

BC Resident's Public Perceptions: COVID-19 Travel and Tourism Wave 16 Report

Data Provided by Insights West
Date: December 9, 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.
- 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%

PAST TRAVEL

- *In Wave 14, November 12, BC residents were asked about their past travel in 2020. The number of trips were gathered for the January-March period, April-June period, and July-September period. In January 2021, BC residents will be asked about their trips taken between October-December 2020.*
- As expected, it was found that **BC residents took more leisure trips within the province year-to-date (January – October) compared to taking trips elsewhere, such as to other parts of Canada, the US, or other countries.**
- 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.

SUMMARY (cont.)

TRAVEL INTENTIONS

- In Wave 16, December 9, **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 for an overnight trip, such as to other parts of the province (9%), to other provinces within Canada (3%), to the US (2%), or to other countries (1%).
- **BC residents' intentions to travel to surrounding areas for a day trip in the next 4 weeks** has increased from 31% to 38% in Wave 16.
- **BC residents' intentions to travel in the next 12 months have increased as well.** BC residents' intentions to travel within their surrounding area for a day trip (86%, up from 80% in Wave 15), to other parts of the province (74%, up from 67%) or to other parts of Canada (45%, up from 41%) have increased from Wave 15.
- **Likelihood of travelling to the US or to other countries without a vaccine/treatment available continues to be low, representing a third of BC resident respondents who do not intend to travel without a vaccine/treatment,** however, fewer people indicated that a vaccine/treatment would be needed in Wave 16, compared to 15. This decrease was seen not only when thinking about travelling to the US and other countries, but also within BC and to other parts of Canada.
- In Wave 16, no differences are seen by age, gender, household income, or where one resides within BC, by BC residents who indicated **short-term intentions to travel (next 4 weeks) within BC.**

REASONS FOR NOT CONSIDERING TRAVEL

- *In Wave 14, November 12, BC residents who 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. This question will not be asked on a regular basis.*
- 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 did not intend to travel. **65% of BC residents indicated that they do not intend to travel because of the 'risk of being exposed/contracting COVID-19' and 54% of BC residents indicated they do not intend to travel because of 'concerns that COVID-19 protocols are not being properly followed'.**

CONCERN TO WELCOME VISITORS

- **BC residents' level of concern to welcome visitors into their community from nearby communities remain higher than they have been since the beginning of tracking, however, a decrease from Wave 15 was seen (61% in Wave 15 to 54% in Wave 16).**
- **Concern to welcome visitors from other parts of the province, other parts of Canada, the US, and other countries remains unchanged from Wave 15.**

SUMMARY (cont.)

COMFORT WITH ACTIVITIES/MODES OF TRANSPORTATION

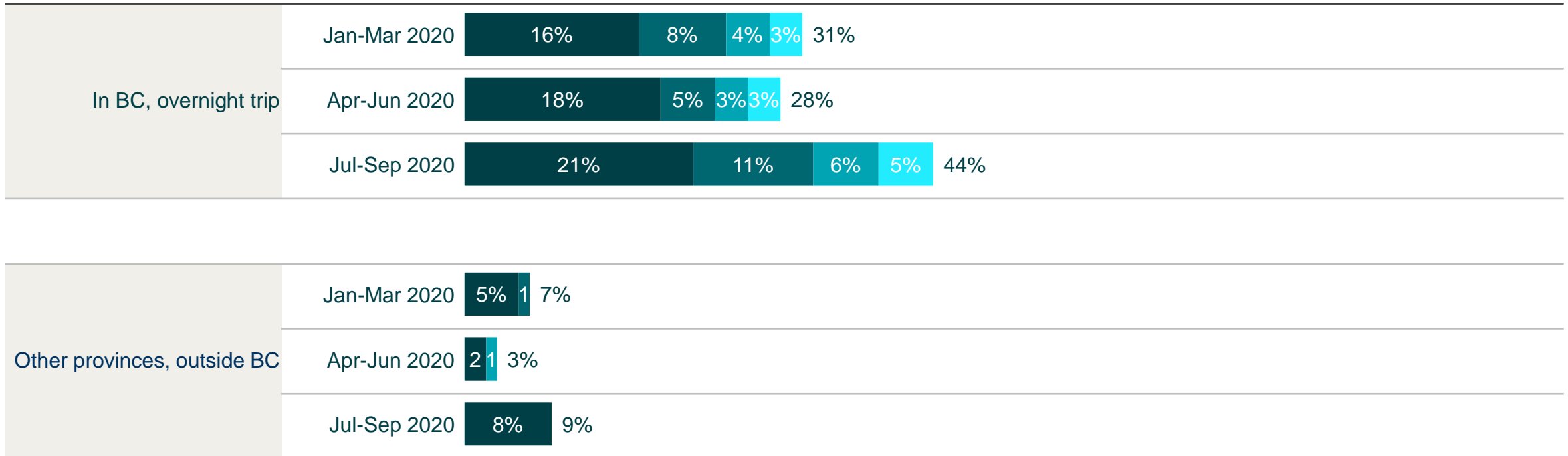
- With the exception of **visiting a beach/lake or retailer stores, where comfort to visit increased** (73%, up from 69% in Wave 15 and 70%, up from 66% in Wave 15, respectively), **levels of comfort to participate in all other tourism-related activities have remained unchanged from Wave 15.**
- **Level of comfort to travel by plane (16%) or take a cruise (12%) in the coming weeks by BC residents remains low, but has remained unchanged** from Wave 15. Comfort to travel by car/RV for non-essential travel has remained unchanged as well (49%).

DETAILED FINDINGS

Past Travel

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

**Jan 6
2021**
(n=)



■ 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.

