

Inisghts West, February 18, 2021

A1 - When, if at all, are you likely to travel to the following destinations for pleasure purposes? - Within next year (1-3) Summary

	Province			Gender	
	Total	British Columbia	Alberta	Male	Female
	(A)	(B)	(C)	(D)	(E)
<b>Base: All Respondents</b>	178 100%	105 100%	70 100%	70 100%	107 100%
<b>Nearby communities in your province (day trip)</b>	132 74%	80 76%	51 73%	50 71%	81 76%
<b>Elsewhere in your province (overnight trip)</b>	118 66%	67 64%	50 71%	48 69%	69 64%
<b>Other provinces in Canada outside your own</b>	63 35%	24 23%	38 54%	29 41%	34 32%
<b>The US</b>	21 12%	10 10%	11 16%	13 19%	8 7%
<b>Other countries</b>	14 8%	6 6%	8 11%	9 13%	5 5%

Comparison Groups: DE/BC

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Inisghts West, February 18, 2021

A1 - When, if at all, are you likely to travel to the following destinations for pleasure purposes? - Nearby communities in your prov

	Province			Gender	
	Total	British Columbia	Alberta	Male	Female
	(A)	(B)	(C)	(D)	(E)
<b>Base: All Respondents</b>	178	105	70	70	107
	100%	100%	100%	100%	100%
<b>Within the next 4 weeks</b>	64	37	27	28	36
	36%	35%	39%	40%	34%
<b>Within the next 2-3 months</b>	34	22	11	5	28
	19%	21%	16%	7%	26%
<b>Within the next 4-12 months</b>	34	21	13	17	17
	19%	20%	19%	24%	16%
<b>Within the next 2 years</b>	4	2	2	2	2
	2%	2%	3%	3%	2%
<b>Not sure, but longer than next 2 years</b>	1	-	1	-	1
	1%	-	1%	-	1%
<b>Not sure, but will wait until the current travel restrictions have</b>	25	16	8	13	12
	14%	15%	11%	19%	11%
<b>Only when a vaccine or treatment for COVID-19 is available</b>	15	7	7	5	10
	8%	7%	10%	7%	9%
<b>Never</b>	1	-	1	-	1
	1%	-	1%	-	1%
<b>NET: Within next year</b>	132	80	51	50	81
	74%	76%	73%	71%	76%

Comparison Groups: DE/BC

T-Test for Means, Z-Test for Percentages

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Inisghts West, February 18, 2021

A1 - When, if at all, are you likely to travel to the following destinations for pleasure purposes? - Elsewhere in your province (overnight trip)

	Province			Gender	
	Total	British Columbia	Alberta	Male	Female
	(A)	(B)	(C)	(D)	(E)
<b>Base: All Respondents</b>	178	105	70	70	107
	100%	100%	100%	100%	100%
<b>Within the next 4 weeks</b>	25	11	13	12	13
	14%	10%	19%	17%	12%
<b>Within the next 2-3 months</b>	36	19	17	11	25
	20%	18%	24%	16%	23%
<b>Within the next 4-12 months</b>	57	37	20	25	31
	32%	35%	29%	36%	29%
<b>Within the next 2 years</b>	10	5	5	3	7
	6%	5%	7%	4%	7%
<b>Not sure, but longer than next 2 years</b>	-	-	-	-	-
<b>Not sure, but will wait until the current travel restrictions have been removed</b>	32	24	7	11	21
	18%	23%	10%	16%	20%
<b>Only when a vaccine or treatment for COVID-19 is available</b>	18	9	8	8	10
	10%	9%	11%	11%	9%
<b>Never</b>	-	-	-	-	-
<b>NET: Within next year</b>	118	67	50	48	69
	66%	64%	71%	69%	64%

Comparison Groups: DE/BC  
T-Test for Means, Z-Test for Percentages  
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Inisghts West, February 18, 2021

A1 - When, if at all, are you likely to travel to the following destinations for pleasure purposes? - Other provinces in Canada outside your own

