

BC Resident's Public Perceptions: COVID-19 Travel and Tourism Wave 14 Report

Data Provided by Insights West
Date: November 12, 2020

BACKGROUND AND METHODOLOGY	3
SUMMARY	4
DETAILED FINDINGS	8
Past Travel	9
Travel Intentions	10
• Tracking Overall	
• By Demographics	
Reasons Not Travelling	14
Concern to Welcome Visitors	15
• Tracking Overall	
• By Demographics	
Comfort in Activities/Modes of Transportation	19

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.
- 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 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-November 1, 2020	802	+/-3.5%
14	November 12 – 15, 2020	852	+/-3.4%
15	November 25 – xx, 2020		

PAST TRAVEL

- As expected, **BC residents took more leisure trips within the province year-to-date (January – October) compared to taking trips elsewhere.**
- During January – March, BC residents travelled most within the province (31% took at least 1 leisure trip), followed by travel to the US (16%) and to other countries (9%).
- **In recent months (July – September), BC residents increased the total number of trips taken within the province (44% took at least 1 leisure trip), followed by trips to other provinces within Canada, albeit at a much lower rate (9%).** Trips to the US and to other countries taken by BC residents essentially came to a halt in April.

TRAVEL INTENTIONS

- **BC residents' intentions to travel within their surrounding area for a day trip, in the next 4 weeks, continues to be greatest (35%)** compared to intentions to travel to other areas for an overnight trip, such as to other parts of the province (11%), to other provinces within Canada (2%), to the US (1%), or to other countries (0%).
- BC residents' intentions to travel to surrounding areas for a day trip in the next 4 weeks has decreased from 43% to 35%, however BC residents' intentions to travel in the next 2-3 months has increased from Wave 13 (24% from 17%).
- **BC residents' intentions to travel to surround areas for a day trip in the next 4 weeks, as reported in Wave 14, are the lowest they have been since May, when we started tracking BC residents' intentions.**
- BC residents' intentions to travel to other parts of the province, to other parts of Canada, the US and other countries in the next 4 weeks remain unchanged in Wave 14, compared to Wave 13, however, overall intentions to travel in the next 12 months has decreased for travel to other parts of Canada (39% from 43% in Wave 13) and to other countries (14% from 18%).
- **Likelihood of travelling to the US or to other countries without a vaccine/treatment available continues to be low and unchanged.**
- In Wave 14, BC residents who indicated **short-term intentions to travel (next 4 weeks) within BC are more likely to have a household income of \$75k+ and are residents from Vancouver Island.**

REASONS FOR NOT CONSIDERING TRAVEL

- BC residents who indicated they did not intend to travel in the next 3 months at the time of Wave 14, or until a vaccine/treatment is available, were asked why they were not likely to travel. **65% of BC residents indicated that they do not intend to travel because of the ‘risk of being exposed/contracting COVID-19’, followed by 54% of BC residents who indicated ‘concerns that COVID-19 protocols are not being properly followed’.**

COMFORT WITH ACTIVITIES/MODES OF TRANSPORTATION

- With the exception of **visiting a provincial park or visiting a beach/lake, where comfort to participate remain unchanged (78% and 76%, respectively, in Wave 14), levels of comfort to participate in all other tourism-related activities have decreased in Wave 14.**
- **Level of comfort to travel by plane (17%) or take a cruise (13%) in the coming weeks by BC residents remains low, and have decreased** from Wave 13 (down from 23% and 17%, respectively). Comfort to travel by car/RV for non-essential travel has also decreased from Wave 13 (60% vs. 70% in Wave 13).

SUMMARY (cont.)



