

# COVID-19 Research Roundup

July 6, 2020

Lac du Bois, Thompson Okanagan

## *BC has entered into Phase 3 of BC's Restart Plan*

*On June 24, 2020, it was announced that British Columbia is taking the next step in [BC's Restart Plan](#) with a gradual transition to Phase 3, including the smart, safe and respectful return of travel and tourism within the province.*

While BC is in Phase 3 of the BC Restart Plan, and is not open to non-essential travel from the USA or International countries, information provided in this Roundup Report highlights not only local insights, but global insights which may be applicable to BC now.







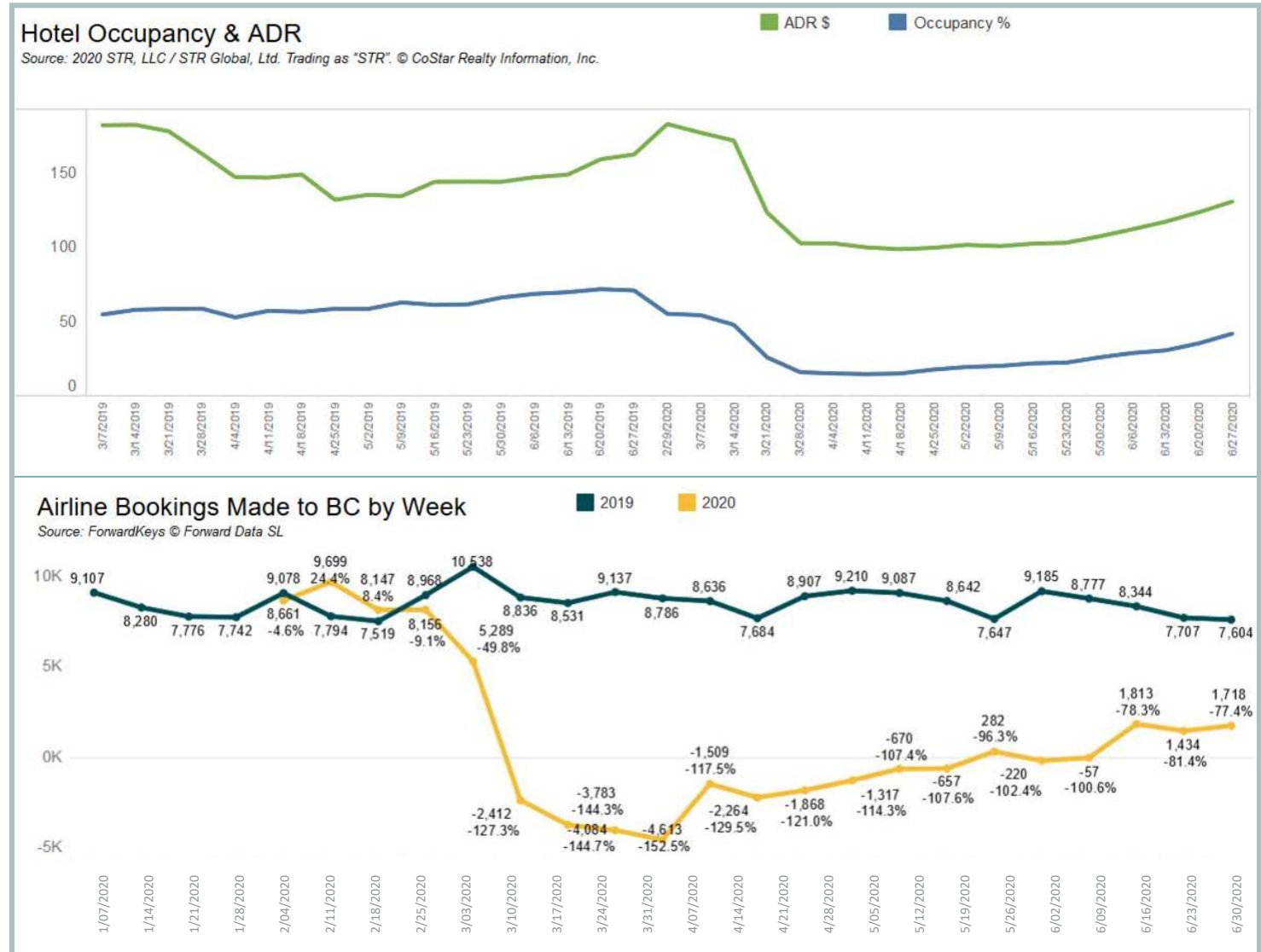
Destination BC is rounding up relevant research and articles each week related to the travel and tourism industry and COVID-19.

