

BC Resident's Public Perceptions: COVID-19 Travel and Tourism Wave 17 Report

Report prepared by Insights West
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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 approximately 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%
17	January 6-10, 2021	826	+/-3.4%

PAST TRAVEL

- BC residents' reported trips during the most recent three-month period (October-December 2020) continues to indicate that BC trips are the most common destination (25% of residents have taken one or more) compared to reported trips to other provinces (5%), the US (2%) or other countries (1%) during the same period.
- Compared to earlier time periods, trips within BC are less common, down from 44% in the three months prior (July-September 2020), 28% in April-June 2020 and 31% in January-March 2020. There is less change for trips to other areas since April 2020.

TRAVEL INTENTIONS

- BC residents' intention to travel in the next 4 weeks continues to be greatest for day trips to surrounding areas (33%), compared to other areas, such as to other parts of the province (for an overnight trip, 9%), to other provinces within Canada (2%), to the US (3%), or to other countries (1%).
- Travel intentions within surrounding areas is lower compared to Wave 16, December 9 (down from 38% to 33% for the next 4 weeks and down from 86% to 82% for the next 12 months); results are comparable to Wave 15 (November 25) levels.
- A similar pattern is seen for the next 12 months for trips to elsewhere in BC (68% currently intend to take an overnight trip, down from 74% Wave 16 and 67% Wave 15) and for trips to other Canadian provinces (38% vs. 45% and 41%). Planned trips in the next 12 months to the US (18%) is lower than the last two waves, now resembling mid-November levels. Intentions to travel in the short-term (next 4 weeks) remains low and remains mostly unchanged from the past several waves.
- BC residents who indicated short-term intentions to travel (next 4 weeks) within BC for overnight trips are more likely to be 35-54 years of age or have a household income of \$75k+. Metro Vancouver residents, followed by 'Rest of BC' residents, are slightly more likely to take an overnight trip in BC within the next 4 weeks than those from Vancouver Island.

SUMMARY

(continued)



REASONS FOR NOT CONSIDERING BC TRAVEL

- Measured for the second time this wave, risk of contracting COVID-19 remains the greatest barrier (73%) to BC travel (up from 65% in mid-November). Concerns about COVID-19 protocols not being properly followed also remain a significant factor (56%) but has not changed since mid-November.
- “Generally not travelling at this time of year” (34%) as a reason for not considering BC travel is a slightly less cited factor than it was mid-November (41%).

CONCERN TO WELCOME VISITORS

- The level of concern about welcoming visitors from within BC is unchanged from Wave 16, 4 weeks ago. As such, BC residents remain more open to welcoming visitors into their community compared to levels seen in the summer months. Currently, 54% of BC residents are concerned about welcoming visitors into their community from surrounding areas, 70% are concerned with welcoming visitors from other parts of the province, and 85% from other parts of Canada.
- Concern to welcome visitors from the US and other countries remains unchanged and high over the course of the study.
- BC residents who are 55 years+ and have a household income of under \$75K have greater concerns with welcoming visitors from elsewhere in BC for an overnight trip than their older and higher income counterparts. Residents in the ‘Rest of BC’ are more concerned about visitors from nearby communities for a day trip compared with Metro Vancouver residents, and residents of Vancouver Island are more concerned to welcome visitors from elsewhere in BC for an overnight trip compared to Metro Vancouver residents.

SUMMARY

(continued)



