



# Metro Vancouver Resident Local Travel Survey Results

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*May 13, 2020*

# Objectives

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1. Evaluation of Metro Van residents' (respondent only) level of readiness for local travel.
2. Of those ready for local travel, identification of demographic and psychographic characteristics.
3. Identification of motivation for local travel including specific activities of interest.
4. Identification of consumer expectations, concerns, barriers to travel.
5. Assessment of Metro Van resident (respondent only) sentiment towards visitors (non-local tourists).

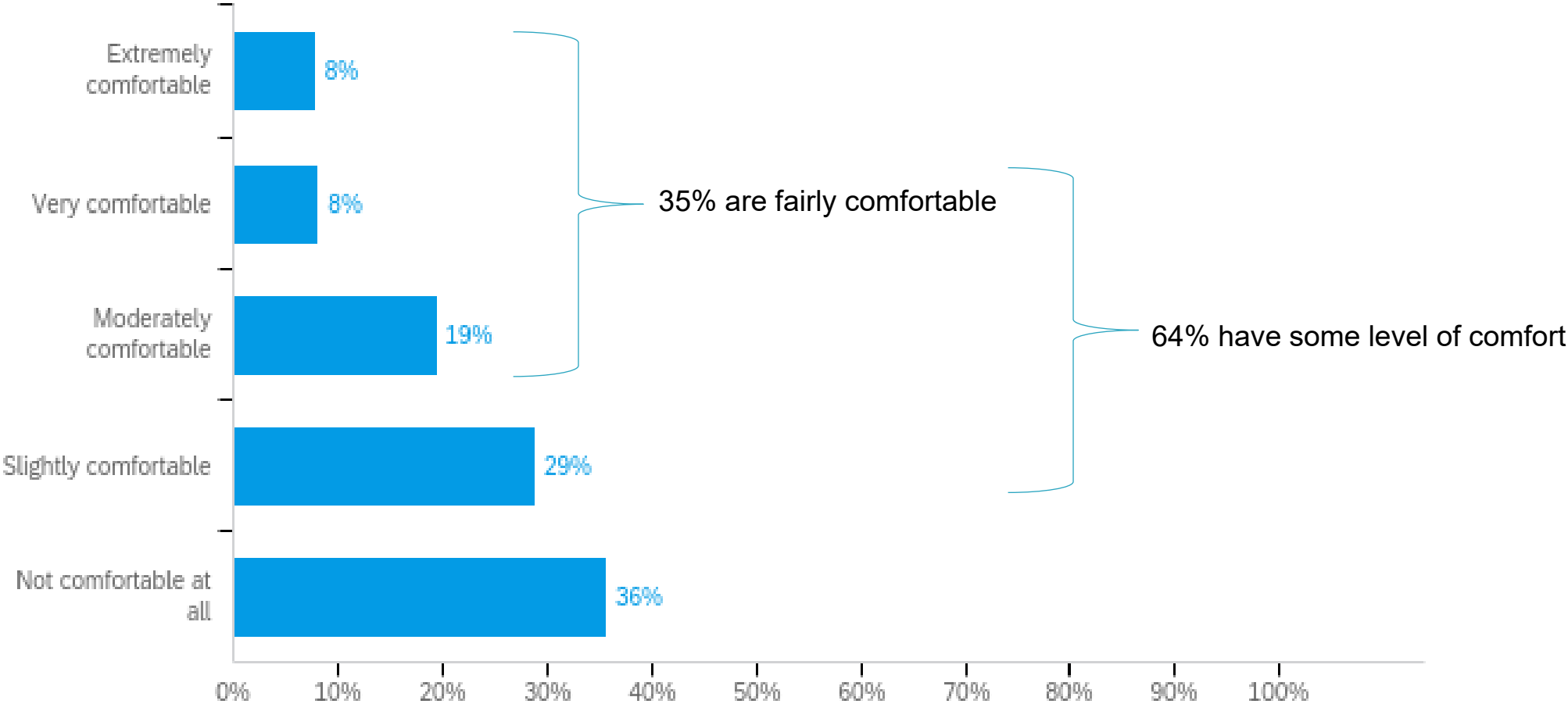
# Background

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- Respondents include Metro Vancouver residents reached via Facebook including:
  - Metro Vancouver residents that follow Tourism Vancouver on Facebook and;
  - Metro Vancouver residents that do not follow Tourism Vancouver on Facebook.
- Survey in field from May 8-12.
- Total of 345 completed responses.
- Responses weighted to reflect gender distribution of Metro Vancouver.