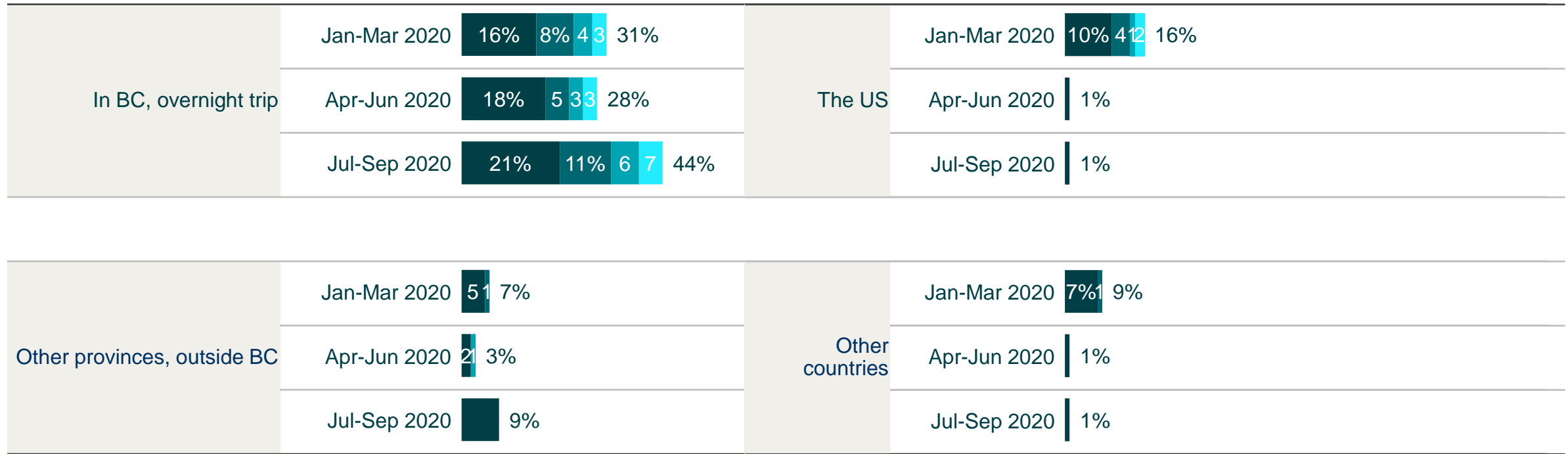
CONCERN TO WELCOME VISITORS

- **BC residents' level of concern to welcome visitors into their community from nearby communities remains stable** after two consecutive waves of increased concerns.
- **Concern to welcome visitors from other parts of the province, other parts of Canada, the US and other countries also remains unchanged from Wave 13.**
- **Within Canada, BC residents are most concerned with welcoming visitors from Quebec and Ontario (88%)** (levels of concern have remained unchanged from Wave 13). **This is followed by visitors visiting from Alberta (81%) and Manitoba/Saskatchewan (80%),** up from 70% and 73%, respectively, from Wave 13.

DETAILED FINDINGS

Past Travel

**Nov 12
2020**
(n=340)



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

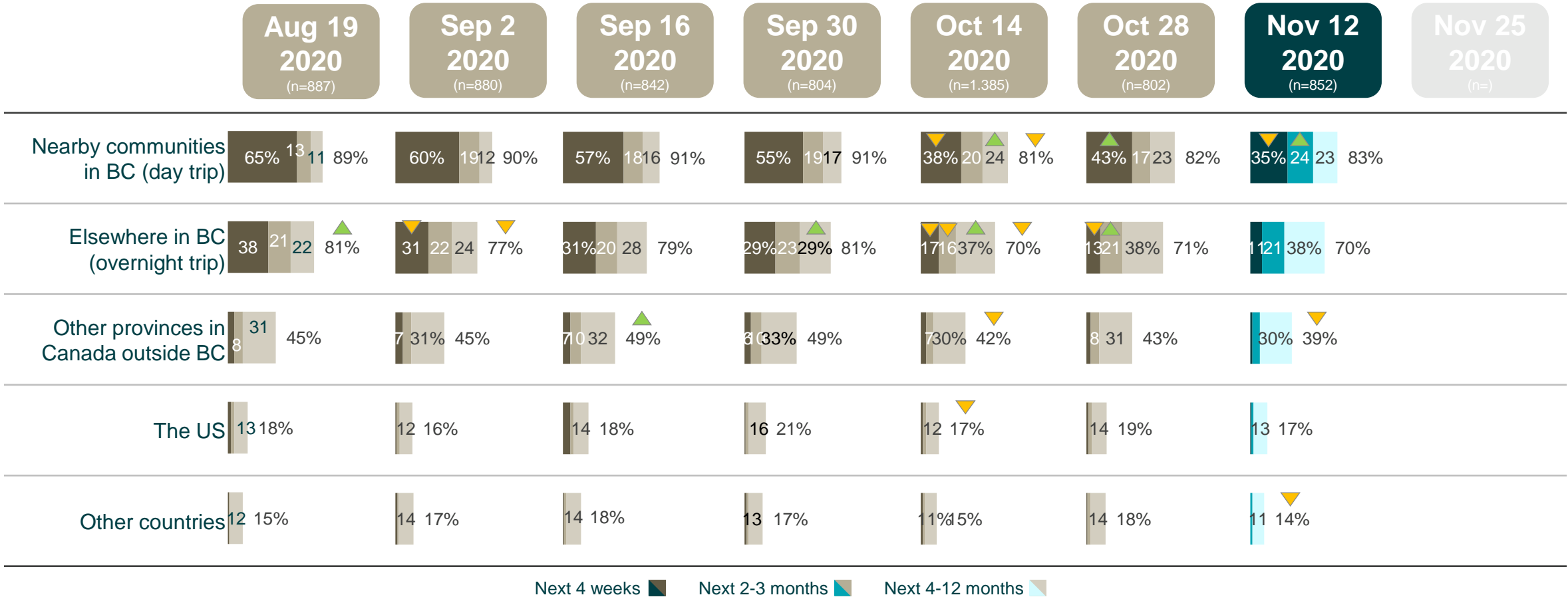
Base: All respondents

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).

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

Travel Intentions

(Next 12 Months)



