

BC Residents' Public Perceptions: COVID-19 Travel and Tourism Wave 48: July 15, 2022

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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 Leger (formerly 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. The survey moved to monthly fielding starting in January 2022.
- 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 (1,000 starting November 26, 2021) via an omnibus (shared study).
- Data is weighted by a number of demographic variables 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	Aug 5-9, 2020	998	+/-3.1%
8	Aug19-23, 2020	887	+/-3.3%
9	Sept 2-7, 2020	880	+/-3.3%
10	Sept 16-19, 2020	842	+/-3.4%
11	Sept 30-Oct 4, 2020	804	+/-3.4%
12	Oct 13-15, 2020	1,385	+/-2.6%
13	Oct 28-Nov 1, 2020	802	+/-3.5%
14	Nov 12 – 15, 2020	852	+/-3.4%
15	Nov 25 – 30, 2020	817	+/-3.4%
16	Dec 9-14, 2020	876	+/-3.4%
17	Jan 6-10, 2021	826	+/-3.4%
18	Jan 20-24, 2021	815	+/-3.4%
19	Feb 3-7, 2021	813	+/-3.4%
20	Feb 17-21, 2021	836	+/-3.4%
21	Mar 3-7, 2021	827	+/-3.4%
22	Mar 17-19, 2021	1,057	+/-3.0%
23	Mar 31-Apr 5, 2021	827	+/-3.4%
24	Apr 6-14, 2021	1,023	+/-3.1%
25	Apr 28-May 2, 2021	883	+/-3.3%
26	May 12-15, 2021	831	+/-3.4%
27	May 26-30, 2021	831	+/-3.4%
28	Jun 10-13, 2021	830	+/-3.4%
29	Jun 23-27, 2021	808	+/-3.4%
30	Jul 7-10, 2021	822	+/-3.4%
31	Jul 21-24, 2021	830	+/-3.4%
32	Aug 4-8, 2021	832	+/-3.4%
33	Aug 18-21, 2021	830	+/-3.4%
34	Sept 1-4, 2021	1,003	+/-3.1%
35	Sept 15-17, 2021	834	+/-3.4%
36	Sept 29-Oct 3, 2021	845	+/-3.4%
37	Oct 13-16,2021	820	+/-3.4%
38	Oct 27-31, 2021	838	+/-3.4%
39	Nov 10-14, 2021	820	+/-3.4%
40	Nov 26-28,2021	1,002	+/-3.1%
41	Dec 17-19, 2021	1,001	+/-3.1%
42	Jan 7-9, 2022	999	+/-3.1%
43	Feb 4-6, 2022	1,003	+/-3.1%
43 44	Feb 4-6, 2022 Mar 4-6, 2022	1,003 1,000	+/-3.1% +/-3.1%
44	Mar 4-6, 2022	1,000	+/-3.1%
44 45	Mar 4-6, 2022 Apr 8-10, 2022	1,000 1,003	+/-3.1% +/-3.1%





#### **PAST TRAVEL (SLIDES 6-7)**

Measured quarterly, reported travel in the April-June 2022 time period not surprisingly was up compared to the previous quarter, except for going to other countries. Compared to this same period last year, April-June 2021, overnight BC trips were stable at 34%, trips to other provinces was up +5 points to 13%, trips to the US was up +13 points to 14%, and trips to other countries was up +6 points to 7%.

#### **TRAVEL INTENTIONS (SLIDES 8-12)**

- Short term (next 4 weeks) travel prospects within BC has levelled off (no change for day trips and up directionally +2 points for overnight). As is the traditional season pattern, medium term (within 2-3 months) travel intentions are dipping, with a significant -4 point drop for day trips and a directional decrease for overnight. In comparing to July 2021, intentions to travel for day trips in BC in the next 4 weeks are down -12 points and intentions to travel for overnight trips in BC are down for -10 points.
- Short term (next 4 weeks) prospects for travel to other provinces is stable but has dropped -6 points for the next 2-3 months. Both short
  and medium term travel intentions to other parts of Canada is similar to the same time last year.
- Travel intentions to the US are up +3 points over the next 4 weeks and have levelled off for the next 2-3 months, while it is stable for both short and medium term for destinations in other countries. Current travel intentions levels for destinations outside of Canada are similar to July 2021.

#### **CONCERN WELCOMING VISITORS (SLIDES 13-15)**

 BC residents' concern welcoming visitors from most markets is stable and continues to be near record lows, with the exception of overnight BC visitors which increased +5 points to 28%.

# KEY HIGHLIGHTS – WHAT'S NEW OR CHANGED



#### **COMFORT WITH ACTIVITIES/MODES OF TRANSPORTATION (SLIDES 16-20)**

- Comfort with all activities has levelled off, with only directional increases or dips. The only activity that has significantly dropped in comfort is non-essential retailers, decreasing -3 points in July.
- Comfort levels with accommodations (hotel/motel, sharing economy accommodations) continue to rise directionally to new historical highs.

#### **REASONS FOR NOT TAKING AN OVERNIGHT TRIP IN BC (SLIDE 22)**

The top two reasons for not taking an overnight trip in BC in the next three months are cost-related: four in ten (41%) say transportation/ gas costs and over one-third (35%) are dealing with financial challenges, up +13 points from the last time this question was asked in March 2022. The risk of being exposed to/getting COVID-19 continues to decline as a reason not to take a trip, dropping -12 points from March to 26% in July, while 18% select travel disruptions as a reason.



# PAST TRAVEL



## **Past Travel**



In BC (Overnight Trip)	Other Provinces Outside BC	US	Other Countries
Jan-Mar 2020 16% 8% 31%	<mark>5%</mark> 7%	10%	7% 9%
Apr-Jun 2020 18% 5% 28%	3%	1%	1%
Jul-Sep 2020 21% 11% 6% 5 44%	8% 9%	1%	1%
Oct-Dec 2020 16% 5% 25%	5%	2%	1%
Jan-Mar 2021 10% 18%	3%	1%	1%
Apr-Jun 2021 17% 9% 35%	5% 8%	1%	1%
Jul-Sep 2021 23% 14% 6% <mark>10%</mark> 53%	12% 17%	4%	4%
Oct-Dec 2021 20% 8%	9%▼ 12%▼	5% <mark></mark> 6% 🛆	4%
Jan-Mar 2022 18% 5% <mark>▼</mark> 29%▼	<mark>6%</mark> ▼ 8%▼	6% 8%	6% 6% 🔺
Apr-Jun 2022 20% 9% 🛆 34% 🔺	10% 🔺 13% 🔺	10% 📥 14% 📥	6% 7%
	📕 1 trip 📕 2 trips 📕 3 tri	ps 🧧 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; Jan-Mar 2021 asked in Wave 23/Mar 31; Apr-Jun 2021 asked in Wave 30/Jul 7, 2021; Jul-Sep 2021 asked in Wave 37/Oct 13, 2021; Oct-Dec 2021 asked in Wave 42/Jan 7, 2022; Jan-Mar 2022 asked in Wave 45/Apr 8, 2022; Apr-Jun 2022 asked in Wave 48/Jul 15, 2022. 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?

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

7

(Please do not consider any trips for business purposes). Due to rounding, the sum of the individual values shown may not add up to the total shown.

