COVID-19

Recovery Signals Digest

A Roundup of Travel Recovery Insights



August 16, 2021

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Introduction

The Recovery Signals Digest is a bi-weekly overview of travel recovery indicators compiled by Tourism Nova Scotia.

The report provides timely insights for Nova Scotia's tourism industry about factors that influence travel recovery including cases of COVID-19 in Canada and internationally, vaccinations, visitation and travel intentions.

If you have questions about the Recovery Signals Digest, please contact us at: tourismresearch@novascotia.ca



Source Notes and Methodology

- **Google** is a US-based online search engine. Its *Destination Insights* (<u>Destination Insights</u> with Google) is a free public tool that uses Google search data for flights and accommodations as way of interpreting travel demand in particular destinations.
- Statistics Canada (<u>www.statcan.gc.ca</u>) is the national statistical office. Its international arrivals data is sourced from the Canada Border Services Agency and from land ports equipped with the automated Integrated Primary Inspection Line system. It's *Canadian Tourism Activity Tracker* (available monthly) combines data from multiple sources including counts of international travellers, commercial aircraft movements, hotel occupancy rates, restaurant sales and reservation bookings.
- Environics Analytics (<u>https://environicsanalytics.com/</u>) is a North American marketing information company. Its *Weekly Tracker* measures weekly domestic overnight visitation in Canada, using location data from mobile devices, sourced via privacy compliant third-party mobile data providers.



Source Notes and Methodology

- **Destination Canada** (<u>www.destinationcanada.com/</u>) is a federal Crown corporation and Canada's national tourism marketing organization. Its *Travel Recovery Assessment* is based on analysis of research by Destination Canada and third-party sources. Its *Resident Sentiment* survey is a weekly online poll of 1,800 residents, with some questions alternating bi-weekly. The data is weighted to be reflective of the Canadian population.
- The Government of Canada's COVID-19 data (<u>COVID-19 daily epidemiology update -</u> <u>Canada.ca</u>) is updated from sources including the Public Health Agency of Canada and provincial and territorial partners.
- **Destination Analysts** (<u>www.destinationanalysts.com</u>) is a San Francisco-based tourism market research firm. Its *American Travel Trends & Sentiment* report is based on an independent, weekly survey of 1,200 American travellers. The survey was launched in the wake of the COVID-19 pandemic and has been conducted every week since March 15, 2020.



Summary

- Between July 5 and August 5, Halifax experienced the highest percentage growth in online travel query demand of any Canadian destination city, when compared with the previous 30-day period, according to Google's Destination Insights report. Meanwhile in that same period, Halifax was ranked seventh in terms of *absolute* query demand among Canadian cities.
- Statistics Canada says international air arrivals into Canada were up substantially in July 2021 from July 2020. For example, 206,000 Canadians arrived from other countries at Canadian airports in July this year, compared to only 52,000 the same month last year. Still, volume remains sharply down from July 2019, when more than 930,000 Canadians arrived by air from abroad.
- Overnight visitation to Nova Scotia in late July was down 4% over the previous week (WoW), but up 14% compared with the same week the previous year (YoY), according to Environics' Weekly Tracker.
- A Destination Canada survey in July of US perceptions about travelling to Canada shows that more than half of Americans believe there are COVID-19 related barriers to travelling to Canada – specifically a border closure, travel bans, and the need for proof of vaccination status.



- **Nova Scotia has progressed** from the Intra-Provincial phase of recovery to the Interprovincial phase, says the latest Destination Canada Travel Recovery Assessment. Only PEI and Newfoundland and Labrador remain in the Intra-Provincial phase.
- A slight majority of Canadians in most regions are **willing to welcome visitors to their community from other parts of the country**, according to Destination Canada's latest Resident Sentiment survey. Among the regions, only British Columbians and Atlantic Canadians remain shy of a majority indicating willingness in this regard.
- The federal government reports that the *number* of active COVID-19 cases in Canada is increasing, with more than 17,000 cases as of August 15, almost triple the number from two weeks earlier. Nationally, the *rate* of active cases on August 15 stood at 45 cases per 100,000 people, up from 16 per 100,000 in late-July. In Nova Scotia, the rate was three per 100,000 on August 15.
- Destination Analysts continues to track rising pessimism and declining interest in leisure travel among US travellers. Among the findings, for the first time since January, more than half of US travellers **expect the pandemic to get worse over the next month**.



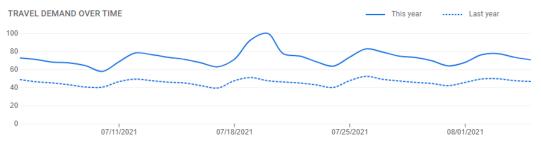
Google Destination Insights

As of August 5, 2021

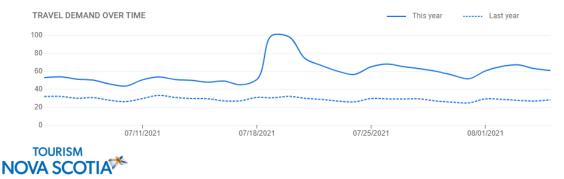


Google Destination Insights: 30-Day Demand for Canada as a Destination

Domestic travel demand (Google searches by Canadians for flights and accommodation) for trips within Canada. July 5 – August 5, 2021. Demand is scored by search volume on an index of 0-100.