MEASURES TO INCREASE COMFORT WITH VISITORS

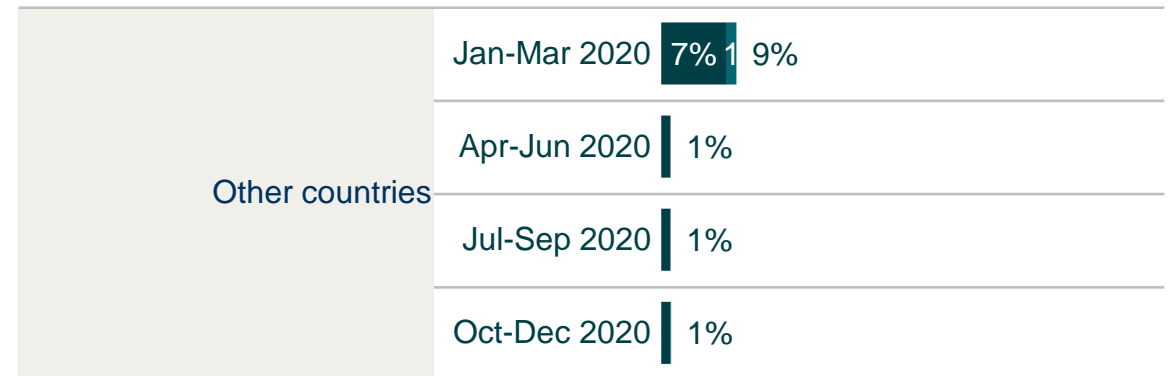
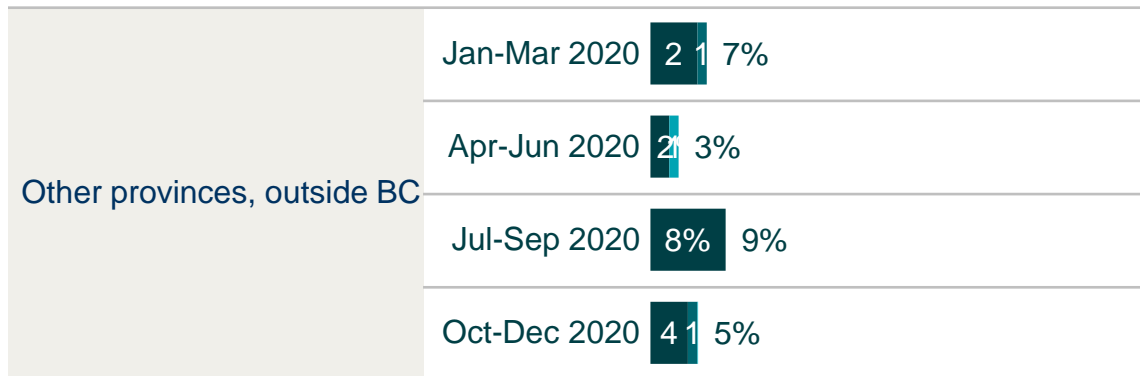
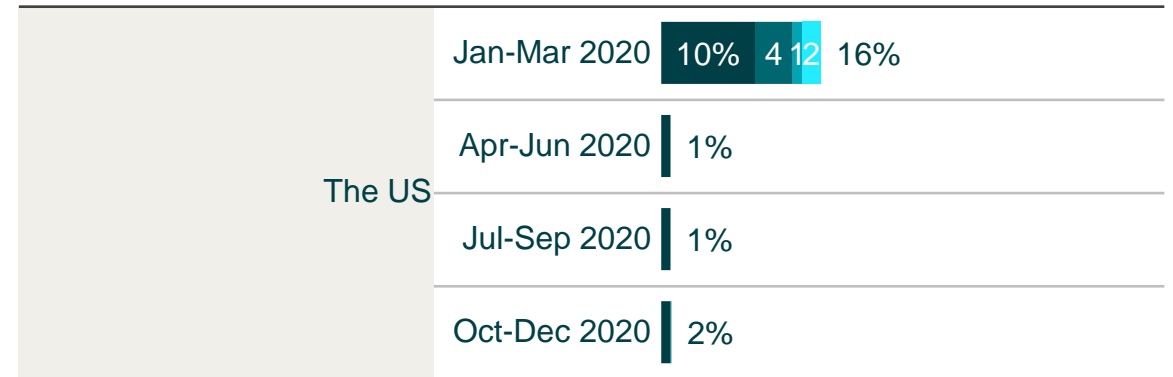
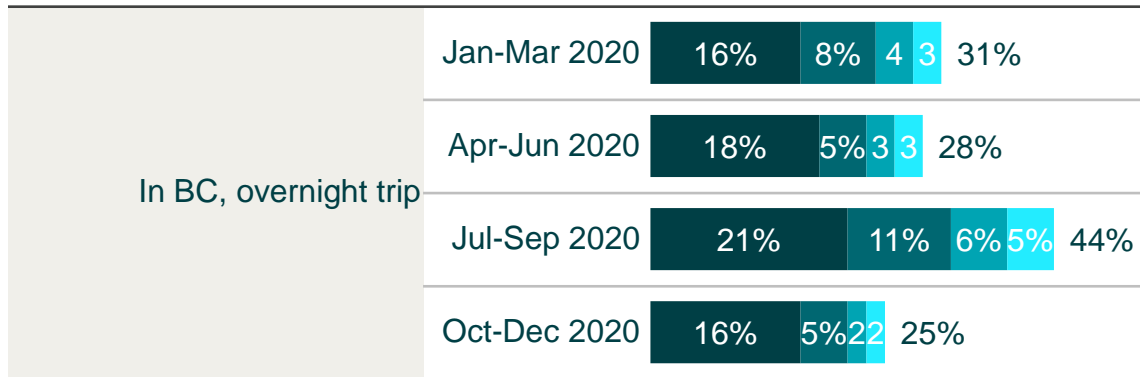
- Added to the study for the first time this wave, BC residents were asked what measures, if any, would help to make them more comfortable with visitors coming to their community. All 9 measures that could be taken to increase comfort with visitors were selected to some degree, with a significant majority (ranging from 67% to 84% of BC residents) indicating the measures would make them more comfortable with visitors coming to their community.
- The measures that receive the widest-spread agreement that they would increase comfort are their local businesses following all protocols/requirements (84%), international visitors being vaccinated (83%), and Canadian visitors being vaccinated (83%).
- While still comforting, the measures selected the least to bring comfort include all visitors being required to monitor/report symptoms (67%), international visitors undergoing health screening prior to arrival (68%) and local businesses and officials making policies easily accessible (69%).

COMFORT WITH ACTIVITIES/MODES OF TRANSPORTATION

- Comfort with participating in all activities and all modes of transportation tested remain unchanged from Wave 16, December 9.

DETAILED FINDINGS

Past Travel



■ 1 trip ■ 2 trips ■ 3 trips ■ 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.

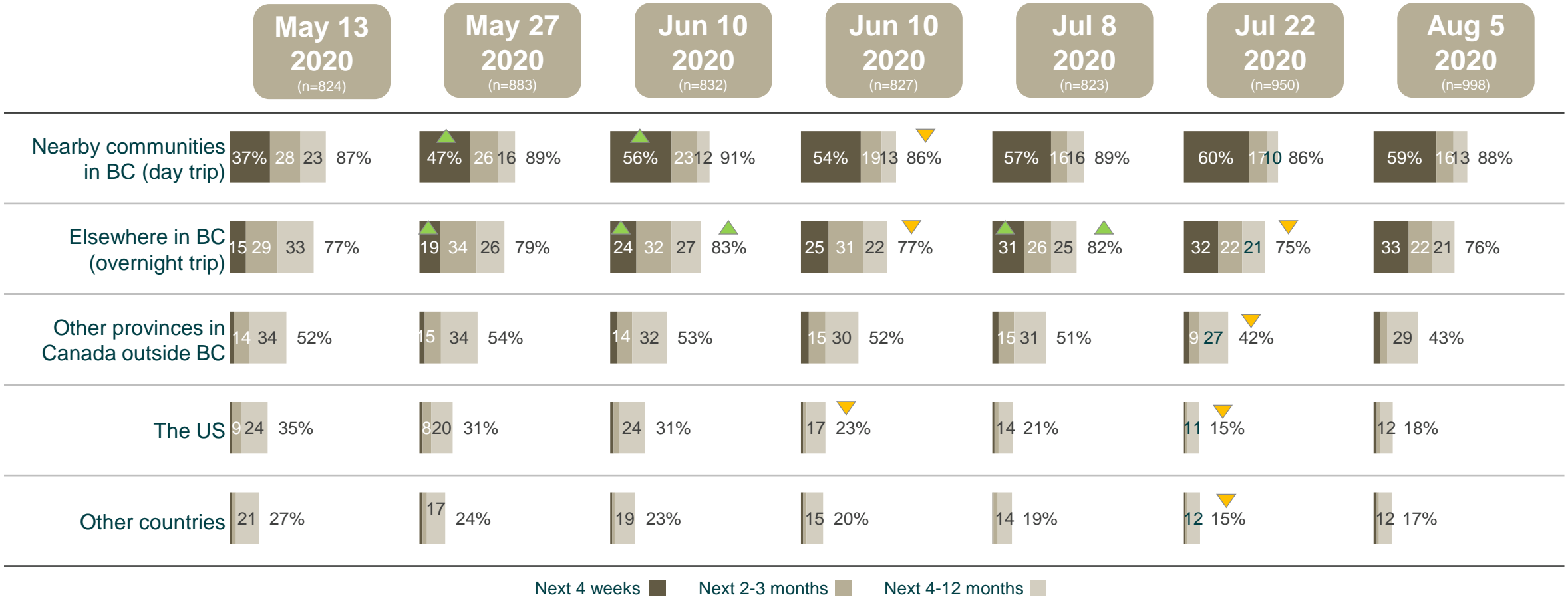
D0. In the following time periods, how many trips, if any, did you take to the following destinations for leisure and/or visiting friends and family? (Please do not consider any trips for business purposes).