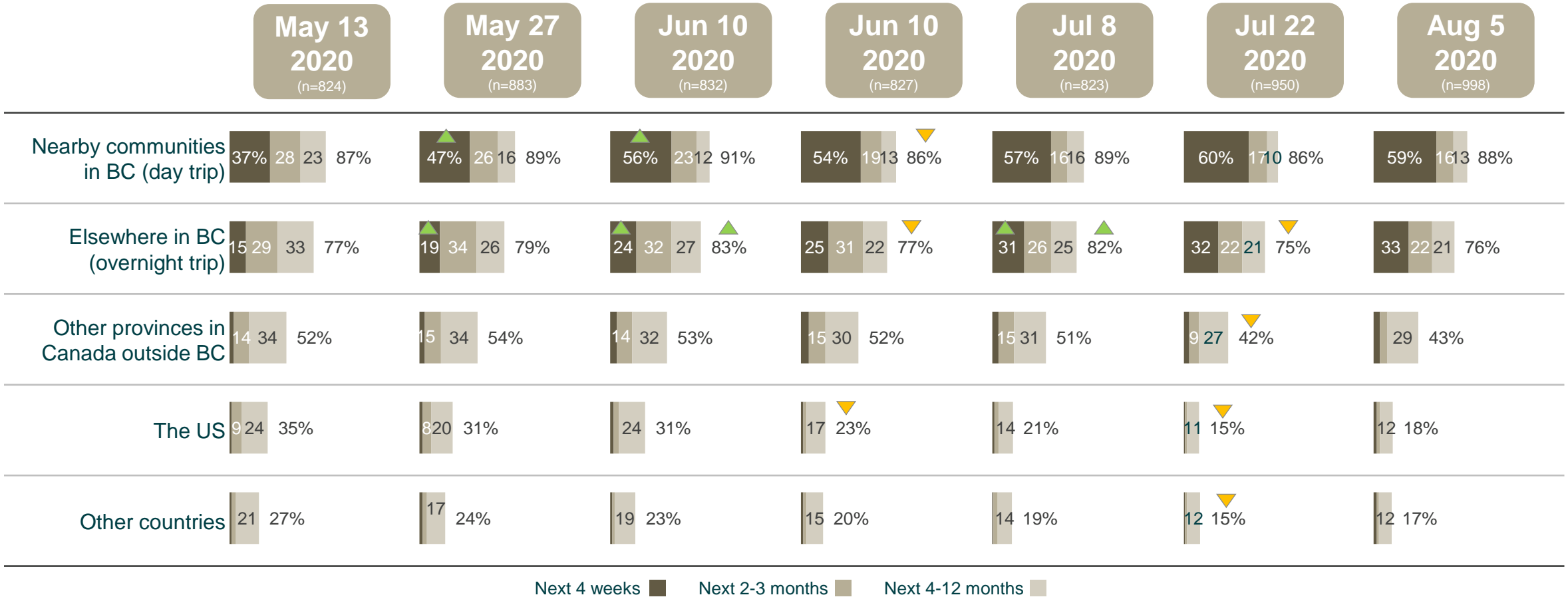
Base: All respondents

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, continued)



Base: All respondents

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

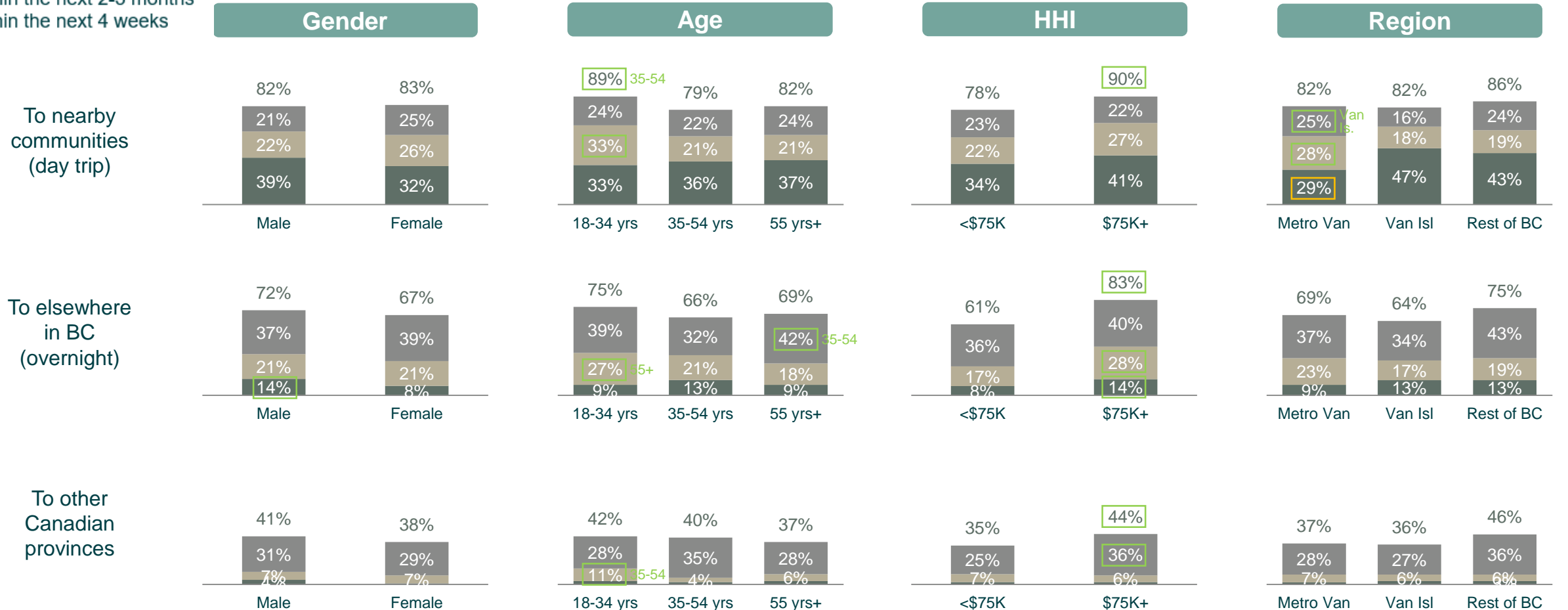
▲ Statistically significantly **higher** than previous wave.
▼ Statistically significantly **lower** than previous wave.

