

# BC Resident's Public Perceptions: COVID-19 Travel and Tourism Wave 8 Report

Data Provided by Insights West  
Date: August 25, 2020

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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 nine 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-x, 2020		

## TRAVEL INTENTIONS

- **BC residents' intentions to travel within their surrounding area for a day trip, in the next 4 weeks, continues to be greatest (65%),** compared to intentions to travel to other areas, such as to other parts of the province (for an overnight trip) (38%), to other provinces within Canada (6%), to the US (3%), or to other countries (1%).
- Compared to Wave 7, **BC residents' intentions to travel in the next 4 weeks has increased from 59% to 65% for surrounding areas for a day trip** and from 33% to 38% for other parts of the province for an overnight trip.
- BC residents' intentions to travel to other parts of Canada remain unchanged, with just 6% of BC residents indicating they will travel to other parts of the province in the next 4 weeks.
- **Likelihood of travelling to the US or to other countries without a vaccine/treatment available continues to be low.**
- BC residents who indicated **short-term intentions to travel (next 4 weeks) within BC are more likely to be 18-54 years of age or 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. **Residents from Vancouver Island are much less likely to take an overnight trip to other parts of the province.**

## CONCERN TO WELCOME VISITORS

- The level of concern to welcome visitors from BC continues to decline – **BC residents are more open to welcoming visitors into their community compared to Wave 7**; 35% of BC residents are concerned with welcoming visitors into their community from surrounding areas (down from 43% in Wave 7), 50% are concerned with welcoming visitors from other parts of the province (down from 56%), and 75% from other parts of Canada (down from 81%).
- **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 regardless. Residents from Vancouver Island are more concerned to welcome visitors from elsewhere in BC**, compared to Metro Vancouver residents and 'Rest of BC' residents.

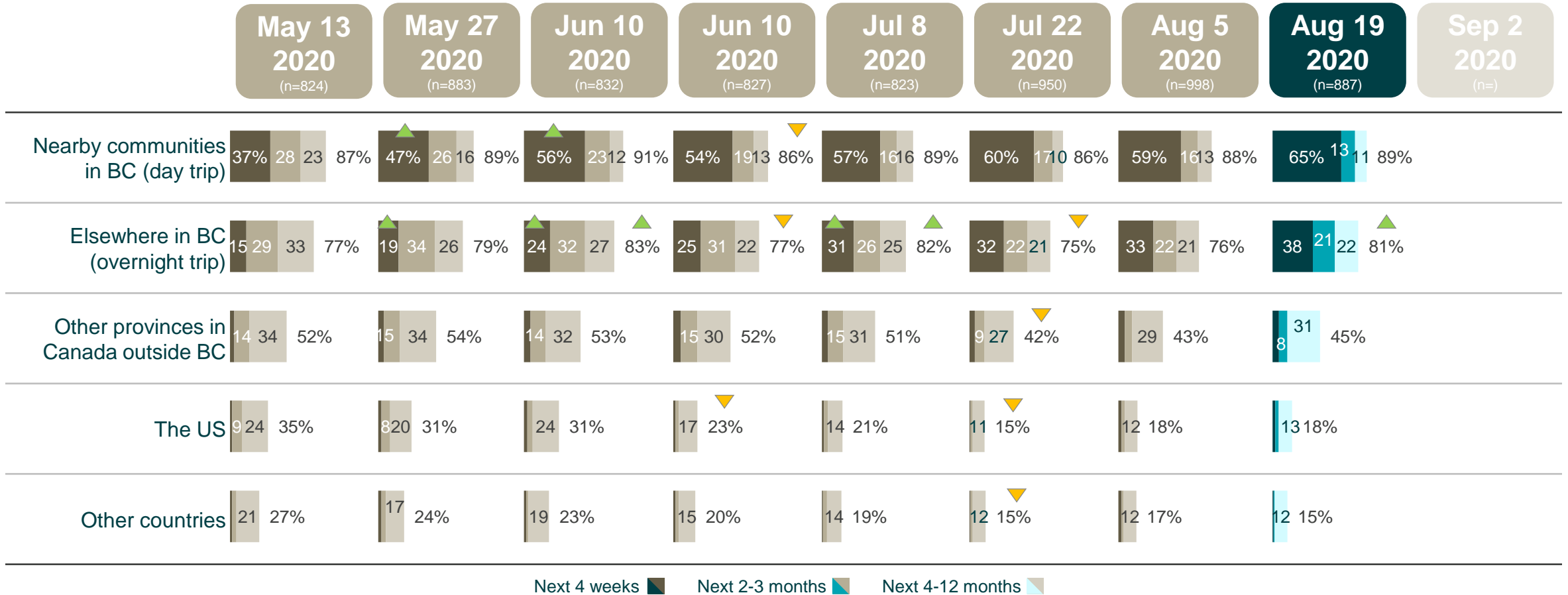
## COMFORT WITH ACTIVITIES/MODES OF TRANSPORTATION