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

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

Travel Intentions

(Next 12 Months)



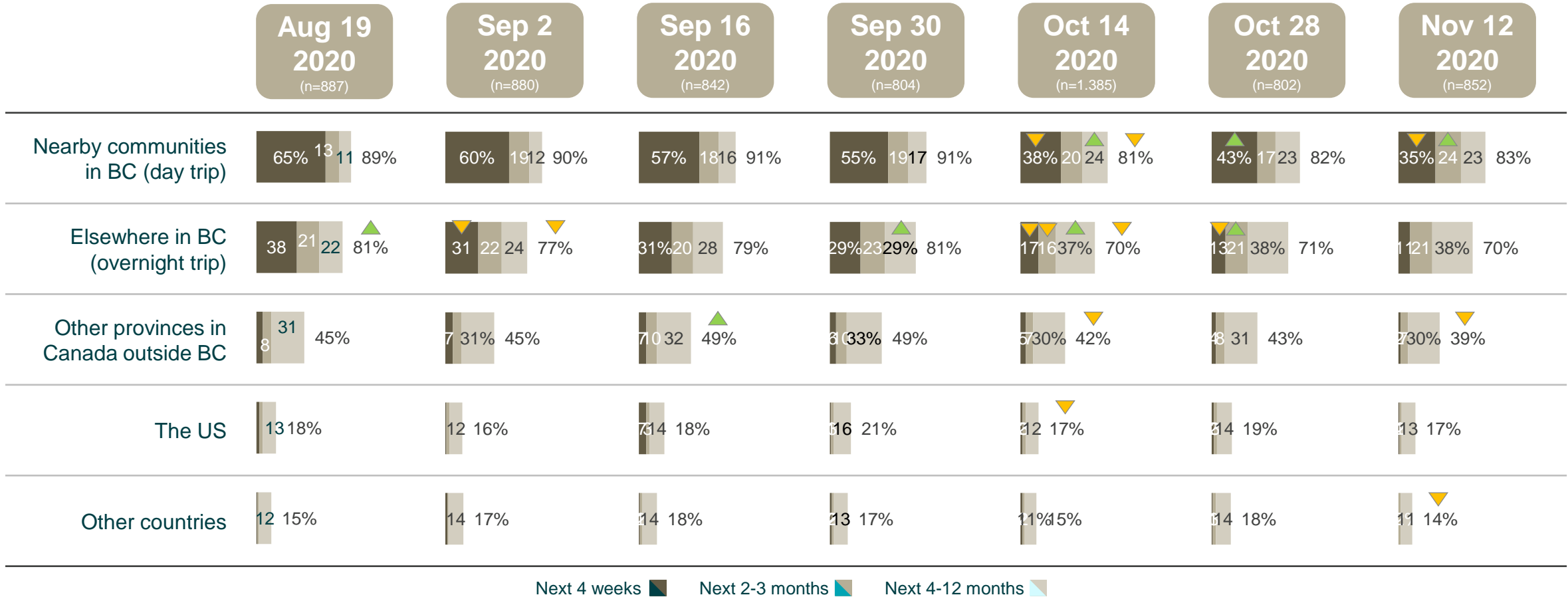
Base: All respondents

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)



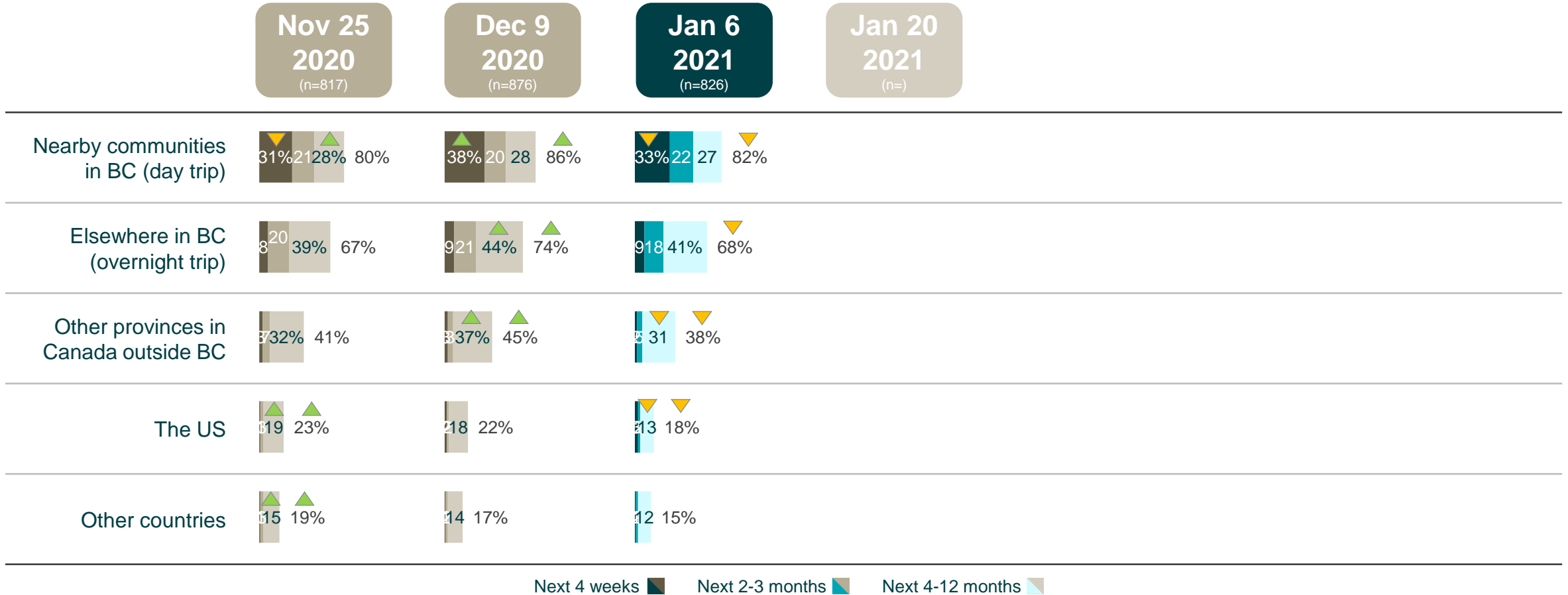
Base: All respondents

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

(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.

