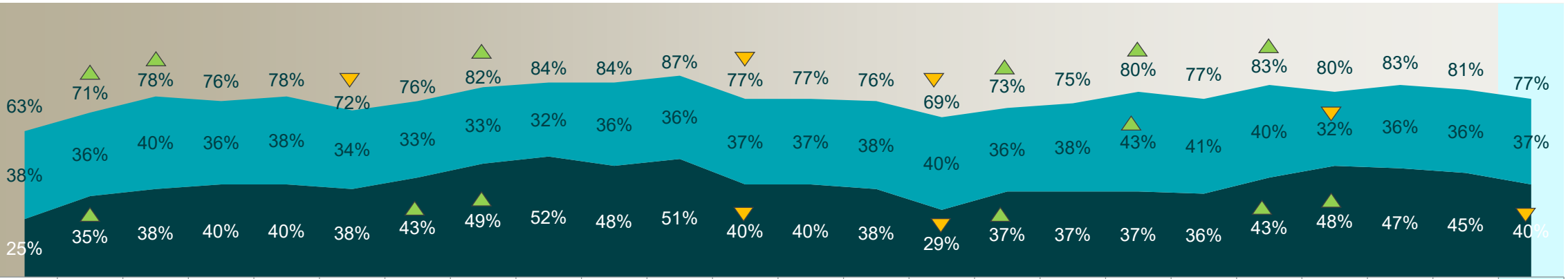
# Comfort With Activities/Modes of Transportation

(Among Those Who Do Each)

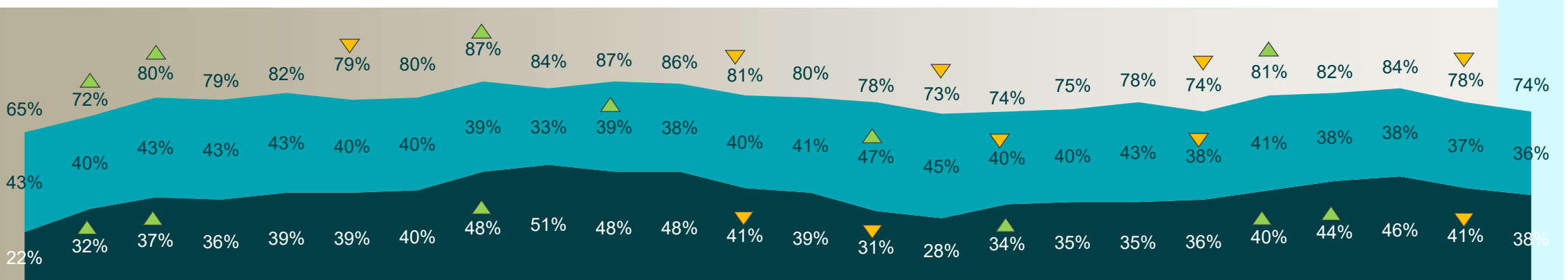


■ Probably would  
■ Definitely would

Visit a beach and/or lake



Visit a provincial park



‡ 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 (varies for each activity/mode of transportation each wave).  
 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?

