COVID-19

Recovery Signals Digest

A Roundup of Travel Recovery Insights



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Introduction

The Recovery Signals Digest is a regular 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 with Google</u>) 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 (www.statcan.gc.ca) 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 Index combines data from multiple sources
 including counts of international travellers, commercial aircraft movements, hotel
 occupancy rates, restaurant sales and reservation bookings.
- The Government of Canada's COVID-19 data (<u>COVID-19 daily epidemiology update Canada.ca</u>) is updated from sources including the Public Health Agency of Canada and provincial and territorial partners.



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 thirdparty 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.
- 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.
- OAG (<u>www.oag.com</u>) the Official Aviation Guide, is a United Kingdom-based global travel data provider, specializing in data for the commercial aviation industry. It provides regular updates on airline bookings, capacity, etc. via its *Recovery Tracker*.



Summary

- Halifax moved from 9th place to 10th place in early December in a ranking of search demand for travel to Canadian cities, according to Google Destination Insights. Google also shows that India is the second-highest source of worldwide search demand for international travel to Canada, behind the United States.
- Statistics Canada says international arrivals, including both foreign visitors and returning Canadians, were up substantially in November 2021 compared with the same month the previous year. But a large gap still remains between the number of 2021 arrivals and the pre-pandemic volumes of 2019.
- Statistics Canada's Tourism Activity Index shows that combined tourism activity
 across the country continues to rise toward pre-pandemic levels. In September,
 national tourism output was 37% below the level in September 2019, while
 Nova Scotia's tourism output was 42% below the province's September 2019
 activity level.



Summary

- The latest Destination Canada Travel Recovery Assessment says that in November, while 12 provinces and territories remained in the *Inter-provincial* phase (IV) of recovery, Prince Edward Island became the first province to advance to the *Tentative International* phase (V) of recovery – with international leisure travel being taken by less risk-averse residents.
- According to Destination Canada's Resident Sentiment survey, Nova
 Scotians' interest in welcoming international visitors to their local
 communities has risen substantially over the past eight months, from almost
 0% expressing interest in March, to current interest levels of 26% (for overseas
 visitors) and 36% (for US visitors). There remain much higher levels of interest
 in welcoming visitors from elsewhere in Canada and from around the province.
- The federal government reports that the *number* of active COVID-19 cases in Canada is climbing, with almost 33,000 cases as of December 10, 2021.

 Nationally, the *rate* of active cases is also rising, with 86 cases per 100,000 people as of December 10 (up from 60 per 100,000 on November 25).



Summary

- Despite ongoing concerns around the safety of travel and uncertainty about the future of the pandemic, eight in 10 American who have a history of travelling say they're ready to get out and travel again, according to Destination Analysts.
- The Official Aviation Guide (OAG) says that airline seat capacity in major aviation markets such as China, India, Brazil and the United States in early December was only 10% to 20% below the pre-pandemic levels of the same period in 2019, indicating that airline recovery continues in these markets.



Google Destination Insights

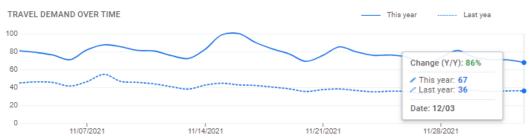
As of December 3, 2021



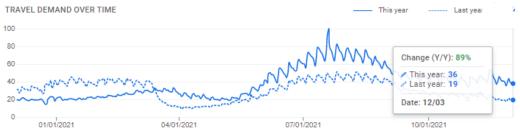
Google Destination Insights: Online Domestic Travel Interest in Canada

 The graphs show Google searches by Canadians for flights and accommodations for trips in Canada. Demand is scored by search volume on an index of 0-100, with 100 being the highest indexed volume over the period measured.