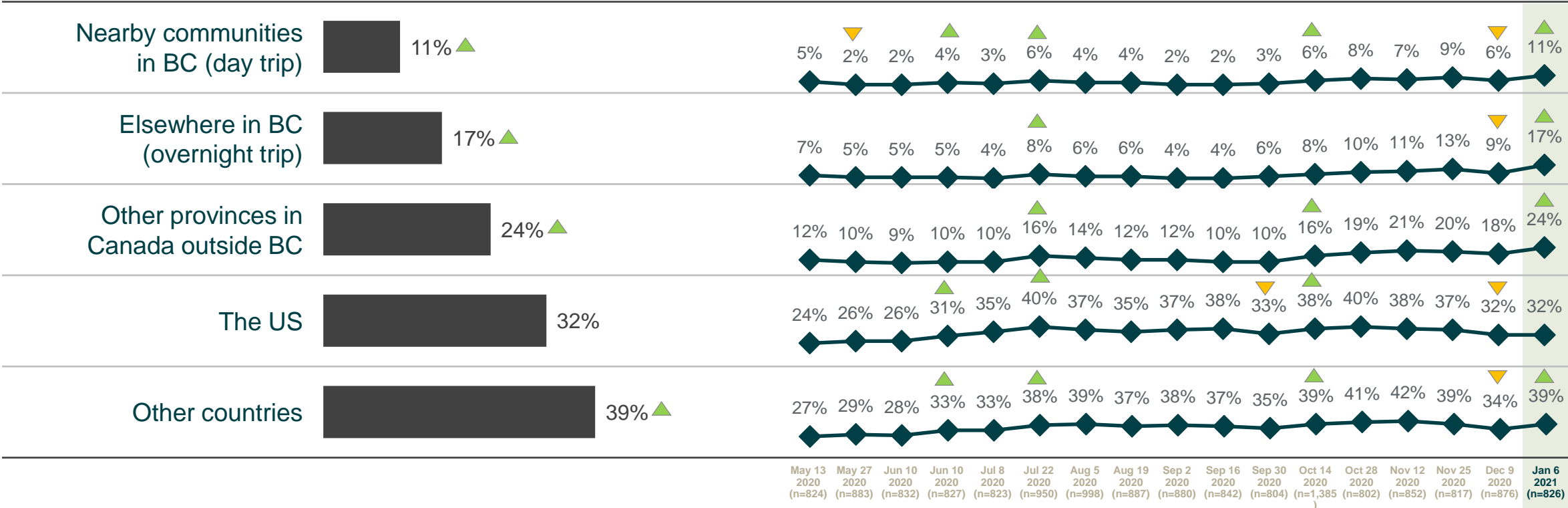
Travel Intentions

(Only if Vaccine/Treatment)



January 6, 2021

Tracking



Base: All respondents

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

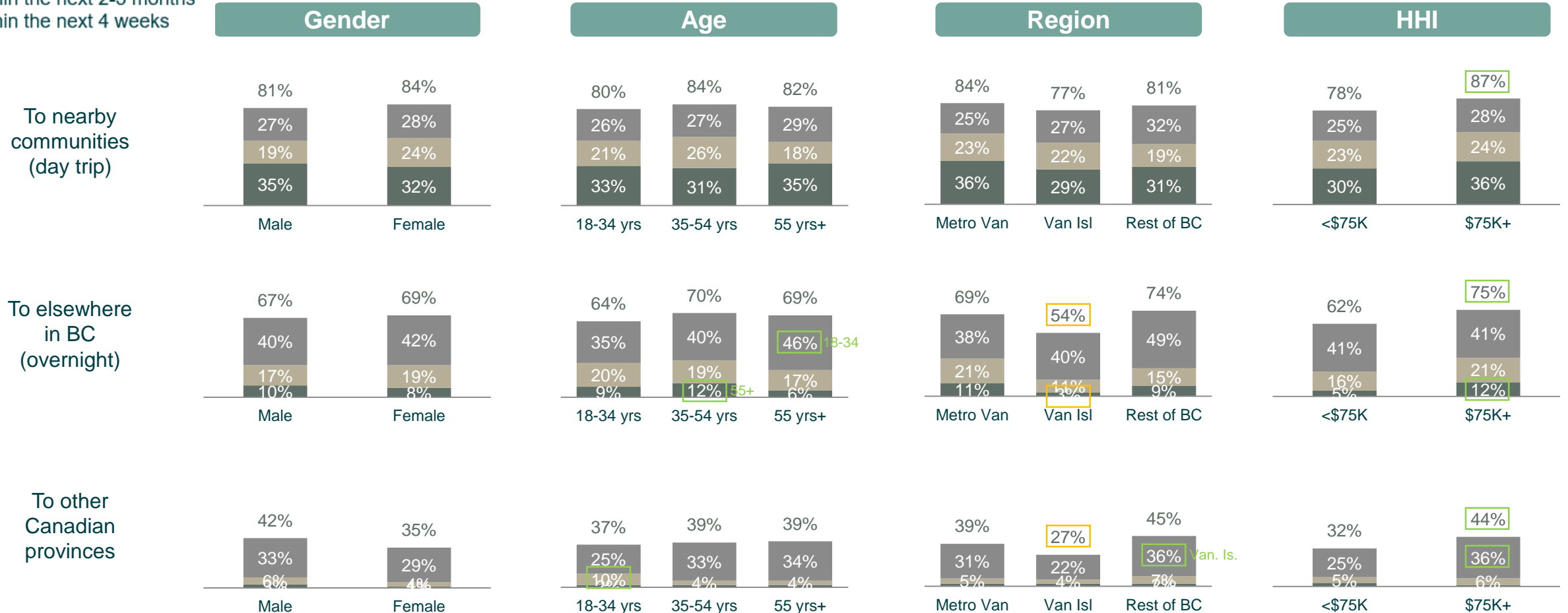
▲ Statistically significantly higher than previous wave.
▼ Statistically significantly lower than previous wave.

