

BC Resident's Public Perceptions: COVID-19 Travel and Tourism Wave 12 Report

Data Provided by Insights West
Date: October 19, 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 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 16-19, 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, 2020		
14	November 11, 2020		
15	November 25, 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 (38%),** compared to intentions to travel to other areas, such as to other parts of the province for an overnight trip (17%), to other provinces within Canada (5%), to the US (2%), or to other countries (2%).
- Compared to Wave 11, **BC residents' intentions to travel within BC in the next 4 weeks has decreased considerably.** Intentions to travel within the surrounding area for a day trip in the next 4 weeks decreased to 38% from 55% in Wave 11. Intentions to travel to other parts of the province for an overnight trip decreased as well (17% in Wave 12 from 29% in Wave 11). This is likely due, in part, to typical declines in travel during the Fall season. However, intentions to travel within BC in the next 12 months has also declined (70% vs. 81% in Wave 11).
- **While intentions to travel to other parts of Canada, the US, and other countries remained unchanged for the next 4 weeks, intentions to travel to other parts of Canada and the US have decreased when looking ahead to the next 12 months** (other parts of Canada: 70% in Wave 12 from 81% in Wave 11; US: 17% in Wave 12 from 21% in Wave 11).
- **For the first time since mid-July, the percentage of BC residents who report they would only travel if a vaccine / treatment is available has increased** to 6% (up from 3% in Wave 11) for travel to nearby communities, 16% (up from 10%) for travel to other provinces, and 38% (up from 33%) for travel to the US.

CONCERN TO WELCOME VISITORS

- **BC residents' concerns of welcoming visitors into their community has increased compared to Wave 11.** Forty-three percent of BC residents are concerned with welcoming visitors into their community from surrounding areas (up from 32% in Wave 11), 54% are concerned with welcoming visitors from other parts of the province (up from 45%), and 80% from other parts of Canada (up from 76%).
- BC residents' concerns of welcoming visitors from the US (91%) and from other countries (93%) have remained unchanged.
- BC residents who are 18-34 years of age **have greater concerns with welcoming visitors from nearby communities, elsewhere from BC or from other parts of Canada**, compared to other age groups (35-54 years and 55+ years).
- Within Canada, **BC residents are 'very concerned' with welcoming visitors from Quebec (60%) and Ontario (57%)**; the level of concern has increased since Wave 11, 57% and 51%, respectively.

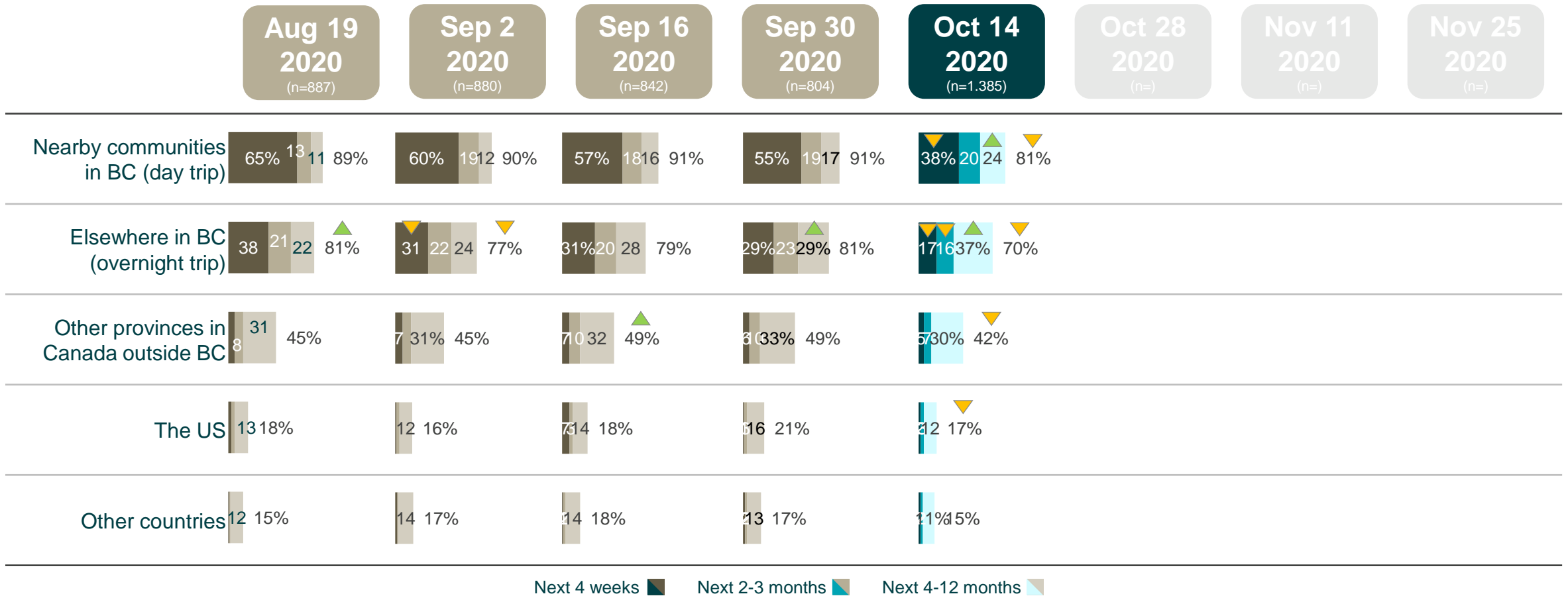
COMFORT WITH ACTIVITIES/MODES OF TRANSPORTATION