30-day domestic travel demand Nov. 3 to Dec. 3, 2021



12-month domestic travel demand Dec. 3, 2020 to Dec. 3, 2021

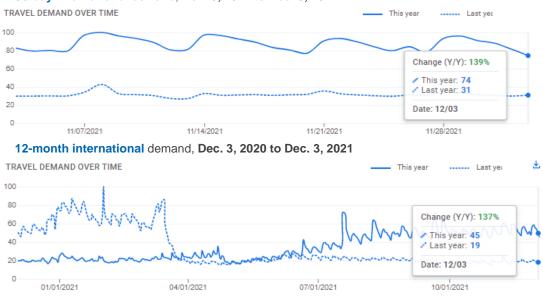




Google Destination Insights: Online International Travel Interest in Canada

 The graphs show Google searches worldwide (excluding by Canadians) for flights and accommodation for trips to Canada. Demand is scored by search volume on an index of 0-100, with 100 being the highest indexed volume over the period measured.

30-day international demand, Nov. 3, 2021 to Dec. 3, 2021





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 Nov. 3 to Dec. 3, 2021 for flights to and accommodations in Canadian cities. 100 is the highest indexed volume over the period.
- Growth is the % change in domestic Google travel search demand in the period **Nov. 3 to Dec. 3, 2021** compared to the previous 30-day period.

TOP DEMAND BY DESTINATION CITY

1 Toronto	100
2 Vancouver	92
3 Calgary	57
4 Montreal	47
5 Edmonton	33
6 Ottawa	22
7 Quebec City	20
8 Kelowna	19
9 Winnipeg	18
10 Halifax	16

TOP GROWTH BY DESTINATION CITY

1 Kamloops	Over 75%
2 Charlottetown	Over 75%
3 Kelowna	25% to 50%
4 Abbotsford	25% to 50%
5 Edmonton	10% to 25%
6 Banff	10% to 25%
7 Regina	10% to 25%
8 Prince George	10% to 25%
9 Penticton	10% to 25%
10 The Blue Mountains	10% to 25%



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

 Top sources of worldwide online search demand for international travel to Canada, Nov. 3, 2021 to Dec. 3, 2021. Countries are scored by search volume, on an index of 0-100, with 100 being the highest indexed volume over the period.

United States 2 India 3 He United Kingdom 4 France 5 Mexico United Arab Emirates 9 I Ireland 10 Philippines



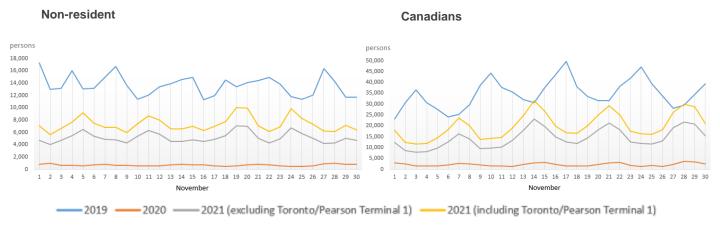
TOP DEMAND BY ORIGIN COUNTRY

Statistics Canada: International Arrivals – November 2021

Released December 10, 2021



Statistics Canada: International Air Arrivals in November



Non-residents arriving at Canadian airports:

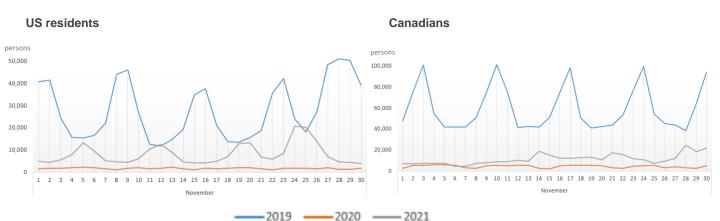
November 2021 – 219,600 November 2020 – 20,600 November 2019 – 408,600 Canadians arriving at Canadian airports:

November 2021 – 601,500 November 2020 – 65,000 November 2019 – 1 million

 Air arrivals were up dramatically in November 2021 over November 2020, but remained substantially down from the same month in 2019.



Statistics Canada: International Road Arrivals in November



 US-residents arriving at Canadian land border posts:

> November 2021 – 246,900 November 2020 – 53,300 November 2019 – 846,400

 Canadians arriving at Canadian land border posts:

> November 2021 – 347,100 November 2020 – 136,900 November 2019 – 1.8 million

 Road arrivals were up dramatically in November 2021 over November 2020, but remained sharply down from the same month in 2019.