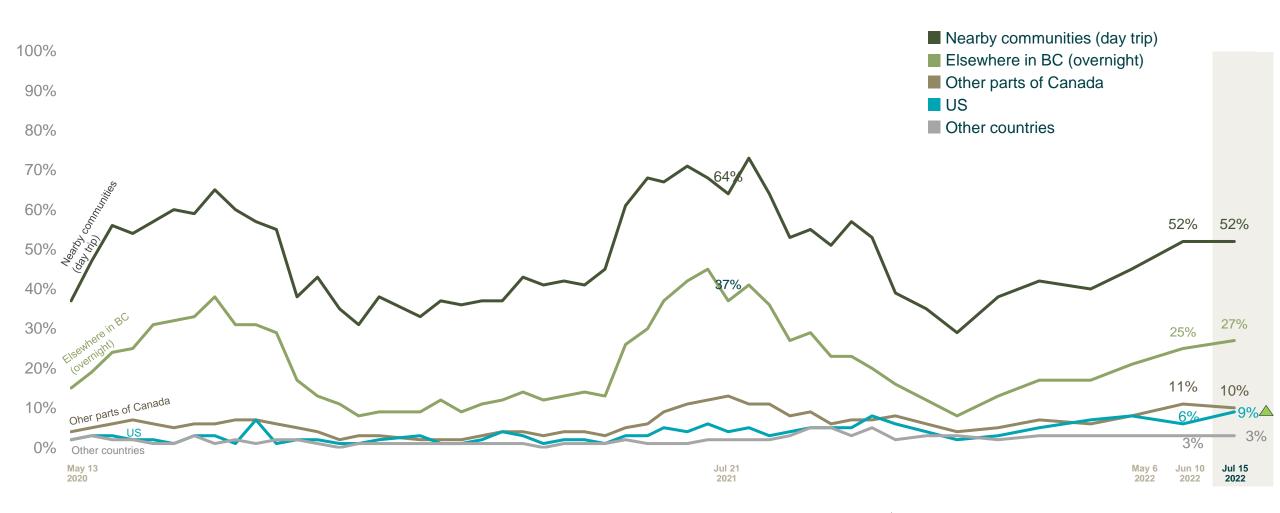


# TRAVEL INTENT



# Tracking British Columbians' Travel Intent Within Next 4 Weeks (By Destination)



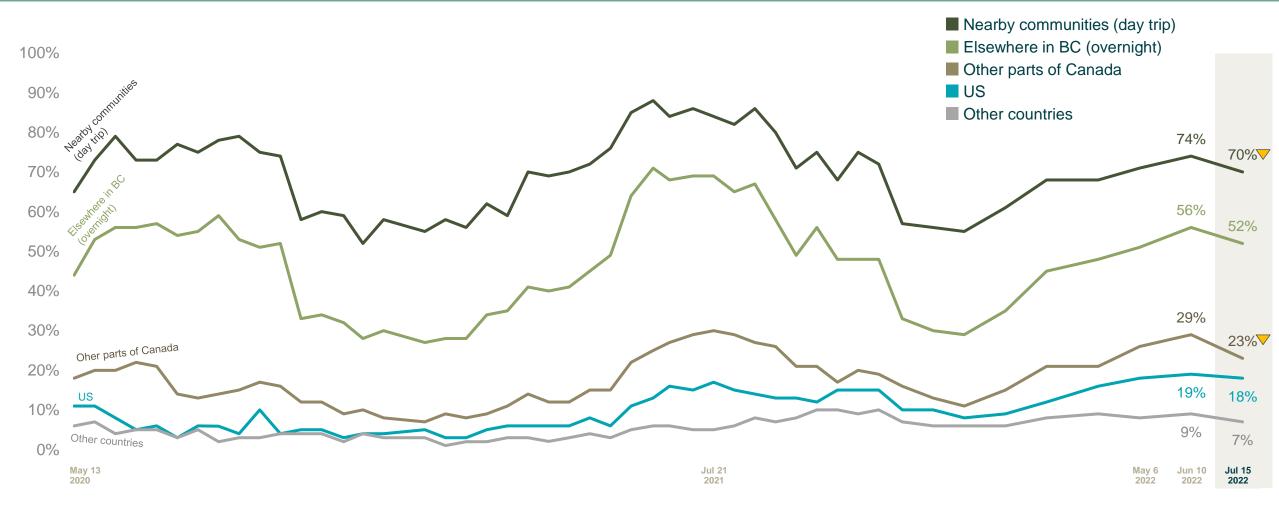


NOTE: Response category "only when vaccine or treatment for COVID-19 available" removed Jun 23, 2021. Base: All respondents D3. When, if at all, are you likely to make trips to the following destinations? ▲ Statistically significantly <u>higher</u> than previous wave. ▼ Statistically significantly **lower** than previous wave.

9

# Tracking British Columbians' Travel Intent Within Next 2-3 Months (By Destination)





NOTE: Response category "only when vaccine or treatment for COVID-19 available" removed Jun 23, 2021. 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 equal 100% to the sum of individual values shown.

Statistically significantly <u>higher</u> than previous wave.

10

# Snapshot Of British Columbians' Travel Intentions (Wave 48 – July 15, 2022)



11

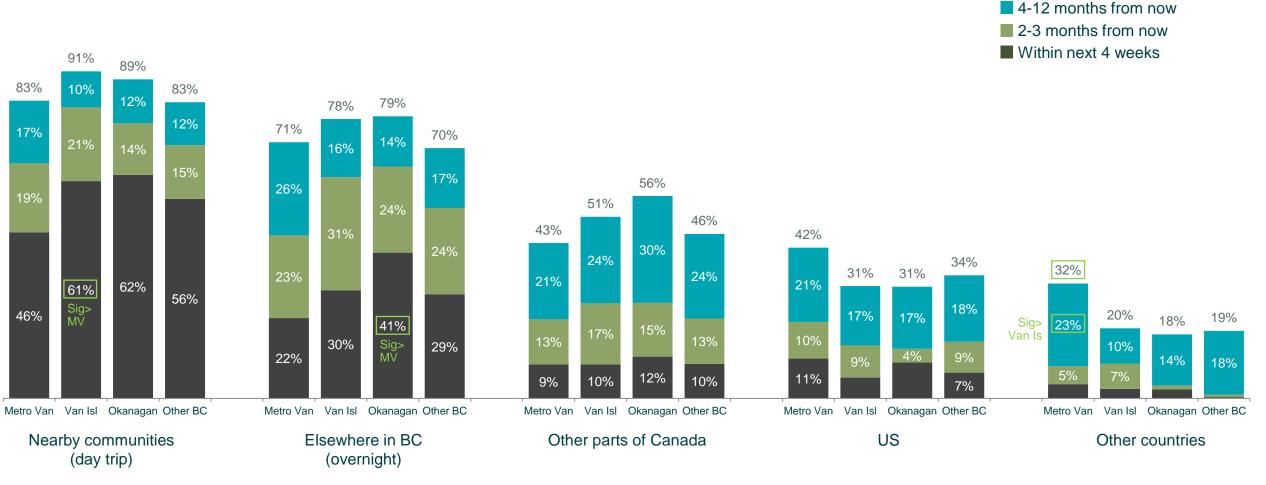
Nearby communities (day trip)			52%			18%	15%	6% 7%
Elsewhere in BC (overnight)		27%		25%		21%	11%	12%
Other parts of Canada	10%	14%	23	3%	2	3%	24%	6%
US	9%	9%	19%	2	:1%	2	28%	14%
Other countries		19%		24%		35%		15%

Within next 4 weeks 2-3 months from now 4-12 months from now Within 2 years Not sure, but longer than 2 years Nover

Base: All respondents

D3. When, if at all, are you likely to make trips to the following destinations? Due to rounding, the sum of the individual values shown may not add up to 100%.