#### Last week in brief:

- Hotel occupancy, ADR, and domestic flight bookings to BC are now on the rise.
- BC residents are conservative in their travel intentions amid Phase 3 announcement of BC's Restart Plan.
- Decreased in sales volumes reported as greatest impact on businesses.
- Encouraging tourism will allow many BC tourism businesses to turn profits.
- Provincial tourism indicators January to March are now available.
- Destinations are beginning to reopen around the world, showing positive signs of recovery.

# Hotel occupancy, ADR, and domestic flights to BC are on the rise

- Destination BC's Signals and Sentiment dashboard shows that average weekly hotel occupancy rate and average daily room rate (ADR) are showing positive signs.
- BC's ADR reached \$130.71 on June 27, an increase from a low seen during the pandemic at \$98.57 during the week of April 18. Similarly, BC's occupancy rate reached 41.60% on June 27 compared to a low seen at 14.28% on April 11.
- The dashboard also shows that domestic airline bookings made to BC are on the rise, up to -77.4% year-over-year compared to a low of -152.5% in April.
- The new dashboard is located on the Destination BC COVID-19 Hub, under [Destination BC Response Signals & Sentiment Dashboard](#) tab.



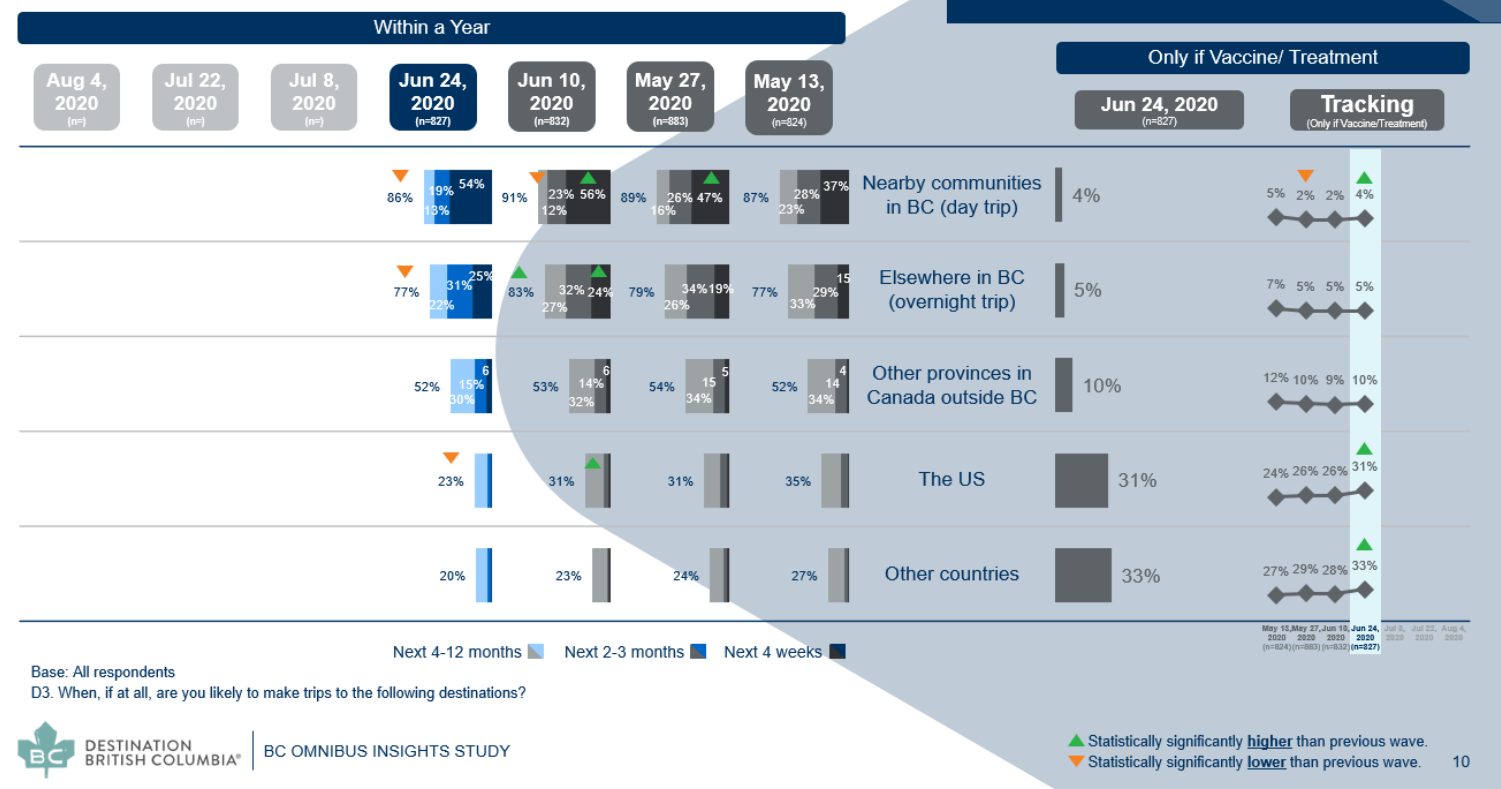
Source: [Signals & Sentiment Dashboard, Destination BC](#)