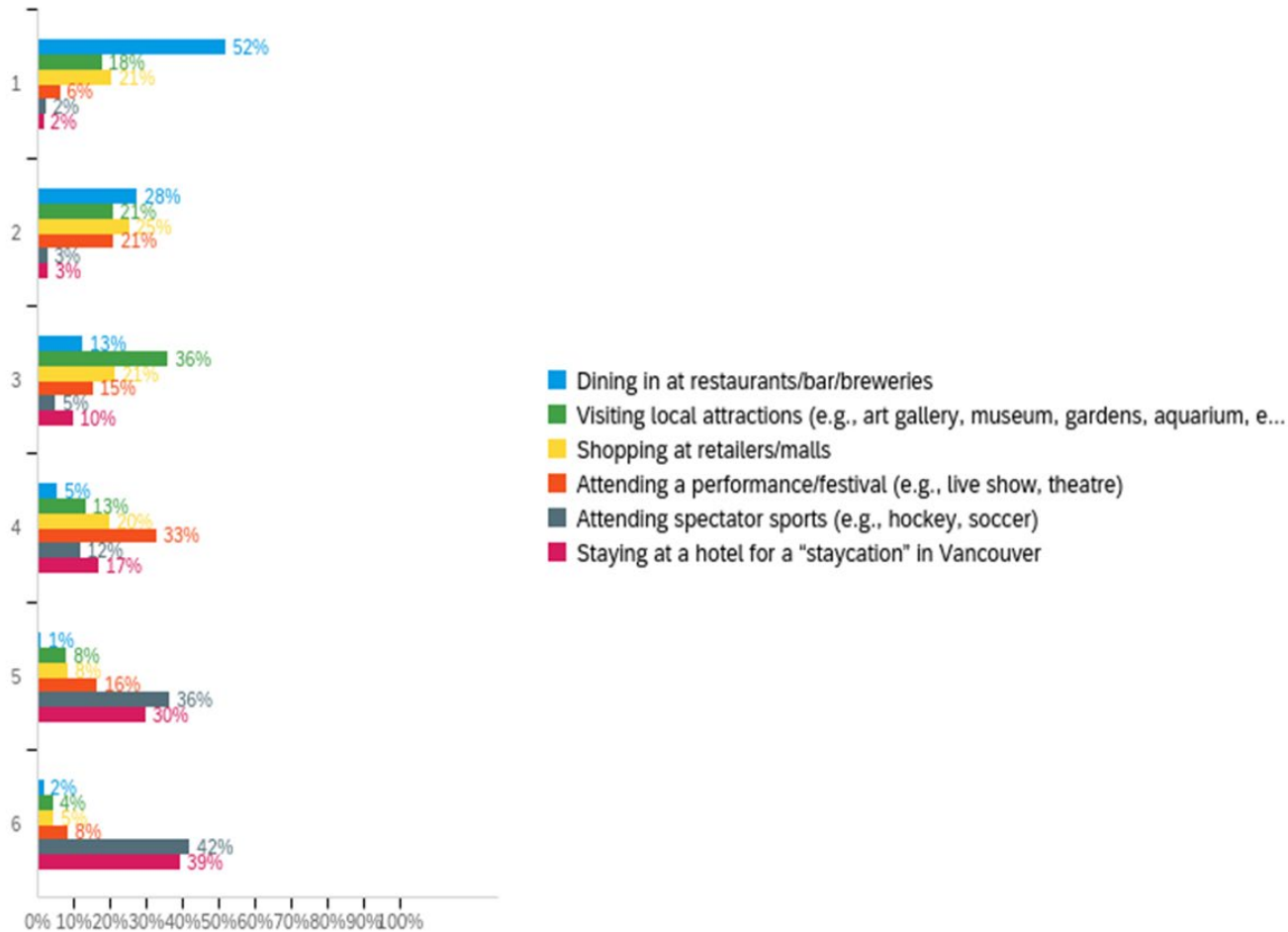
**As the survey was only distributed to Facebook users in Metro Vancouver please interpret results with caution.**

# Most have some level of comfort in visiting local businesses and attractions – but many are still cautious



Q1: As social distancing guidelines and restrictions start to relax, please indicate your current level of comfort in terms of visiting local businesses and attractions at the moment.