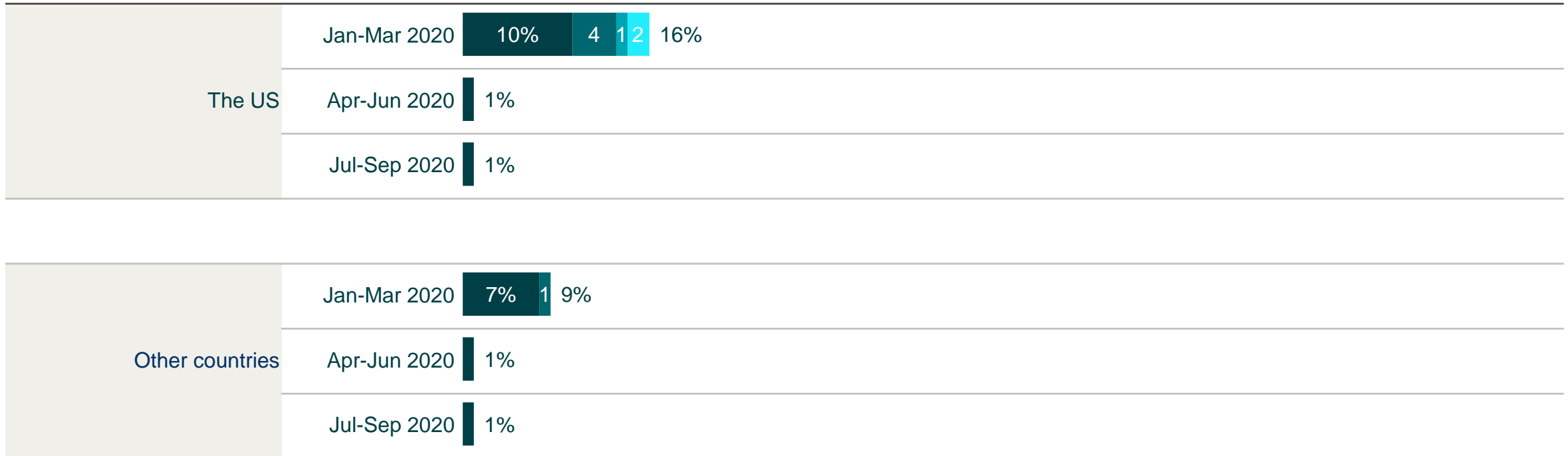
▼ Statistically significantly **lower** than previous wave.

Past Travel

(continued)

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

**Jan 6
2021**
(n=)



■ 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)



Nearby communities in BC (day trip)



Elsewhere in BC (overnight trip)



Other provinces in Canada outside BC



The US



Other countries



Next 4 weeks ■ Next 2-3 months ■ Next 4-12 months ■

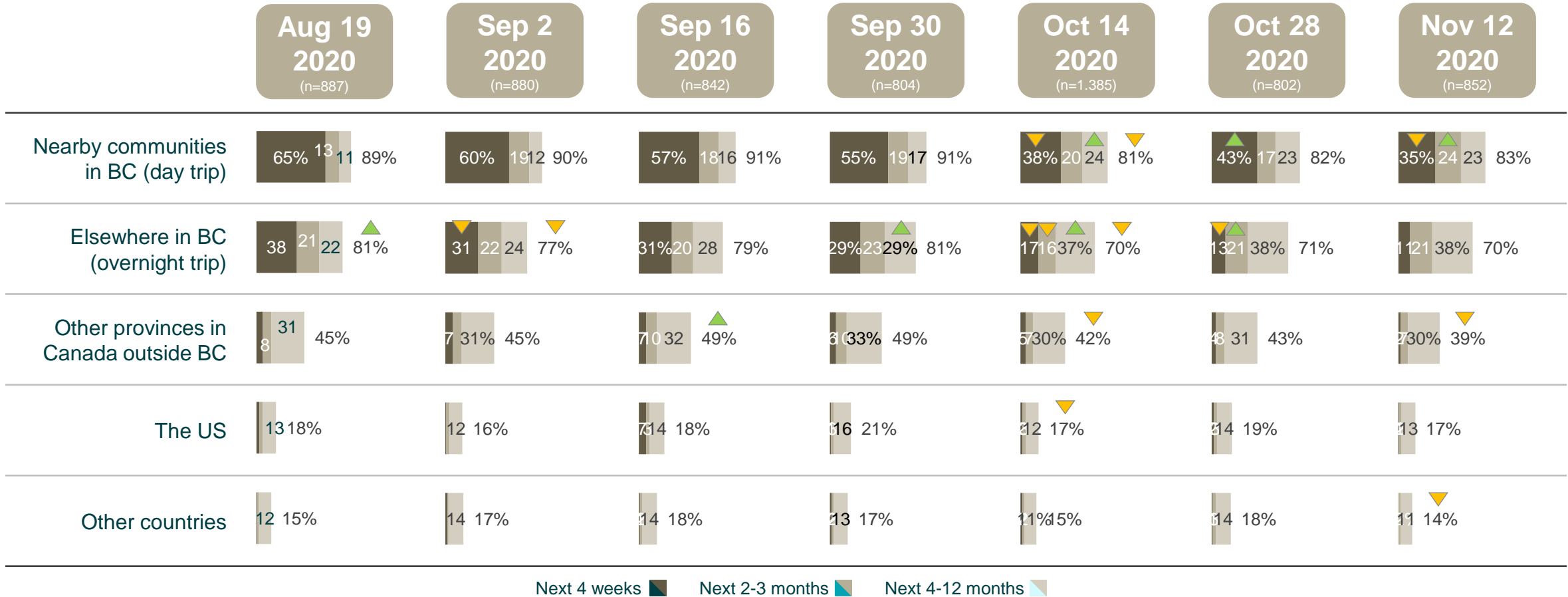
Base: All respondents

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)