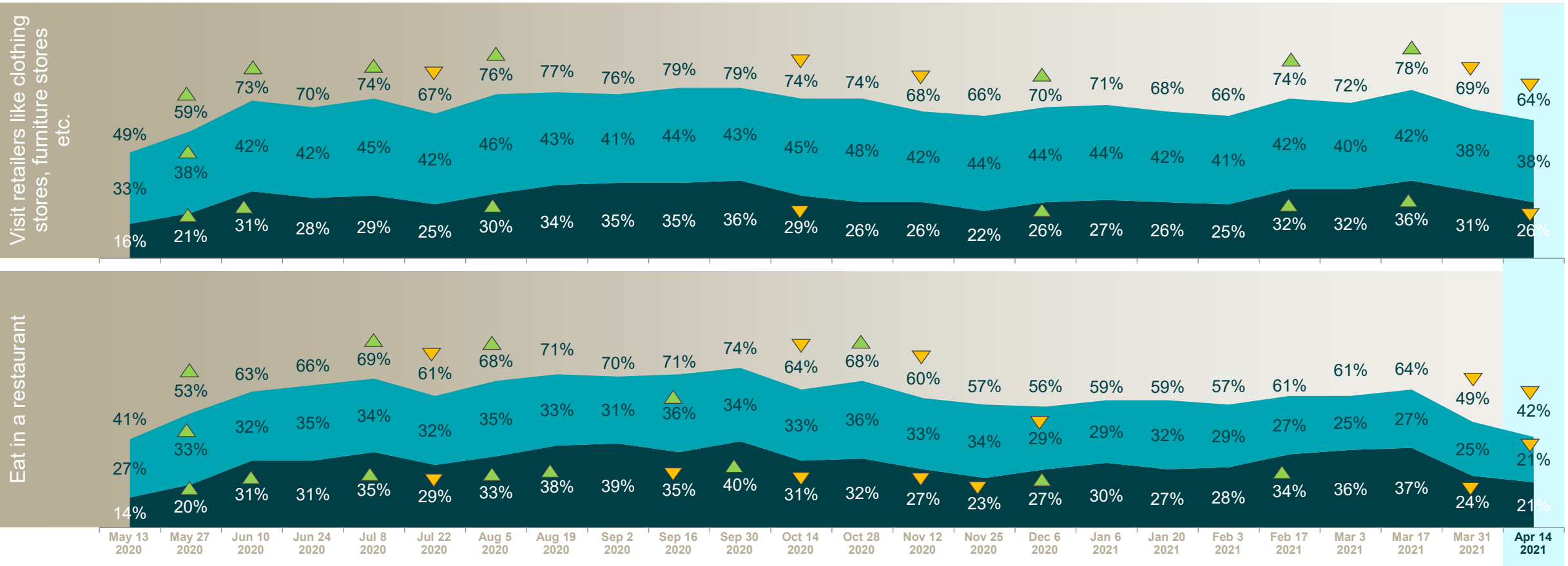
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# Comfort With Activities/Modes of Transportation

(Among Those Who Do Each)



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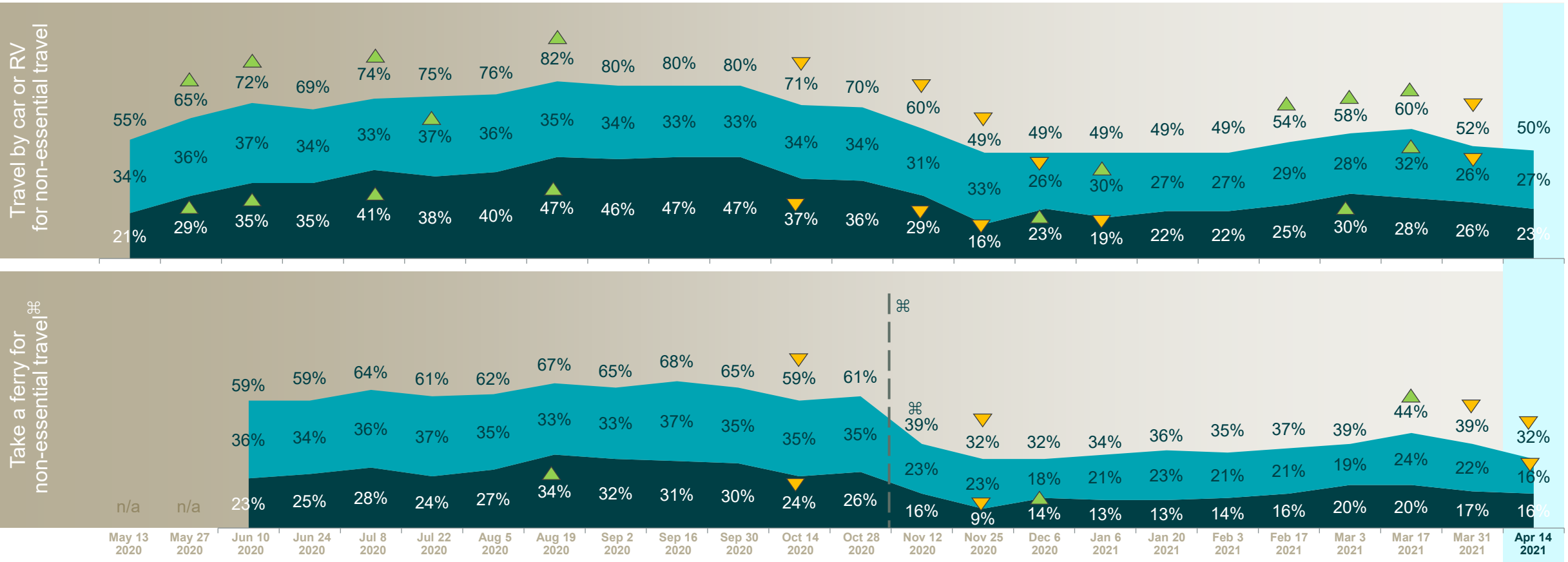
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# Comfort With Activities/Modes of Transportation <sup>⌘</sup>