# Dining-in at restaurants is the top activity that locals are looking forward to, followed by shopping and visiting local attractions



**80%** of respondents ranked **Dining-in at restaurants/bars/breweries** as one of the top two priorities.

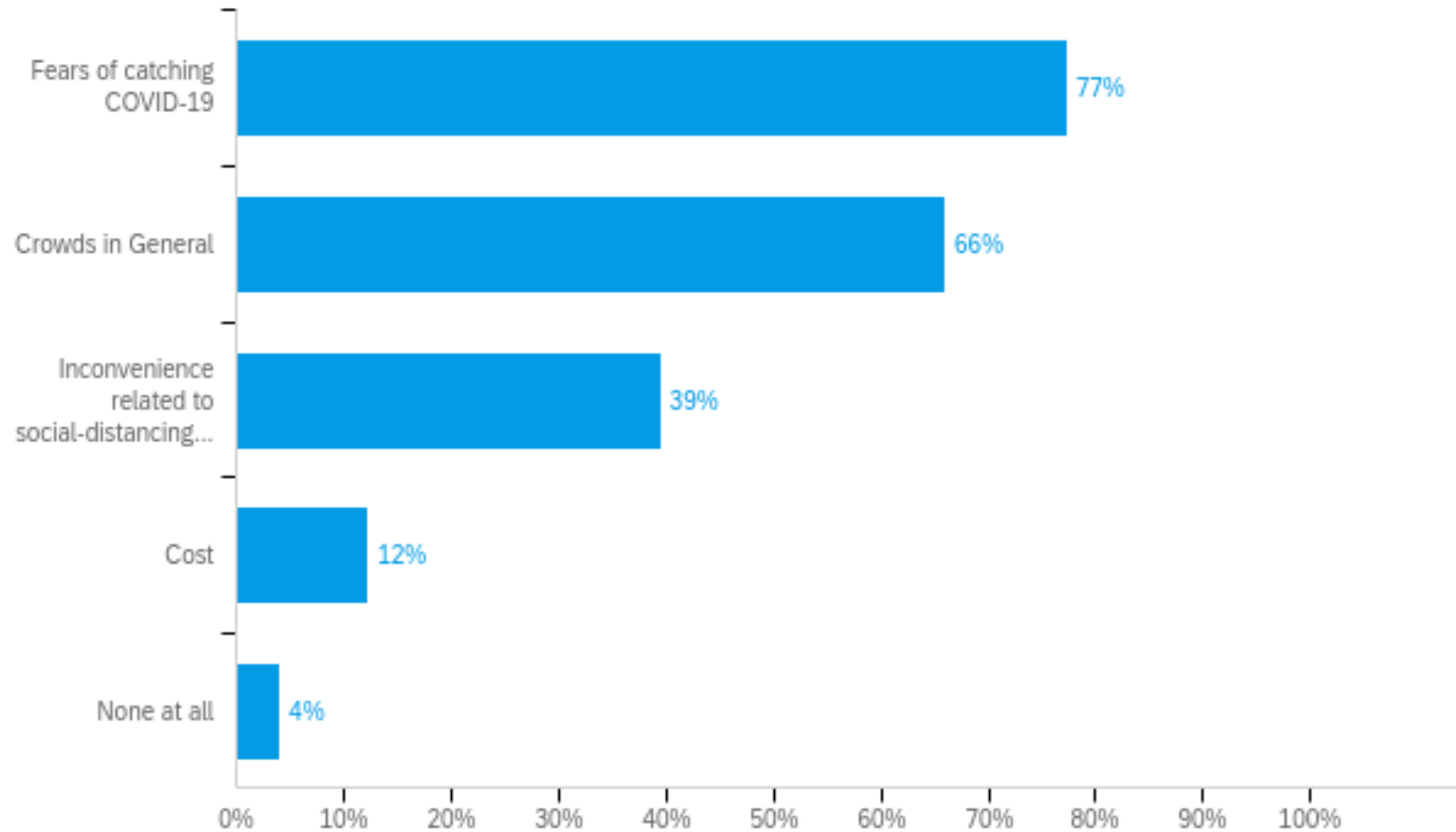
**46%** indicated **Shopping at retailers/malls** is one of the top two priorities.