Travel Intentions by Demographics

(Next 12 Months: Wave 17 – January 6, 2021)



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



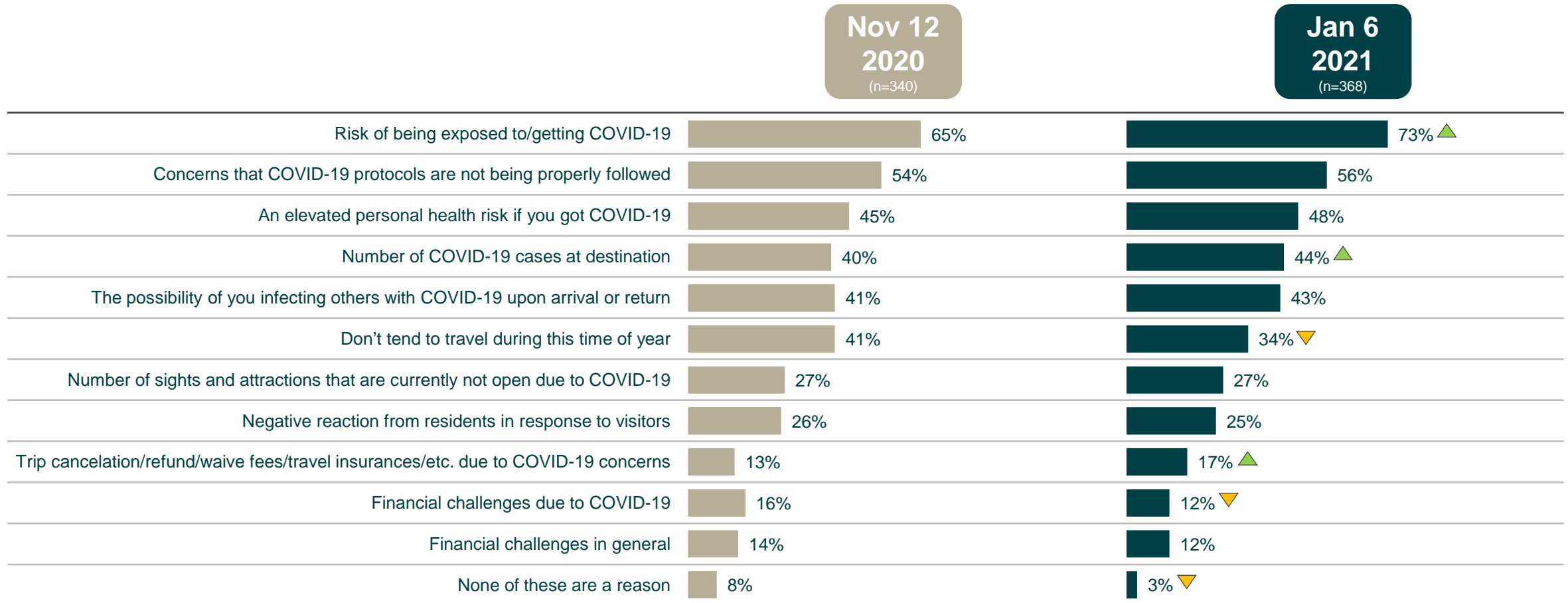
Base: All respondents

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).

Reasons for Not Considering BC Travel (Aided)

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



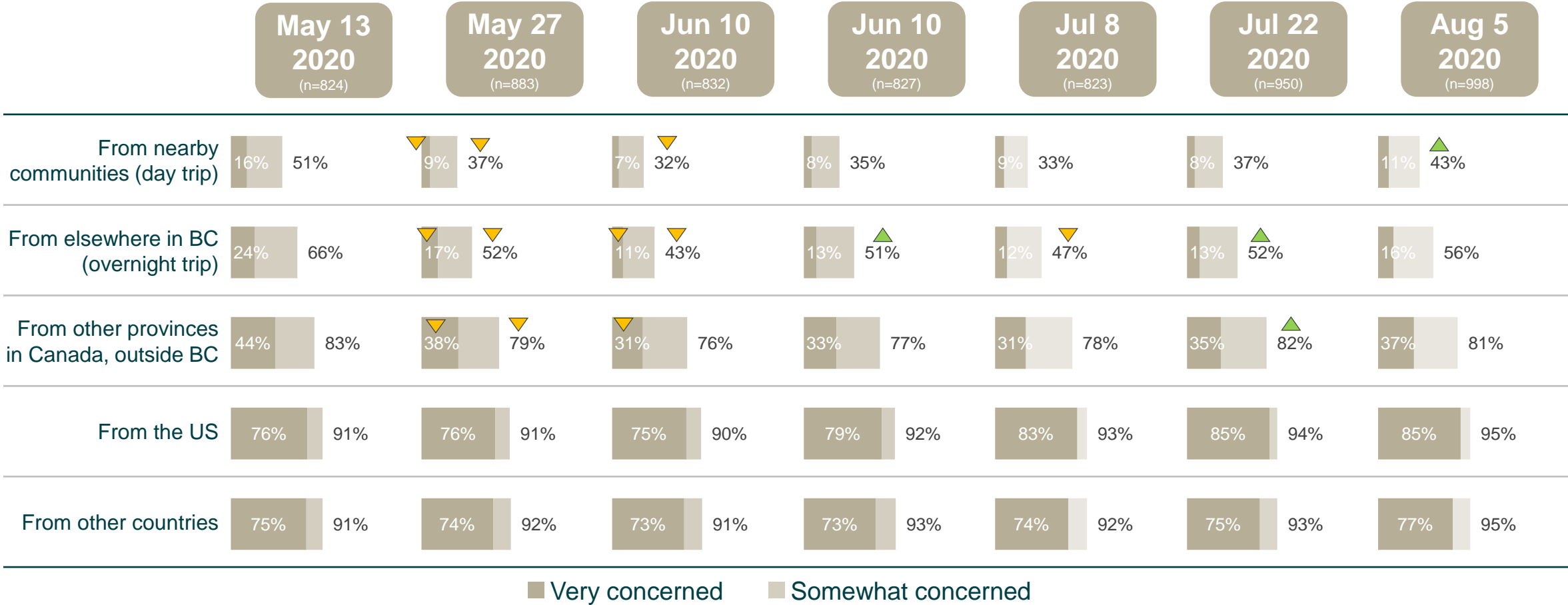
Base: Those who are not likely to take a daytrip in BC or an overnight trip in BC in the next 3 months