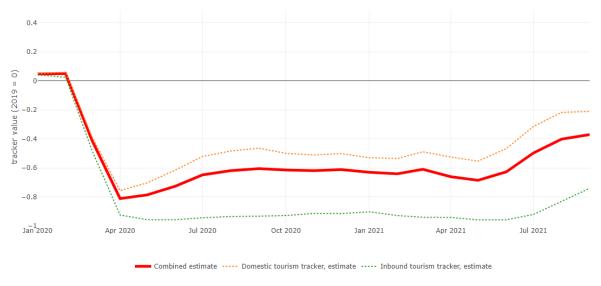
Statistics Canada: Canadian Tourism Activity Index

Updated to September 2021



Statistics Canada: Tourism Activity Index – Canada

• The index shows the relative performance of aggregated tourism activity in Canada (ie. arrivals, departures, spending etc.) over time. The base period – with an index measure of '0' – is 2019.

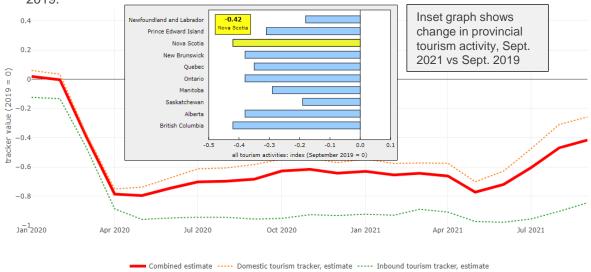


In **September 2021**, combined tourism activity in **Canada** was **37% below** the level in September 2019, which is a slight improvement **from** the index level in August 2021 (-40%).



Statistics Canada: Tourism Activity Index – Nova Scotia

 The index shows the relative performance of aggregated tourism activity in Nova Scotia (i.e. arrivals, departures, spending etc.) over time. The base period – with an index measure of '0' – is 2019.



In September 2021, combined tourism activity in Nova Scotia was 42% below the level in September 2019, an improvement from August 2021 (-47%). Nova Scotia's September decline is greater than the Canadian decline (37%), and along with BC is among the largest declines of all provinces (see inset).



Destination Canada: Travel Recovery Assessment

Updated to November 23, 2021



Destination Canada Provincial Travel Recovery Assessment

Timeline of overall assessment for each province and territory:



IV

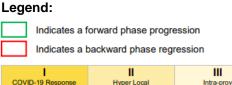
Inter-prov

ν

Tentative Int'l

VI

Regularized Inf'l





Definitions:

COVID-19 Response	II	III	IV	V	VI
	Hyper Local	Intra-prov	Inter-prov	Tentative Int'l	Regularized Int'I
Movement is restricted and travel is either not possible, desirable or encouraged.	areas is nossible but fring	within their province or	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 **November 23, 2021**:

- Twelve provinces and territories remain in the Inter-provincial (IV) phase of recovery.
- The week of November 16, Prince Edward Island was the first province to progress to the **Tentative International (V)** phase of recovery.



Destination Canada: Resident Sentiment Survey

Updated data to week of December 7, 2021



Destination Canada Resident Sentiment – Safety of Travel

'I feel safe to travel to...'

		RE	ATLANTIC CANADA					
	ВС	AB	Rural	Urban				
Communities near me	86	84	77	83	78	90	93	89
Communities in my province	72	82	68	74	81	86	80	89
Other provinces in Canada	51	72	56	58	65	50	46	53
The United States	29	32	35	29	31	20	11	25
Other countries	23	26	27	24	25	16	9	20
SAMPLE SIZE	209	206	201	620	412	201	117	84

- % Somewhat / Strongly Agree.
- Note: red/green text indicates a significant difference between regions.
- Results from week of December 7, 2021.