- **Albeit to varying degrees, levels of comfort to participate in all tourism-related activities tracked in this study have decreased since Wave 11.** Similar to BC residents' intentions to travel, their decreased comfort to participate in tourism-related activities over the next few weeks is likely, in part, due to the typical decline seen in the Fall season.
- Level of comfort to travel by plane (19%) or take a cruise (13%) in the coming weeks by BC residents remains low.
- **Likelihood to travel by car/RV for non-essential travel and ferry has declined from Wave 11 (down -9% and -6%, respectively).**

DETAILED FINDINGS

Travel Intentions

(Next 12 months)



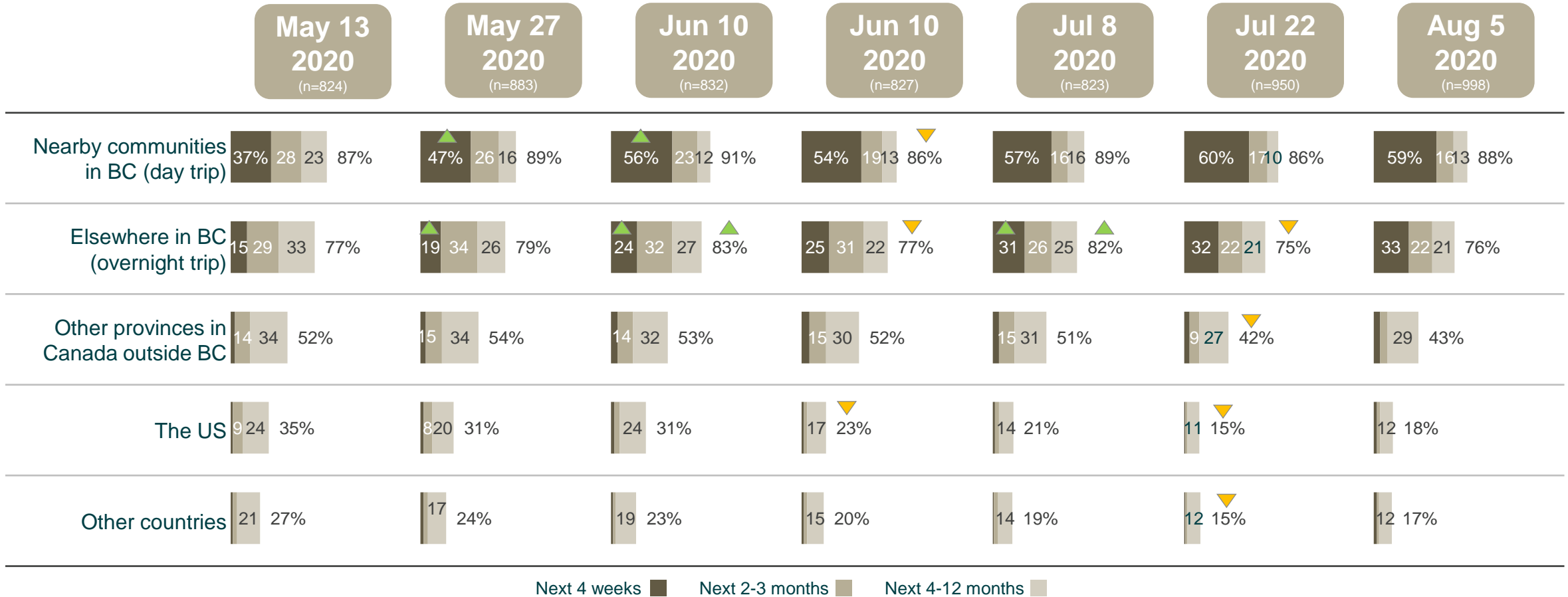
Base: All respondents

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

(Next 12 months; cotinued)



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.

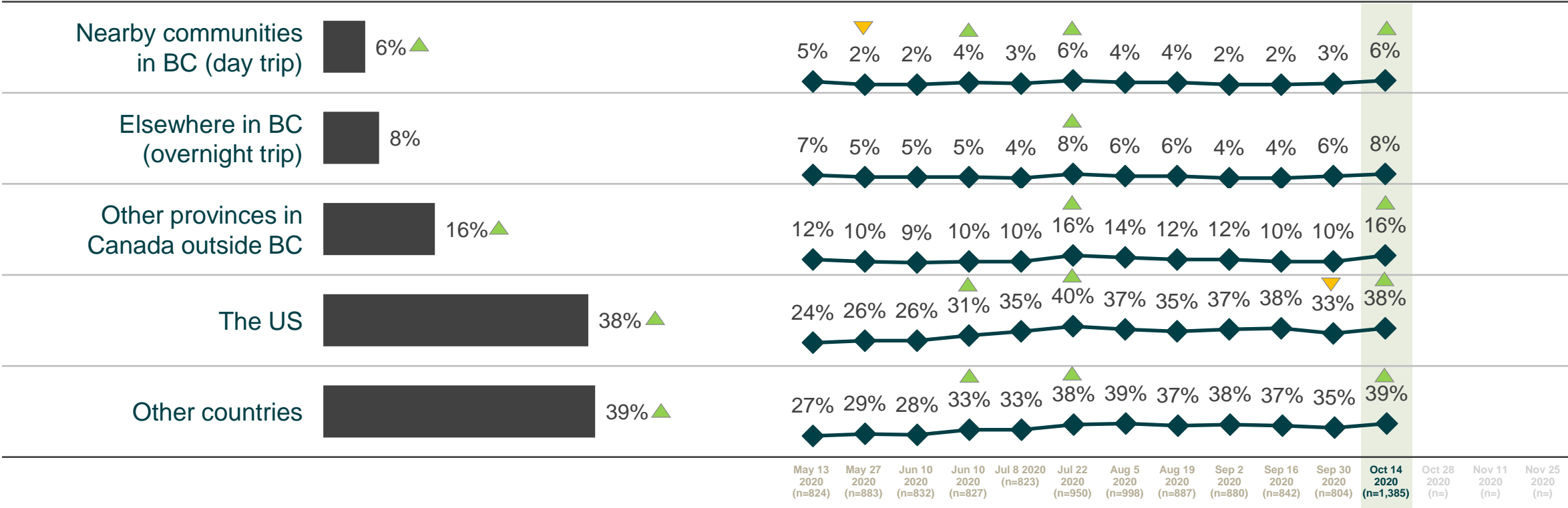
Travel Intentions

(Only if Vaccine/Treatment)