Travel Intentions by Demographics

(Next 12 Months: Wave 14 – November 12, 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).

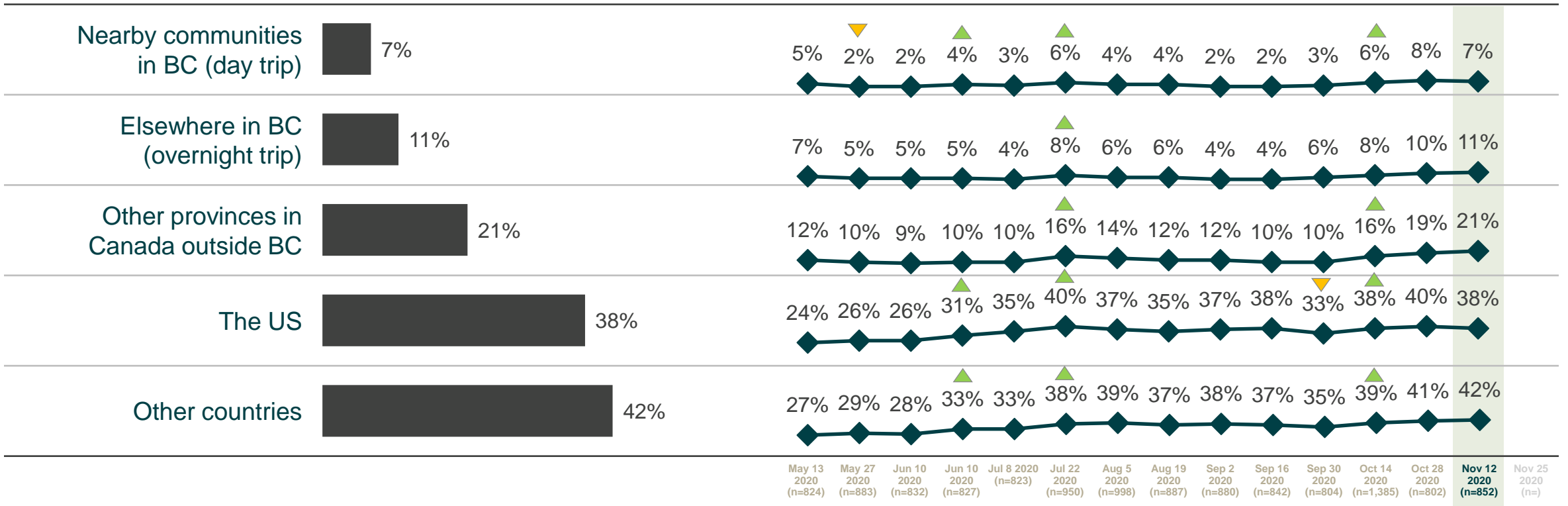
Travel Intentions

(Only if Vaccine/Treatment)



November 12, 2020

Tracking



Base: All respondents

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

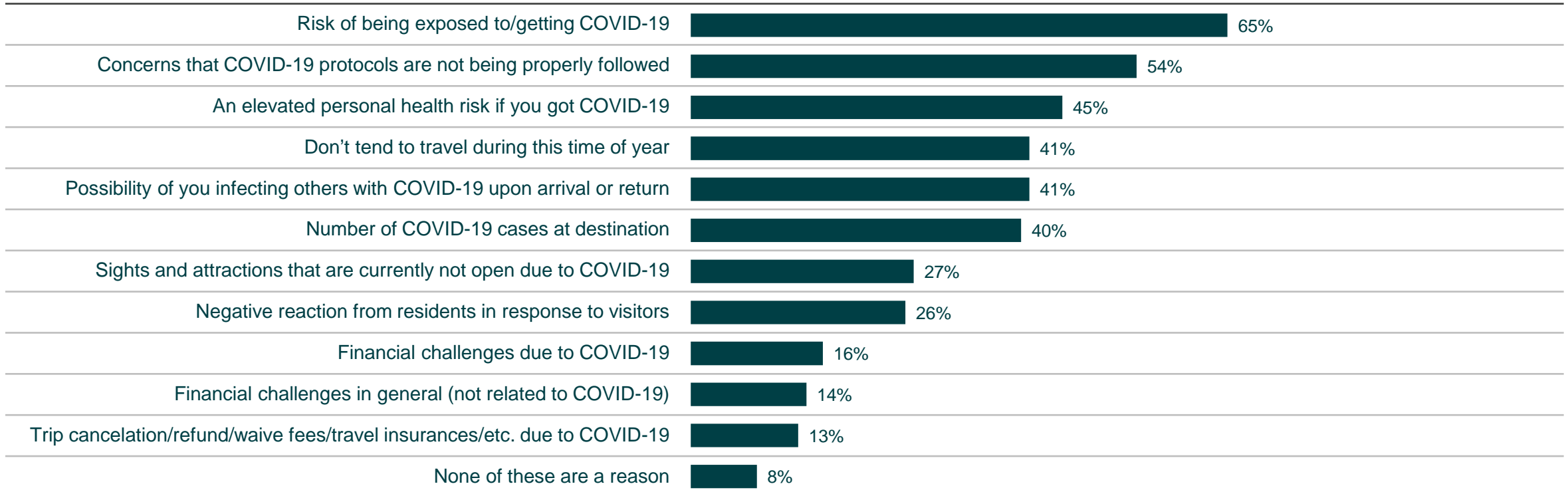
▲ Statistically significantly **higher** than previous wave.
▼ Statistically significantly **lower** than previous wave.