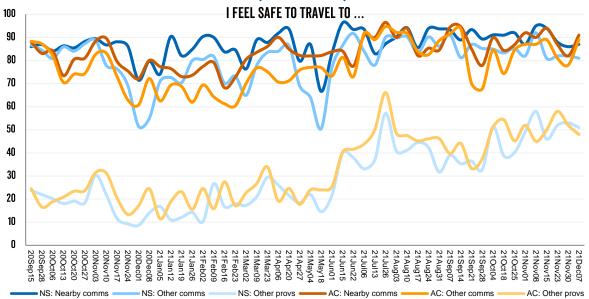
Destination Canada Resident Sentiment – Safety of Travel

- A large majority of Canadians report feeling safe travelling to nearby communities and elsewhere in their own provinces. And a growing minority feel safe travelling internationally.
- At least half of Canadians in all regions would feel safe travelling to *other provinces* including, for example, 58% of Ontario residents and 65% of Quebec residents.
- Atlantic Canadians' feelings of safety travelling within their provinces are the highest in the country, while their comfort level with travel elsewhere is among the lowest in the country.



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 narrowed throughout the summer, and has plateaued since October.



Destination Canada Resident Sentiment – Welcoming Visitors

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

		RE	ATLANTIC CANADA					
	ВС	AB	Rural	Urban				
Communities near me	76	82	68	70	74	80	87	78
Communities in my province	78	81	65	69	75	76	80	74
Other provinces in Canada	60	71	56	61	60	50	42	57
The United States	33	46	35	32	36	27	13	36
Other countries	32	39	27	27	30	25	13	32
SAMPLE SIZE	207	204	201	607	407	202	122	78

- % Somewhat / Strongly Agree.
- Note: red/green text indicates a significant difference between regions.
- Results from week of November 30, 2021.



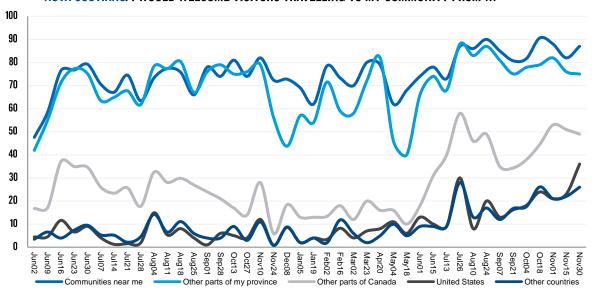
Destination Canada Resident Sentiment – Welcoming Visitors

- A large majority of Canadians in all regions are willing to welcome visitors from within their own province.
- About 6 in 10 Canadians in most regions are willing to welcome visitors from other parts of the country. However, there is less willingness in Atlantic Canada, where only one-half of residents would welcome visitors from other provinces.
- Canadians remain generally negative about welcoming international visitors, with Atlantic Canadians among the most negative in this regard.



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, while a gradually
increasing minority would welcome international visitors. Positive sentiment in welcoming visitors from
other parts of Canada, which dipped in late summer, has not quite returned to its July highs.



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					
	ВС	AB	Rural	Urban				
Communities near me	+36	+44	+34	+30	+51	+56	+53	+59
Communities in my province	+30	+46	+24	+26	+44	+53	+46	+59
Other provinces in Canada	+4	+37	+9	+13	+32	+23	+7	+33
The United States	-30	-7	-19	-18	+2	-26	-49	-15
Other countries	-35	-17	-21	-28	-2	-30	-52	-15
SAMPLE SIZE	209	206	201	620	412	201	117	84

- 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 December 07, 2021.



Destination Canada Resident Sentiment – Promoting Home Community to Visitors

- Canadians in all regions 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.
- Residents of British Columbia and Saskatchewan / Manitoba are neutral when it comes to having their communities advertised to visitors from other parts of the country, while those from all other regions are positive about the idea.
- There is increasing variability among regions when it comes to having their communities
 advertised to international visitors: residents from Alberta and Quebec residents are only
 slightly negative or neutral, while the idea remains unpopular in the remaining regions.