# Amid the announcement of Phase 3 of BC's Restart Plan, BC residents become more conservative in their travel intentions

- While many positive signals have been seen over the course of monitoring and tracking BC resident's perceptions and sentiment over the course of the pandemic, BC resident's intentions to travel have slowed down amid the announcement of Phase 3 of BC's Restart Plan.
- Since Wave 3, BC resident's intentions to travel to BC and Canada within the next year have declined, and have plateaued/are the same as reported in Wave 1 in May.
- However, short term (the next 4 weeks) intentions to travel within BC remain high/similar to the previous wave.
- Intentions to travel to US/Other countries over the next year have declined since Wave 3 (for example just 23% indicated intentions to travel to the US in Wave 4 vs 31% in Wave 3 which remain lower than travel intentions shared in Wave 1 (35%).
- The desire to have a vaccine/treatment available before travelling to the US/Other countries is at its highest this wave with over 30% of BC residents feeling this way.

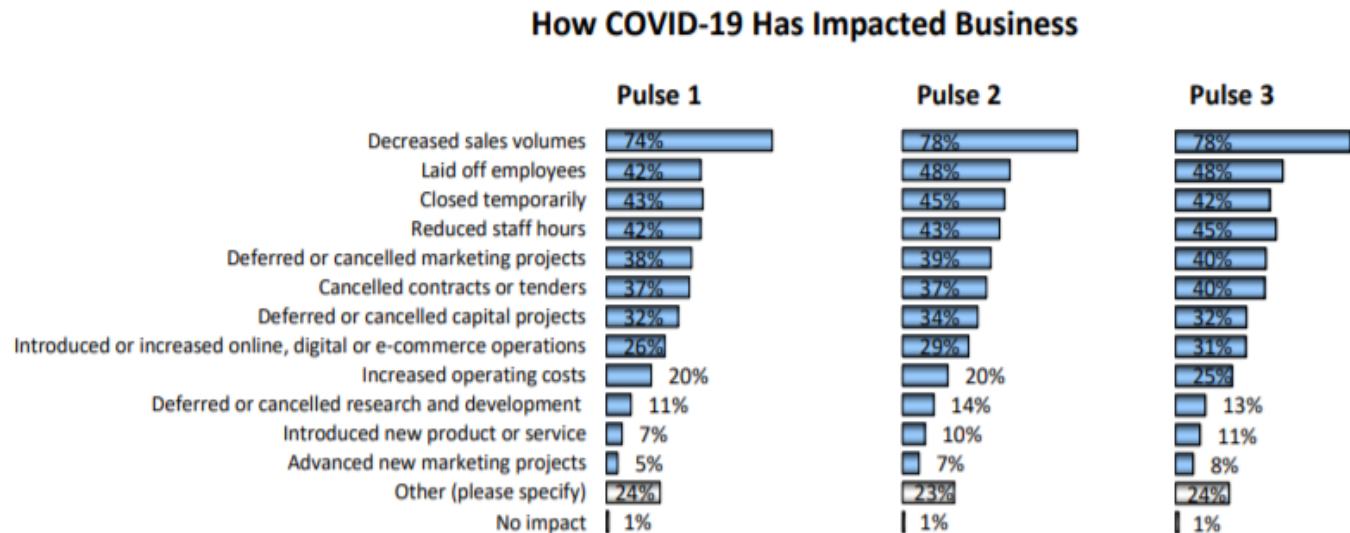
## Insights West



Source: [BC's Residents Public Perceptions COVID-19 Travel and Tourism Tracking Wave 4, Destination BC, June 2020](#)

## *Decreased in sales volumes reported as greatest impact on businesses*

- The BC Chamber of Commerce, Greater Vancouver Board of Trade and the Business Council of British Columbia (with assistance by Mustel Group) have collaborated with business associations across the province.
- The third pulse survey was taken by 1,343 business leaders between May 11-15.
- The most common impact continues to be decreased sales volume (reported by 78% of businesses), similar to previous pulses conducted.
- Almost half (48%) reported laying off employees, reducing staff hours (45%) and/or closing temporarily (42%) as common impacts, all of which main constant throughout the three pulses.