Aided Reasons for Not Considering BC Travel

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



**Nov 12
2020**
(n=340)



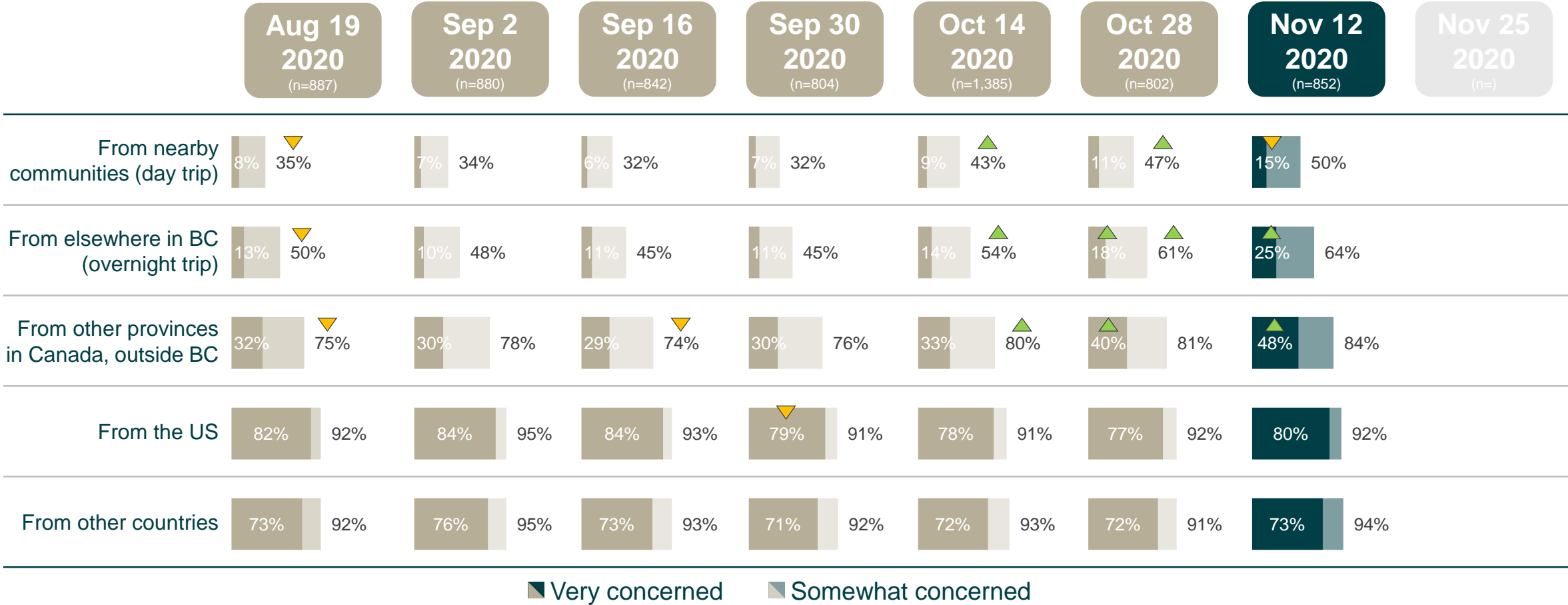
Base: Those who are not likely to take a daytrip in BC or an overnight trip in BC in the next 3 months