	Province			Gender	
	Total	British Columbia	Alberta	Male	Female
	(A)	(B)	(C)	(D)	(E)
<b>Base: All Respondents</b>	178 100%	105 100%	70 100%	70 100%	107 100%
<b>Within the next 4 weeks</b>	4 2%	- 0%	4 6%	3 4%	1 1%
<b>Within the next 2-3 months</b>	7 4%	1 1%	6 9% <b>B</b>	3 4%	4 4%
<b>Within the next 4-12 months</b>	52 29%	23 22%	28 40% <b>B</b>	23 33%	29 27%
<b>Within the next 2 years</b>	27 15%	17 16%	10 14%	12 17%	14 13%
<b>Not sure, but longer than next 2 years</b>	6 3%	3 3%	3 4%	2 3%	4 4%
<b>Not sure, but will wait until the current travel restrictions have been removed</b>	47 26%	35 33% <b>C</b>	11 16%	13 19%	34 32% <b>D</b>
<b>Only when a vaccine or treatment for COVID-19 is available</b>	31 17%	22 21%	8 11%	12 17%	19 18%
<b>Never</b>	4 2%	4 4%	- 0%	2 3%	2 2%
<b>NET: Within next year</b>	63 35%	24 23%	38 54% <b>B</b>	29 41%	34 32%

Comparison Groups: DE/BC

T-Test for Means, Z-Test for Percentages

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Inisghts West, February 18, 2021

A1 - When, if at all, are you likely to travel to the following destinations for pleasure purposes? - The US

	Province			Gender	
	Total	British Columbia	Alberta	Male	Female
	(A)	(B)	(C)	(D)	(E)
<b>Base: All Respondents</b>	178 100%	105 100%	70 100%	70 100%	107 100%
<b>Within the next 4 weeks</b>	1 1%	- -	1 1%	1 1%	- -
<b>Within the next 2-3 months</b>	2 1%	1 1%	1 1%	2 3%	- -
<b>Within the next 4-12 months</b>	18 10%	9 9%	9 13%	10 14%	8 7%
<b>Within the next 2 years</b>	31 17%	14 13%	17 24%	15 21%	16 15%
<b>Not sure, but longer than next 2 years</b>	10 6%	4 4%	5 7%	3 4%	6 6%
<b>Not sure, but will wait until the current travel restrictions have</b>	51 29%	33 31%	17 24%	18 26%	33 31%
<b>Only when a vaccine or treatment for COVID-19 is available</b>	56 31%	37 35%	18 26%	17 24%	39 36%
<b>Never</b>	9 5%	7 7%	2 3%	4 6%	5 5%
<b>NET: Within next year</b>	21 12%	10 10%	11 16%	13 19%	8 7%

Comparison Groups: DE/BC

T-Test for Means, Z-Test for Percentages

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Inisghts West, February 18, 2021

A1 - When, if at all, are you likely to travel to the following destinations for pleasure purposes? - Other countries

	Province			Gender	
	Total	British Columbia	Alberta	Male	Female
	(A)	(B)	(C)	(D)	(E)
<b>Base: All Respondents</b>	178	105	70	70	107
	100%	100%	100%	100%	100%
<b>Within the next 4 weeks</b>	-	-	-	-	-
<b>Within the next 2-3 months</b>	2	-	2	1	1
	1%	-	3%	1%	1%
<b>Within the next 4-12 months</b>	12	6	6	8	4
	7%	6%	9%	11%	4%
<b>Within the next 2 years</b>	36	20	15	17	18
	20%	19%	21%	24%	17%
<b>Not sure, but longer than next 2 years</b>	10	6	4	2	8
	6%	6%	6%	3%	7%
<b>Not sure, but will wait until the current travel restrictions have</b>	52	32	19	19	33
	29%	30%	27%	27%	31%
<b>Only when a vaccine or treatment for COVID-19 is available</b>	60	38	22	21	39
	34%	36%	31%	30%	36%
<b>Never</b>	6	3	2	2	4
	3%	3%	3%	3%	4%
<b>NET: Within next year</b>	14	6	8	9	5
	8%	6%	11%	13%	5%

Comparison Groups: DE/BC

T-Test for Means, Z-Test for Percentages

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Inisghts West, February 18, 2021

A2 - Once travel restrictions have been lifted in your area, what type of vacation will you take first?