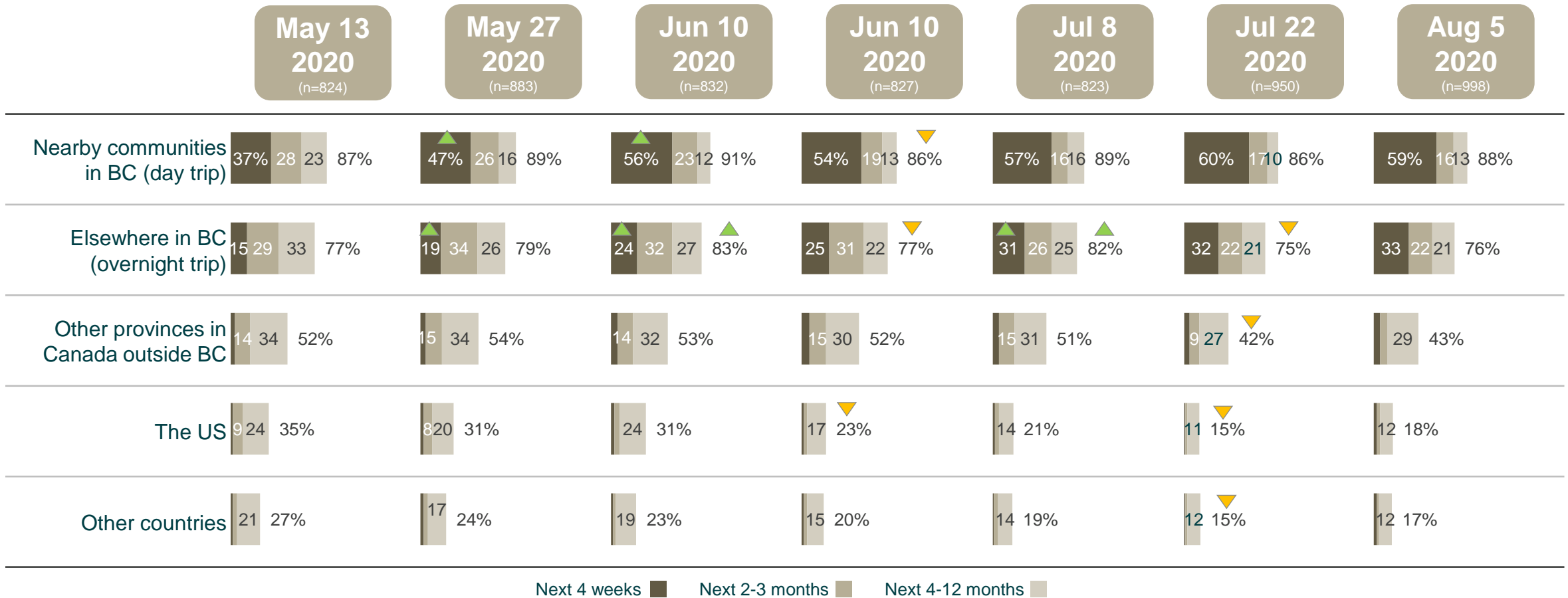
Base: All respondents

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

(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.

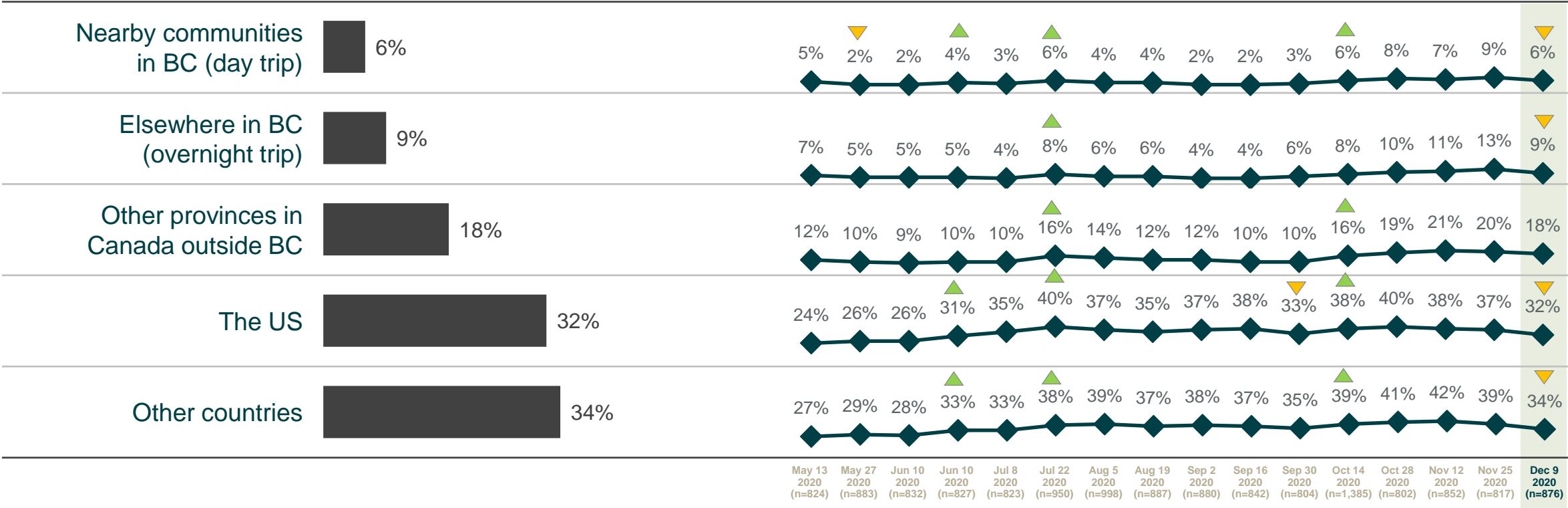
Travel Intentions

(Only if Vaccine/Treatment)