**39%** suggested **Visiting Local Attractions** as one of the top two priorities.

**5%** indicated **Staying at a Hotel for a "staycation" in Vancouver** as one of the top two priorities.

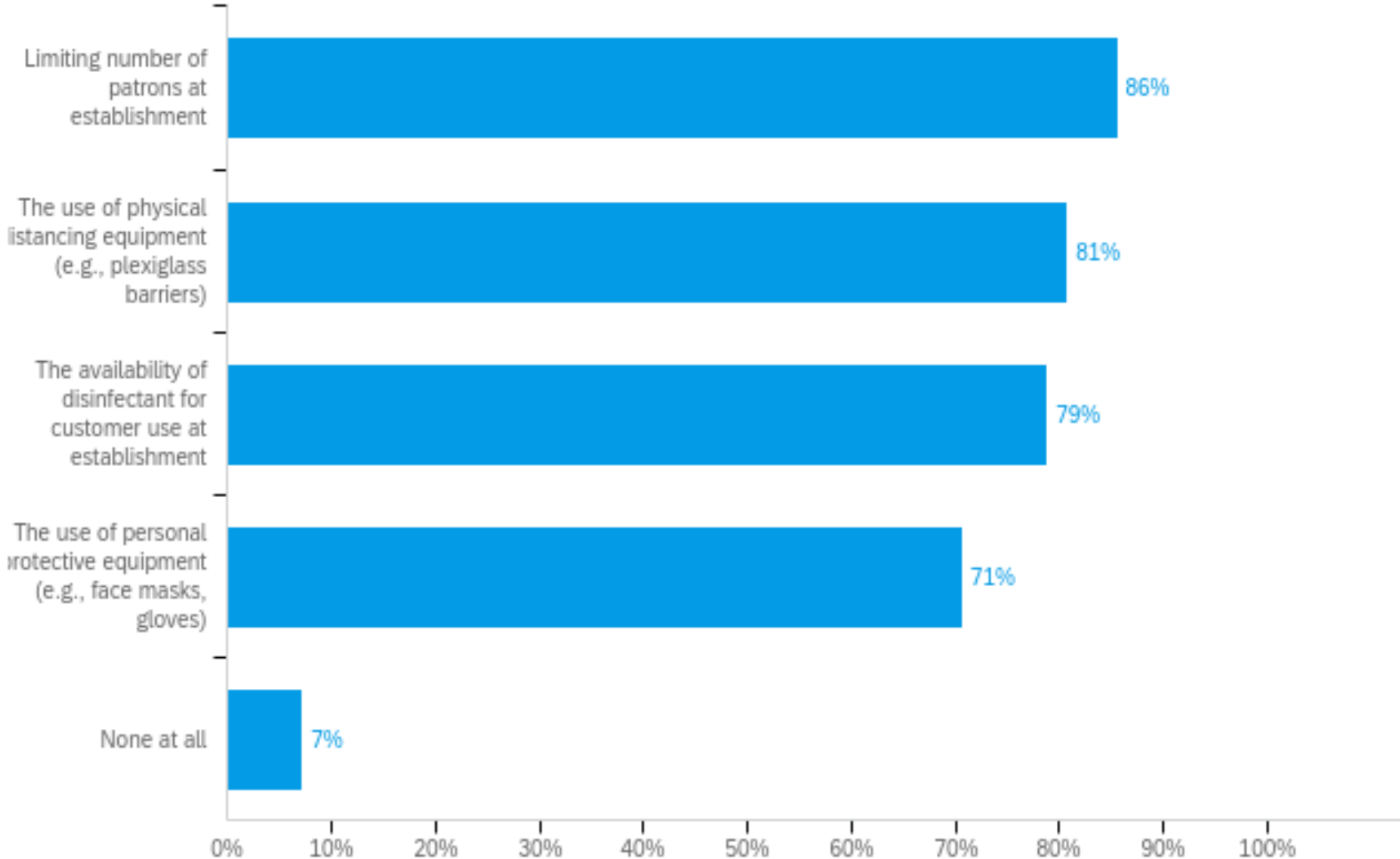
Q2: What are you most looking forward to doing in Vancouver once restrictions have been relaxed? (please rank the following in terms of priority, 1-highest, 6-lowest)