- With the exception of visiting an indoor tourist destination, which remained unchanged from Wave 7 (37%), **levels of comfort to participate in all other tourism-related activities continue to increase, albeit at varying levels.**
- Level of comfort to travel by plane (17%) or take a cruise (10%) in the coming weeks by BC residents remains low, however, **likelihood to travel by car/RV for non-essential travel has increased (82% vs. 76% in Wave 7).**

# 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.

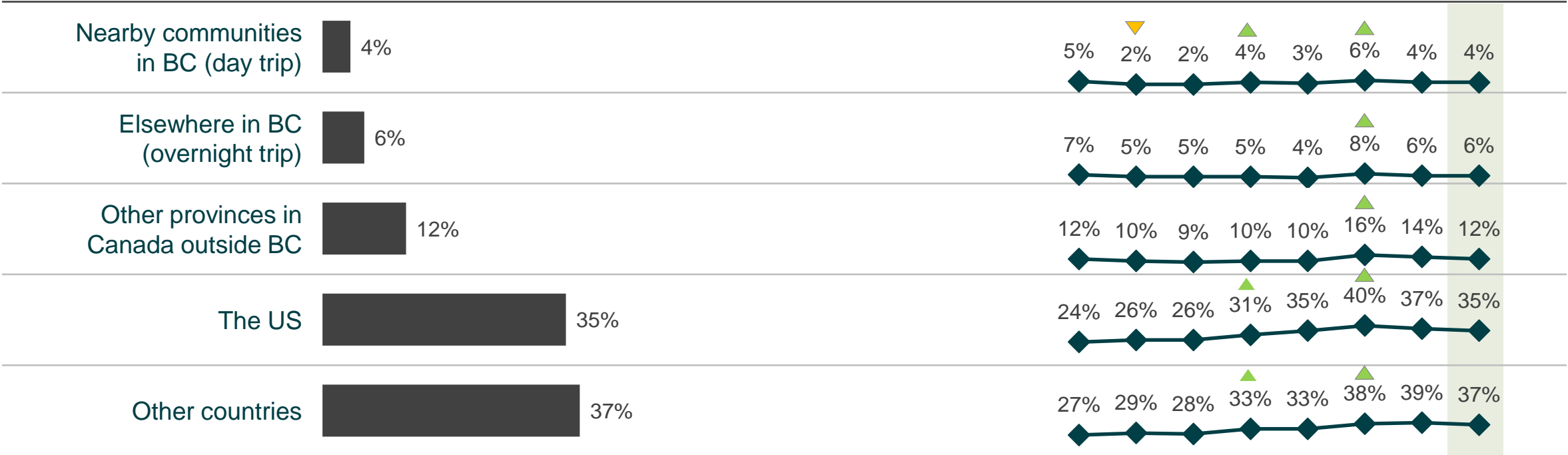
# Travel Intentions

(Only if Vaccine/Treatment)



August 5, 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.