## Snapshot Of British Columbians' Travel Intentions By Region (Wave 48 – July 15, 2022)



Base: All respondents D3. When, if at all, are you likely to make trips to the following destinations? Due to rounding, the sum of the individual values shown may not add up to the total shown. Statistically significantly <u>higher</u> than comparison group(s).

12

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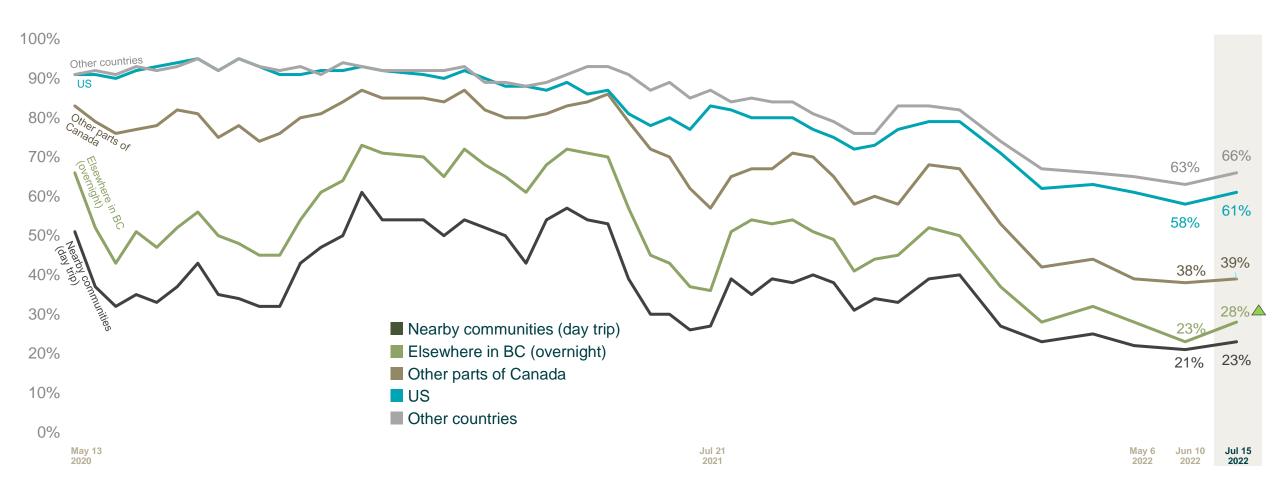
## **CONCERN WELCOMING VISITORS**



### Tracking British Columbians' Concern Welcoming Visitors (Total Very/Somewhat Concerned By Visitor Origin)



14



#### 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 <u>higher</u> than previous wave.

### Snapshot Of British Columbians' Concern Welcoming Visitors (Wave 48 – July 15, 2022)



		Not Concerned		Concerned
77%	36%	42%	Nearby communities (day trip)	17% 5% 23%
72%	31%	40%	Elsewhere in BC (overnight)	22% 6% 28%
	61% 27%	34%	Other parts of Canada	28% 11% 39%
	39%	19% 20%	US	34% 28% 61%
	34%	5 17% 17%	Other countries	33% 33% 66%
	Not at all concerned	Not very concerned		Somewhat concerned Very 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? Due to rounding, the sum of the individual values shown may not add up to the total shown.



# COMFORT LEVELS BY ACTIVITY / TRANSPORTATION / ACCOMMODATION



# Snapshot Of British Columbians' Comfort Levels With Activities, Transportation and Accommodation (Wave 48 – July 15, 2022)

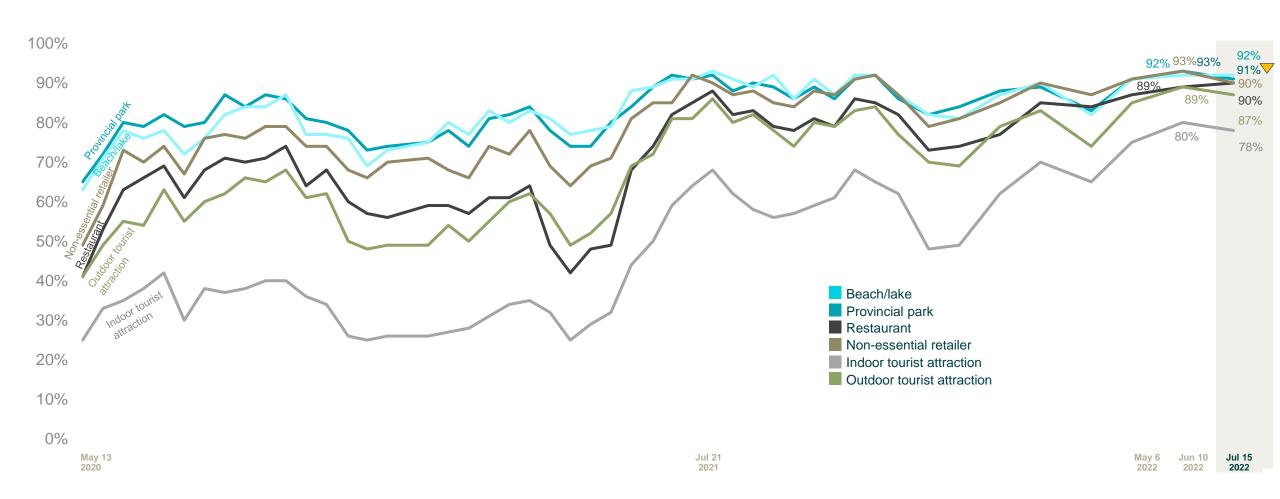


		Would Fe	eel Comfortable		Would Hold Off	
92%	63%		29%	Beach/lake	8%	
91%	63%		28%	Provincial park	9%	
90%	60%		30%	Non-essential retailer	10%	
90%	63%		27%	Restaurant	10%	
89%	61%		28%	Car/RV (non-essential)	11%	
87%	51%		36%	Outdoor tourist attraction	13%	
84%	50%		34%	Hotel/motel	16%	
83%	51%		32%	Ferry (non-essential)	17%	
78%	<b>42%</b>		36%	Indoor tourist attraction	22%	
	72% 36%		36%	Sharing economy accommodations	28%	
	64%	34%	30%	Airplane (non-essential)	36%	
	44	4% 24%	20%	Cruise	56%	
Definitely would feel	l comfortable F	<sup>2</sup> robably would	feel comfortable	1	Would hold off longer due to concerns	

Base: All respondents, excluding not applicable/don't do this in general and 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? Due to rounding, the sum of the individual values shown may not add up to the total shown.