# Fear of catching COVID-19 and Crowds are the primary concerns at the moment



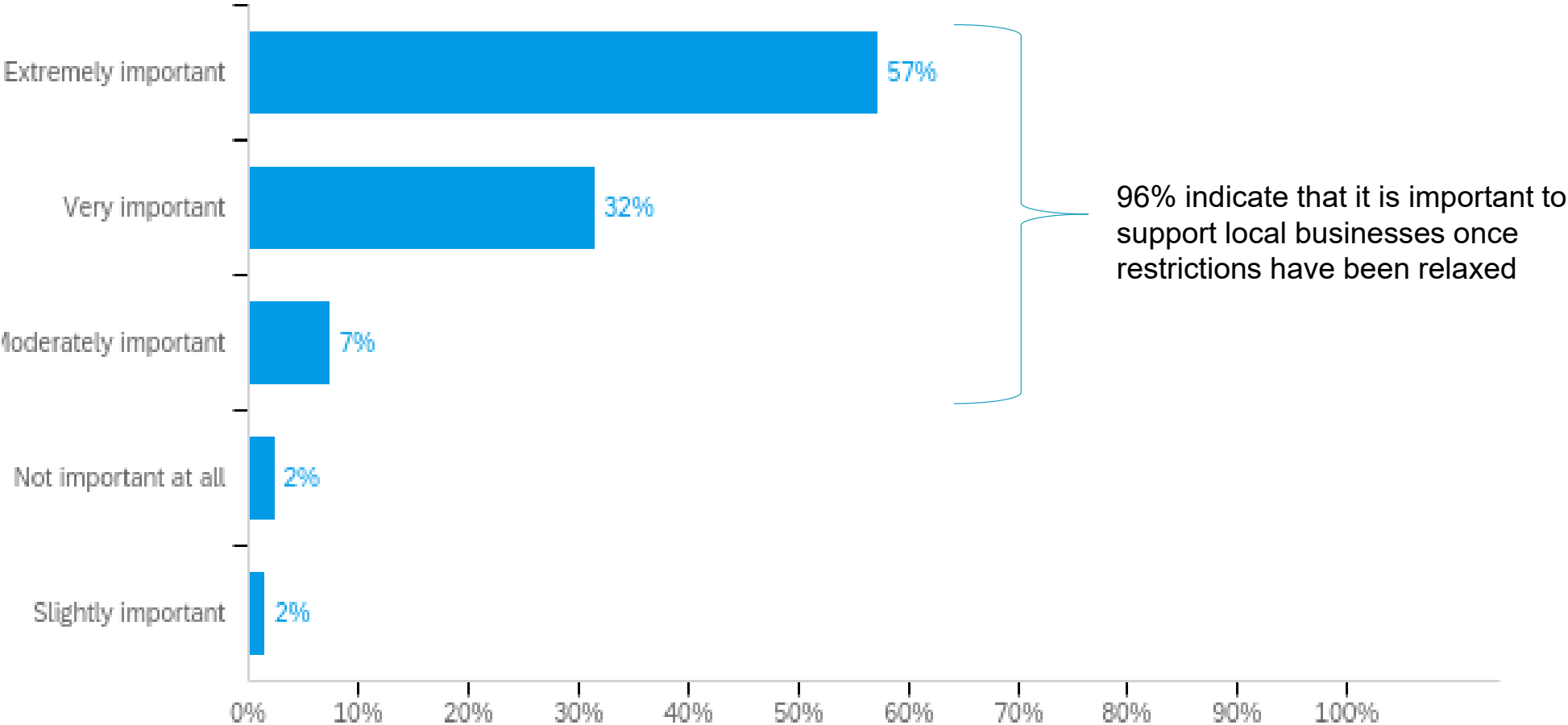
Q3: What would be your concerns, if any, when visiting local businesses and attractions in Vancouver? (select all that apply)

# Most customers expect local businesses to implement new measures



Q4: What are your expectations of local businesses and attractions post COVID-19? (select all that apply)