International travel demand (Google searches worldwide for flights and accommodation) for trips to Canada. **July 5 – August 5, 2021.** Demand is scored by search volume on an index of 0-100.



Google Destination Insights: 30-Day Domestic Demand by Destination City

Cities are scored on an index of 0-100, based on domestic Google search demand by Canadians between **July 5 – August 5, 2021** for flights to, and accommodations in Canadian cities.

100

82

76

44

35

27

25

24

22

22

TOP DEMAND BY DESTINATION CITY

Vancouver

2 Toronto

3 Calgary

4 Montreal

5 Edmonton

6 Quebec City

7 Halifax

8 Kelowna

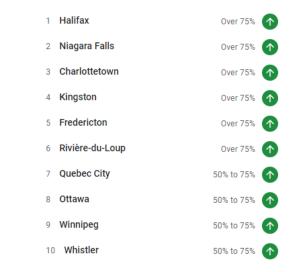
9 Victoria

10 Ottawa

1

Growth is the % *change* in domestic Google travel search demand in the period **July 5 – August 5, 2021** compared to the previous 30-day period.

TOP GROWTH BY DESTINATION CITY





Google Destination Insights: 30-Day International Demand by Origin Country

Top sources of worldwide search demand for international travel to Canada. Search period: **July 5 – August 5, 2021.** Countries are scored by search volume, on an index of 0-100.

TOP DEMAND BY ORIGIN COUNTRY

1 United States	100
2 United Kingdom	δ
3 SFrance	6
4 💶 India	5
5 👯 Australia	2
6 ermany	2
7 🗾 Spain	2
8 💽 Brazil	2
9 Philippines	2
10 Mexico	1



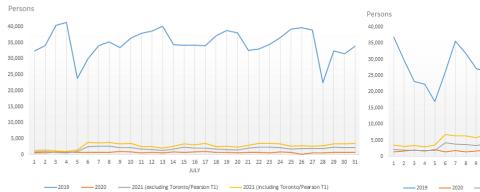
Statistics Canada: International Arrivals – July 2021

Released August 11, 2021

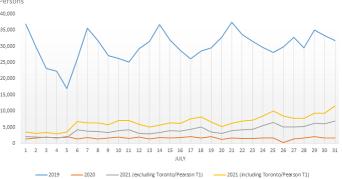


Statistics Canada: International Air Arrivals in July

Non-resident



Canadians



• Non-residents arriving at Canadian airports:

July 2021 – 86,000 July 2020 – 22,000 July 2019 – 1.1-million Canadians arriving at Canadian airports:

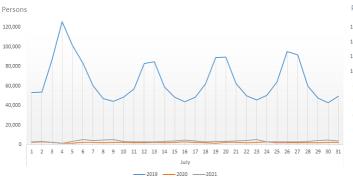
July 2021 - 206,000 July 2020 - 52,000 July 2019 - 935,000

• Air arrivals were up dramatically in July 2021 over July 2020, but remained sharply down from the same month in 2019.

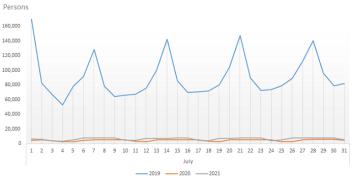


Statistics Canada: International Road Arrivals in July

US residents



Canadians



 US-residents arriving at Canadian land border posts:

> July 2021 - 113,000 July 2020 - 71,000 July 2019 - 2-million

• **Canadians** arriving at Canadian land border posts:

July 2021 - 202,000 July 2020 - 145,000 July 2019 - 2.8 million

• Road arrivals were up somewhat in July 2021 over July 2020, but remained sharply down from the same month in 2019.

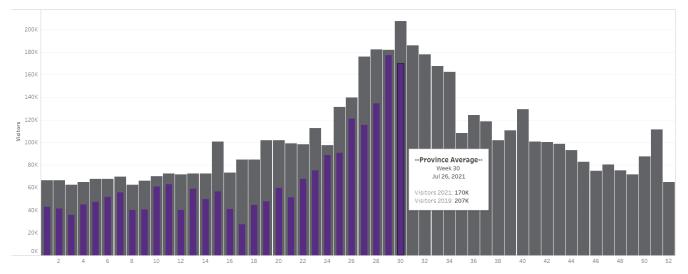


Environics Analytics Weekly Visitation Tracker



Environics Weekly Tracker – Number of Visitors to Nova Scotia vs 2019

Data reflects number of overnight visitors to Nova Scotia. The Weekly Tracker uses data based on mobile phone movements (60+ kilometers overnight travel), which may differ from other visitation estimates.