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



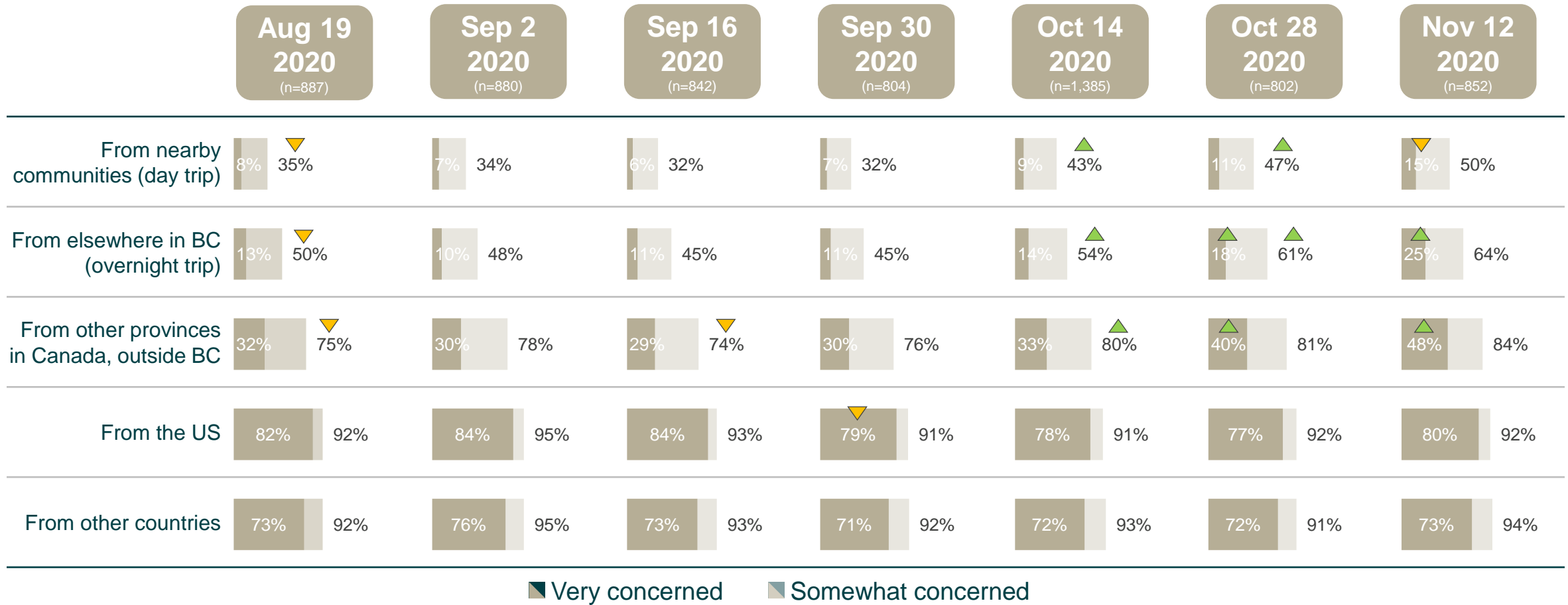
Base: All respondents

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

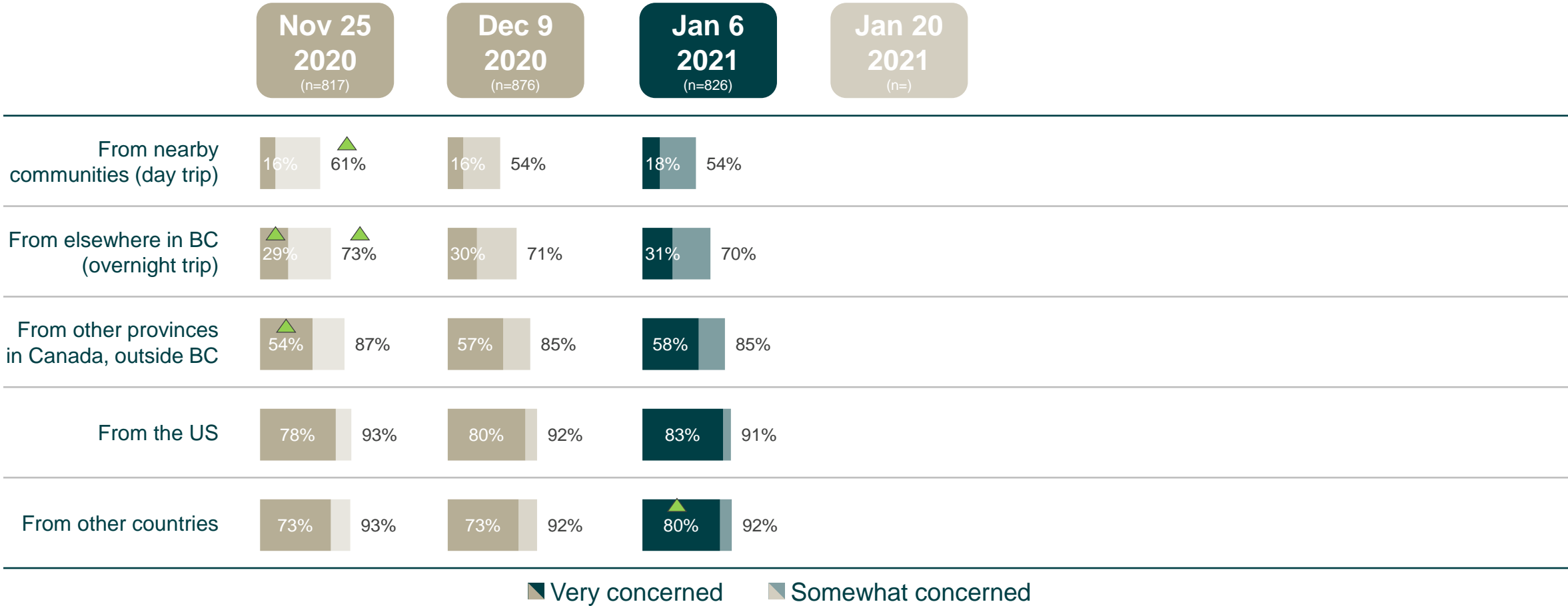
D2. Given the current situation with COVID-19, how concerned would you be with the following types of visitors making non-essential trips into your community over the next few weeks?

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?