## Tracking British Columbians' Comfort Levels With Activities (Total Definitely/Probably Would By Activity)





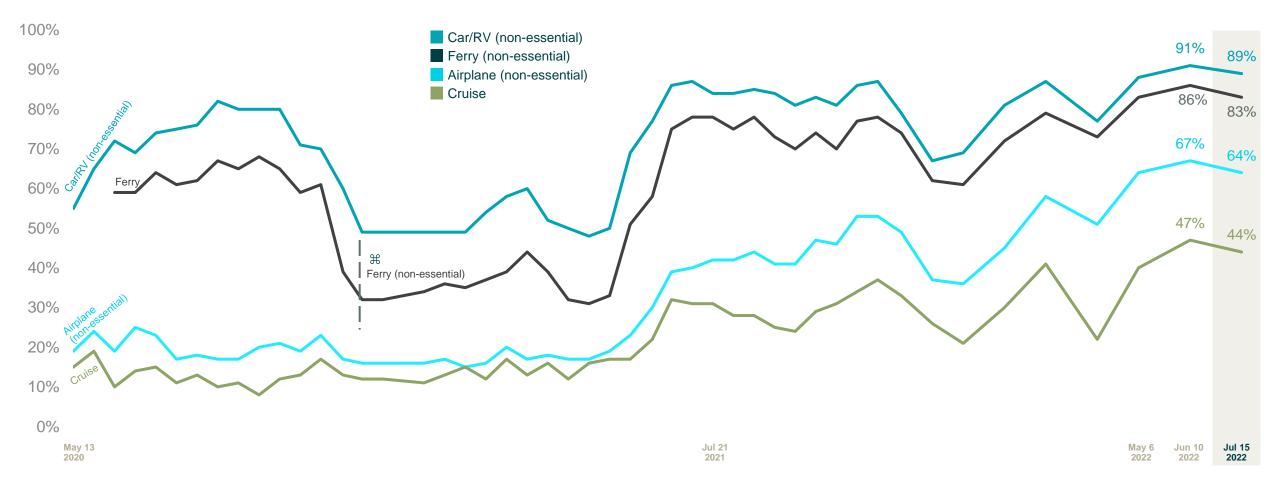
Base: All respondents, excluding not applicable/don't do this in general and not applicable/wouldn't do this at this time of year D1. Would you be comfortable doing/using each of the following in the next few weeks, or are you be likely to hold off longer due to concerns about COVID-19?

▲ Statistically significantly <u>higher</u> than previous wave.
 ▼ Statistically significantly <u>lower</u> than previous wave.

# Tracking British Columbians' Comfort Levels With Transportation Modes



(Total Definitely/Probably Would By Transportation)



Base: All respondents, excluding not applicable/don't do this in general and not applicable/wouldn't do this at this time of year

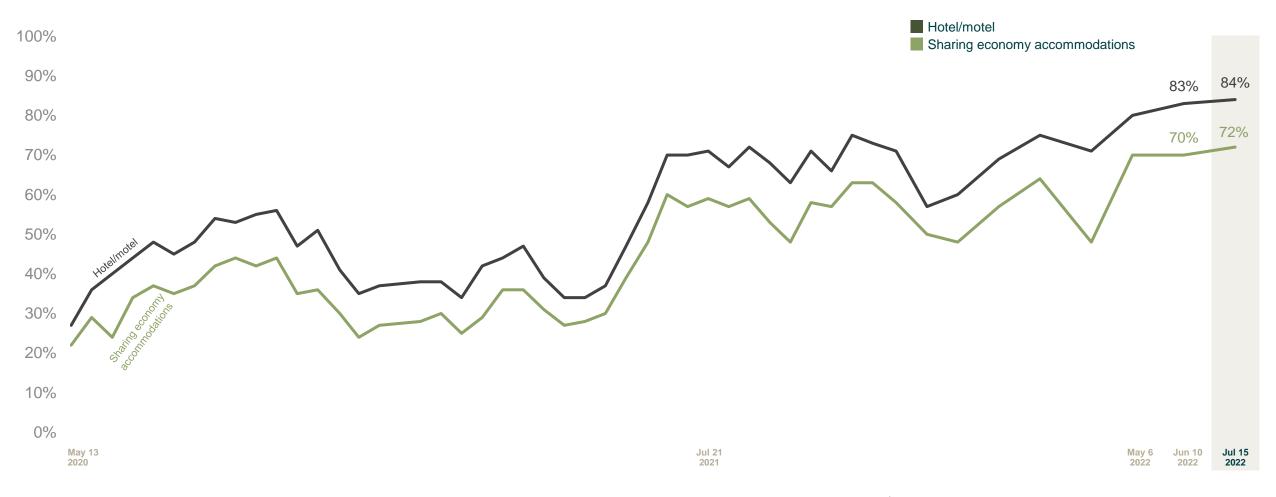
D1. Would you be comfortable doing/using each of the following in the next few weeks, or are you be likely to hold off longer due to concerns about COVID-19?

▲ Statistically significantly <u>higher</u> than previous wave.
 **19** ✓ Statistically significantly **lower** than previous wave.

# Tracking British Columbians' Comfort Levels With Accommodation



(Total Definitely/Probably Would By Accommodation Type)



Base: All respondents, excluding not applicable/don't do this in general and 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 <u>higher</u> than previous wave.

20

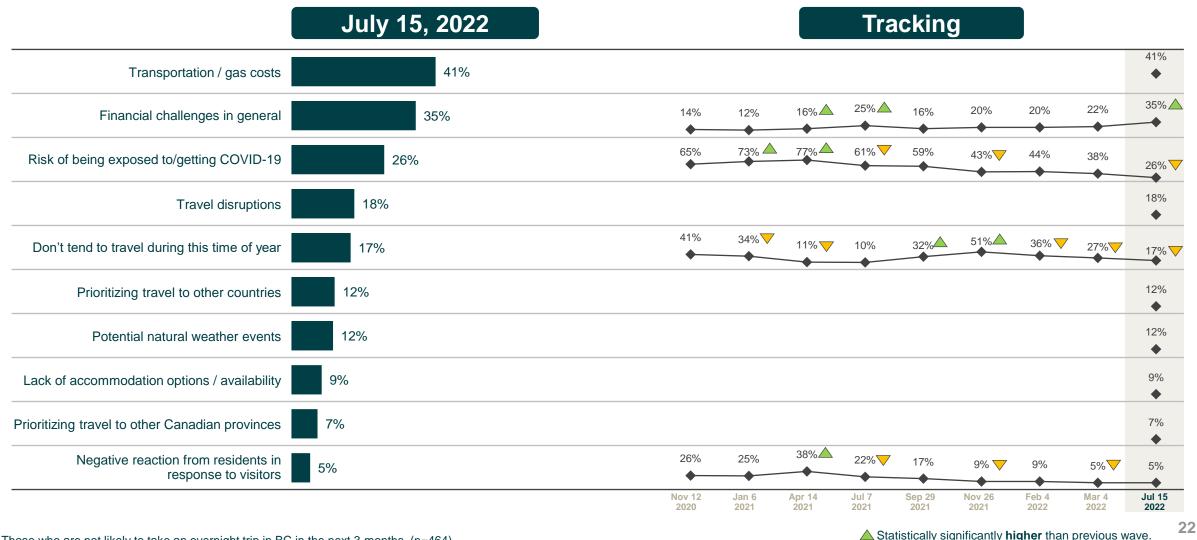


# **CURRENT AD-HOC FINDINGS**



## Reasons For Not Considering Future BC Travel (Aided)

(Among those not intending to take an overnight trip in BC in the next 3 months)



Base: Those who are not likely to take an overnight trip in BC in the next 3 months. (n=464) D4new. Why are you **not** likely to take an overnight trip in BC in the next 3 months?