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



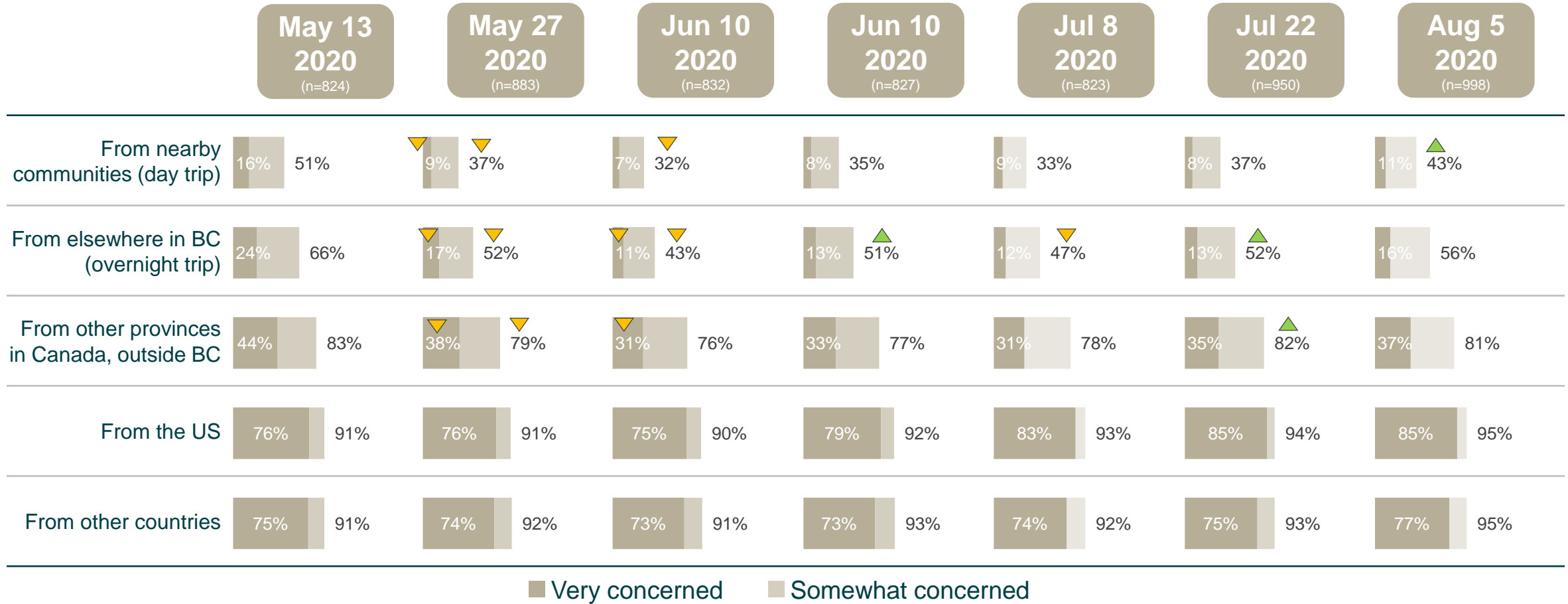
Base: All respondents

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?

▲ 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.

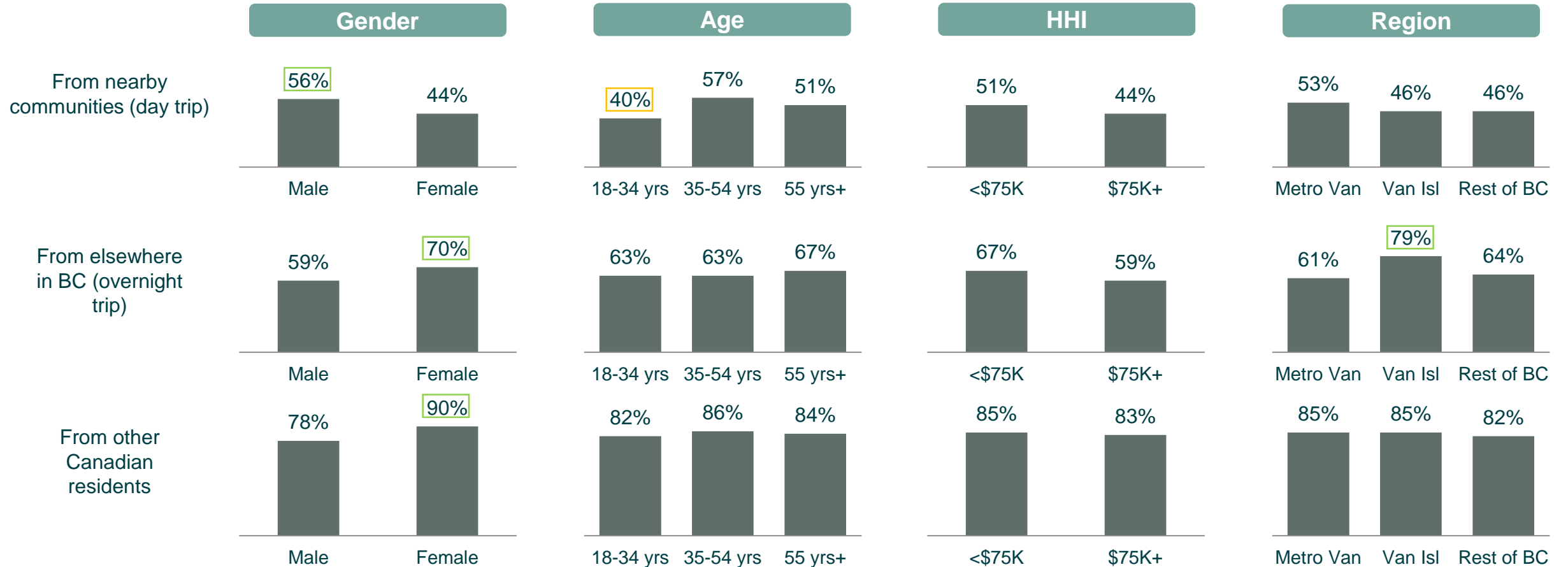
▼ Statistically significantly **lower** than previous wave.