October 14, 2020

Tracking



Base: All respondents

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

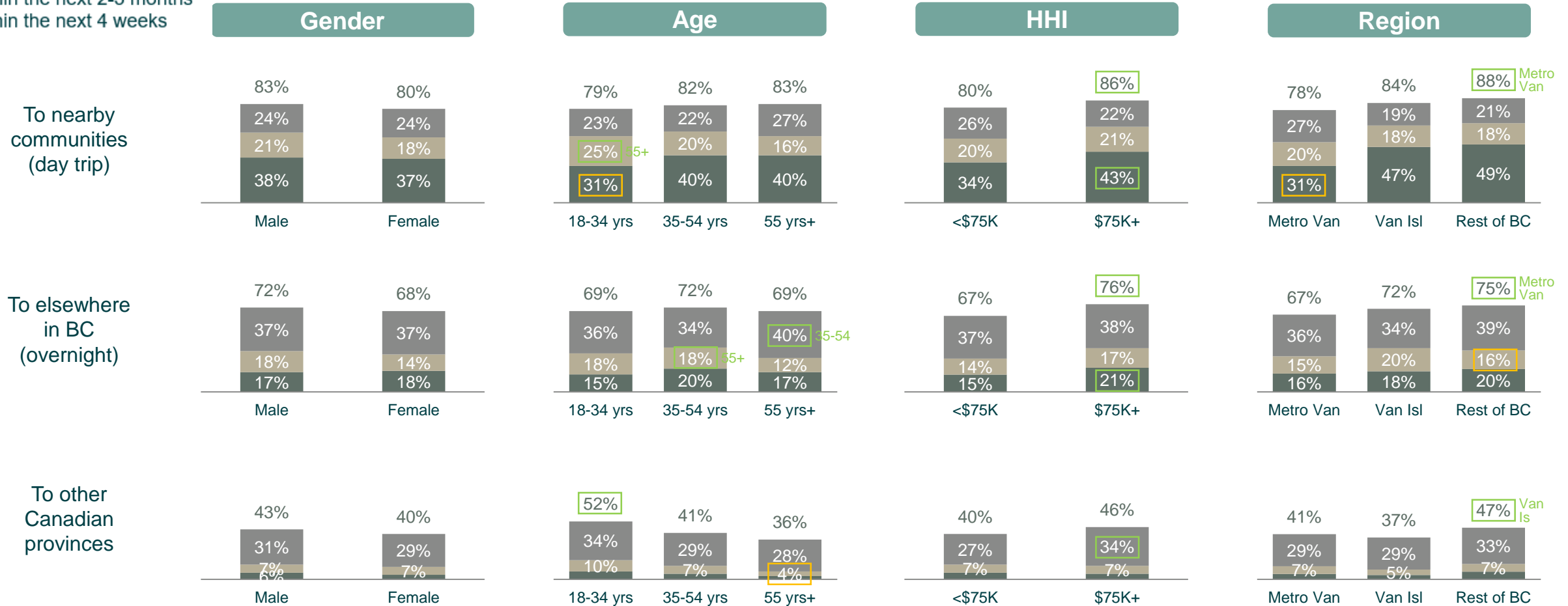
▲ Statistically significantly **higher** than previous wave.
▼ Statistically significantly **lower** than previous wave.

Travel Intentions by Demographics

(Next 12 months: Wave 12 – October 14, 2020)



