

COVID-19 Impact and Recovery Report: Resident Sentiment & Travel-Related Measures

Updated: July 14, 2020

This document provides an evergreen assessment of the situation in Canada. It has the following sections:

- Resident Sentiment:** The level of ‘welcome’ that residents from each province/region are feeling towards accepting visitors into their communities. In addition, sentiment towards receptivity of seeing advertising promoting their communities.
- Travel-Related Measures:** A summary of the travel and tourism-related measures in place in each province and territory.
- Methodological Notes:** An explanation of the methodologies in the different sections and relevant sources.

1. RESIDENT SENTIMENT

Destination Canada is tracking sentiment to understand the level of ‘welcome’ that residents of each province/region are feeling towards visitors. The data excludes residents from the northern territories. Respondents are asked to rate their level of agreement with the following statements:

- I would welcome visitors travelling to my community from **other communities near me**
- I would welcome visitors travelling to my community from **other parts of my province**
- I would welcome visitors travelling to my community from **other parts of Canada**
- I would welcome visitors travelling to my community from **the United States**
- I would welcome visitors travelling to my community from **other countries** (outside of the United States)

Additional insights and trended data for Canadian Resident Sentiment is available on Destination Canada’s website: <https://www.destinationcanada.com/en/coronavirus-updates/covid-19-research>

Percentage that Strongly or Somewhat Agree with Welcoming Visitors to Their Community

	British Columbia (n=205)	Alberta (n=201)	Saskatchewan & Manitoba (n=200)	Ontario (n=607)	Quebec (n=414)	Atlantic (n=203)
From other communities near me	59%	64%	59%	47%	53%	71%
From other parts of my province	56%	58%	61%	41%	46%	68%
From other parts of Canada	35%	45%	29%	35%	40%	29%
From the United States	7%	17%	8%	7%	8%	2%
From other countries	8%	15%	9%	9%	10%	6%

Green text indicates significantly higher than at least one other region @ 95% confidence

Red text indicates significantly lower than at least one other region @ 95% confidence

Source: Destination Canada Resident Sentiment tracking study, July 14, 2020

An additional question asks about receptivity of seeing advertising promoting communities:

- How would you feel if you saw an advertisement today promoting your community as a place for visitors to come when it is safe?

Receptivity of Seeing Advertising Promoting Communities

	British Columbia (n=205)	Alberta (n=201)	Saskatchewan & Manitoba (n=200)	Ontario (n=607)	Quebec (n=414)	Atlantic (n=203)
Net level of happiness [^]	+2	+8	-10	-19	0	+6
Very happy / Happy	34%	35%	28%	21%	29%	34%
Very happy	15%	15%	8%	5%	9%	12%
Happy	19%	20%	20%	16%	20%	22%
Neutral	34%	38%	34%	39%	42%	38%
Unhappy	20%	18%	24%	23%	22%	13%
Very unhappy	13%	9%	14%	17%	7%	15%
Very unhappy / Unhappy	32%	27%	38%	40%	29%	28%

[^] Net level of happiness is equal to the total of Very happy and Happy less the total of Very unhappy and Unhappy

Green text indicates significantly higher than at least one other region @ 95% confidence











Red text indicates significantly lower than at least one other region @ 95% confidence

Source: Destination Canada Resident Sentiment tracking study, July 14, 2020

2. TRAVEL-RELATED MEASURES

In addition to a federal government requirement mandating 14-day self-isolation for those who are eligible to enter Canada¹, individual provinces and territories have implemented measures on travel between provinces and territories. The below table outlines self-isolation requirements for domestic travellers entering into each province or territory, as well as restrictions on travel across provincial and territorial borders. Tracking these measures is challenging given the fluid nature of COVID-19. This information was collected by provincial and territorial tourism marketing authorities and relevant tourism departments and current as of July 14, 2020.

Travel Measures

	Traveller self-isolation required?	Travel restrictions?
British Columbia (BC)	 No self-isolation for domestic travellers entering BC	 No travel restrictions for domestic travellers entering BC
Alberta (AB)	 No self-isolation for domestic travellers entering AB	 No travel restrictions for domestic travellers entering AB
Saskatchewan (SK)	 No self-isolation for domestic travellers entering SK	 No travel restrictions for domestic travellers entering SK
Manitoba^{2, 3} (MB)	 Residents of Western Canada and Northwestern Ontario do not need to self-isolate for 14 days when entering MB; 14-day self-isolation for all other domestic travellers entering MB, except for essential workers	 No travel restrictions for domestic travellers entering MB, but self-isolation required (except for residents of Western Canada and Northwestern Ontario); highway checkpoints established to educate travellers; travel restrictions to northern communities lifted on June 26
Ontario (ON)	 No self-isolation for domestic travellers entering ON	 No travel restrictions for domestic travellers entering ON