Concern to Welcome Visitors by Demographics

(Wave 14 – November 12, 2020)



■ Total concerned



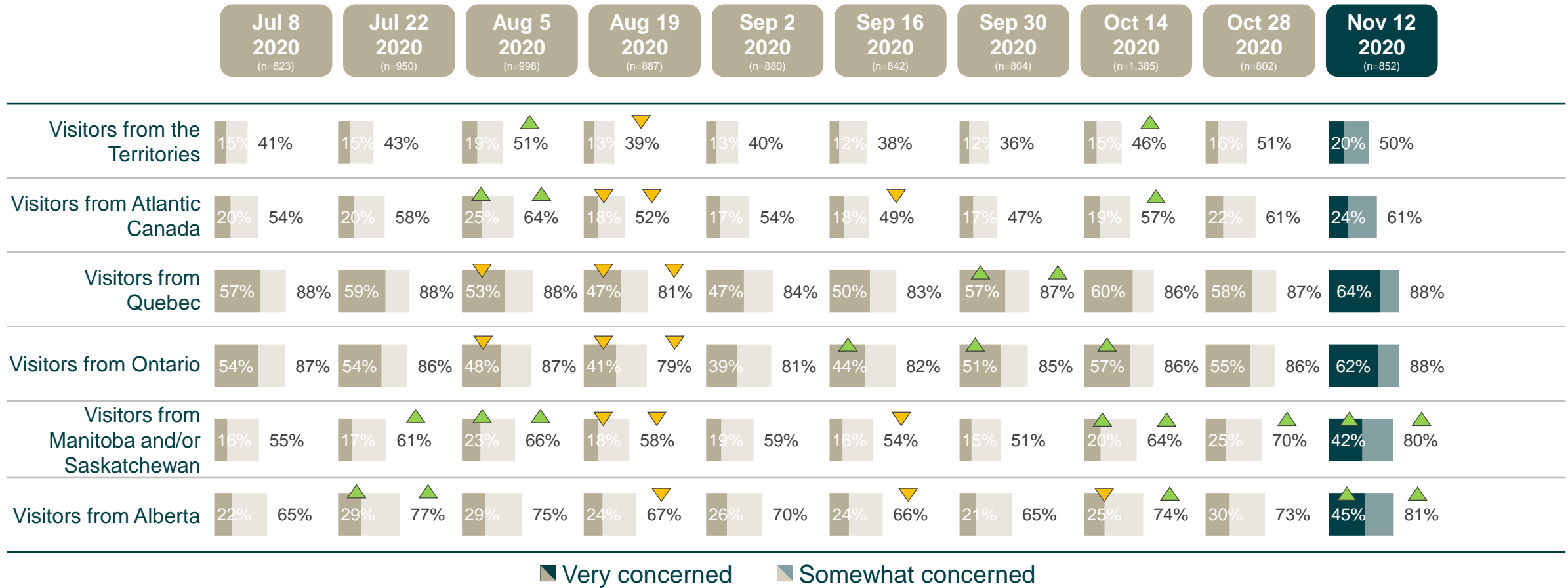
Base: All respondents

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[⌘]

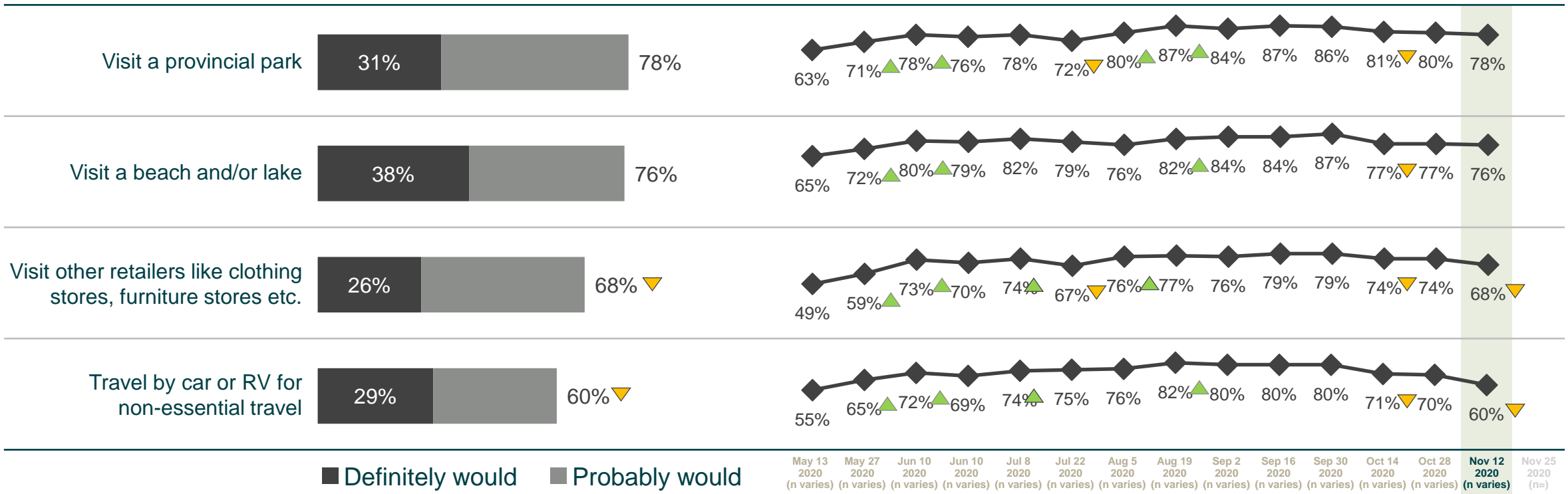
(Among Those Who Do Each)



November 12, 2020

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 likely to hold off longer due to concerns about COVID-19?