Destination Canada – Comfort With Activities, Most/Least Comfortable

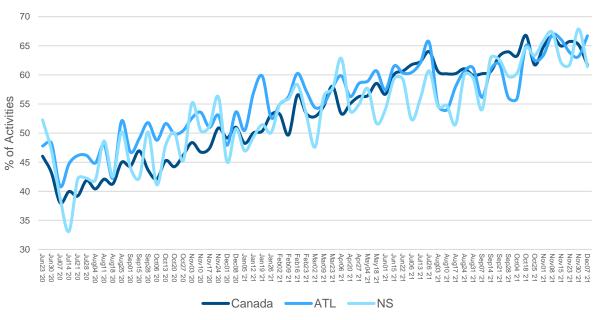
 'Once governments lift the protective measures put in place to fight COVID-19, which of the following would you be comfortable doing ...'

Activity	Canada	Atlantic Canada	Nova Scotia
Activities most comfortable with:			
Allowing in-home renovations	83	88	85
Shopping at the mall	81	85	78
Going back to your workplace/office	79	79	76
Dining in restaurants	76	83	74
Activities least comfortable with:			
Going to bars, lounges, night clubs, pubs	48	55	52
Flying on an airplane	46	44	35
Large gatherings such as sporting events, concerts, or festivals	45	49	48
Travelling to the United States	44	38	31
SAMPLE SIZE	1819	200	99

- % Comfortable with each activity, among applicable.
- Results from week of December 7, 2021.



Destination Canada – Comfort With Activities (% Overall)



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



Destination Canada – Comfort With Activities

- 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, just under half now express comfort with going to bars and pubs, flying on an airplane, and attending large public gatherings. The least popular activity among Canadians is travelling to the United States, with 44% saying they are comfortable doing this.
- <u>Atlantic Canadian</u> sentiment continues to lag behind other Canadians' increasing willingness to *travel to the United States*.



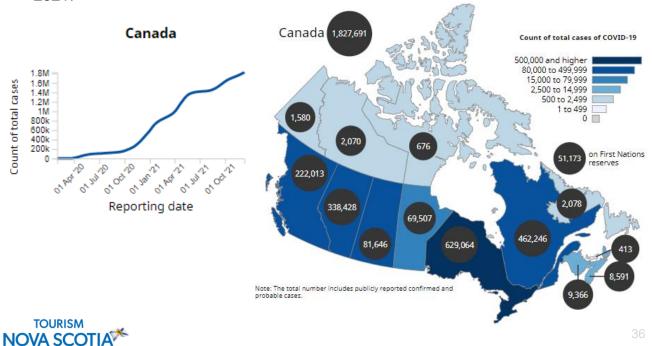
Government of Canada COVID-19 Status

As of December 10, 2021



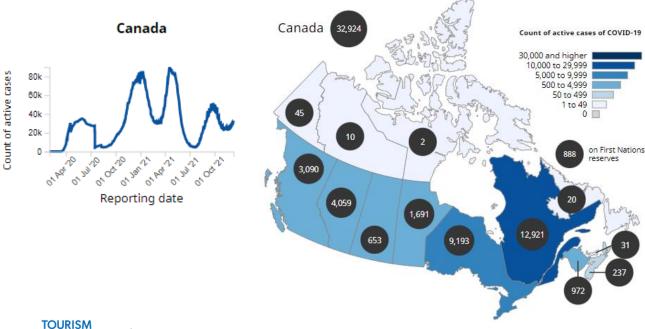
Government of Canada – COVID-19 Count of *Total* Cases

 The count of total cases of COVID-19 in Canada was 1,827,691 as of December 10, 2021.