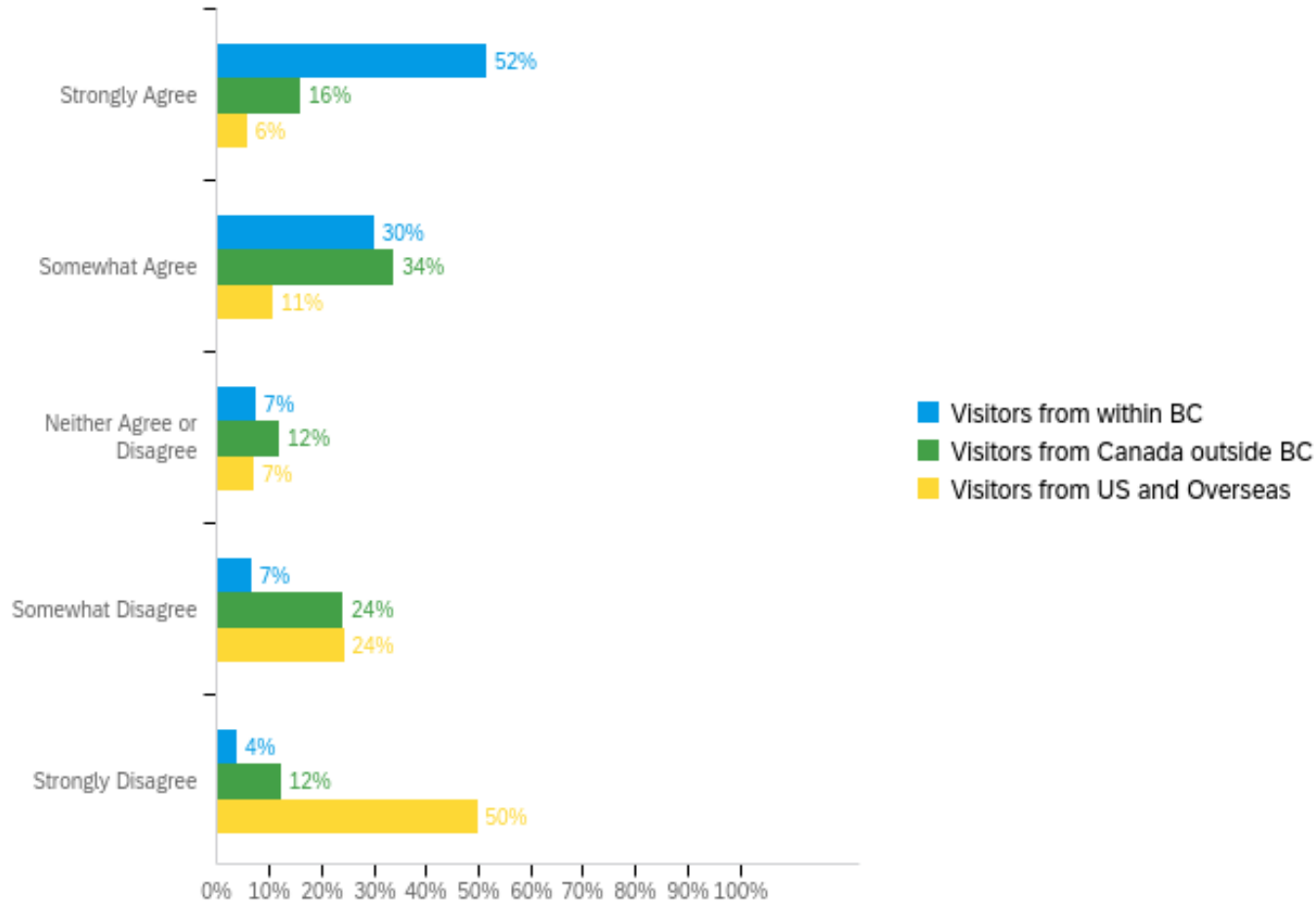
# Supporting local businesses is important to most (motivator)



Q5: Once restrictions have been relaxed, how important is it to you to support local businesses?