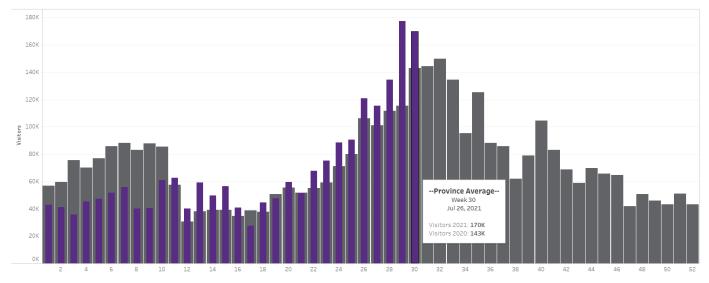


About 170,000 overnight visitors came to Nova Scotia the week of July 26, 2021, down from about 207,000 the same week in 2019. Note that the previous week (July 19), the volume of visitors almost matched the pre-pandemic volume during the same week in 2019.



Environics Weekly Tracker – Number of Visitors to Nova Scotia vs <u>2020</u>

Data reflects number of overnight visitors to Nova Scotia. The Weekly Tracker uses data based on mobile phone movements (60+ kilometers overnight travel), which may differ from other visitation estimates.

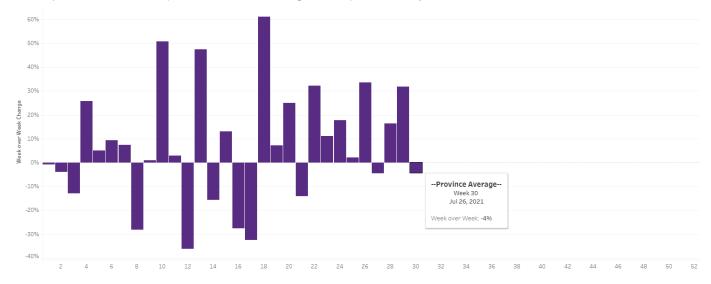


About 170,000 overnight visitors came to Nova Scotia the week of July 26, 2021, up from about 143,000 the same week in 2020.



Environics Weekly Tracker – Week Over Week Change, Nova Scotia

Data reflects number of overnight visitors to Nova Scotia. The Weekly Tracker uses data based on mobile phone movements (60+ kilometers overnight travel), which may differ from other visitation estimates.

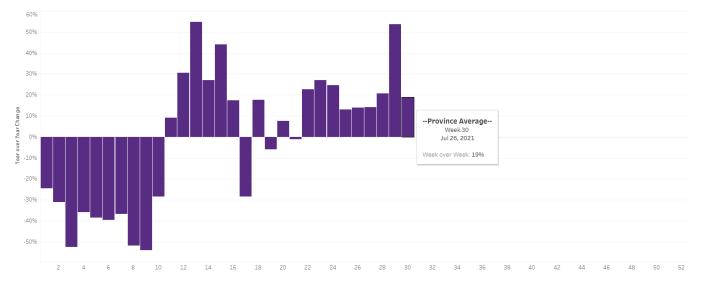


• The week of July 26, 2021, overnight visitation to Nova Scotia was down 4% over the previous week (WoW). In comparison, national weekly overnight visitation was up 11% WoW.



Environics Weekly Tracker – Year Over Year Change, Nova Scotia

Data reflects number of overnight visitors to Nova Scotia. The Weekly Tracker uses data based on mobile phone movements (60+ kilometers overnight travel), which may differ from other visitation estimates.



• The week of July 26, 2021, overnight visitation to Nova Scotia was up 19% over the same week the previous year (YoY). In comparison, **national** weekly overnight visitation was even (0%) YoY.



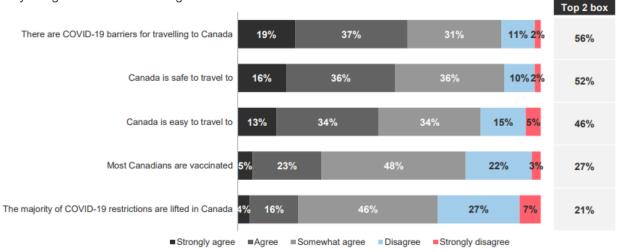
Destination Canada: Americans' Perception of Travelling to Canada

Selected results from an online survey of 1,005 Americans, conducted July 9-12 2021



Destination Canada: Most Americans Believe Travel Barriers to Canada Remain

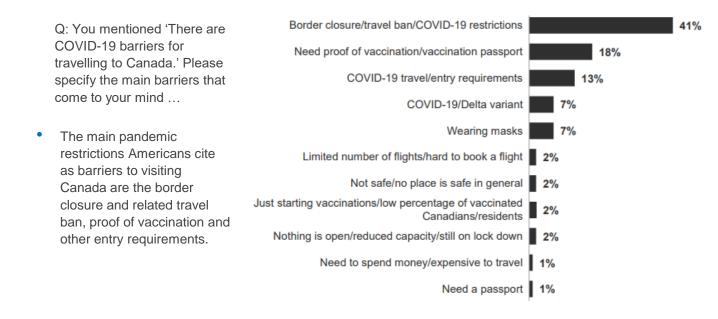
Q: On a scale of 1 to 5, with 1 being 'strongly agree' and 5 being 'strongly disagree', to what extent do you agree with the following statements ...