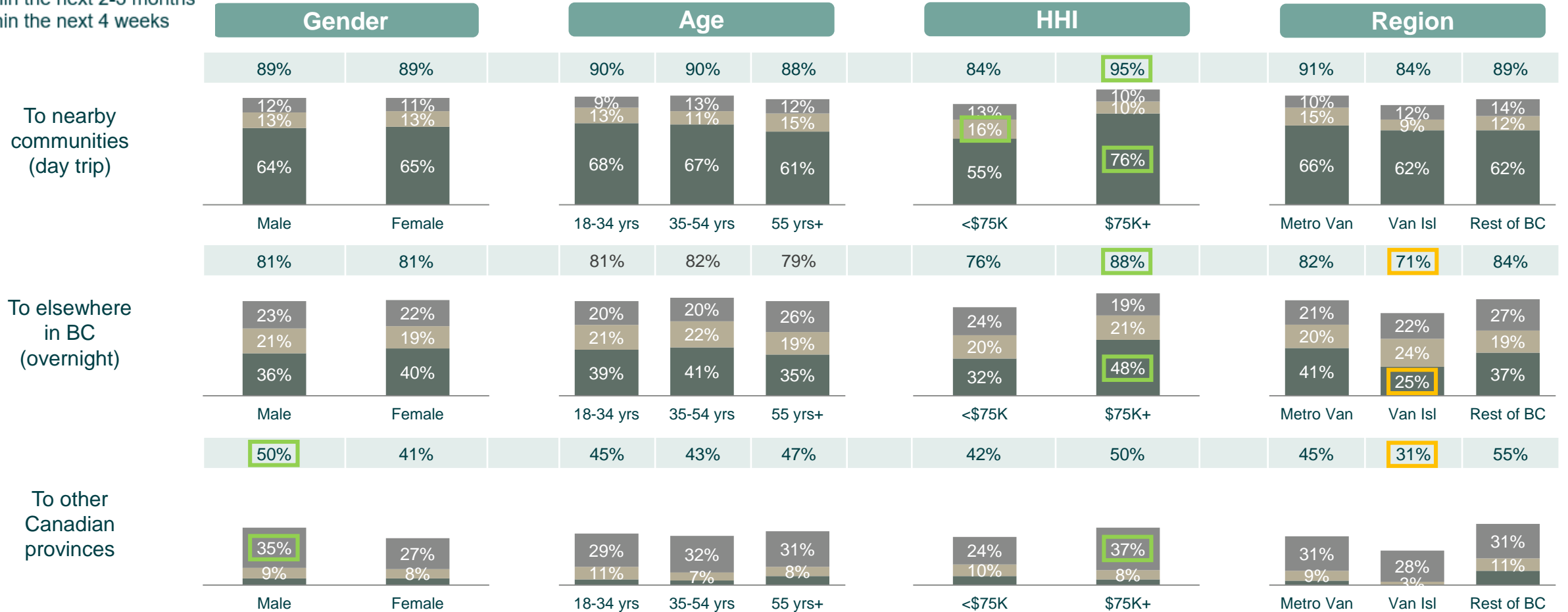


# Travel Intentions by Demographics

(Next 12 months: Wave 8 – August 19, 2020)