# Most agree that once restrictions have been lifted, we should welcome back visitors from the rest of BC



**82%** of respondents agree that we should welcome back visitors from **within BC**.

**50%** indicated that we should welcome back visitors from the rest of **Canada**.

**17%** suggested that we should welcome back visitors from **US and Overseas**.

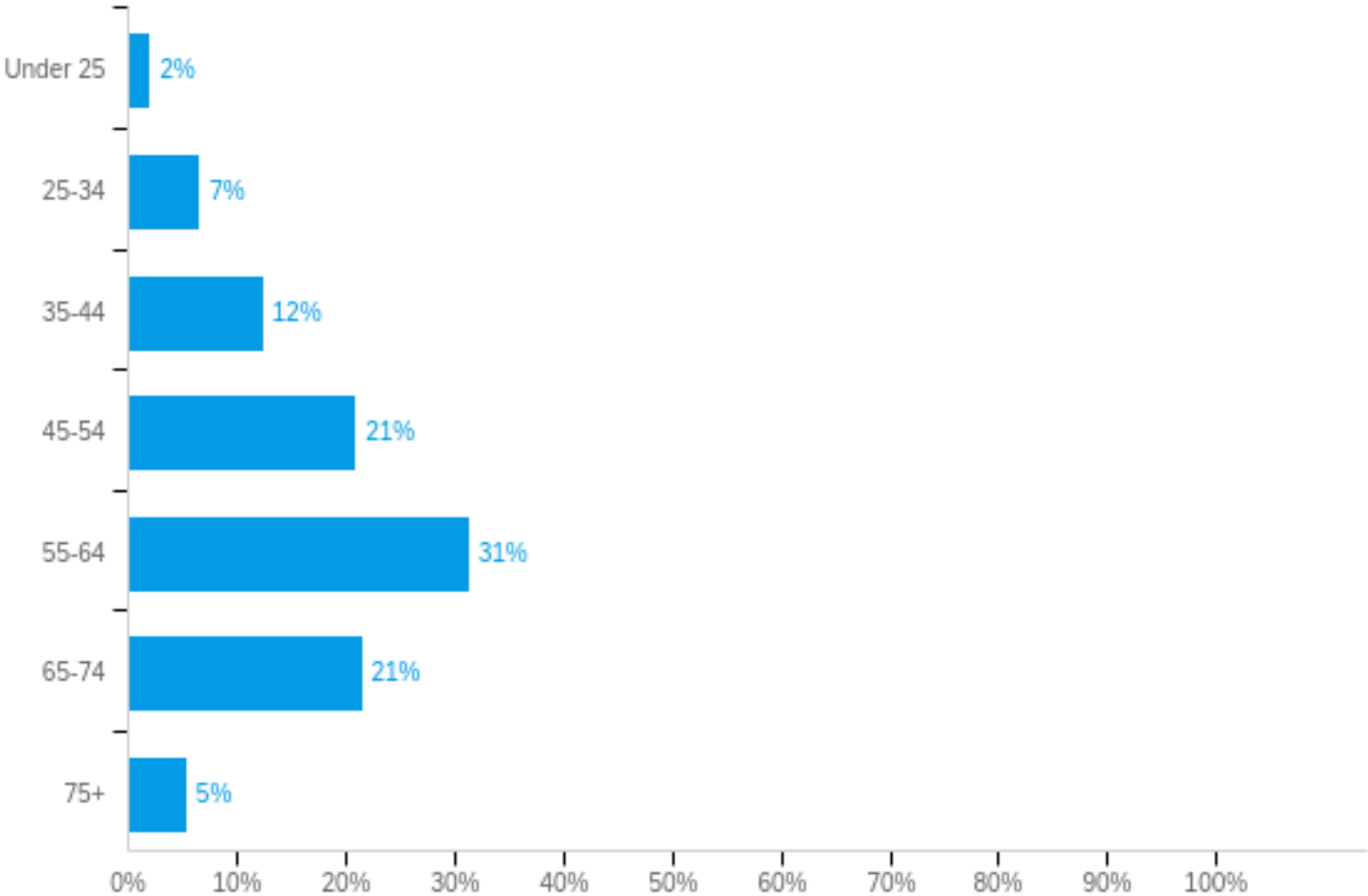
Q6: Once travel restrictions have been lifted, how much do you agree that Vancouver should welcome visitors back to our destination from the following markets?