- More than half of US respondents believe there are COVID-19 barriers for travelling to Canada.
- While half believe Canada is safe to visit, only one-quarter think most Canadians are vaccinated.

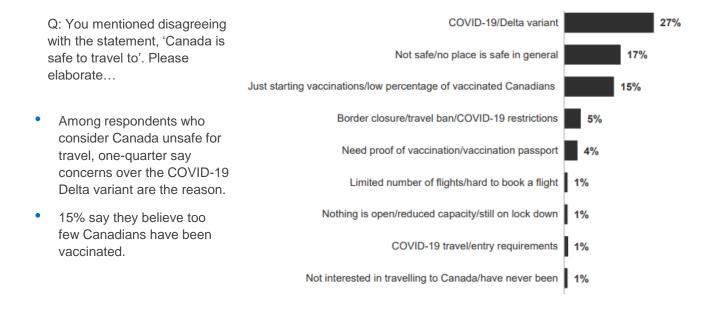


Destination Canada: Reasons for Perceived Travel Barriers to Canada





Destination Canada: Reasons for Perception That Canada Is Unsafe





Destination Canada: Travel Recovery Assessment



Destination Canada Provincial Travel Recovery Assessment

Timeline of overall assessment for each province and territory:

	16-Mar	23-Mar	30-Mar	06-Apr	13-Apr	20-Apr	27-Apr	04-May	11-May	18-May	25-May	01-Jun	08-Jun	15-Jun	22-Jun	29-Jun	06-Jul	13-Jul	20-Ju
British Columbia	III	Ш	Ш	III	III	Ш	Ш	П	Ш	Ш	Ш	Ш	Ш	III	ш	IV	IV	IV	IV
Alberta	IV	IV	IV	IV	IV	IV	Ш	Ш	Ш	Ш	Ш	Ш	Ш	Ш	IV	IV	IV	IV	IV
Saskatchewan	Ш	Ш	Ш	Ш	- 11	Ш	Ш	Ш	Ш	Ш	Ш	Ш	Ш	Ш	Ш	IV	IV	IV	IV
Manitoba	Ш	Ш	П	Ш	II	II	II	Ш	Ш	Ш	Ш	Ш	Ш	Ш	Ш	Ш	IV	IV	IV
Ontario	Ш	Ш	Ш	Ш	Ш	Ш	Ш	Ш	Ш	Ш	Ш	Ш	Ш	Ш	III	IV	IV	IV	IV
Quebec	IV	IV	IV	IV	IV	IV	Ш	Ш	Ш	Ш	Ш	III	ш	III	III	IV	IV	IV	IV
New Brunswick	III	Ш	Ш	III	III	III	III	III	IV	IV	IV								
Nova Scotia	ш	III	ш	III	III	III	III	III	III	Ш	Ш	Ш	Ш	Ш	III	ш	III	III	IV
Prince Edward Island	III	ш	III																
Newfoundland & Labrador	Ш	Ш	Ш	- 111	ш	III	III												
Yukon	Ш	Ш	Ш	Ш	Ш	Ш	Ш	Ш	Ш	Ш	Ш	Ш	IV	IV	IV	IV	IV	IV	IV
Northwest Territories	III	Ш	Ш	III	Ш	III	III	III	III	IV	IV	IV							
Nunavut	ш	III	Ш	III	III	III	III	III	Ш	Ш	Ш	III	ш	III	IV	IV	IV	IV	IV

Legend:

Indicates a forward phase progression

Indicates a backward phase regression

1	II	III	IV	V	VI
COVID-19 Response	Hyper Local	Intra-prov	Inter-prov	Tentative Int'l	Regularized Int'l



Definitions:

COVID-19 Response	II	III	IV	V	VI
	Hyper Local	Intra-prov	Inter-prov	Tentative Int'l	Regularized Int'l
Movement is restricted and travel is either not possible, desirable or encouraged.	Movement within local areas is possible but trips are not being booked within their province or territory.	Residents are booking trips	Residents are booking trips within the country, across provincial or territorial boundaries.	Some international travel, such as family related or urgent business. Some leisure travel from less risk averse travellers.	Some business travel is re-introduced and leisure travel is closer to pre-COVID-19 levels.

According to Destination Canada's travel sentiment data, as of July 20:

- Nova Scotia has progressed from the Intra-provincial (III) phase into the Inter-provincial (IV) phase of recovery.
- Only Prince Edward Island and Newfoundland and Labrador remain in the Intra-provincial (III) phase.



Destination Canada: Resident Sentiment Survey

Updated August 10, 2021



Destination Canada Resident Sentiment – Safety of Travel

'I feel safe to travel to...'