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



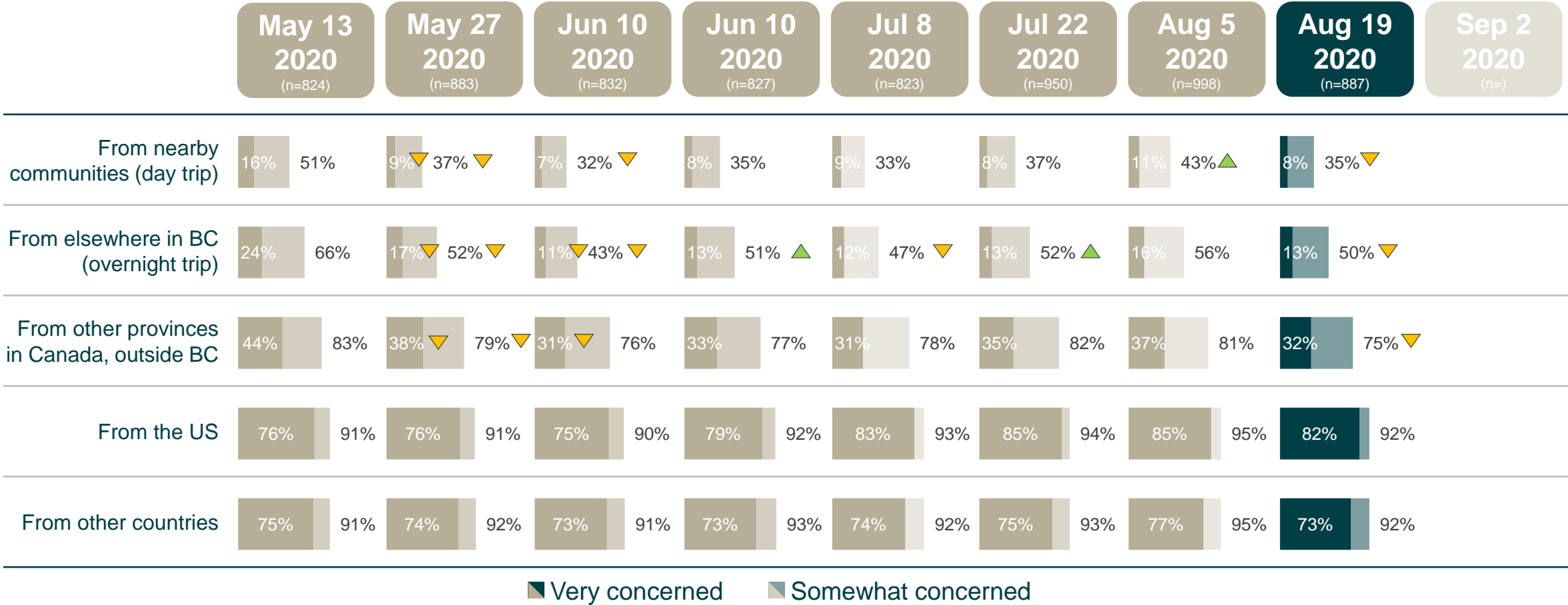
Base: All respondents

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?

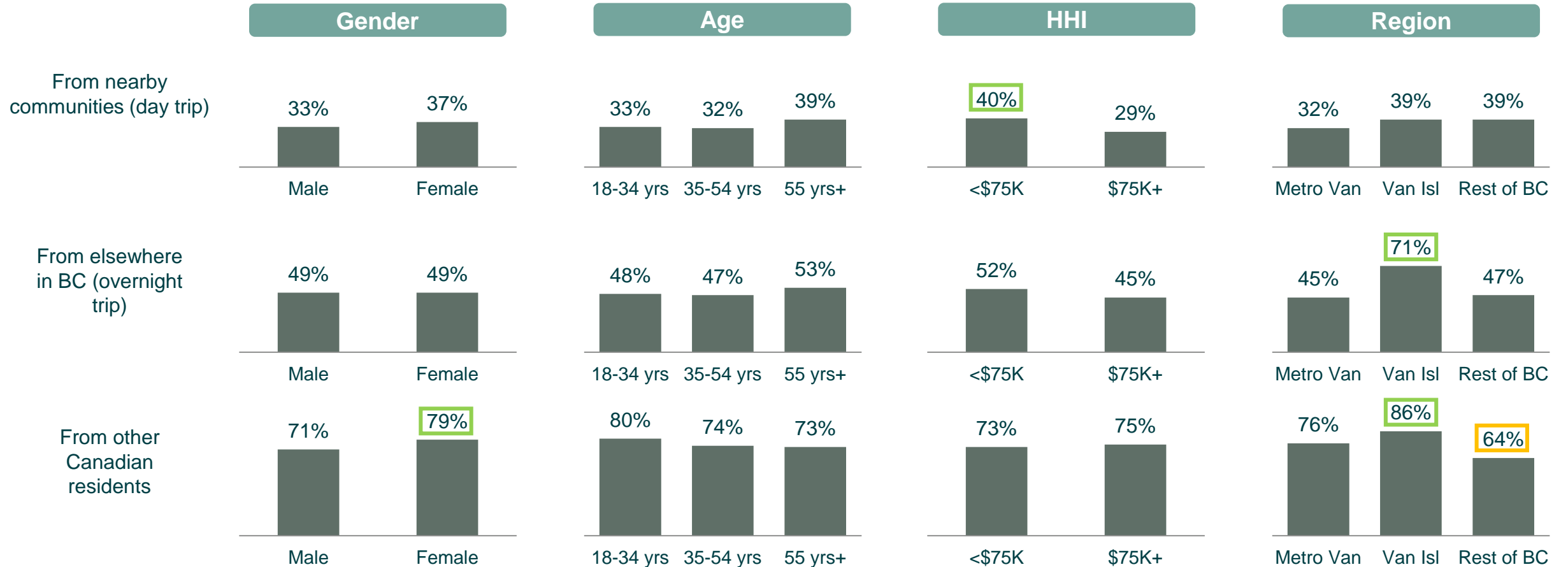
▲ Statistically significantly **higher** than previous wave.  
 ▼ Statistically significantly **lower** than previous wave.