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

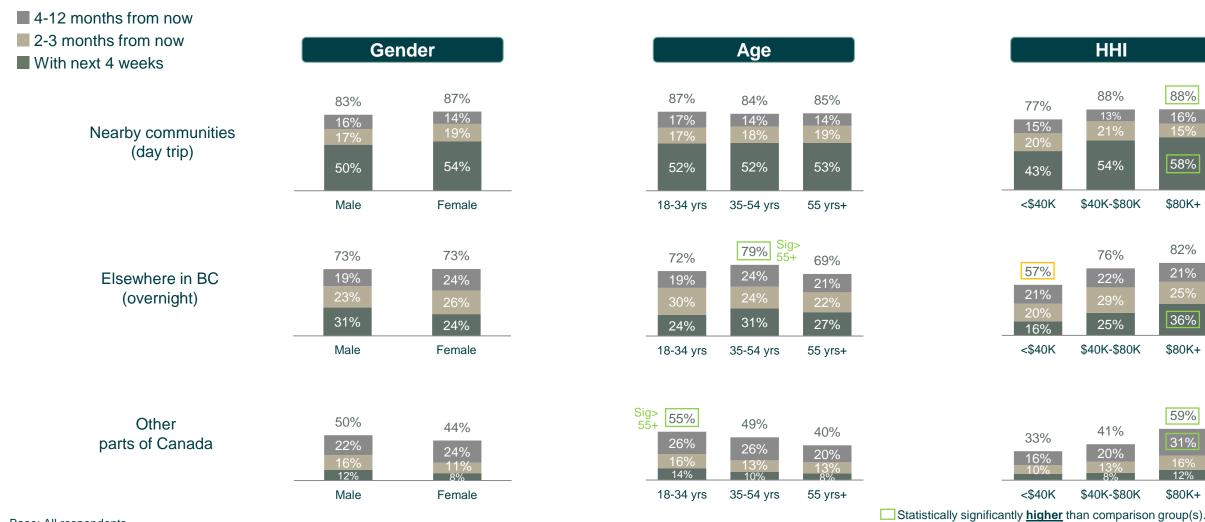


## **APPENDIX: METRICS BY DEMOGRAPHICS**



### Snapshot Of British Columbians' Travel Intent By **Demographics** (Wave 48 – July 15, 2022)





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 equal 100% to the sum of individual values shown.

24

Statistically significantly lower than comparison group(s).

Sig> <\$40K

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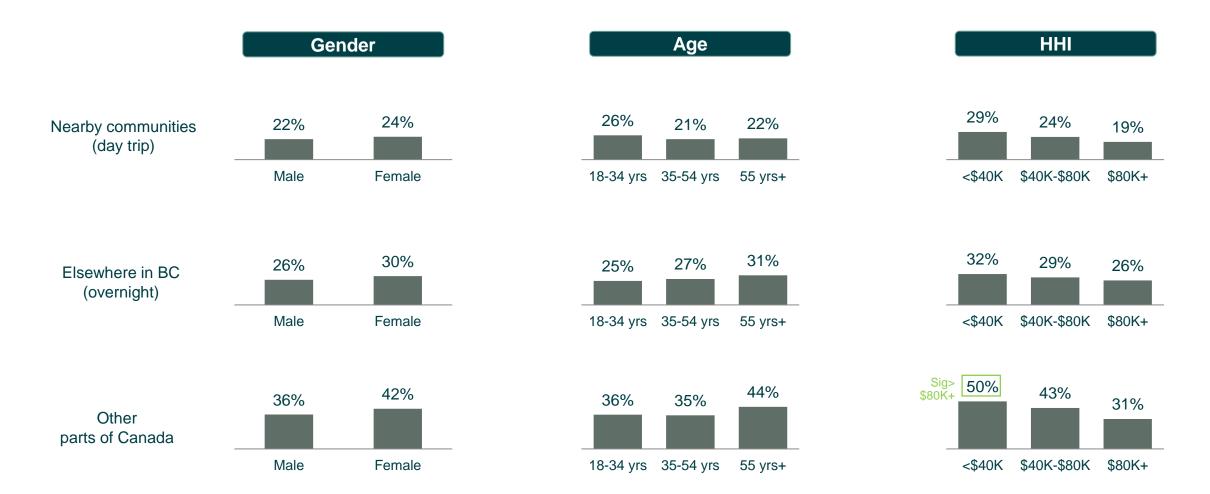
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# Snapshot Of British Columbians' Concern Welcoming Visitors By Demographics



(Total Very/Somewhat Concerned, Wave 48 – July 15, 2022)



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 <u>higher</u> than comparison group(s).
 Statistically significantly <u>lower</u> than comparison group(s).

25



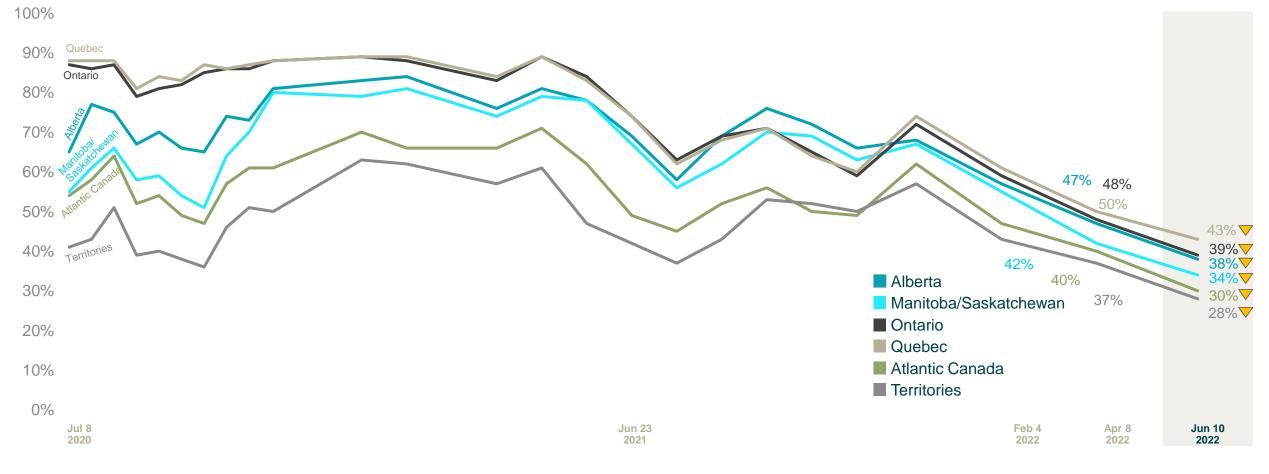
## **APPENDIX: PAST AD-HOC FINDINGS**



# Tracking British Columbians' Concern Welcoming Canadian Visitors



(Total Very/Somewhat Concerned By Origin)



<sup>#</sup>Question frequency changed from bi-weekly to monthly starting November 12, 2020.

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.