	Province			Gender	
	Total	British Columbia	Alberta	Male	Female
	(A)	(B)	(C)	(D)	(E)
<b>Base: All Respondents</b>	178	105	70	70	107
	100%	100%	100%	100%	100%
<b>To visit friends or family</b>	93	61	30	32	60
	52%	58% <b>C</b>	43%	46%	56%
<b>A relaxation vacation (e.g. spa or resort)</b>	62	36	25	25	37
	35%	34%	36%	36%	35%
<b>A weekend getaway</b>	60	37	22	29	30
	34%	35%	31%	41%	28%
<b>A sports/adventure vacation (e.g. skiing, camping, hiking)</b>	48	34	13	17	30
	27%	32% <b>C</b>	19%	24%	28%
<b>Long term slow travel (e.g. staying somewhere for 2+ weeks to work)</b>	35	23	12	13	22
	20%	22%	17%	19%	21%
<b>Event travel (e.g. music festival or sport event)</b>	21	14	7	11	10
	12%	13%	10%	16%	9%
<b>Other (specify):</b>	10	4	6	6	4
	6%	4%	9%	9%	4%
<b>Not sure yet</b>	12	3	9	1	11
	7%	3%	13% <b>B</b>	1%	10% <b>D</b>

Comparison Groups: DE/BC

T-Test for Means, Z-Test for Percentages

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Inisghts West, February 18, 2021

A3 - Who do you plan to travel with on your next vacation?

	Province			Gender	
	Total	British Columbia	Alberta	Male	Female
	(A)	(B)	(C)	(D)	(E)
<b>Base: All Respondents</b>	178 100%	105 100%	70 100%	70 100%	107 100%
<b>Your partner</b>	118 66%	71 68%	45 64%	52 74%	66 62%
<b>Your immediate family</b>	67 38%	41 39%	26 37%	18 26%	48 45%
<b>Friends</b>	38 21%	27 26%	11 16%	9 13%	28 26%
<b>Your extended family</b>	18 10%	10 10%	8 11%	3 4%	15 14%
<b>By yourself</b>	13 7%	9 9%	3 4%	3 4%	10 9%
<b>Other (specify):</b>	4 2%	1 1%	3 4%	-	4 4%

Comparison Groups: DE/BC  
T-Test for Means, Z-Test for Percentages  
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Inisghts West, February 18, 2021

A4 - What type of accommodation are you likely to book on your next vacation?

	Province			Gender	
	Total	British Columbia	Alberta	Male	Female
	(A)	(B)	(C)	(D)	(E)
<b>Base: All Respondents</b>	178 100%	105 100%	70 100%	70 100%	107 100%
<b>Vacation rental property</b>	62 35%	38 36%	23 33%	30 43%	31 29%
<b>A combination of the above</b>	47 26%	27 26%	19 27%	11 16%	36 34%
<b>Hotel/motel/resort</b>	30 17%	15 14%	14 20%	11 16%	19 18%
<b>Stay with family or friends</b>	14 8%	10 10%	4 6%	4 6%	10 9%
<b>A secondary residence of my own</b>	9 5%	6 6%	3 4%	6 9%	3 3%
<b>Not sure</b>	9 5%	5 5%	4 6%	4 6%	5 5%
<b>RV/Motorhome</b>	7 4%	4 4%	3 4%	4 6%	3 3%

Comparison Groups: DE/BC  
T-Test for Means, Z-Test for Percentages  
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Inisghts West, February 18, 2021

A5 - If you had to choose between a vacation rental property or a hotel/motel/resort accommodation, which would you choose?

	Province			Gender	
	Total	British Columbia	Alberta	Male	Female
	(A)	(B)	(C)	(D)	(E)
<b>Base: All Respondents</b>	178 100%	105 100%	70 100%	70 100%	107 100%
<b>Vacation rental property</b>	151 85%	88 84%	60 86%	59 84%	91 85%
<b>Hotel/motel/resort</b>	27 15%	17 16%	10 14%	11 16%	16 15%

Comparison Groups: DE/BC

T-Test for Means, Z-Test for Percentages

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A8 - In the next year, do you expect to spend more, less or about the same on your vacation travel compared to a typical year (before COVID