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



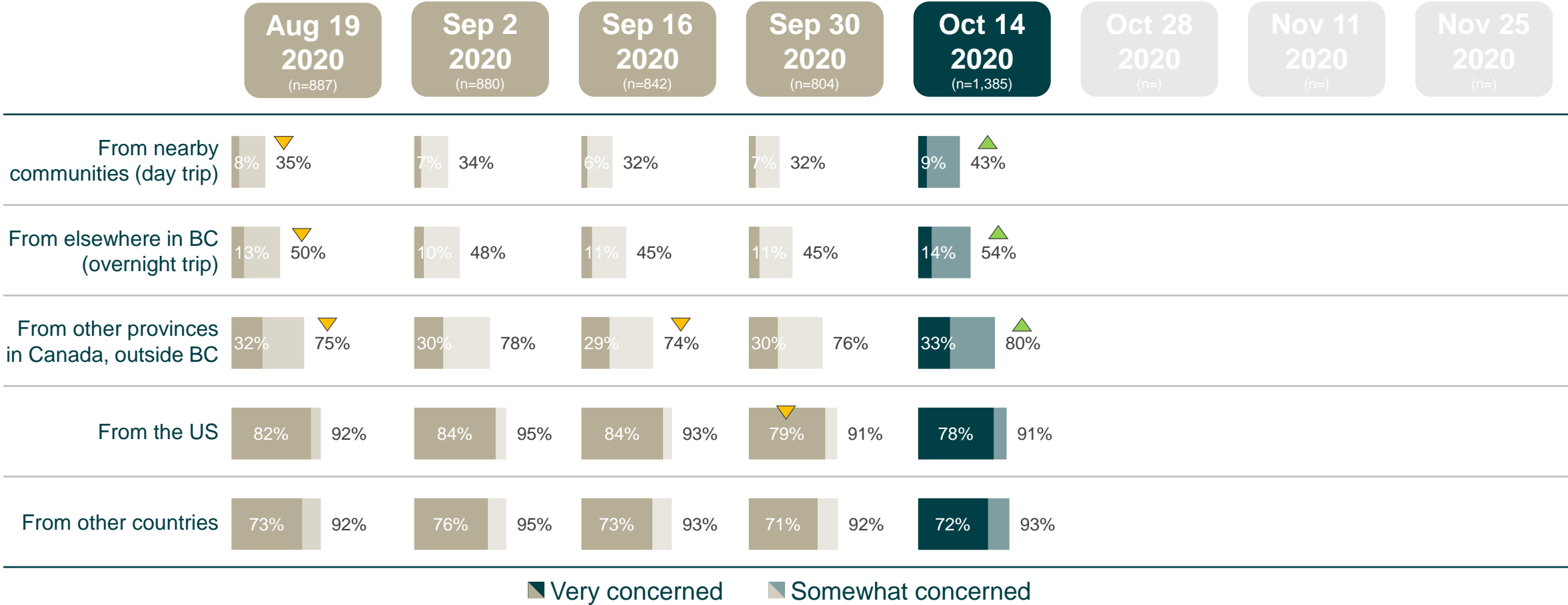
Base: All respondents

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



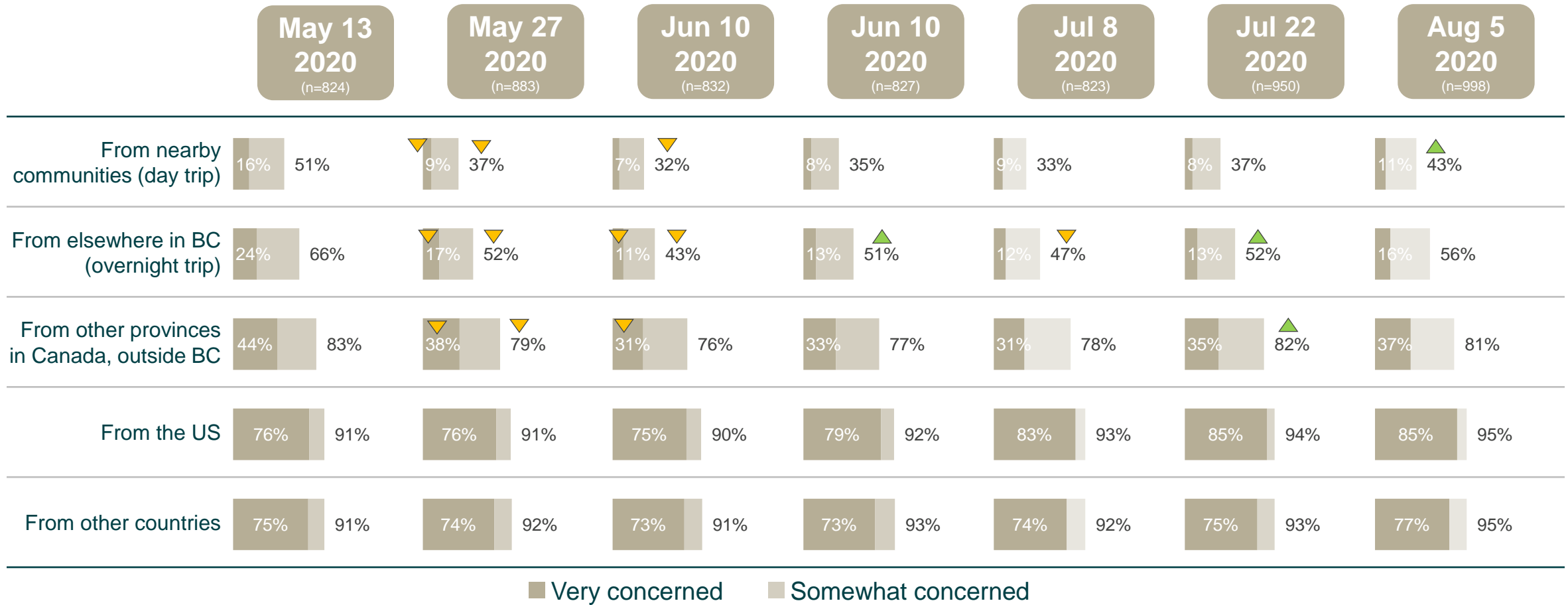
Base: All respondents

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 12 – October 14, 2020)