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

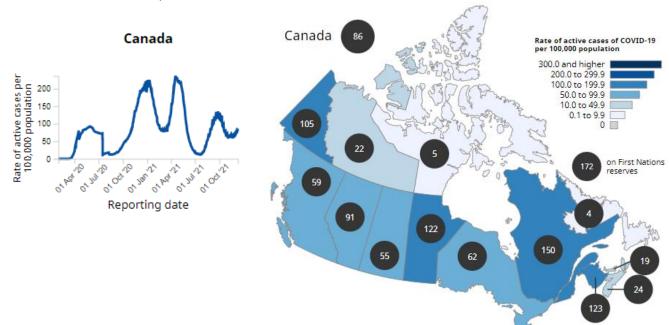
 The count of active cases of COVID-19 in Canada was 32,924 as of December 10, 2021.





Government of Canada – COVID-19 Rate of Active Cases

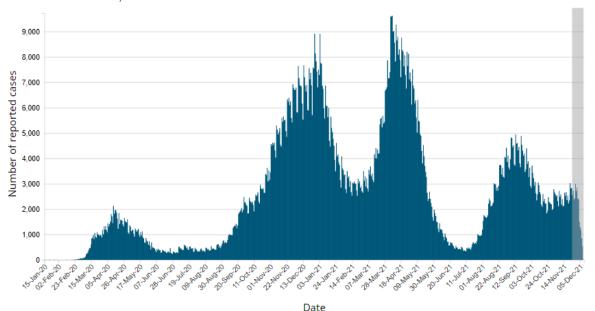
 The rate of active cases of COVID-19 in Canada was 86 per 100,000 population as of December 10, 2021.



TOURISM
NOVA SCOTIA

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

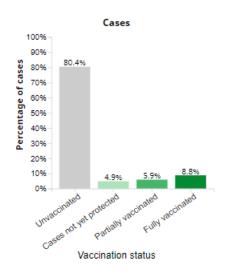
 Total COVID-19 cases in Canada (n=1,811,673) by date of illness onset, as of December 10, 2021.

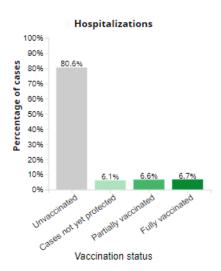


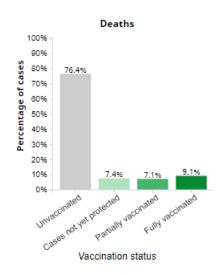


Government of Canada – COVID-19 Cases by *Vaccination Status*

 Total COVID-19 cases in Canada by vaccination status, as of November 20, 2021.



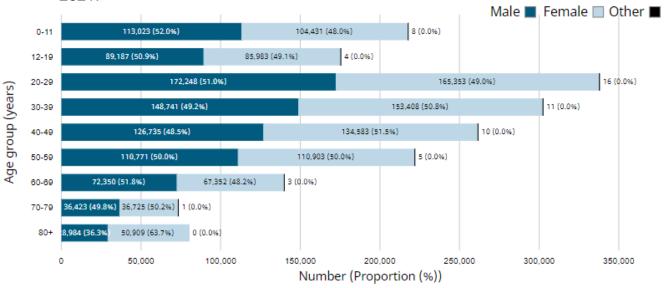






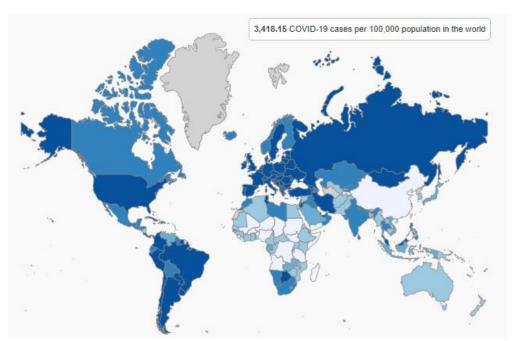
Government of Canada – COVID-19 Cases by *Age & Gender Distribution*

 Total COVID-19 cases in Canada by age group and gender, as of December 10, 2021.