	Province			Gender	
	Total	British Columbia	Alberta	Male	Female
	(A)	(B)	(C)	(D)	(E)
<b>Base: All Respondents</b>	178 100%	105 100%	70 100%	70 100%	107 100%
<b>Spend more</b>	33 19%	20 19%	13 19%	15 21%	18 17%
<b>About the same</b>	74 42%	42 40%	30 43%	30 43%	43 40%
<b>Spend less</b>	49 28%	28 27%	20 29%	16 23%	33 31%
<b>Don't know</b>	22 12%	15 14%	7 10%	9 13%	13 12%

Comparison Groups: DE/BC

T-Test for Means, Z-Test for Percentages

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Inisghts West, February 18, 2021

A9 - In general, do you support or oppose current advisories against non-essential travel within your province and across Canada? - Support S

	Province			Gender	
	Total	British Columbia	Alberta	Male	Female
	(A)	(B)	(C)	(D)	(E)
<b>Base: All Respondents</b>	178 100%	105 100%	70 100%	70 100%	107 100%
<b>Within your province</b>	135 76%	87 83% <b>C</b>	45 64%	50 71%	85 79%
<b>Across Canada</b>	140 79%	92 88% <b>C</b>	45 64%	54 77%	86 80%

Comparison Groups: DE/BC  
T-Test for Means, Z-Test for Percentages  
Uppercase letters indicate significance at the 95% level.

Inisghts West, February 18, 2021

A9 - In general, do you support or oppose current advisories against non-essential travel within your province and across Canada? - Oppose S

	Province			Gender	
	Total	British Columbia	Alberta	Male	Female
	(A)	(B)	(C)	(D)	(E)
<b>Base: All Respondents</b>	178 100%	105 100%	70 100%	70 100%	107 100%
<b>Within your province</b>	43 24%	18 17%	25 36% <b>B</b>	20 29%	22 21%
<b>Across Canada</b>	38 21%	13 12%	25 36% <b>B</b>	16 23%	21 20%

Comparison Groups: DE/BC

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Inisghts West, February 18, 2021

A9 - In general, do you support or oppose current advisories against non-essential travel within your province and across Canada? - Within you

	Province			Gender	
	Total	British Columbia	Alberta	Male	Female
	(A)	(B)	(C)	(D)	(E)
<b>Base: All Respondents</b>	178 100%	105 100%	70 100%	70 100%	107 100%
<b>Strongly support</b>	94 53%	66 63% <b>C</b>	25 36%	35 50%	59 55%
<b>Somewhat support</b>	41 23%	21 20%	20 29%	15 21%	26 24%
<b>Somewhat oppose</b>	19 11%	10 10%	9 13%	10 14%	9 8%
<b>Strongly oppose</b>	24 13%	8 8%	16 23% <b>B</b>	10 14%	13 12%
<b>NET: Support</b>	135 76%	87 83% <b>C</b>	45 64%	50 71%	85 79%
<b>NET: Opppse</b>	43 24%	18 17%	25 36% <b>B</b>	20 29%	22 21%

Comparison Groups: DE/BC  
T-Test for Means, Z-Test for Percentages  
Uppercase letters indicate significance at the 95% level.

Inisghts West, February 18, 2021

A9 - In general, do you support or oppose current advisories against non-essential travel within your province and across Canada? - Across Ca

	Province			Gender	
	Total	British Columbia	Alberta	Male	Female
	(A)	(B)	(C)	(D)	(E)
<b>Base: All Respondents</b>	178 100%	105 100%	70 100%	70 100%	107 100%
<b>Strongly support</b>	111 62%	79 75% <b>C</b>	30 43%	40 57%	71 66%
<b>Somewhat support</b>	29 16%	13 12%	15 21%	14 20%	15 14%
<b>Somewhat oppose</b>	19 11%	6 6%	13 19% <b>B</b>	8 11%	11 10%
<b>Strongly oppose</b>	19 11%	7 7%	12 17% <b>B</b>	8 11%	10 9%
<b>NET: Support</b>	140 79%	92 88% <b>C</b>	45 64%	54 77%	86 80%
<b>NET: Opppse</b>	38 21%	13 12%	25 36% <b>B</b>	16 23%	21 20%

Comparison Groups: DE/BC

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.