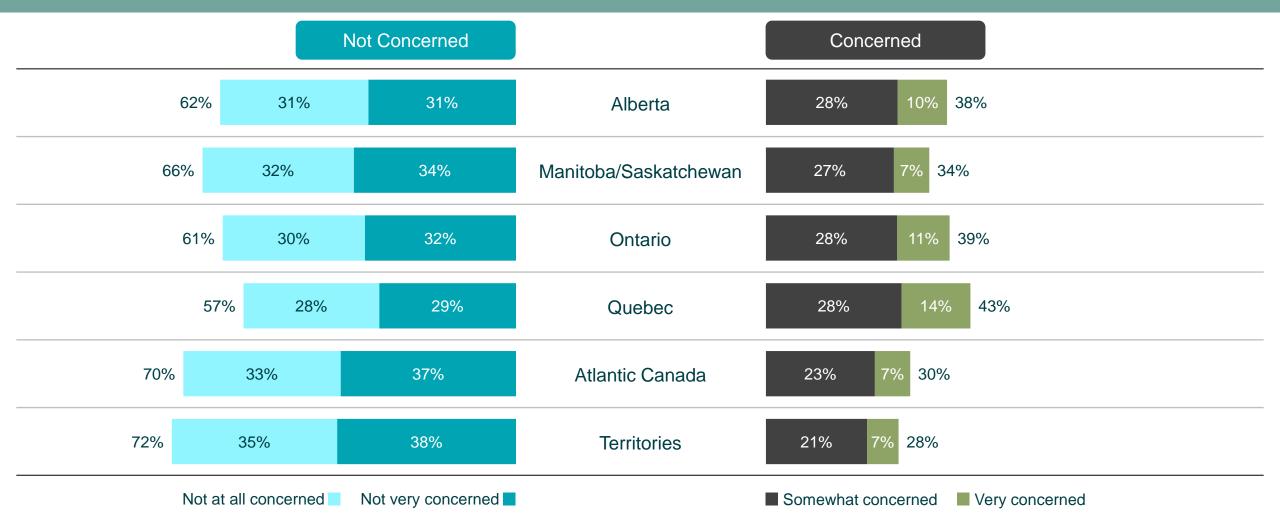
Statistically significantly **lower** than previous wave.

27

# Snapshot Of British Columbians' Concern Welcoming Canadian Visitors

(Wave 48 – July 15, 2022)





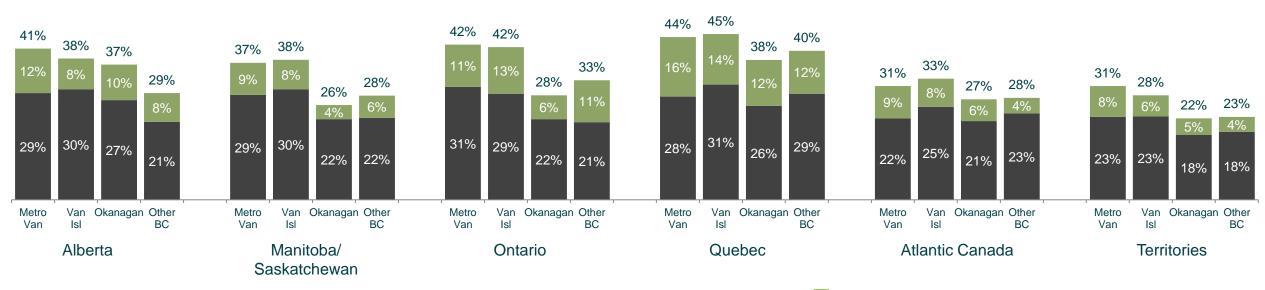
#### Base: All respondents

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? Due to rounding, the sum of the individual values shown may not add up to the total shown.

### Snapshot Of British Columbians' Concern Welcoming Canadian Visitors By Region (Wave 48 – July 15, 2022)



Very concernedSomewhat 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?

Due to rounding, the sum of the individual values shown may not add up to the total shown.

Statistically significantly **<u>higher</u>** than comparison group(s).

Statistically significantly lower than comparison group(s).

29

### Impact of Factors on Overnight Travel in BC this Summer (Wave 47 – June 10, 2022)



Transportation/gas costs	8% 8%	23%		31%		31%	
Concerns about my personal financial situation	18%	13%	26%		22%	219	%
COVID-19	27%		21%	24%	6	16%	12%
Potential natural weather events	11% 1	6%	32%		26%		15%
Visiting a new destination and/or participating in a new experience/activity in BC	26%		16%	33%		17%	7%
Including environmentally friendly travel options	26%		19%	3	5%	15%	6%
	1 – No impact at al	II <b>2</b>	3 4	5 – Greatly imp	act		

Base: All respondents

ADHOC JUN\_D4r1:. What level of impact will each of the following factors have on your overnight travel plans in British Columbia this summer?

### Importance of Tourism (Wave 45 – Apr 8, 2022)



The tourism industry plays an important role in British Columbia's economic recovery from the COVID-19 pandemic		3	9%	45%				15%		
Tourism supports a greater diversity of amenities than would otherwise exist in my community		33%		46%			19%			
Tourism plays a positive role in preserving, sharing, and celebrating the culture and history of my community		32%			44%			2	0%	
Residents are involved and play a role in influencing the planning and development of tourism in my community	2	0%		39%			28%		11%	
The overall attractiveness of the tourism industry as an employer is positive compared to other industries	10%		27%			51%			9%	
The tourism industry offers higher wages compared to other industries	8%	15%			51%			22%	6	
	Strongly	agree	Somewhat agre	e Neith	er agree nor disa	gree	Somewhat di	sagree	Strongly disa	

Base: All respondents

ADHOC APR\_A. Please indicate your level of agreement for each of the following statements.

#### Impact of Gas Prices on Spring/Summer Travel Intentions (Wave 45 – Apr 8, 2022)



Nearby communities (day trip)	37	7%	48%	10%
Elsewhere in BC (overnight)	34%		46%	16%
Other parts of Canada	25%	33	3%	38%
US	18%	31%	6%	45%
Other countries	15%	29%	6%	50%
	Fewer trips	Same number of trips	More trips	Don't plan to travel here

Base: All respondents

ADHOC APR\_B. How will the rising price of gas/fuel impact the number of trips you take to the following destinations this Spring/Summer?

# Reasons For Not Considering Future BC Travel (Aided) (Among Those Not Intending to Travel in BC in the Next 3 Months)

	March 4, 2022				Track	ing			
Risk of being exposed to/getting COVID-19	38%	65%	73%	77%	61%	59%	43% 🗸	44%	38%
Don't tend to travel during this time of year	27%	41% •	34%	11% 🗸	10%	32%	51%	36%	27%
Concerns that COVID-19 protocols are not being properly followed	26%	54%	56%	68%	57% 🗸	47%	32% 🗸	33%	26% 🥄
Financial challenges in general	22%	14%	12%	16%	25%	16%	20%	20%	22%
Financial challenges due to COVID-19	20%	16%	12% 🗸	17%	25%	19%	17%	19%	20%
An elevated personal health risk if you got COVID-19	19%	45%	48%	46%	39% 🗸	36%	26% 🗸	28%	19% 🥄
Number of COVID-19 cases at destination	17%	40% •	44%	51%	33% 🗸	46%	27% 🗸	33%	17% 🥄
The possibility of you infecting others with COVID-19 upon arrival or return	17%	41% ◆	43%	54%	31% 🗸	28%	16% 💙	19%	17%
Number of sights and attractions that are currently not open due to COVID-19	12%	27%	27%	34%	24% 💙	17%	14%	16%	12%
Trip cancelation/refund/waive fees/travel nsurances/etc. due to COVID-19 concerns	8%	13%	17%	17%	26%	17%	12%	14%	8% 🥄
Negative reaction from residents in response to visitors	5%	26% •	25%	38%	22% 💙	17%	9% 🗸	9%	5%
		Nov 12 2020	Jan 6 2021	Apr 14 2021	Jul 7 2021	Sep 29 2021	Nov 26 2021	Feb 4 2022	Mar 4 2022

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?