■ Total concerned



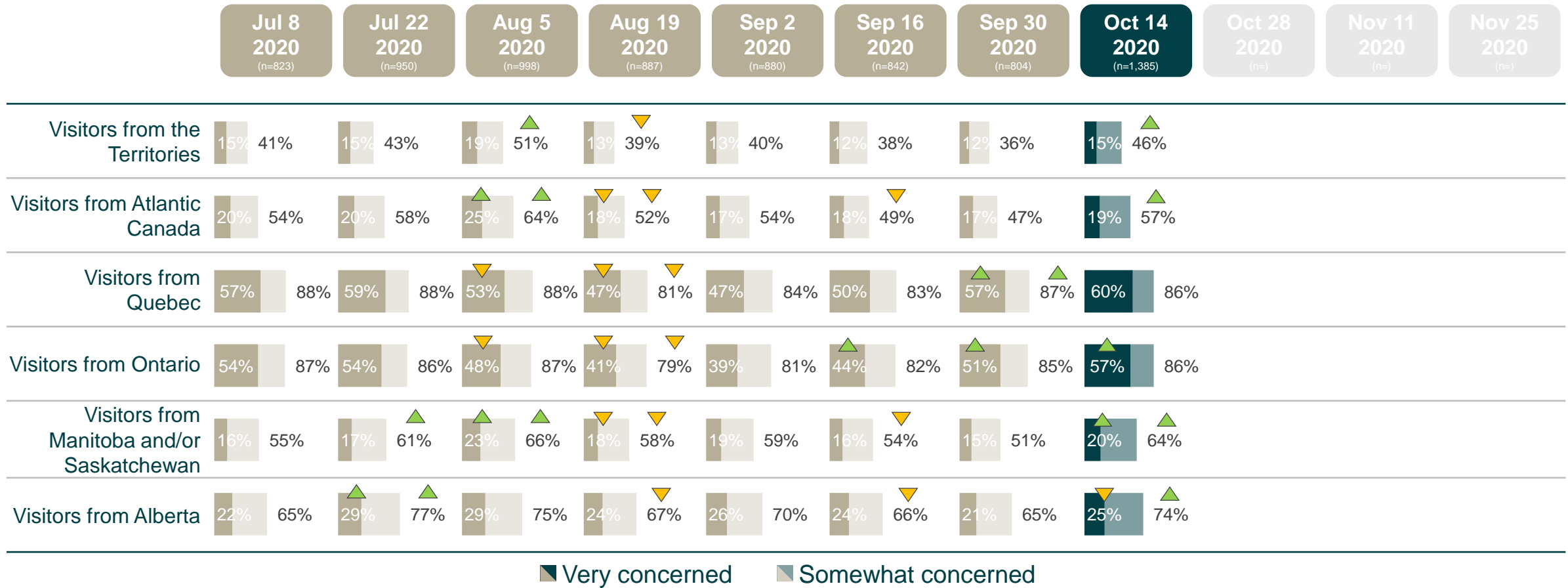
Base: All respondents

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).

Concern to Welcome Visitors

(Canadian Visitors)



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.