		RE	ATLANTIC CANADA					
	BC	AB	SK / MB	ON	QC	ATL	Rural	Urban
Communities near me	87	83	86	83	79	94	89	96
Communities in my province	75	77	81	77	81	91	87	94
Other provinces in Canada	55	61	60	61	62	45	37	49
The United States	17	34	33	24	28	7	7	8
Other countries	16	26	32	24	27	10	9	13
SAMPLE SIZE	207	205	200	612	411	201	124	77

• % Somewhat / Strongly Agree

TOURISM

- Note: red/green text indicates a significant difference between regions.
- Results from week of August 10, 2021.

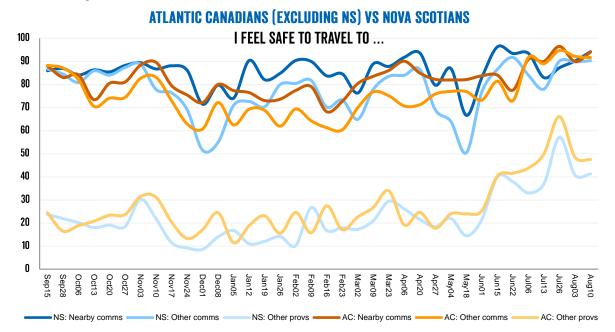
Destination Canada Resident Sentiment – Safety of Travel

- A large majority of Canadians report feeling safe travelling *to nearby communities* and *elsewhere in their own provinces.* Meanwhile, relatively few feel safe travelling *internationally.*
- About 60% of Canadians in most regions now feel safe travelling to *other provinces*, with only Atlantic Canadians falling just short of a majority.
- Atlantic Canadians' feelings of safety travelling within their province remain among the highest in the country, while for *international travel* are the lowest in the country, particularly for travel to the *United States*.



Source: Destination Canada Weekly COVID-19 Resident Sentiment, 2021-08-10

Destination Canada Resident Sentiment – Safety of Travel, NS vs Rest of Atlantic



• For both Nova Scotians and Atlantic Canadians, the gap in safety sentiment between travel within one's home province and travel to other provinces has been shrinking throughout the summer.

TOURISM

NOVA SCOTIA

Source: Destination Canada Weekly COVID-19 Resident Sentiment, 2021-08-10

Destination Canada Resident Sentiment – Welcoming Visitors

• 'I would welcome visitors travelling to my community from ...'

		REGI	ATLANTIC					
	BC	AB	SK /	ON	QC	ATL	CAN	ADA
	DC		MB		QU		Rural	Urban
Other communities near me	73	68	72	68	72	81	80	81
Other parts of my province	58	69	70	65	74	80	77	81
Other parts of Canada	45	57	55	53	58	43	43	44
The United States	17	31	30	22	28	11	11	11
Other countries	14	27	27	21	28	12	11	13
SAMPLE SIZE	207	205	200	612	411	201	124	77

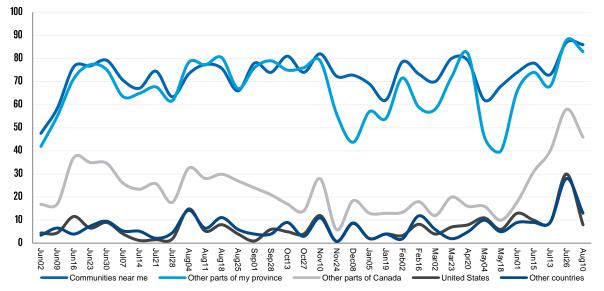
• % Somewhat / Strongly Agree

TOURISM

- Note: red/green text indicates a significant difference between regions.
- Results from week of August 10, 2021.

Destination Canada Resident Sentiment – Welcoming Visitors, Among Nova Scotians

NOVA SCOTIANS: I WOULD WELCOME VISITORS TRAVELLING TO MY COMMUNITY FROM ...



A large majority of Nova Scotians would welcome visitors from within their province, and increasingly this
extends to other Canadians, while few would welcome international visitors.

TOURISM

NOVA SCOTIA

Source: Destination Canada Weekly COVID-19 Resident Sentiment, 2021-08-10

Destination Canada Resident Sentiment – Welcoming Visitors

- Canadians remain generally negative about welcoming *international* visitors, with Atlantic Canadians being among the most negative in this regard.
- A majority of Canadians from most regions are willing to welcome visitors from *other parts of the country*, with only residents of British Columbia and Atlantic Canada falling just short of a majority.



Destination Canada Resident Sentiment – Promoting Home Community to Visitors

• 'How would you feel if you saw an advertisement today promoting your community to each of the following regions as a place for visitors to come when it is safe?'

		RE	ATLANTIC CANADA					
	BC	AB	SK / MB	ON	QC	ATL	Rural	Urban
Other communities near me	+33	+47	+40	+30	+45	+60	+67	+56
Other parts of my province	+25	+43	+43	+25	+40	+61	+64	+60
Other parts of Canada	+4	+24	+22	+14	+22	+17	+13	+21
The United States	-38	-13	-6	-28	-16	-39	-49	-33
Other countries	-38	-15	-21	-31	-15	-45	-52	-41
SAMPLE SIZE	210	200	200	613	411	200	136	64

- Net level of happiness is the total of Very happy/Happy, less the total of Very unhappy/Unhappy
- Note: Green text indicates a net positive response, red text a net negative response, black text a neutral response.
- Results from week of August 3, 2021.