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

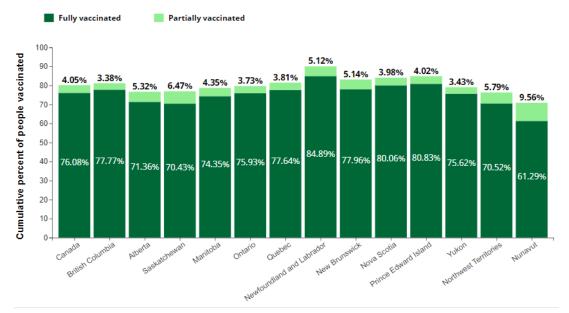






Government of Canada – Percentage Fully Vaccinated

 The cumulative percent of the population fully vaccinated with a COVID-19 vaccine in Canada was 76.08% as of December 4, 2021.





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: https://novascotia.ca/coronavirus/data/#dashboard



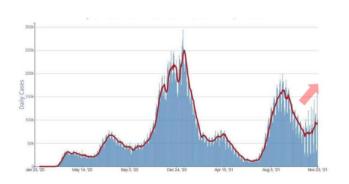
Destination Analysts American Travel Sentiment Tracker

Updated to November 30, 2021



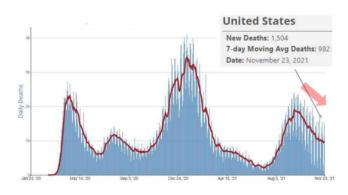
Destination Analysts: Current State of the Pandemic in the United States

Number of COVID-19 Cases in the USA



 November 23: The number of new COVID-19 cases in the US is rising.

Number of COVID-19 Deaths in the USA



November 23: The number of COVID-19 related deaths in the US is declining.

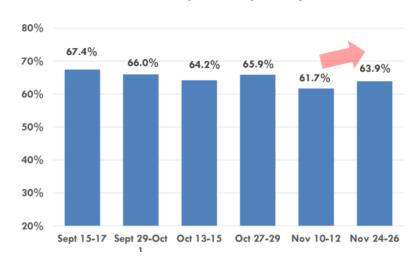


Destination Analysts: Most US Travellers Say COVID-19 Will Be Here For Years

Question: In your opinion, how likely is it that the COVID-19 issue will be with us for the longer-term (i.e., at least the next several years)? (Select one)

(Base: Wave 76 data. All respondents, 1,208 completed surveys. Data collected October 13-15, 2021)

% Likely or Very likely



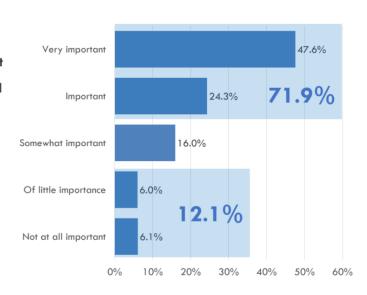
 More than six in 10 American travellers believe COVID-19 will be a long-term challenge – and the percentage who believe this is once again on the rise.



Destination Analysts: Strong Demand For Ongoing COVID-19 Safety Practices

Question: How important is it to you that the destinations you visit are continuing to maintain careful COVID-19 safety protocols and practices? (Select one)

(Base: Wave 79 data. All respondents, 1,212 completed surveys. Data collected November 24-26, 2021)

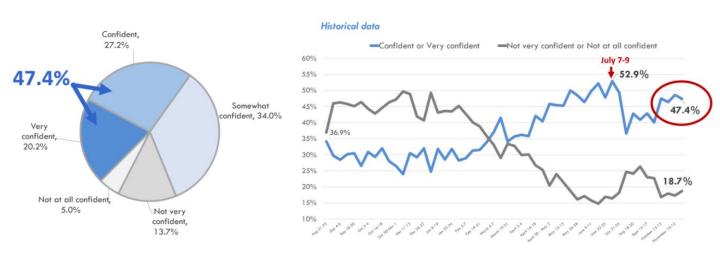


 More than seven in 10 American travellers say it's important for COVID-19 safety protocols to be maintained in the destinations they visit. Almost five in 10 consider this 'very important'.



Destination Analysts: Confidence in Travel Safety Has Stalled Since September

Question: How confident are you that you can travel safely in the current environment?

