
EXPLORING 'WELCOMENESS' IN POST-PANDEMIC CANADA.

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STRUCTURE:

- **Research Question**
- **Answers**
- **Data Analysis**
- **Connections**
- **Recommendations**



RESEARCH QUESTION:

As Canadian's navigate life with COVID, what impact does it have on their level of 'welcomeness' towards visitors?

Specifically looking at British Columbia.

ANSWERS:

- Creates hesitation between host and visitor
 - Canadian's feel safer travelling within Canada
 - Appear more welcoming to visitors within Canada
 - Ultimately created more questions than answers
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DATA ANALYSIS.

- Resident Sentiment Reports from Destination Canada
 - Began collecting data early last year in 2020
 - 1,800 participants Canada wide, averaged 200 in British Columbia
 - Asked 2 questions through their weekly online methodology
 - September 2020, they began switching questions bi-weekly
 - 6 reports quarterly, beginning late 2020
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DEFINITIONS.

‘Welcomeness’

Post-Pandemic

Living with COVID

Localized Tourism

Domestic Tourism

DEBUNKING WELCOMENESS.

What does it mean?

Can a whole community be considered welcoming?

Where did the stereotype of 'friendly' Canadians come from?

Has it changed since COVID?

Welcoming, but to who?

STATISTICS.

I feel safe to travel

Dates Selected from Resident Sentiment	29-Sep-20	08-Dec-20	23-Mar-21	15-Jun-21	07-Sep-21	16-Nov-21
<i>(number of people)</i>	200	204	200	200	201	201
I feel safe to travel to communities near me	78%	61%	80%	85%	83%	86%
I feel safe to travel to communities in my province	62%	46%	65%	76%	70%	78%
I feel safe to travel to other provinces/territories in Canada	37%	20%	36%	47%	49%	63%
I feel safe to travel to the United States	8%	11%	11%	32%	20%	30%
I feel safe to travel internationally	6%	10%	15%	25%	19%	33%