(Among Those Who Do Each)



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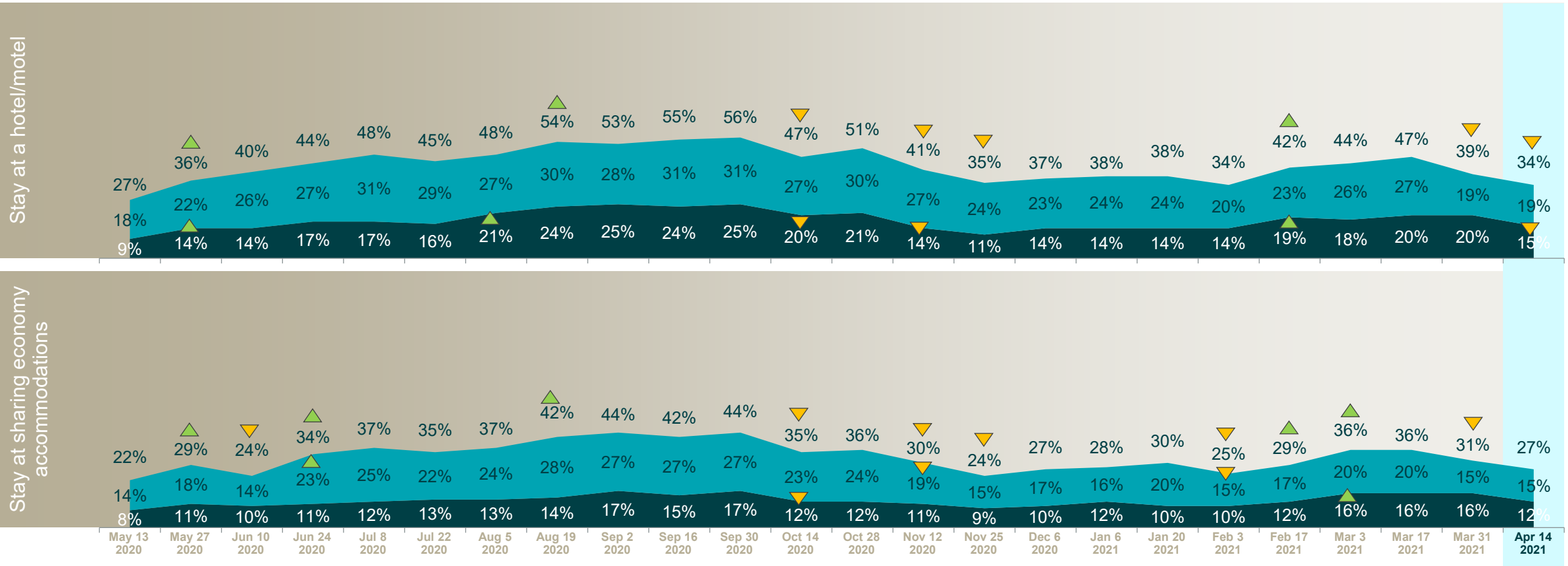