December 9, 2020

Tracking



Base: All respondents

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

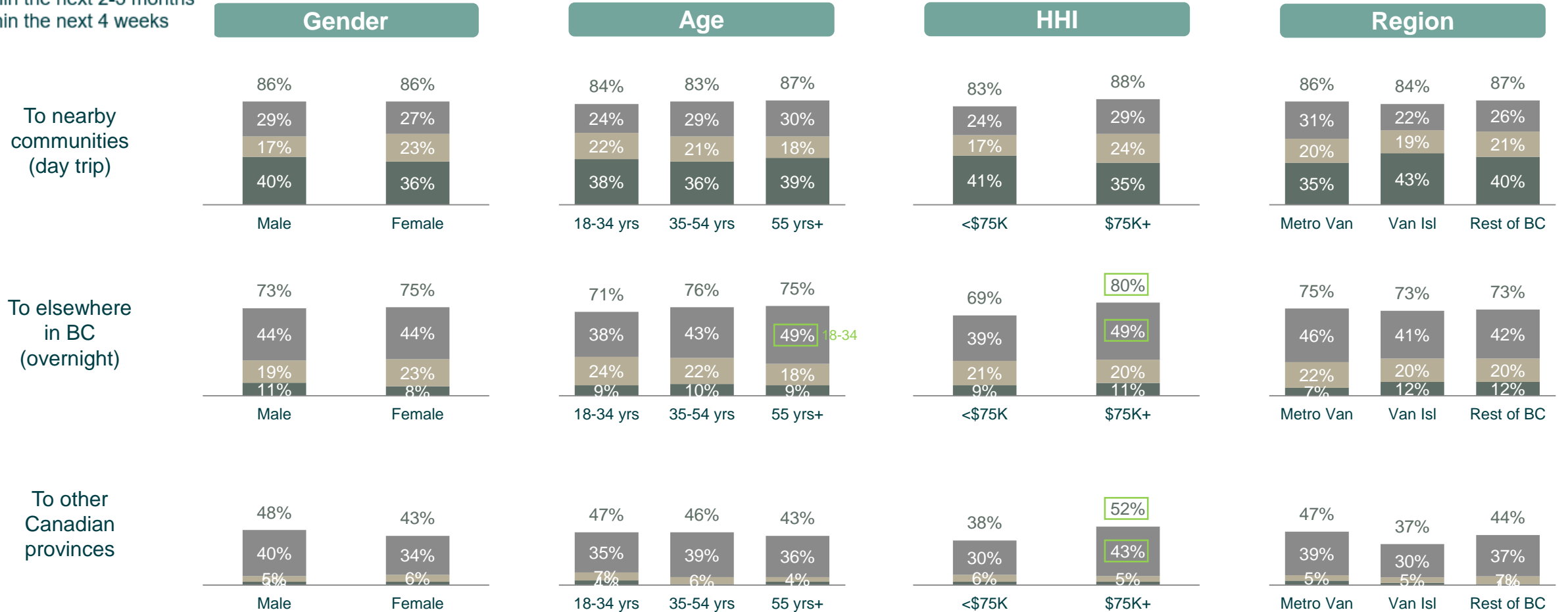
▲ Statistically significantly **higher** than previous wave.
▼ Statistically significantly **lower** than previous wave.

Travel Intentions by Demographics

(Next 12 Months: Wave 16 – December 9, 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).

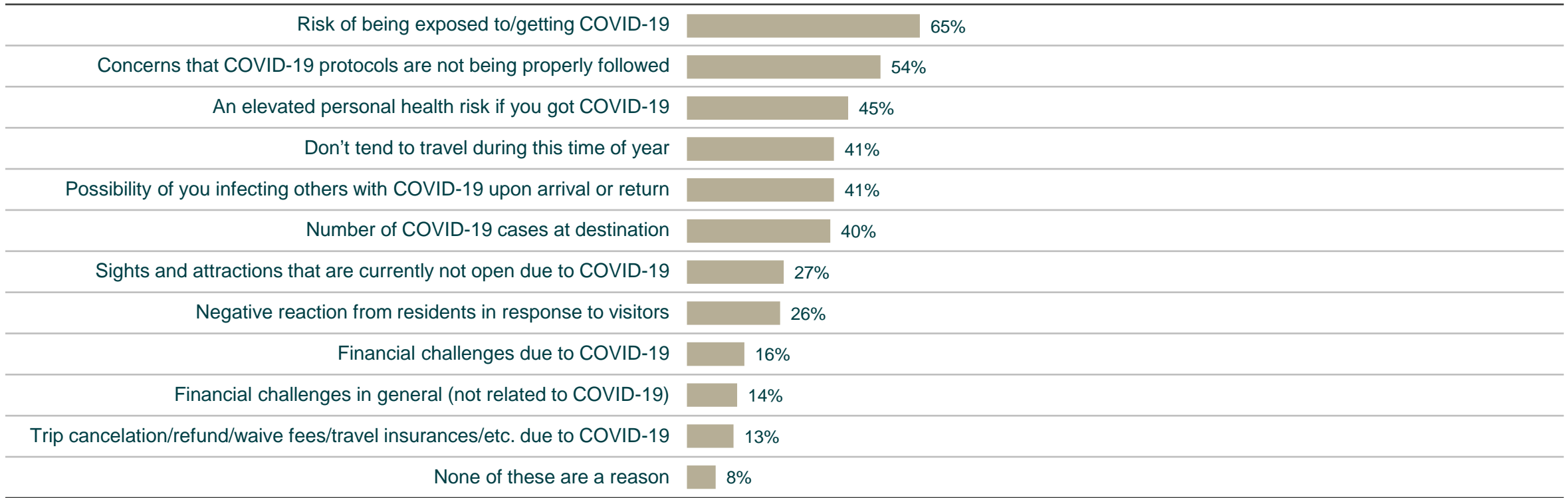
Aided Reasons for Not Considering BC Travel

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



Nov 12
2020
(n=340)

Jan 6
2021
(n=)