Comfort With Activities/Modes of Transportation[⌘]

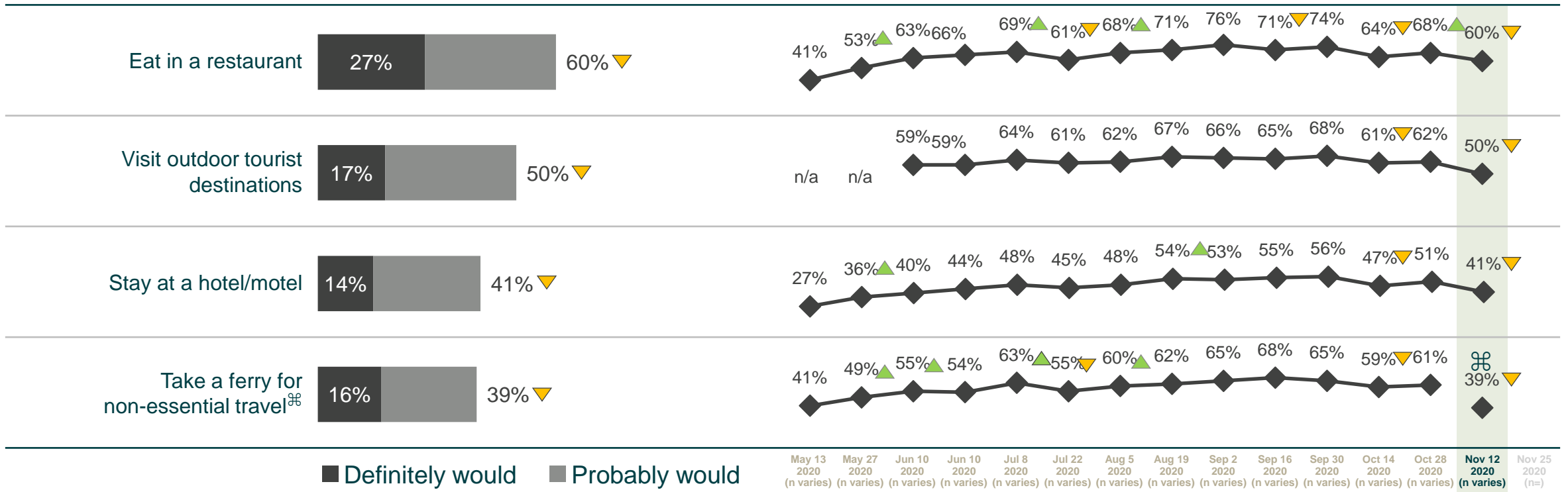
(Among Those Who Do Each, continued)



November 12, 2020

Tracking

(Total Would)



■ Definitely would ■ Probably would

[⌘] Question wording change starting November 12: new response category “not applicable/wouldn’t do this at this time of year”; “non-essential travel” added to “Take a ferry” starting November 12.

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 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

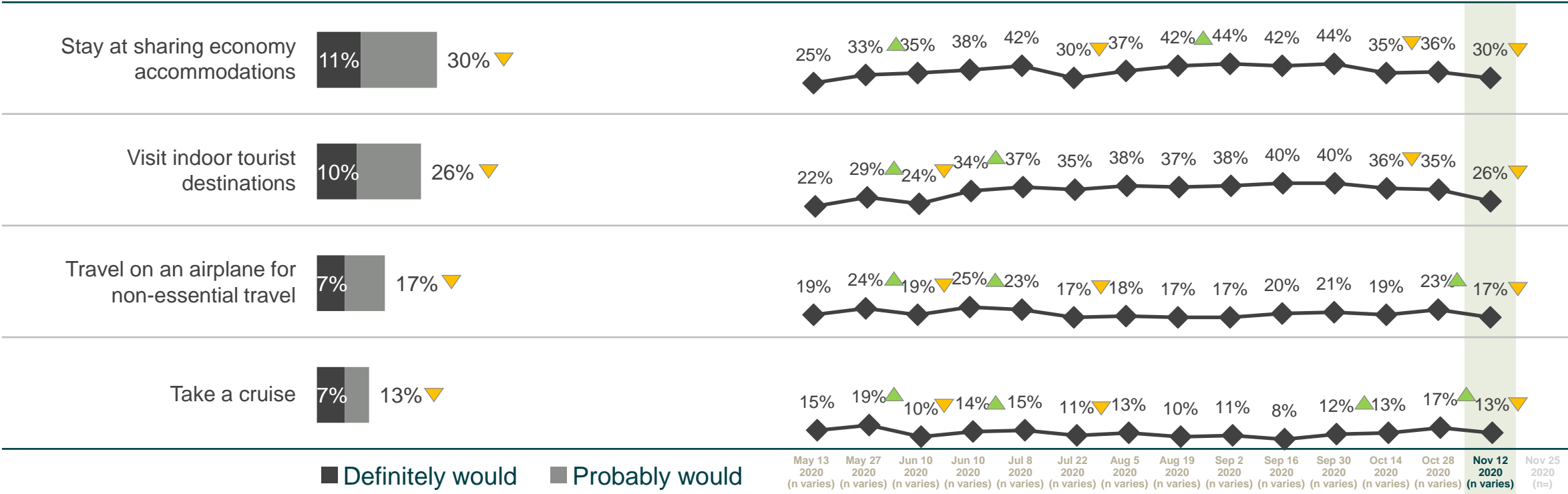
(Among Those Who Do Each, continued)



November 12, 2020

Tracking

(Total Would)



■ Definitely would ■ Probably 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

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:

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