TOURISM

NOVA SCOT

Destination Canada Resident Sentiment – Promoting Home Community to Visitors

- Canadians are positive about their communities being promoted as places to visit to people from *nearby communities* and *other parts of their own province*. Atlantic Canadians are the most positive in this regard.
- All regions now favour having their communities advertised to visitors from other parts of the country.
- Canadians in all regions remain negative about their communities being promoted as travel destinations to international visitors, with residents of British Columbia and Atlantic Canada being the most negative about the idea.



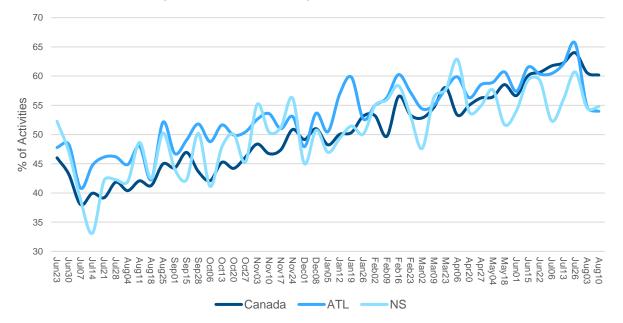
Source: Destination Canada Weekly COVID-19 Resident Sentiment, 2021-08-03

Destination Canada – Comfort With Activities

- Respondents were asked: Once the governments lift the protective measures put in place to fight COVID19, which of the following would you be comfortable doing...
- The overall <u>percentage of activities</u> that Canadians are comfortable with has been gradually increasing over the course of 2021.
- Among those activities Canadians are <u>least comfortable</u> with, a large minority more than four in 10 now express comfort with *flying on an airplane*, *attending large public gatherings*, and *going to bars and pubs*, with *travelling to the United States* trailing slightly behind at 36%.
- <u>Atlantic Canadians</u> do not share other Canadians' increasing willingness to *fly on an airplane, attend large gatherings,* or *travel to the US.*



Destination Canada – Comfort With Activities (% Overall)



Graph shows the overall <u>% of activities</u> respondents would be comfortable participating in, based on the
activities applicable to each respondent.

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Source: Destination Canada Weekly COVID-19 Resident Sentiment, 2021-08-10

Destination Canada – Comfort With Activities, Most/Least Comfortable

Activity	Canada	Atlantic Canada	Nova Scotia
Activities most comfortable with:			
Allowing in-home renovations	83	89	87
Shopping at the mall	79	77	79
Going back to your workplace/office	77	79	70
Dining in restaurants	77	82	75
Activities least comfortable with:			
Flying on an airplane	45	29	29
Large gatherings such as sporting events, concerts, festivals	43	27	34
Going to bars, lounges, night clubs, pubs	42	35	44
Travelling to the United States	36	16	17
SAMPLE SIZE	1836	201	100

- % Comfortable with each activity, among applicable
- Results from week of August 10, 2021.

TOURISM

NOVA SCOT

Source: Destination Canada Weekly COVID-19 Resident Sentiment, 2021-08-10

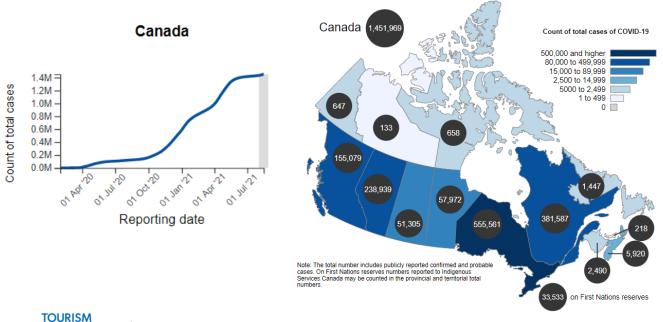
Government of Canada COVID-19 Status

As of August 15, 2021



Government of Canada – COVID-19 Count of *Total* Cases

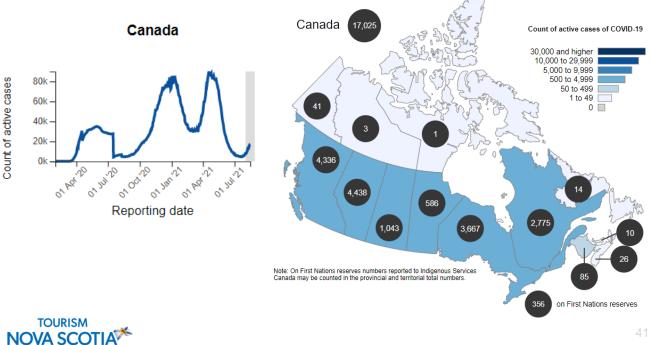
The count of total cases of COVID-19 in Canada was 1,451,969 as of August 15, 2021