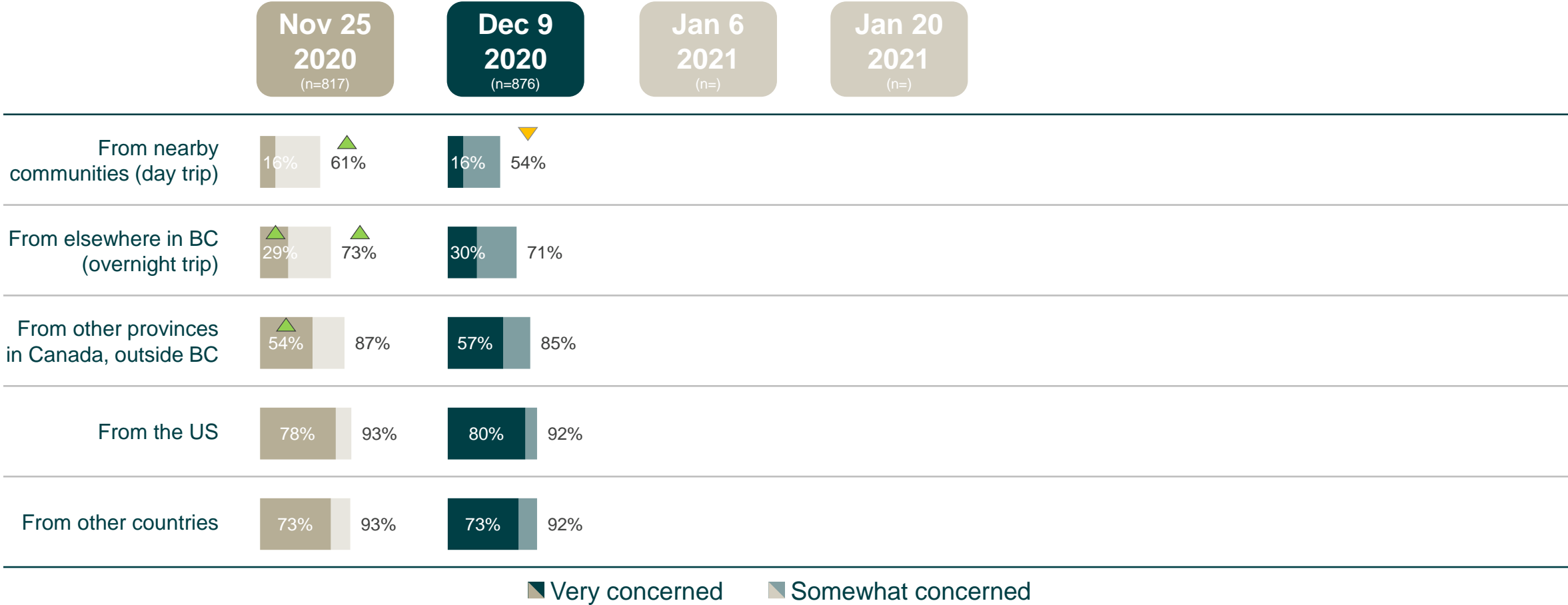
Base: Those who are not likely to take a daytrip in BC or an overnight trip in BC in the next 3 months