# Concern to Welcome Visitors by Demographics

(Wave 8 – August 19, 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

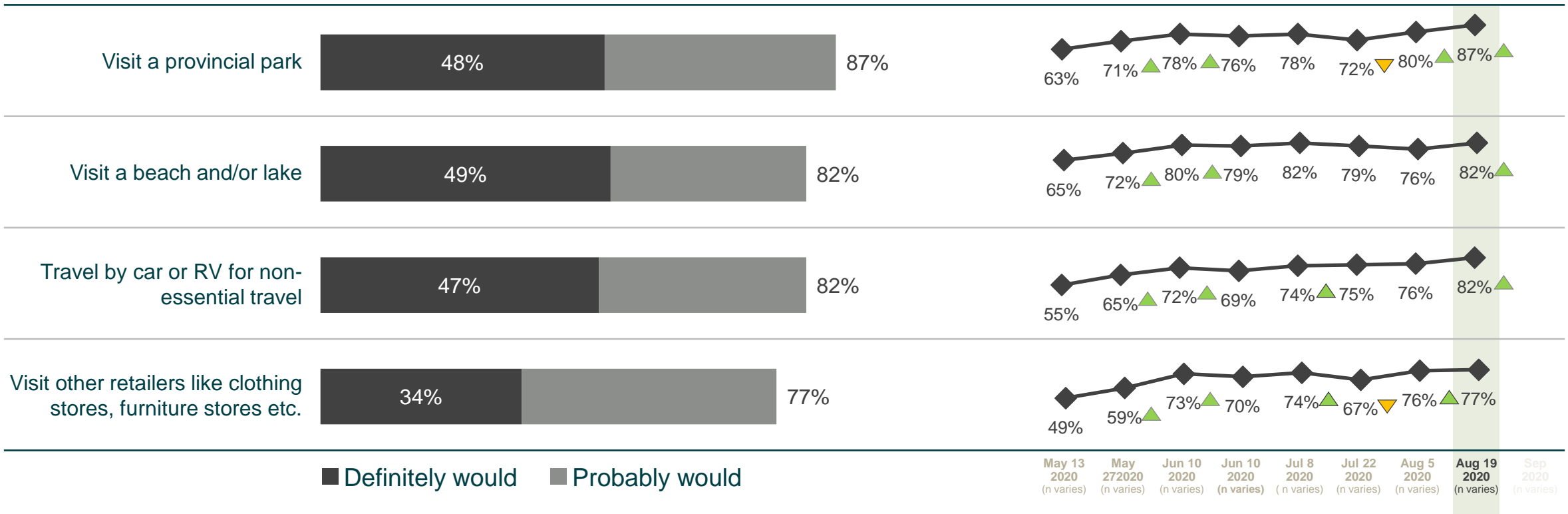
(Among Those Who Generally Do Each)