NOVA SCOTIA

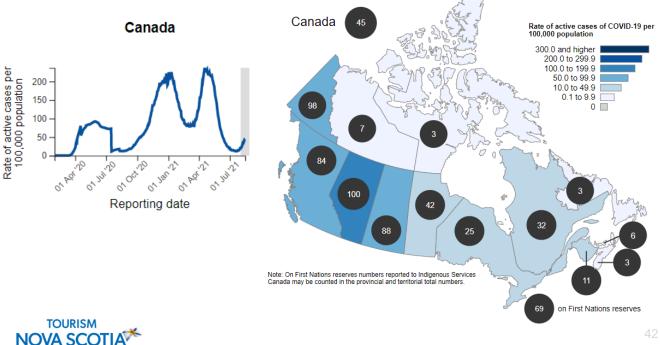
Government of Canada – COVID-19 Count of Active Cases

The count of active cases of COVID-19 in Canada was 17,025 as of August 15, 2021



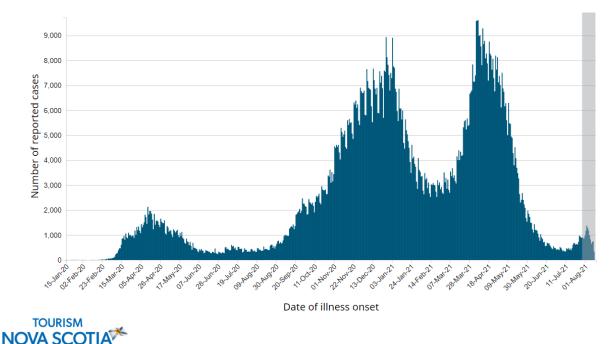
Government of Canada – COVID-19 Rate of Active Cases

The rate of active cases of COVID-19 in Canada was 45 per 100,000 population as of August 15, 2021

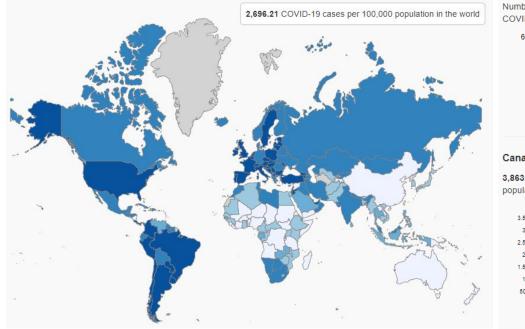


Government of Canada – COVID-19 Cases by *Date* (Epidemic Curve)

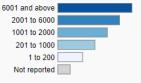
Total COVID-19 cases in Canada (n=1,423,778) by date of illness onset, as of August 13, 2021.



Government of Canada – COVID-19 World Cases Per 100,000 People

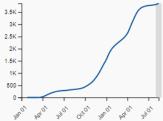


Number of cases per 100,000 population of COVID-19



Canada

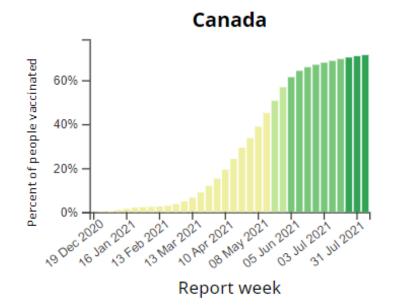
3,863.92 COVID-19 cases per 100,000 population as of August 14th, 2021.





Government of Canada – Percentage With At Least 1 Vaccine Dose

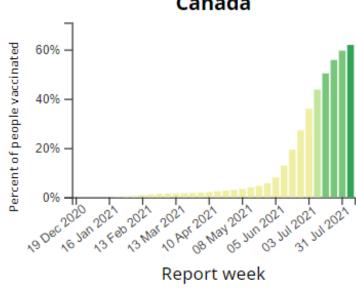
The cumulative percent of the population who have received **at least one dose** of a COVID-19 vaccine in Canada was **71.4%** as of August 7, 2021.





Government of Canada – Percentage **Fully Vaccinated**

The cumulative percent of the population fully vaccinated with a COVID-19 vaccine in Canada was 61.9% as of August 7, 2021.



Canada



Nova Scotia COVID-19 Cases

- The Province of Nova Scotia provides daily updates of new cases of COVID-19, total active cases of COVID-19, and cumulate cases of COVID-19, as well as doses of COVID-19 administered within the province.
- See the Province of Nova Scotia's COVID-19 data dash board at: <u>https://novascotia.ca/coronavirus/data/#dashboard</u>



Destination Analysts American Travel Sentiment Tracker

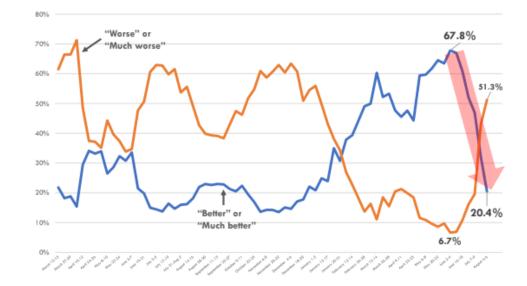
Updated to August 10, 2021



Destination Analysts: Most US Travellers Expect Pandemic to Get Worse

Question: In the NEXT MONTH, how (if at all) do you expect the severity of the coronavirus situation in the United States to change?