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



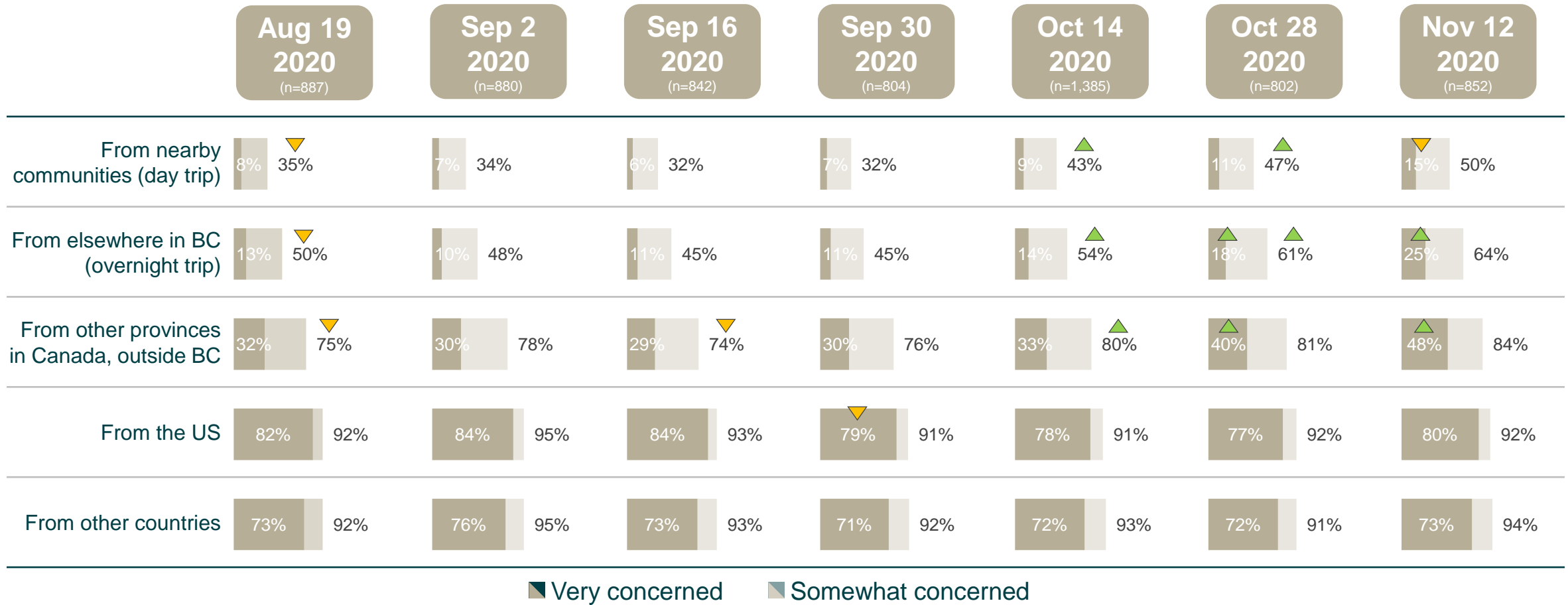
Base: All respondents

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

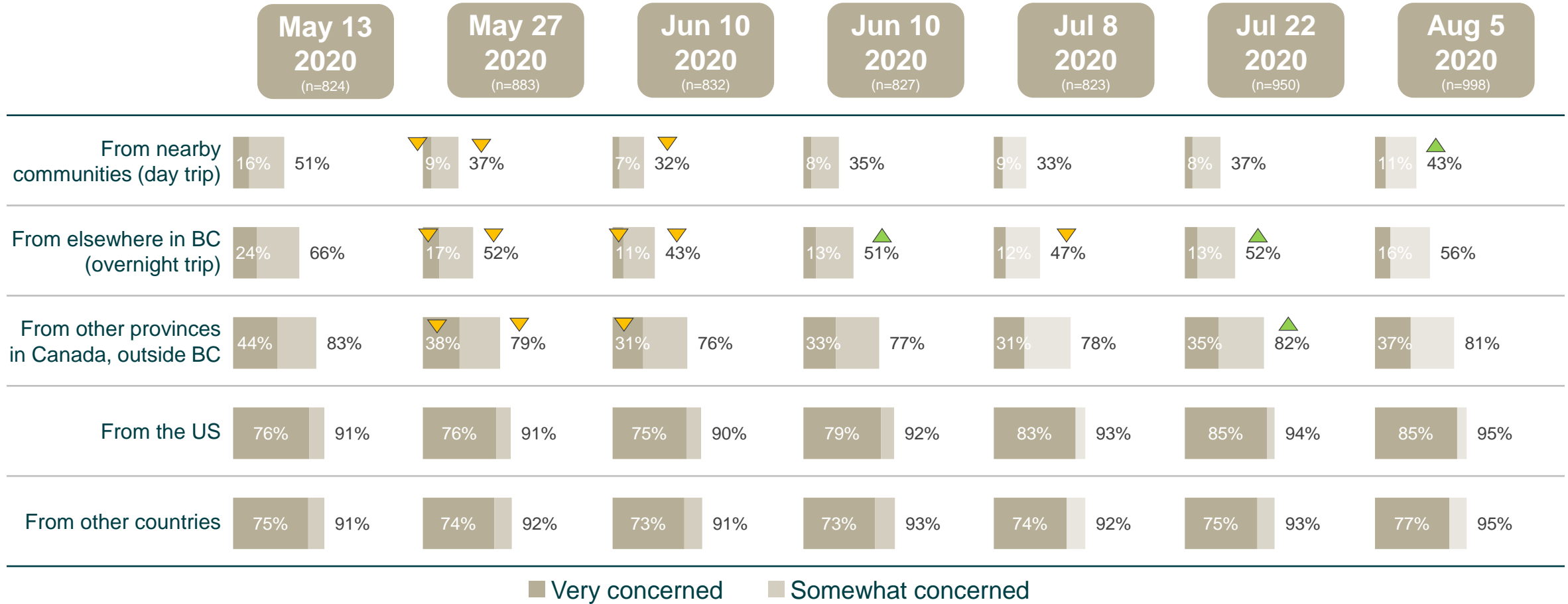
D2. Given the current situation with COVID-19, how concerned would you be with the following types of visitors making non-essential trips into your community over the next few weeks?

Statistically significantly **higher** than previous wave.

Statistically significantly **lower** than previous wave.

Concern to Welcome Visitors

(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.

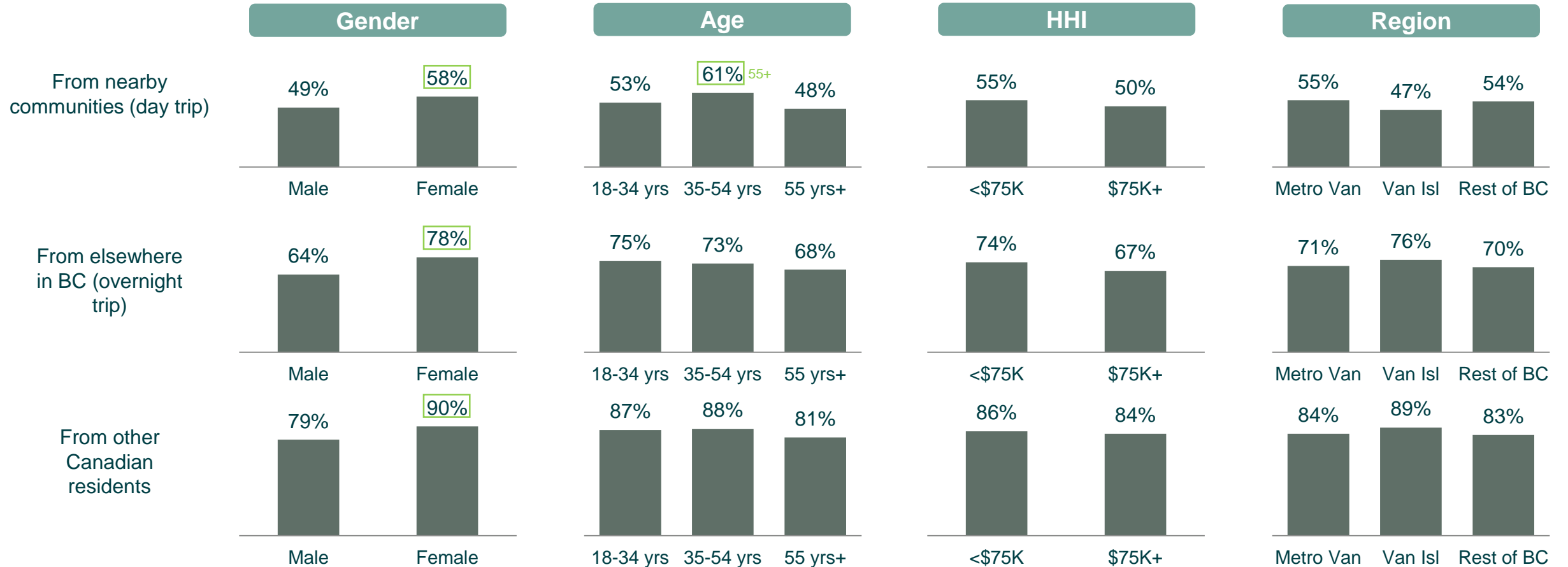
▼ Statistically significantly **lower** than previous wave.