Comfort With Activities/Modes of Transportation

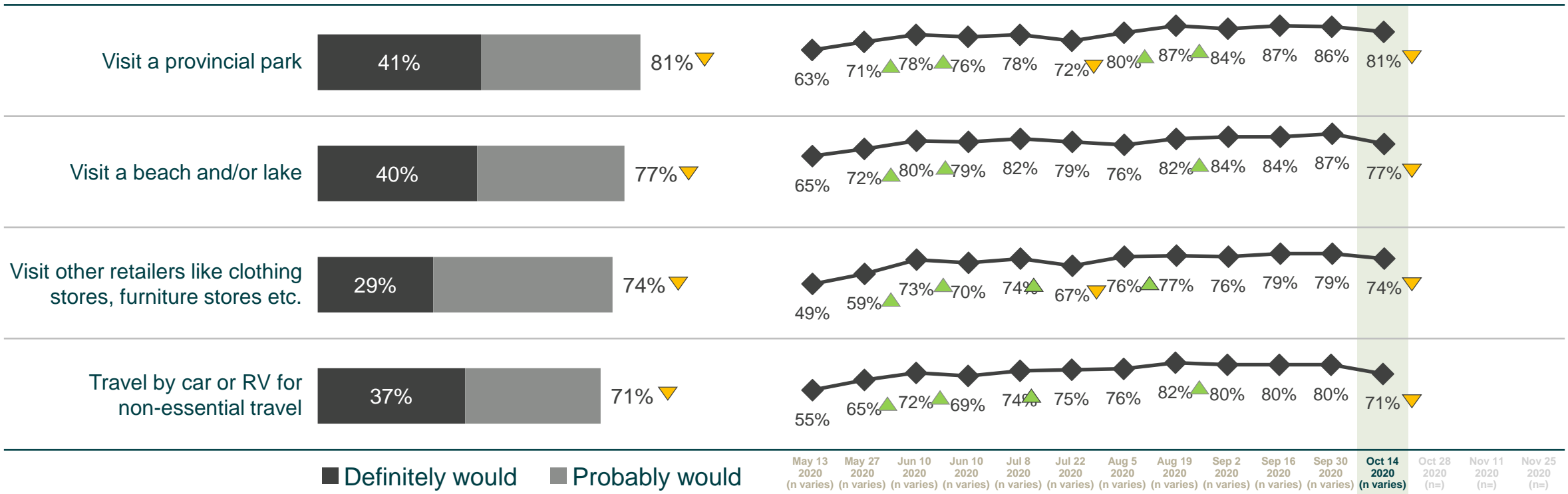
(Among Those Who Generally Do Each)



October 14, 2020

Tracking

(Total Would)



■ 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 varies) **Oct 14 2020 (n varies)** 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)



October 14, 2020

Tracking

(Total Would)