Source: [COVID-19 Impact Pulse Check #3, BC Chamber of Commerce, May 22, 2020](#)

## *Encouraging tourism will allow many BC tourism businesses to turn profits*

- 11% of BC tourism businesses have returned to “business as usual”, up from 5% in previous weeks.
- Of the 552 tourism businesses surveyed, 1,821 staff were hired or rehired since the beginning of re-opening measures.
- If tourism/travel is encouraged within Canada and all over the world, 56% of tourism businesses expect to make a profit.
- Bookings and business inquiries are down to 25% or less of last year for the months of June, July, August, and the Fall.
- Most tourism businesses believe their local communities won’t be ready to welcome international visitors, even with relaxed travel restrictions.

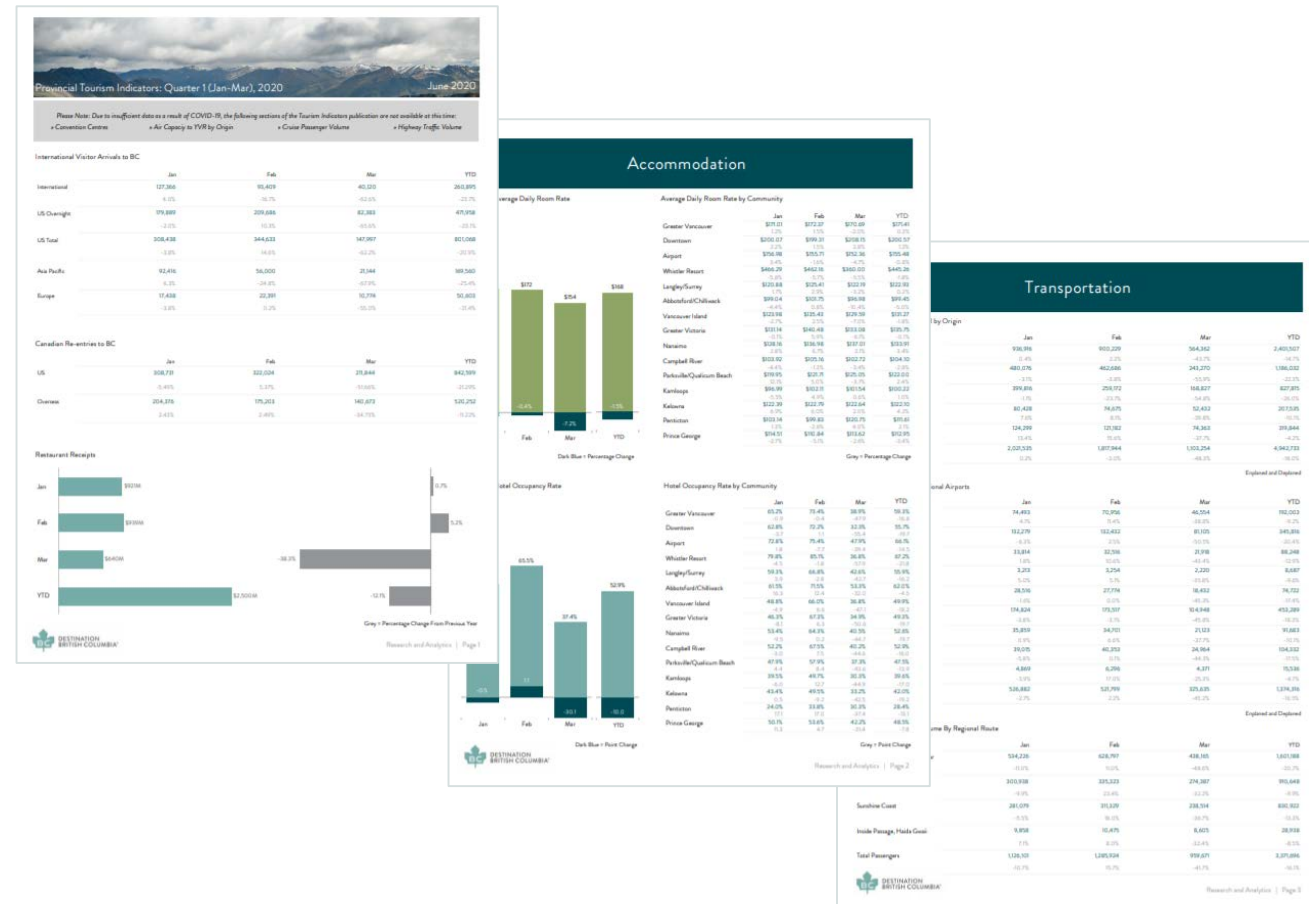
Do you agree with the following sentences regarding the situation of your business with respect to visitors and profits? Please check the first answer that you agree with.	
My business is already making profits right now	3%
Encouraging tourism/travel within <b>BC alone</b> will be enough for my business to make profit.	12%
Encouraging tourism/travel from <b>Alberta and BC</b> will be enough for my business to make profit.	13%
Encouraging tourism/travel from <b>across Canada</b> will be enough for my business to make profit.	10%
Encouraging tourism/travel from the <b>United States &amp; Canada</b> will be enough for my business to make profit.	8%
Encouraging tourism/travel from <b>all over the world</b> will be enough for my business to make profit.	10%
I don't think my business will make profit this year.	44%