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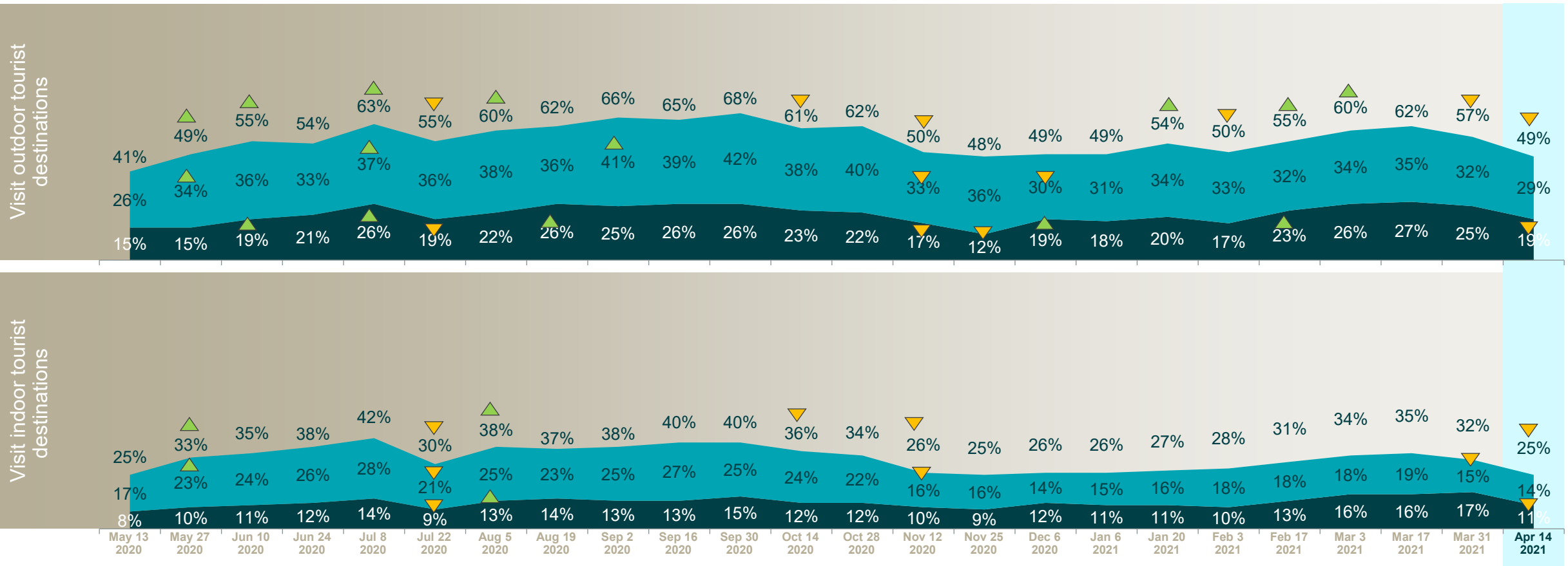
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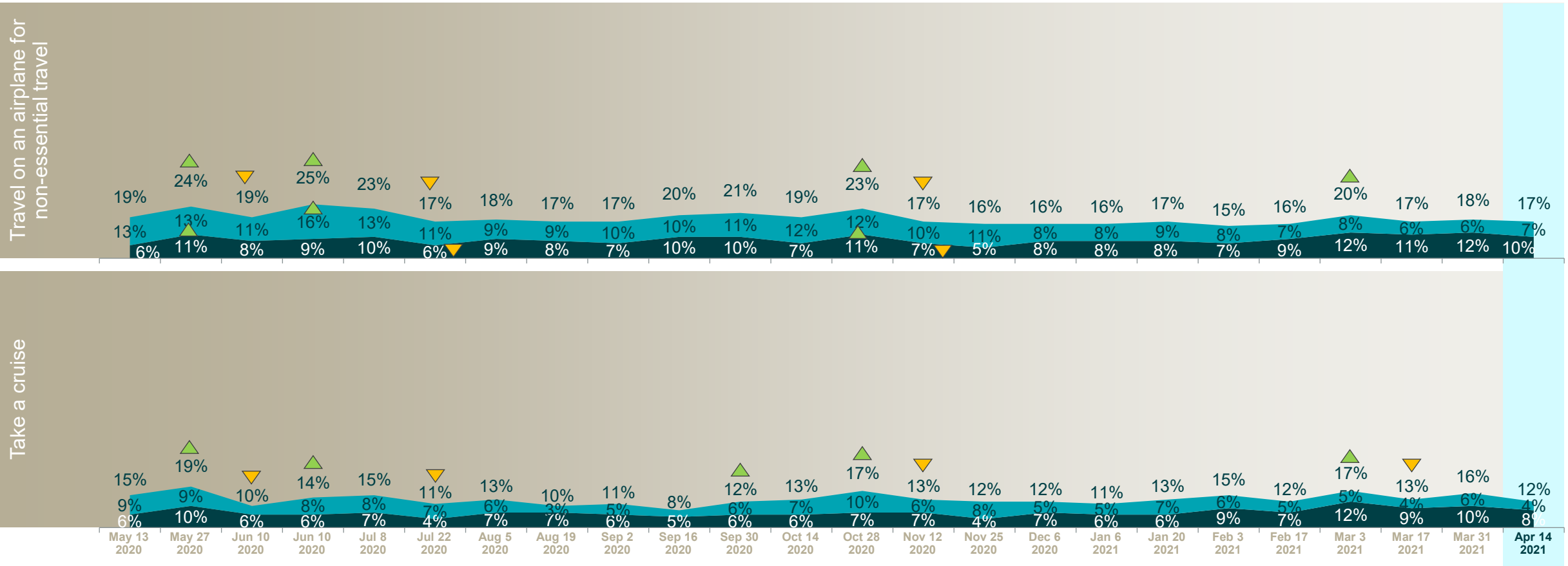
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**For more information, please contact:**

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