# Facebook Comments – Verbatim

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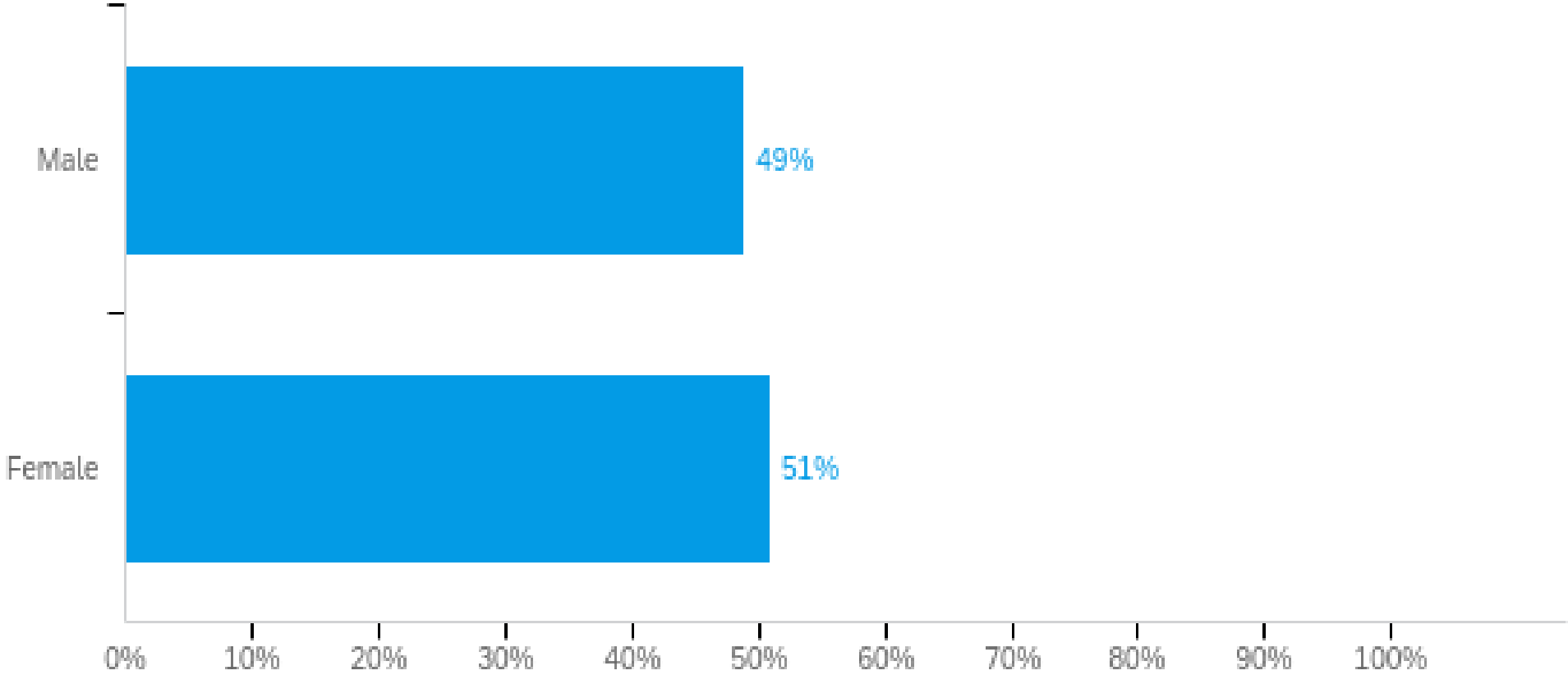
- Need to be very careful, do not want to have to stay in again for even longer
- We have done well, need to keep it that way
- People are already not being careful
- People need to get back to work
- Wow. You are sure willing to give the government a lot of power over your freedom and rights. Most of us consider this to be a free country and will stand up for that.
- Rules are usually put in place to protect people!
- Don't let you're guard down folks. We have never been in this situation before.
- You can go eat in a restaurant? Or a plane trip? I miss those things and its effected my life greatly.
- I'm going to continue to self isolate until I'm comfortable with the numbers.
- Needs to be done very carefully and slowly.
- Do not open the border too soon, the number of cases in the U.S. are still so high.
- What attractions will be open? I hear - none.

# Age Distribution of Respondents



Q7: Please indicate your age

# Age Distribution of Gender (weighted)



Q8: Please indicate your gender