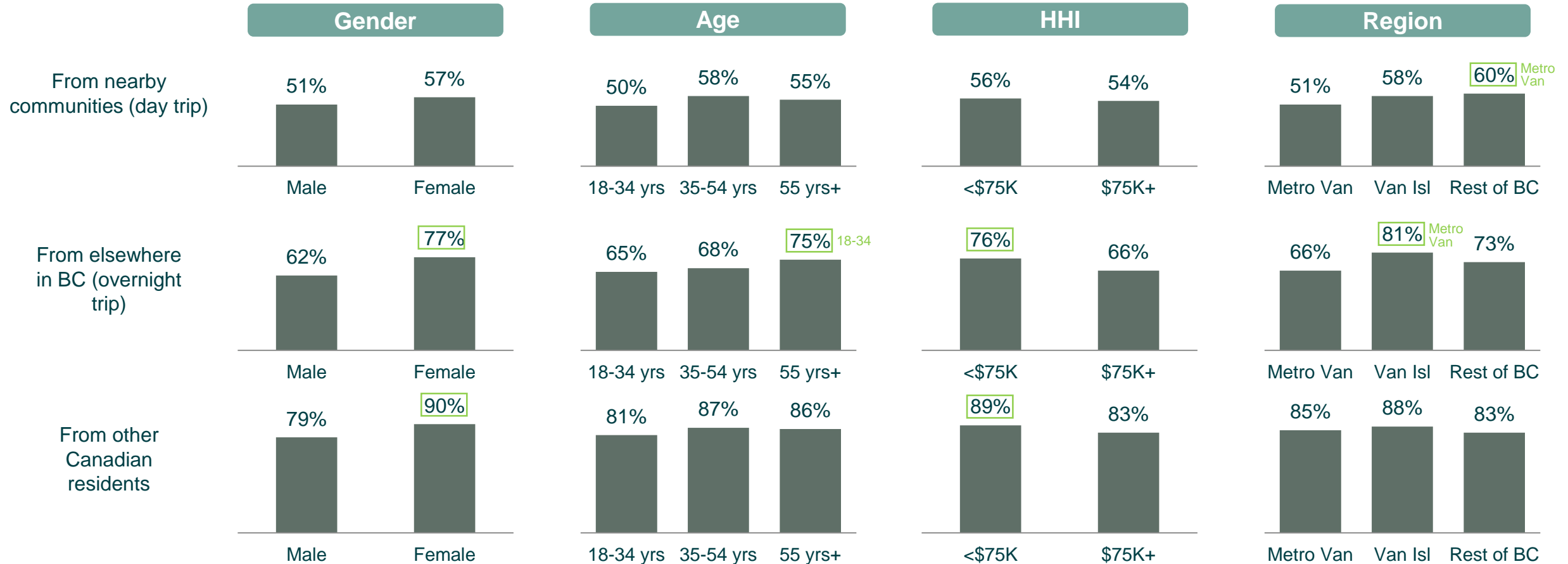
▲ Statistically significantly **higher** than previous wave.
▼ Statistically significantly **lower** than previous wave.

Concern to Welcome Visitors by Demographics

(Wave 17 – January 16, 2021)



■ Total concerned



Base: All respondents

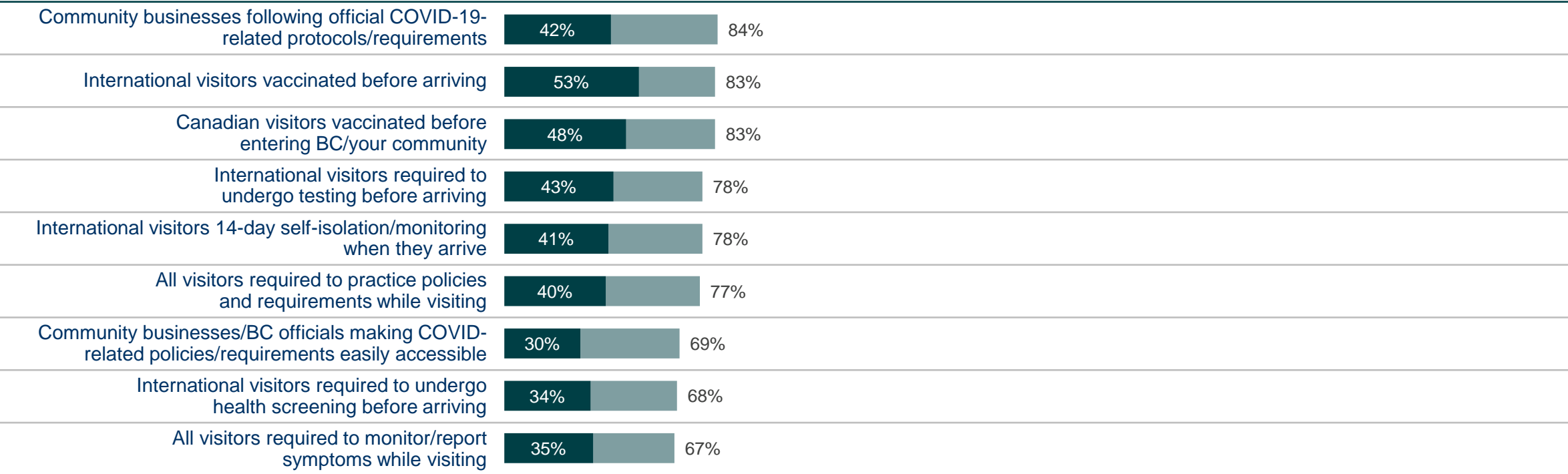
D2. Given the current situation with COVID-19, how concerned would you be with the following types of visitors making non-essential trips into your community over the next few weeks?

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

Measures to Increase Comfort With Visitors (Aided)



**Jan 6
2021**
(n=826)



■ A lot more comfortable ■ A little more comfortable

Base: All respondents
D5. To what extent would each of the following make you feel more comfortable with visitors making non-essential trips into your community once travel restrictions are lifted?

Comfort With Activities/Modes of Transportation [⌘]

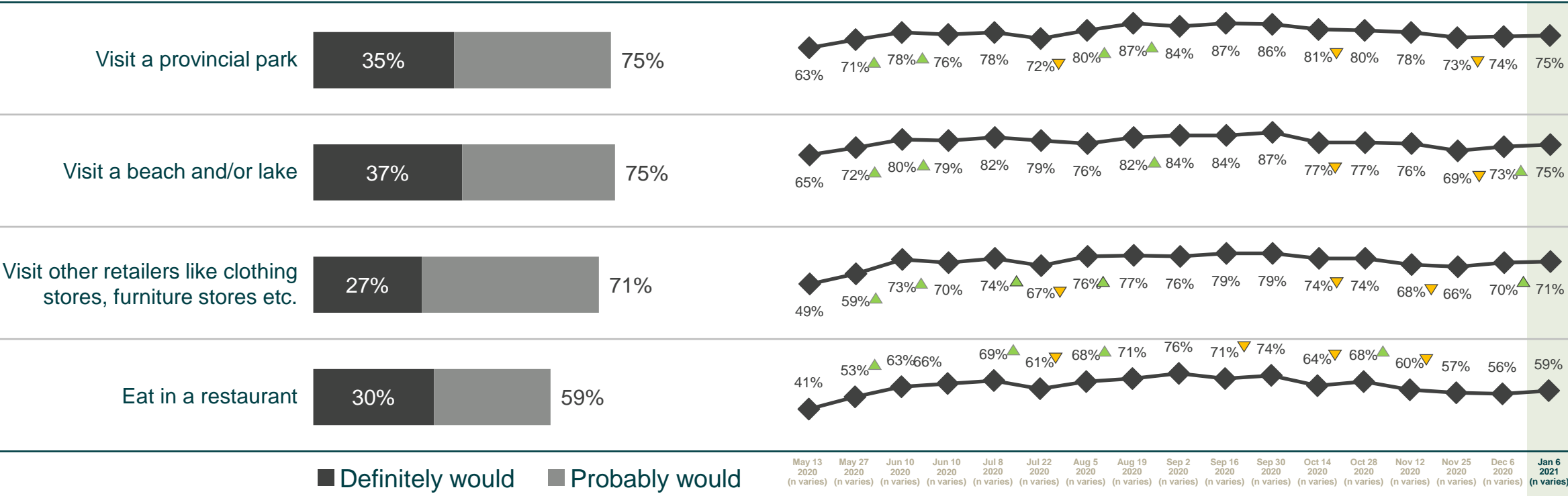
(Among Those Who Do Each)