Concern to Welcome Visitors by Demographics

(Wave 16 – December 9, 2020)



■ Total concerned



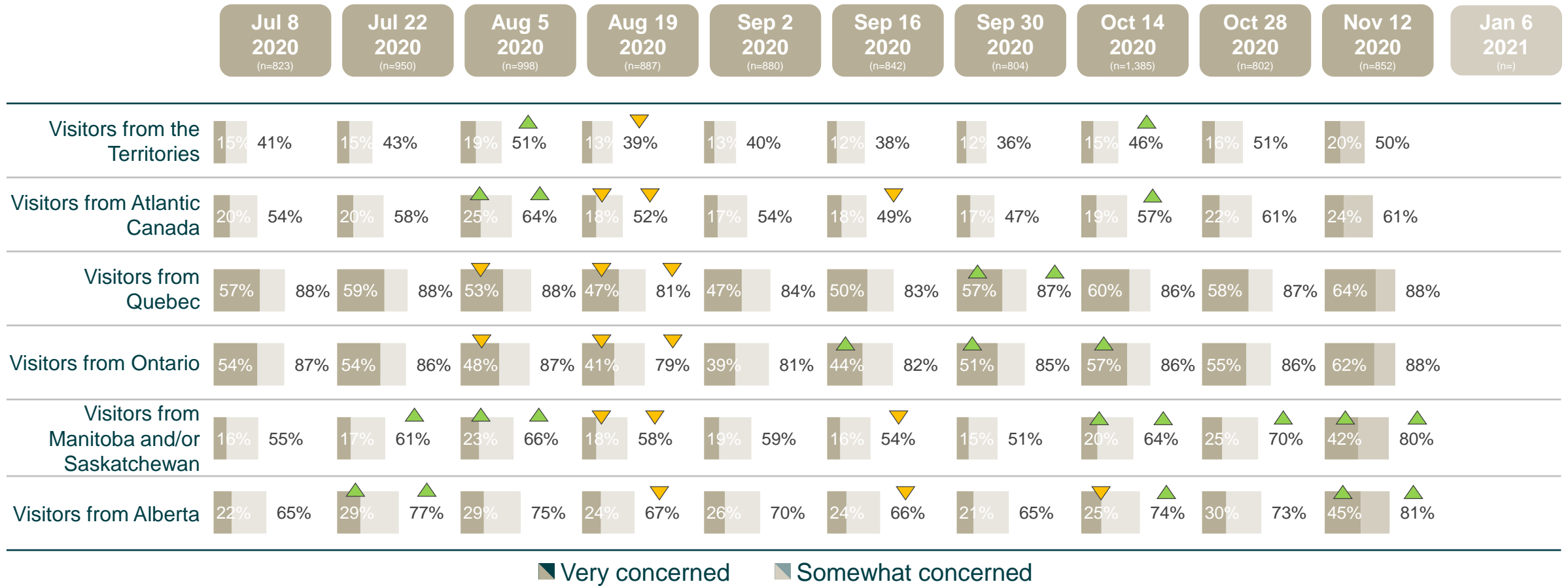
Base: All respondents

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.

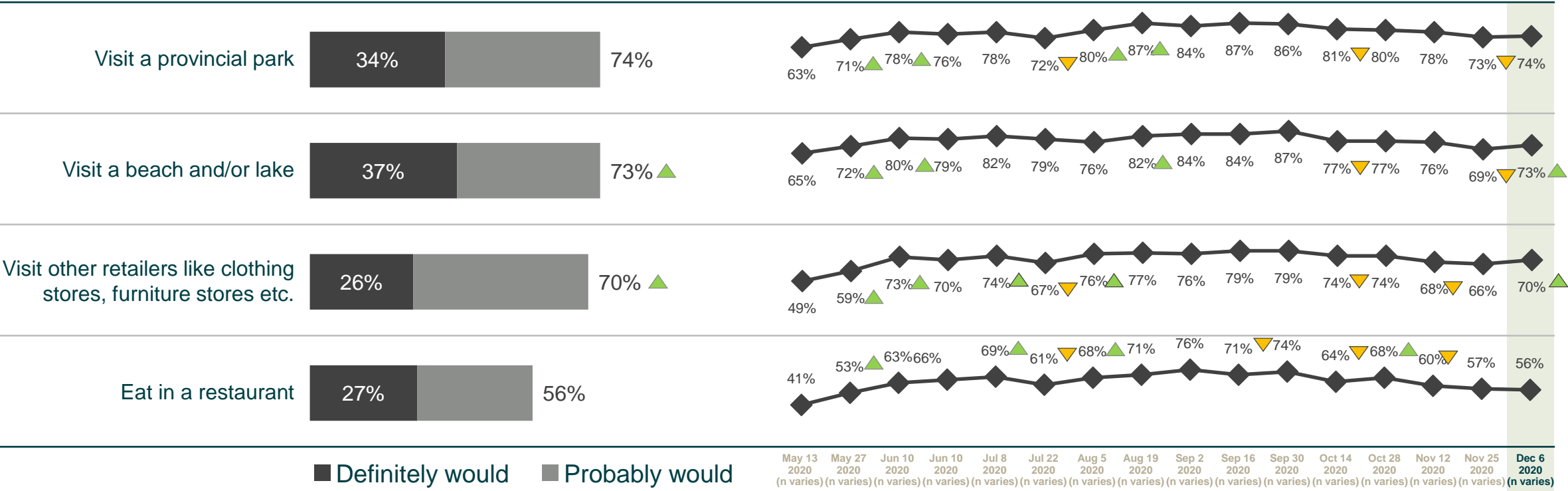
Comfort With Activities/Modes of Transportation[⌘]