In the next month the coronavirus situation will get



• For the first time since January, a majority of American travellers (51%) think the pandemic will get worse over the next month. This compares to only 20% who think it will get better.



Destination Analysts: Interest in Leisure Travel Falls to Lowest Point Since June

Question: Which best describes how excited you are about LEISURE TRAVEL in this year (2021)? (Please answer using the 11-point scale below)

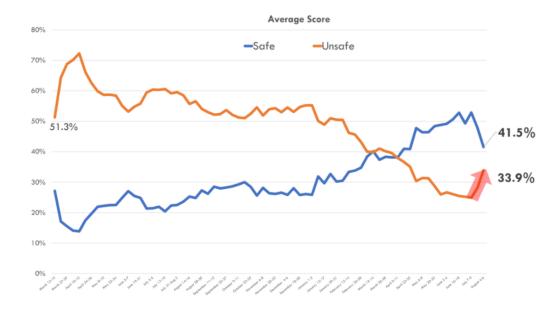


• Excitement for leisure travel among American travellers has dropped for the second straight week and has reached its lowest point since early June.



Destination Analysts: US Travellers Feeling Less Safe About Travel Activities

Question: At this moment, how safe would you feel doing each type of travel activity?

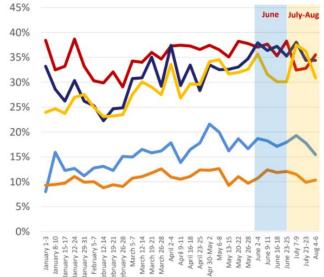


 One-third of American travellers – the most since April – say they don't feel safe participating in a range of travel activities, such as visiting friends or relatives and staying in a hotel.



Destination Analysts: Travel Planning Drops in July/August

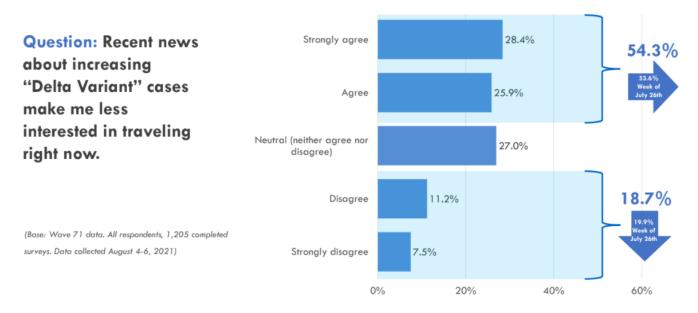
	June vs. July/Aug	
 Day-dreamed about taking a leisure trip 	-9.4%	9
 Talked to a friend or relative about a future trip 	-2.9%	
-Researched travel ideas online	+9.4%	
 Made travel reservations (lodging, transportation, tickets, etc.) 	-2.7%	
Researched travel ideas offline (magazines, printed visitor guides, etc.)	-10.0%	



 Although US travellers are doing more online travel research now than they did in June, all other travel planning activities, including making bookings, have been scaled back.



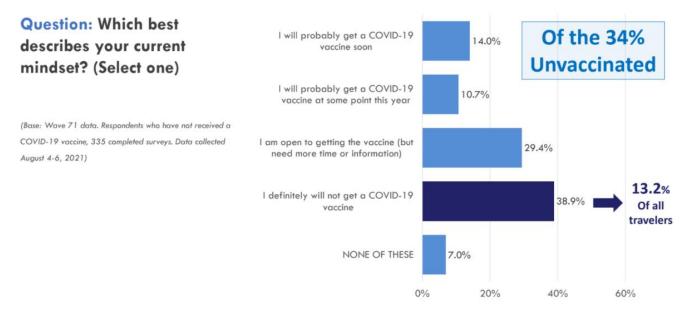
Destination Analysts: Delta Variant Dampening Interest in Travel



 More than half of American travellers say the COVID-19 Delta variant is making them less interested in travelling – sentiment that has held steady since July.



Destination Analysts: Anti-Vaccine Sentiment Remains Among US Travellers



 One-third of all respondents in Destination Analysts' travel sentiment survey are unvaccinated. While some of these remain open to getting a COVID-19 vaccine, a large minority of 39% – representing 13% of total respondents – say they 'definitely' do not intend to get vaccinated.



Destination Analysts: 'Return to Normal' Sentiment Continues to Decline

Question: Overall, how close to "normal" is the U.S. in terms of resuming leisure activities (dining out, travel, etc.)?

(Base: Wave 70 data. All respondents, 1,208 completed surveys. Data collected July 21-23, 2021)



• The percentage of US travellers who believe their country is returning to 'normal' in terms of being able to resume travel and leisure activities has declined consistently since mid-June.