Eat in a restaurant

31%

64% ▼

Visit outdoor tourist destinations

23%

61% ▼

Take a ferry

24%

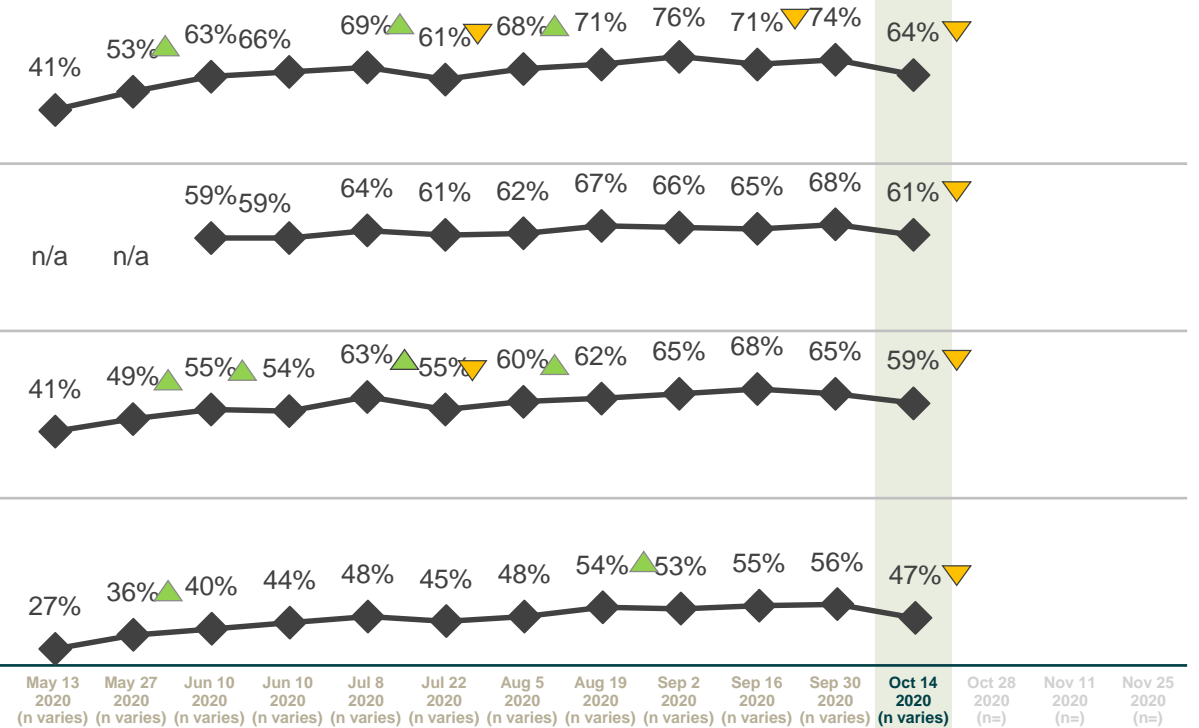
59% ▼

Stay at a hotel/motel

20%

47% ▼

■ 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 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.)

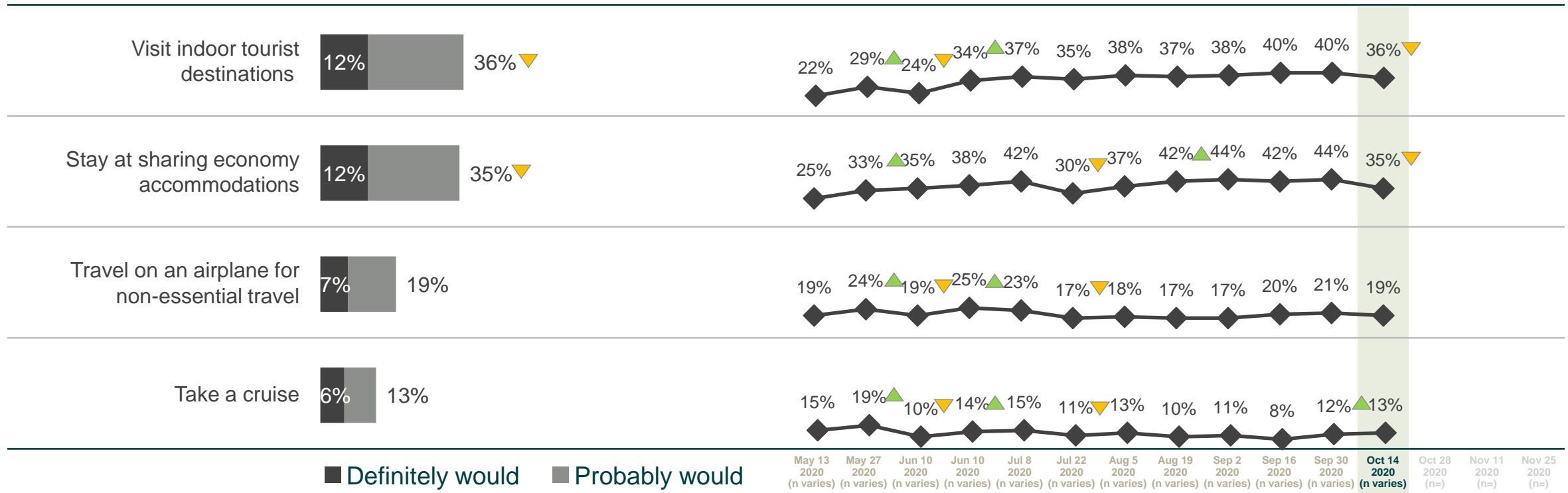
(Among Those Who Generally Do Each)



October 14, 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.



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

For more information, please contact:

Destination BC's Research and Analytics Team
Tourism.Research@DestinationBC.ca