A Statistically significantly higher than previous wave.

Statistically significantly **lower** than previous wave.



# % of Agreement

I hope there is more tourism to my community than there was prior to the pandemic

I hope there is a similar amount of tourism to my

community than there was prior to the pandemic

I hope there is less tourism to my community than there was prior to the pandemic



Not sure



16%

19%

22%

43%

### Interest in BC Activities/Experiences Compared to Two Years Ago (Wave 44 – Mar 4, 2022)



City stays	60%	6	21%	12% 7%
Indigenous experiences	59%	, 2	17%	12% 13%
Visiting new parts of British Columbia	58%		21%	15% 5%
Outdoor Activities	58%		26%	12%
Road trips	55%		22%	19%
	Stayed the same	Increased	Decreased	Not sure

Base: All respondents

D6\_Mar 1. In comparison to two years ago, how has your level of interest in the following activities/ experiences in British Columbia changed?

### Interest in BC Activities/Experiences Compared to Two Years Ago (Wave 44 – Mar 4, 2022)



City stays	60%	6	21%	12% 7%
Indigenous experiences	59%	, 2	17%	12% 13%
Visiting new parts of British Columbia	58%		21%	15% 5%
Outdoor Activities	58%		26%	12%
Road trips	55%		22%	19%
	Stayed the same	Increased	Decreased	Not sure

Base: All respondents

D6\_Mar 1. In comparison to two years ago, how has your level of interest in the following activities/ experiences in British Columbia changed?

# Likely 2022 Travel Compared to 2021 (Wave 41 – Jan 7, 2022)



Elsewhere in BC (overnight) 9%		45%		24%	22%
Other parts of Canada 9%		33%	19%		39%
US 7%	18%	19%		56%	
Other countries 6%	17%	18%		59%	
Fewer in 2022 than 2027	1 About the san	ne in 2022 as 2021 🛛 N	lore in 2022 than 2021	Didn't travel here in a	2021, and don't plan to ir
respondents				ically significantly <u>higher</u> than ( ically significantly <b>lower</b> than c	

D14. Compared to last year (2021), how much do you plan to travel this year (2022) to each of the following to destinations for leisure and/or visiting friends and family? (Please do not consider any trips for businesses purposes).

Statistically significantly lower than comparison group(s).

### British Columbians' Views On Visitors (Wave 32 – August 4, 2021)



Agree	Disagree	Neither agree nor disagree
66% 20% 47%	Try to have a positive economic impact 7% 11%	23%
41% 11% 30%	Try to leave a positive 17% 6% 23%	36%
34% 10% 24%	Try to not to have a negative environmental impact 24% 10% 34%	32%
30% 8% 22%	Try to understand local issues 29% 13% 43%	27%
27% 8% 20%	Mindful of over-tourism in certain areas 30% 19% 49%	23%
27% 6% 21%	Try to understand Indigenous culture and customs27%12%39%	34%
Strongly agree Somewhat agree	Somewhat disagree Strongly disagree	

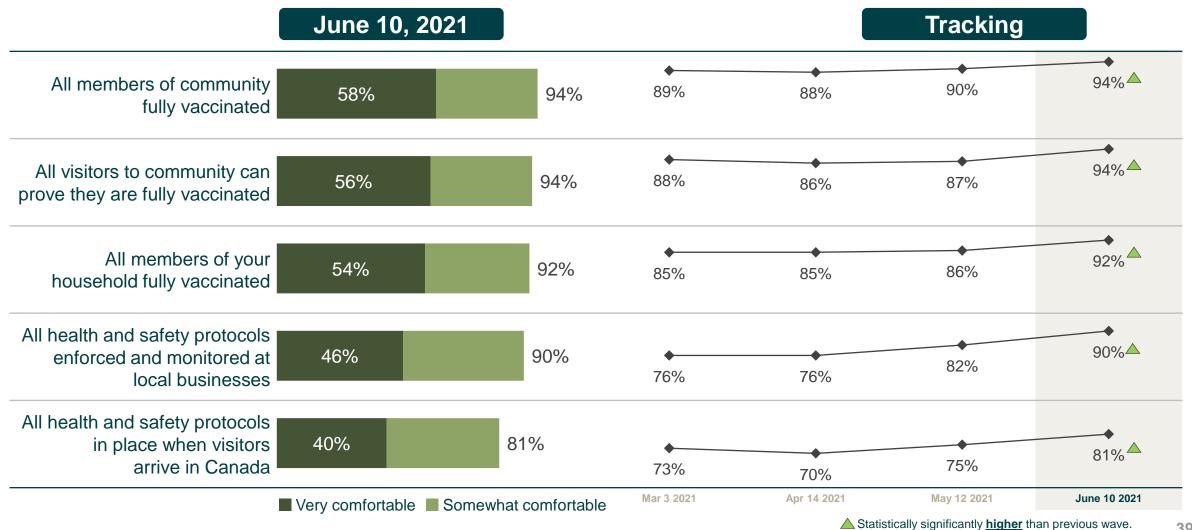
Base: All respondents

D11. How much do you agree or disagree with each of the following statements?

Due to rounding, the sum of the individual values shown may not add up to the total shown.

## Comfort With Welcoming Visitors Under Various Circumstances





#### Base: All respondents

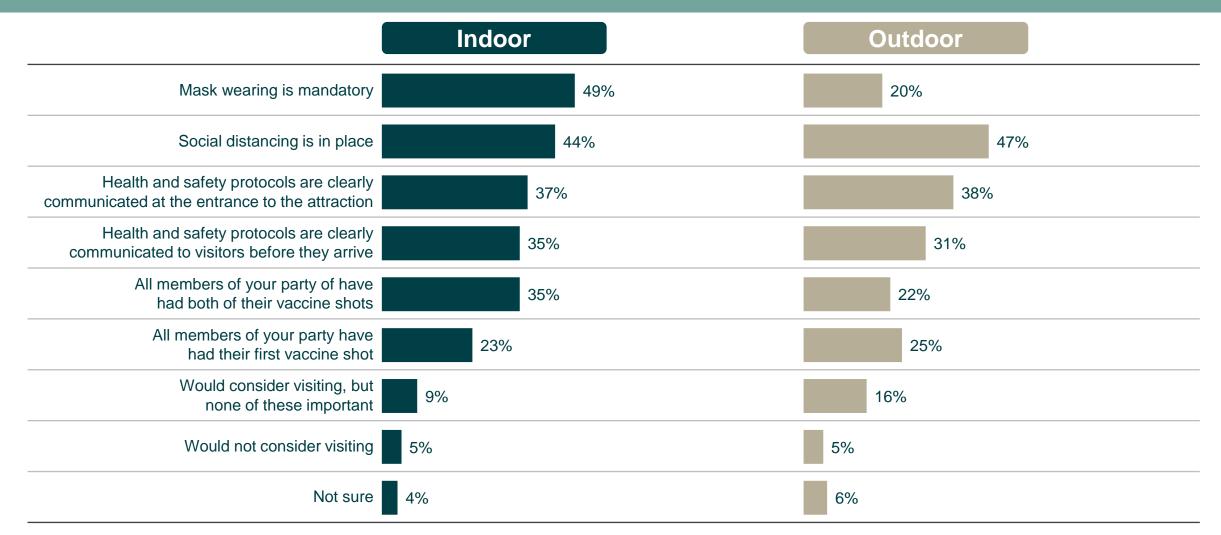
D5. How comfortable would you be with visitors making non-essential trips into your community under each of the following circumstances?