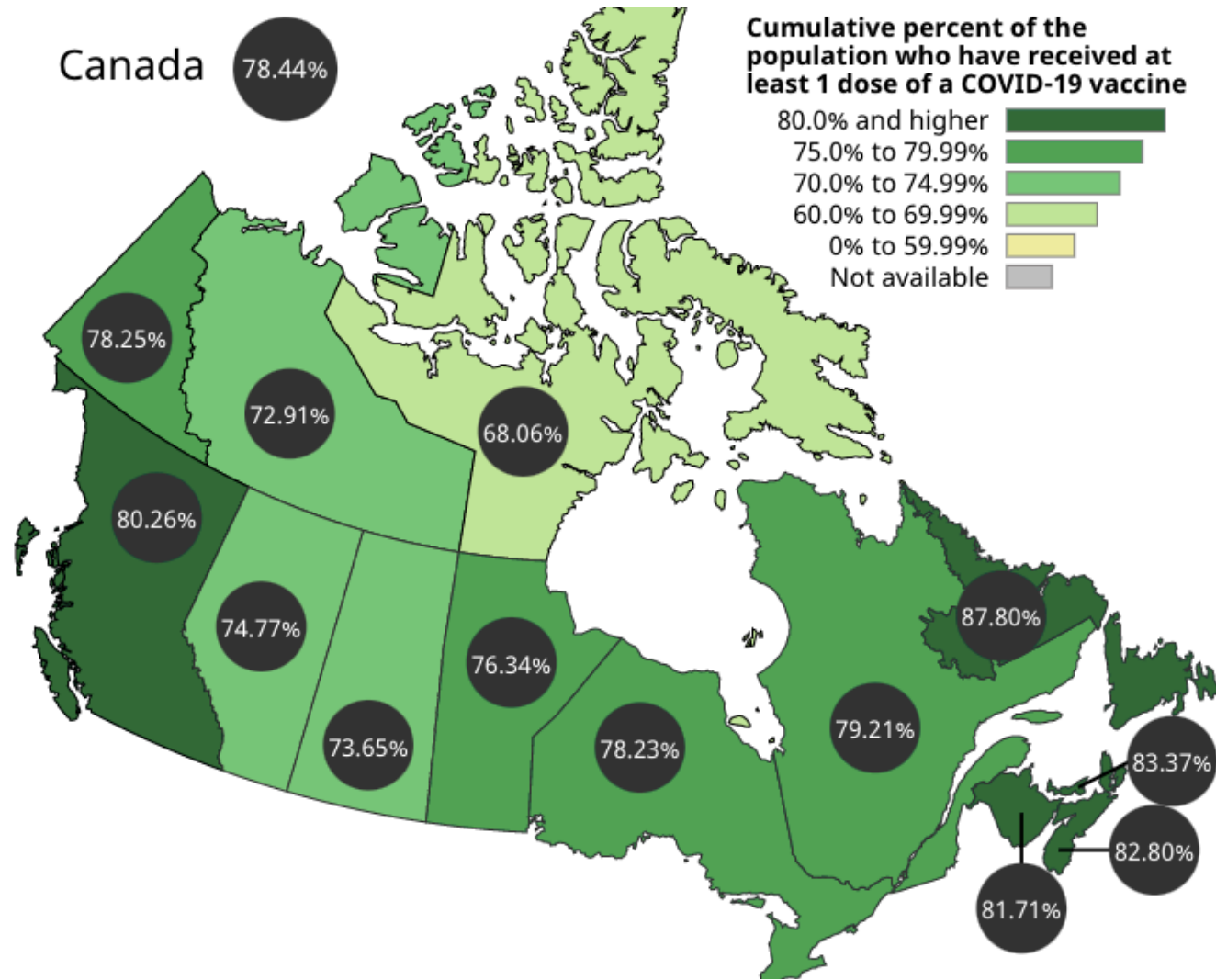
Level of Welcome Towards Visitors

Dates Selected from Resident Sentiment	29-Sep-20	08-Dec-20	23-Mar-21	15-Jun-21	07-Sep-21	16-Nov-21
<i>(number of people)</i>	200	204	200	200	201	201
From other communities near me	66%	52%	62%	74%	74%	75%
From other parts of my province	51%	34%	43%	66%	60%	67%
From other parts of Canada	35%	19%	25%	43%	46%	59%
From the United States	8%	8%	10%	25%	22%	34%
From other countries	8%	9%	13%	22%	19%	34%

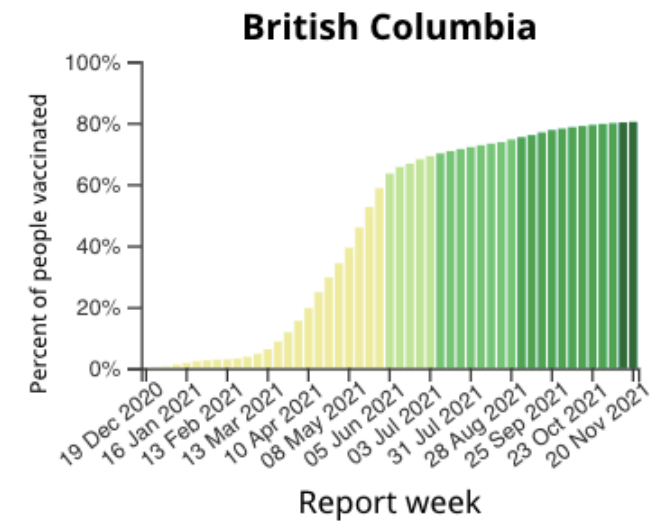
CONNECTIONS.

What is impacting the changes ?

- British Columbia vaccine requirements for non-essential activities
 - Borders opening up
 - Number of vaccinated Canadians
 - Partially vaccinated across Canada 76.06%
 - Now 78.44%
 - Partially vaccinated British Columbia was 78.07%
 - Now 80.26%
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The cumulative percent of people who have received **at least 1 dose** of a COVID-19 vaccine in **British Columbia** was **80.26%** as of November 20, 2021.



(Government of Canada, 2021).

RECOMMENDATIONS.

- i. British Columbia is less receptive to “outsiders”
 - Alter the marketing approach

- ii. It takes time after each new change to see the full impact
 - Continued research over the following year(s)

- iii. There is little to no data surrounding resident sentiments as a baseline
 - Further research into ‘welcomeness’ regardless of COVID

A person wearing a blue sweater and a white beanie is holding a vintage-style compass. The background is a blurred mountain range under a blue sky. The word "QUESTIONS." is written in large, white, bold, sans-serif capital letters across the center of the image. A thin white vertical line is positioned to the right of the text.

QUESTIONS.

DEFINITIONS.

‘Welcomeness’	From the resident perspective on how open and comfortable they are with hosting tourists and their safety concerns in being a tourist.
Post-Pandemic	As the number of vaccinated residents rises, there appears to be an end in sight for the pandemic (Government of Canada, 2021).
Living with COVID	Still an ongoing issue that Canadian's will need to continue navigating and adjusting their daily activities as they learn to live with COVID.
Localized Tourism	Travel and tourism experiences focused within your local region or community.
Domestic Tourism	Travel and tourism experiences focused within your province or from other areas across Canada.