# 2020 quarter one (Jan-Mar) of Provincial Tourism Indicators available

- As data of the beginning of the year becomes available, the impact of the pandemic becomes clear.
- Various provincial indicators for the tourism industry for January to March 2020 are published in Destination BC's [Provincial Tourism Indicators](#).
- BC restaurant receipts were down - 12.1% year-to-date (Jan-Mar) in 2020. This was largely driven by the -38.3% decline already seen in March.
- Passenger volume to YVR was down - 48.3% in March during the same period in 2019.
- BC Ferries passenger volume was down -41.7% in March from the same last year.





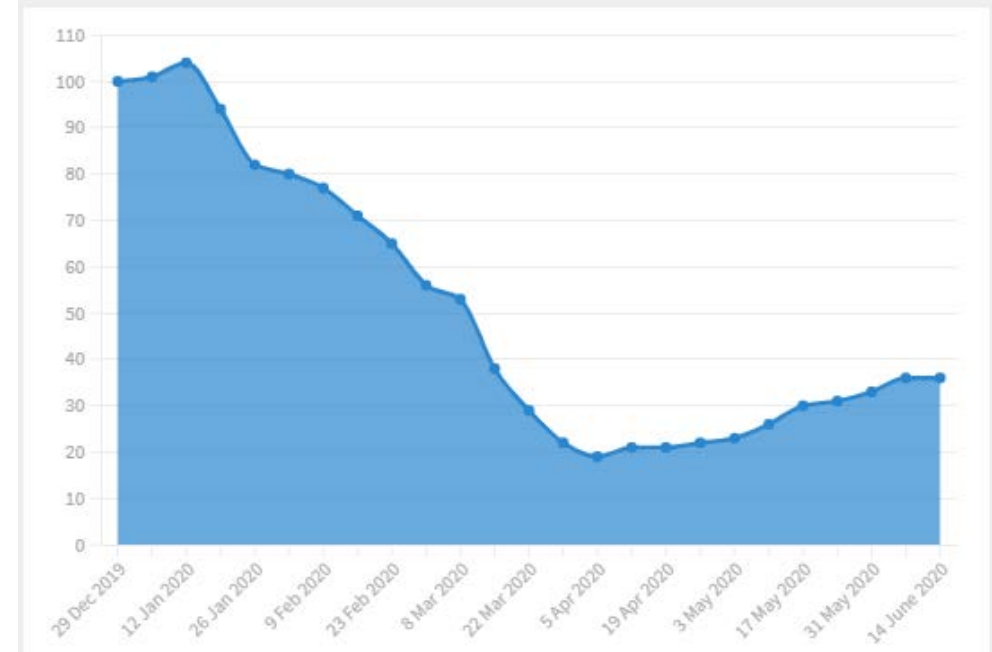
## *Positive signs with reopenings around the world*

The Skift Recovery Index, which shows tourism's current strength compared to the same week in 2019, has risen to 36 since hitting a low of 19 on April 5. This is in part fueled by the reopening of some destinations around the world. Here are some highlights:

- July 1: EU opens to 14 non-EU low-risk countries, including Canada
- July 1: Japan to start Domestic Tourism Voucher Scheme
- July 1: Madeira Islands in Portugal opens with free COVID-19 testing
- July 1: Egypt reopens flights, limits tourists to three coastal provinces
- July 7: Dubai to reopen on July 7, requires COVID-negative or testing at airport
- July 15: Asia's Genting Cruise Lines to begin short, no-stop cruises
- September: Lufthansa to restore 70% of long-haul routes by September
- September: Bali to reopen to international tourists

### Skift Recovery Index

Current Index: 36



Source: [Travel's Reopening: A Global Timeline, Skift](#)





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