39

Statistically significantly **lower** than previous wave.

### Important Circumstances In Visiting BC Attractions (Aided) (Wave 29 – June 23, 2021)





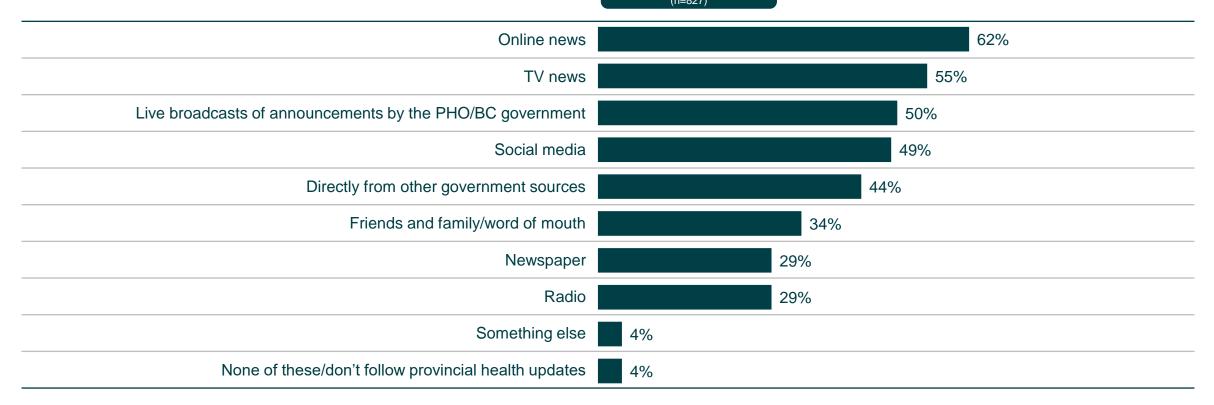
#### Base: All respondents

D10. If you were considering visiting a tourist attraction in BC in the next few weeks, which of the following, if any, would be important to you in deciding whether to visit or not?

# Source Of Provincial COVID-19 Health Updates (Wave 21 - March 3, 2021)



## March 3, 2021

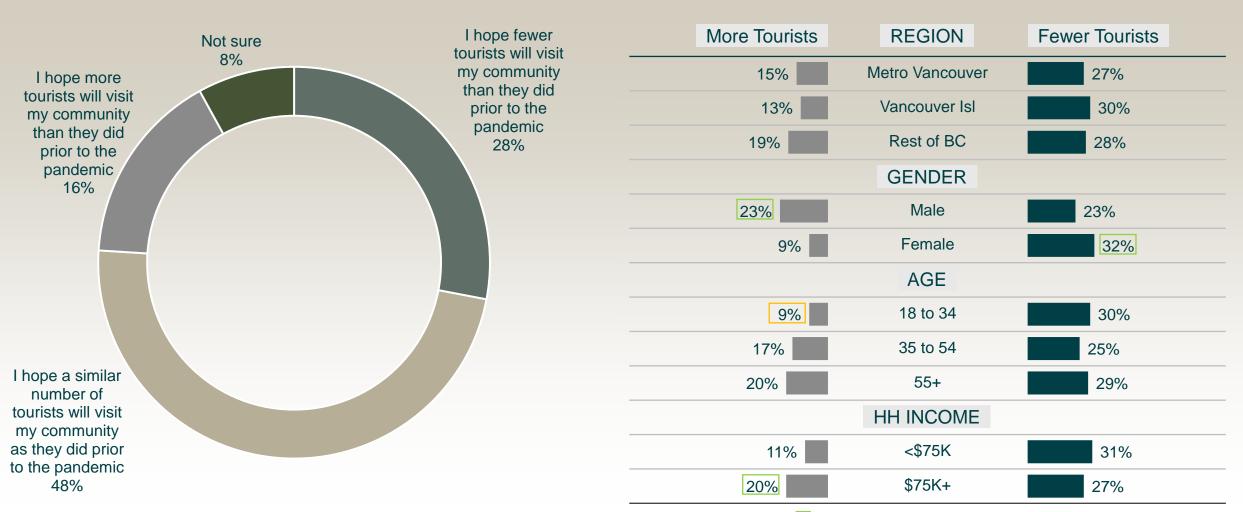


Base: All respondents D6. Which of the following information sources do you use on a weekly basis or more often to learn about provincial health updates regarding COVID-19?

# Preferred Tourism Post-Pandemic

(Wave 27 – May 26, 2021)





Statistically significantly **<u>higher</u>** than comparison group(s).

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

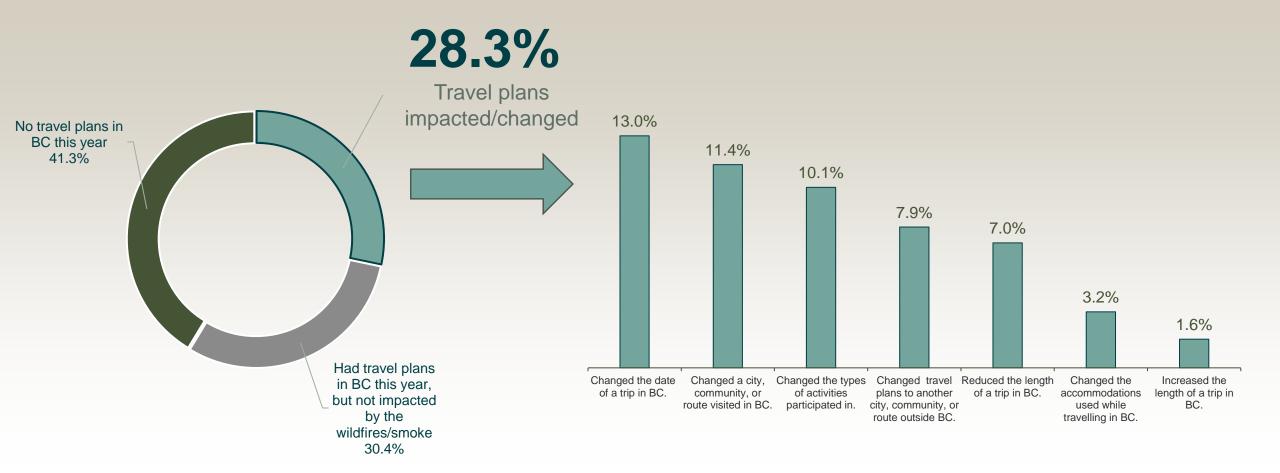
42

Base: All respondents

D9. When travel is allowed, and assuming both your community and incoming visitors are fully vaccinated and visitors meet Health Canada's safety guidelines, which of the following statements do you most agree with?

#### Impact Of Wildfires/Smoke On Residents' BC Travel Plans (Wave 34 – Sept 1, 2021)







Find this report on <u>Destination BC's COVID-19</u> <u>Research & Insights</u> webpage.

For more information, please contact:

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