(Among Those Who Do Each)



December 9, 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 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[⌘]

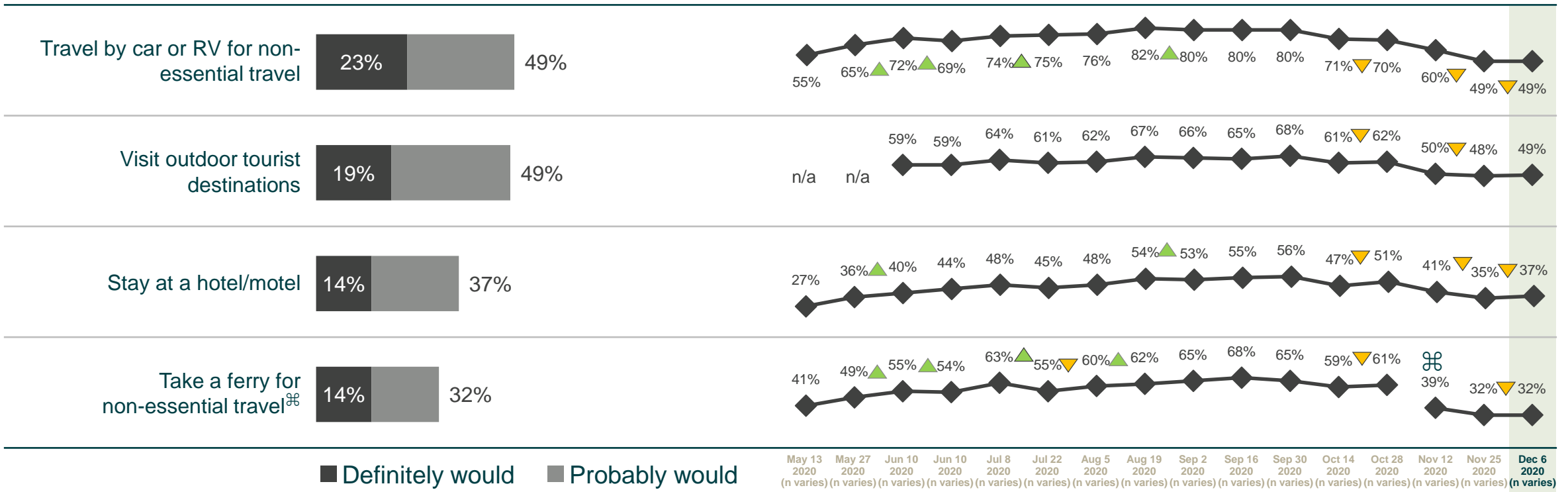
(Among Those Who Do Each, continued)



December 9, 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 varies) Nov 12 2020 (n varies) Nov 25 2020 (n varies) Dec 6 2020 (n varies)

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

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

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

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

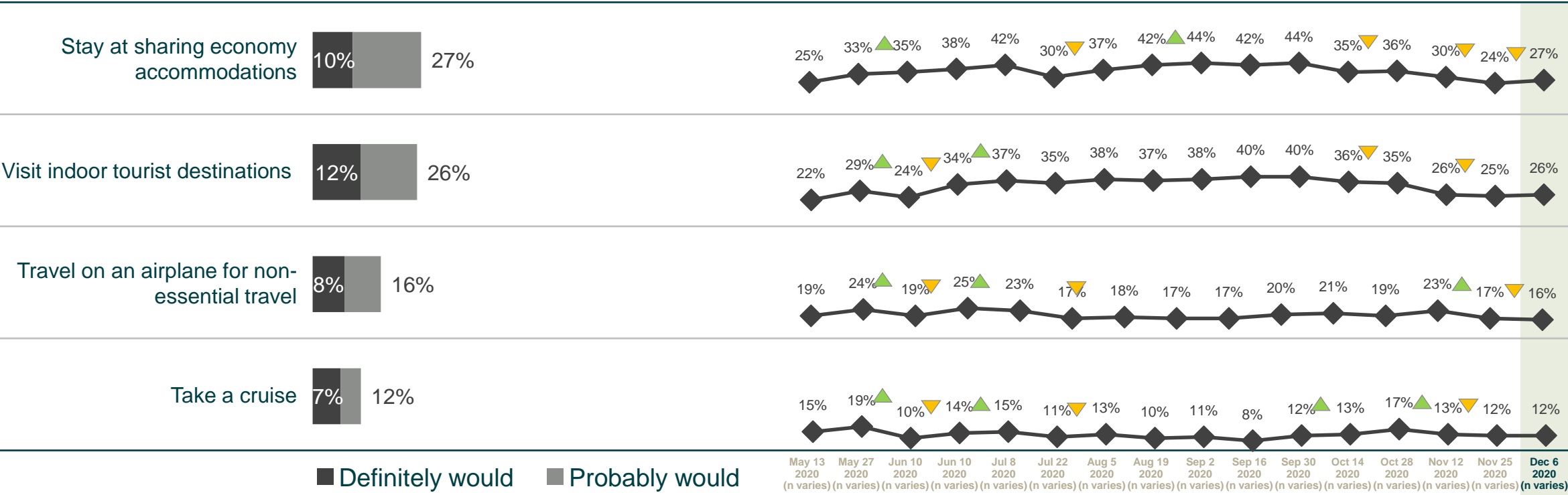
Comfort With Activities/Modes of Transportation

(Among Those Who Do Each, continued)



December 9, 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
 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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