January 6, 2021

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 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

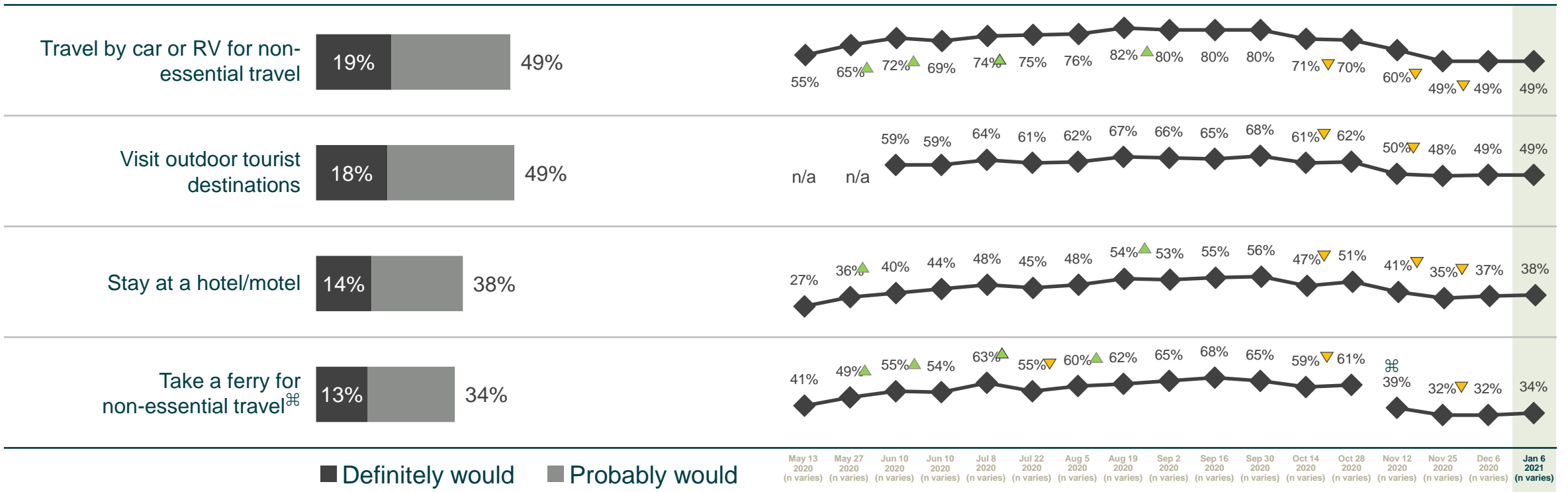
(Among Those Who Do Each, continued)



January 6, 2021

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” 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.

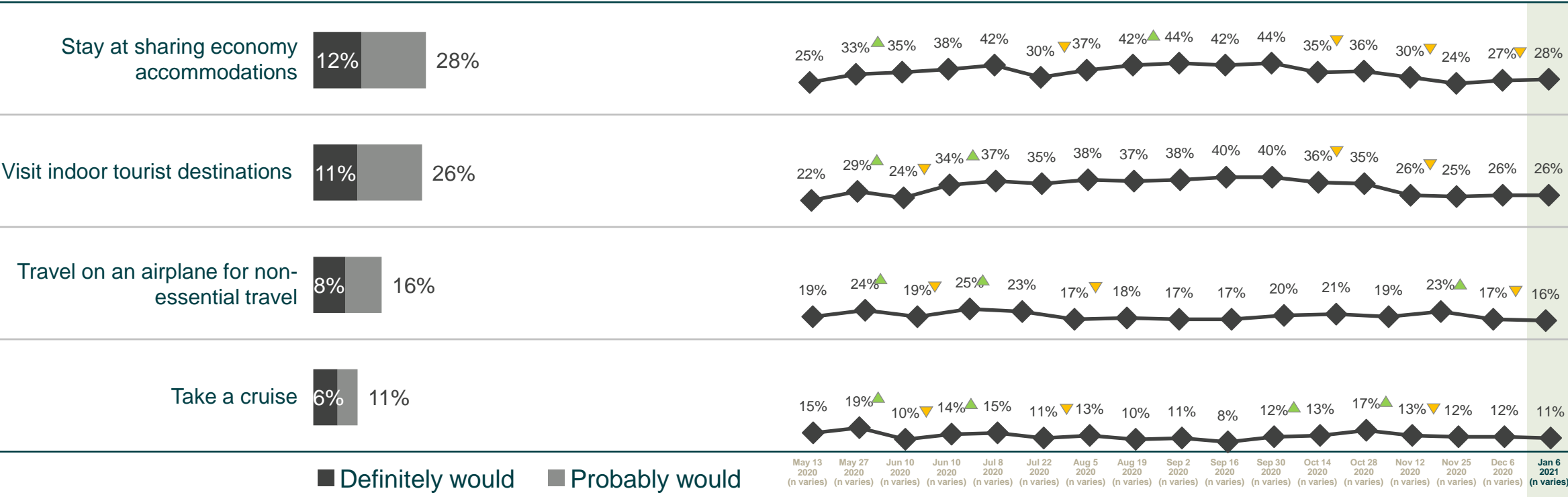
Comfort With Activities/Modes of Transportation

(Among Those Who Do Each, continued)



January 6, 2021

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.



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

For more information, please contact:

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