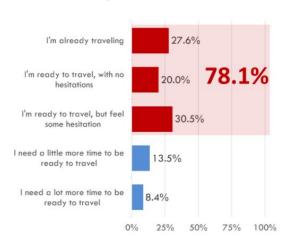


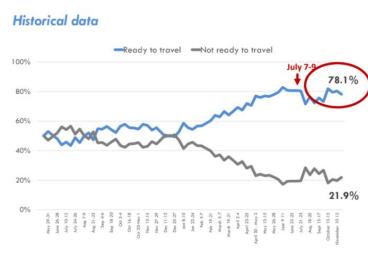
 About one-half of American travellers are confident that they can currently travel safely – a number that has not moved significantly since September.



Destination Analysts: 8 in 10 US Travellers Are Ready to Travel Again

Question: When it comes to getting back out and traveling again, which best describes your current state of mind? (Select one)





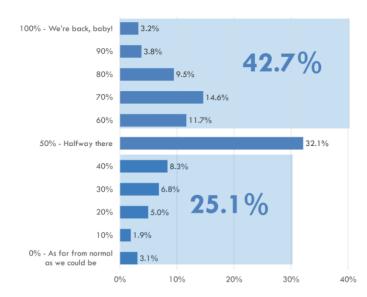
 Despite safety concerns, and uncertainty about the future of the pandemic, a large majority of American travellers say they're already travelling or ready to get out and travel again.



Destination Analysts: Perceptions Mixed On Whether US Travel is Back to 'Normal'

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

(Base: Wave 79 data. All respondents, 1,212 completed surveys. Data collected November 24-26, 2021)



A strong minority of American travellers believe the US is close, or more than half-way 'back to normal' in terms of the resumption of travel and other leisure activities. One-third say the country is about half-way back to 'normal', and one-quarter say the US still has a way to go.



OAG Official Aviation Guide Recovery Tracker

Updated to Week of November 29, 2021



OAG – Airline Seat Capacity in Major Markets, Year-Over-Year Comparison

Year-Over-Year Comparison by month

Region	vs. Nov-19	vs. Nov-20	vs. Oct-21
Global	-27.9%	38.6%	-6.4%
Australia	-64.5%	38.5%	27.1%
Brazil	-18.7%	45.0%	7.7%
China	-18.5%	-15.5%	-17.6%
France	-23.8%	205.1%	-3.9%
Germany	-40.1%	192.7%	-16.0%
India	-15.2%	51.8%	7.9%
Japan	-42.4%	3.7%	9.1%
Mexico	-3.6%	42.2%	4.7%
Singapore	-78.8%	134.2%	10.0%
South Africa	-40.2%	43.9%	4.6%
South Korea	-51.3%	-11.7%	-18.1%
Spain	-20.9%	187.9%	-20.2%
UAE	-31.6%	102.1%	11.0%
United Kingdom	-38.8%	222.8%	-12.9%
USA	-10.4%	56.3%	-1.8%

Year-Over-Year Comparison by week

Region	09/12/2019	07/12/2020	29/11/2021
Global	-26.5%	42.3%	-0.5%
Australia	-54.3%	6.9%	13.7%
Brazil	-16.2%	42.3%	3.7%
China	-13.9%	-10.7%	-1.0%
France	-29.0%	232.7%	1.1%
Germany	-44.2%	232.9%	-2.2%
India	-11.4%	44.9%	0.8%
Japan	-37.9%	11.0%	3.0%
Mexico	-1.4%	44.0%	1.5%
Singapore	-74.3%	114.2%	1.6%
South Africa	-41.9%	1.3%	0.6%
South Korea	-50.4%	3.3%	-0.2%
Spain	-17.2%	187.4%	-0.1%
UAE	-26.4%	100.6%	0.7%
United Kingdom	-38.7%	206.9%	2.7%
USA	-12.4%	66.5%	-3.3%

 OAG: 'Brazil, China, India, Spain and the United States are all between 10% and 20% below where they were for the same week in 2019, before the pandemic, showing that recovery continues in each of these large, scheduled aviation markets.'