**August 19, 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.)

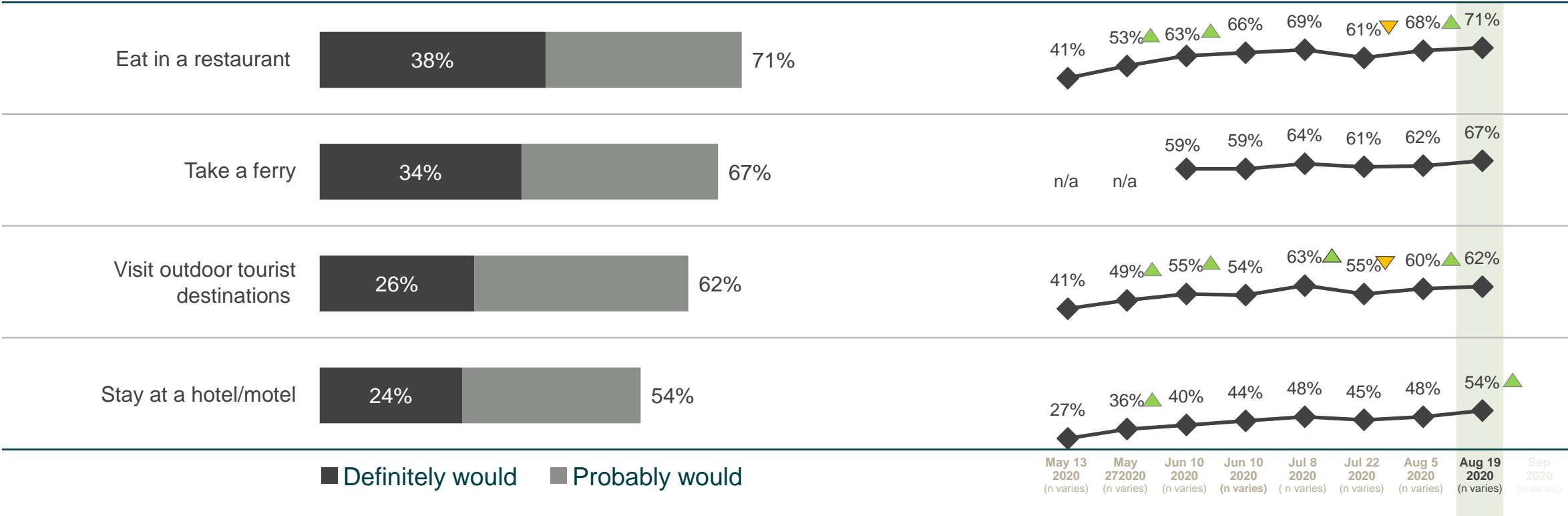
(Among Those Who Generally Do Each)



**August 19, 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.)

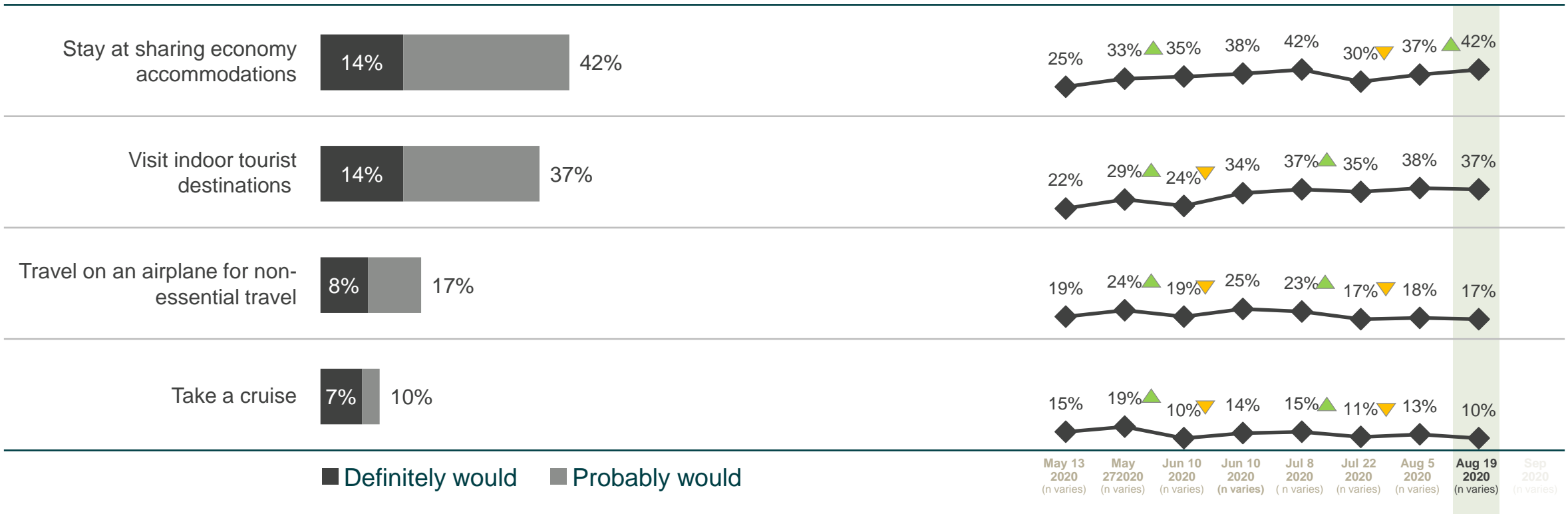
(Among Those Who Generally Do Each)



**August 19, 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.



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

**For more information, please contact:**

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