	Traveller self-isolation required?	Travel restrictions?
Quebec⁴ (QC)	● No self-isolation for domestic travellers entering QC	✗ Access is allowed to all regions in Quebec except for Nunavik and James Bay; all Quebecers are being asked to avoid travelling as much as possible from one region to another or from one city to another
New Brunswick^{5, 6} (NB)	✗ As of July 3, residents of other Atlantic provinces (NS, PE, NL) do not need to self-isolate for 14 days when entering NB; 14-day self-isolation for all other domestic travellers entering NB, except for exempt essential service providers	✗ As of July 3, travel bubble with other Atlantic provinces whereby no-self-isolation required for Atlantic Canadian residents; prohibition on all non-essential travel into NB for all other domestic travellers, except for workers and other specific exemptions such as Canadian residents owning property in NB or visiting family members and QC residents going to the Magdalen Islands
Nova Scotia⁷ (NS)	✗ As of July 3, residents of other Atlantic provinces (NB, PE, NL) do not need to self-isolate for 14 days when entering NS; 14-day self-isolation for all other domestic travellers entering NS, except for exempt workers from specific sectors	● As of July 3, travel bubble with other Atlantic provinces whereby no-self-isolation required for Atlantic Canadian residents; no travel restrictions for all other domestic travellers entering NS, but self-isolation required
Prince Edward Island^{8, 9, 10} (PE)	✗ As of July 3, residents of other Atlantic provinces (NB, NS, NL) do not need to self-isolate for 14 days when entering PE; 14-day self-isolation for all other admitted travellers entering PE, except for exempt essential workers	✗ As of July 3, travel bubble with other Atlantic provinces whereby no-self-isolation required for Atlantic Canadian residents; prohibition on all non-essential travel into PE for all other domestic travellers with the exception of QC residents going to the Magdalen Islands, screening at all entry points into PE
Newfoundland & Labrador^{11, 12} (NL)	✗ As of July 3, residents of other Atlantic provinces (NB, NS, PE) do not need to self-isolate for 14 days when entering NL; 14-day self-isolation for all other domestic travellers entering NL, except for asymptomatic workers from specific sectors	✗ As of July 3, travel bubble with other Atlantic provinces whereby no-self-isolation required for Atlantic Canadian residents; prohibition on all travel to NL for all other domestic travellers, except for residents and workers from key sectors and other specific exemptions as approved by the Chief Medical Officer of Health
Yukon^{13, 14} (YT)	✗ As of July 1, residents of BC, NT and NU do not need to self-isolate when arriving in YT as long as they did not travel/stop over outside of these jurisdictions in the 14 days prior to arrival; proof of residence required; 14-day self-isolation for all other domestic travellers entering YT, except for critical workers; self-isolation for all other domestic travellers entering YT must occur in Whitehorse, unless visiting a family member (in which case self-isolation must occur at their residence)	✗ As of July 1, no-self-isolation required for residents of YT, BC, NT and NU with proof of residency and completion of travel declaration; entry permitted for other residents of Canada following self-isolation requirements; exceptions for critical or essential service workers and those transiting to/from Alaska (24-hour limit); enforcement at land borders and airport; mandatory travel routes for transiting through YT. Travellers are asked to limit travel to Yukon communities (outside of Whitehorse) and travel respectfully.
Northwest Territories^{15, 16} (NT)	✗ 14-day self-isolation for all admitted travellers entering NT except for those travelling directly from NU; must self-isolate in government designated sites in Yellowknife, Inuvik, Hay River or Fort Smith	✗ As of June 12, travel bubble with NU whereby no self-isolation required if traveling directly from NU; entry permitted for NT residents or those moving to NT coming for work or attending school, critical or essential service workers, transiting to neighbouring jurisdictions (12-hour limit), transboundary First Nations people exercising treaty rights, with few exemptions; enforcement at land borders and airport
Nunavut¹⁷ (NU)	✗ 14-day self-isolation for all admitted travellers prior to travelling to NU, except for those travelling directly from NT; must self-isolate in government designated sites in Edmonton, Winnipeg, Ottawa or Yellowknife	✗ As of June 15, travel bubble with NT whereby no self-isolation required if traveling directly from NT; as of July 13, travel bubble with Churchill, MB whereby no self-isolation required if traveling directly from Churchill; prohibition on all other travel into NU, except residents and critical workers; require written permission from the territory's Chief Public Health Officer to enter

Legend:

No measures in place ●

Some form of measures in place ✗

As of June 1, some Parks Canada places began a safe, gradual reopening of some outdoor areas at national parks, national historic sites and national marine conservation areas. Openings will differ across the country. Please consult the Parks Canada website for an updated list of specific Parks Canada locations with special instructions: <https://www.pc.gc.ca/en/voyage-travel/securite-safety/covid-19-info#locations>

Most provinces and territories have implemented a framework to guide re-opening strategies catered to their individual circumstances. Since each province and territory is starting from a different baseline to implement the re-opening of their local economy, the phases and stages are not congruent across jurisdictions. The table below outlines the current status of restrictions on tourism related sectors as of July 14, 2020. Unless noted, business must operate with sufficient social distancing measures in place.

Tourism Related Measures

	Current Phase/ Stage	Hotels & Accommodation	Restaurants & Dining	Outdoor & Recreational Activities	Indoor Attractions	Large Gatherings/ Conferences
British Columbia ^{18, 19}	Phase 3 of 4 Starting June 24	Accommodations are open unless they have decided to close due to lack of demand/low occupancy/health concerns	Dine-in can open (with sufficient distancing measures)	Recreation, sports, parks, beaches and outdoor spaces; encouraging small groups and social distancing. Provincial park campgrounds (BC residents only through summer)	Museums, art galleries and libraries	50 people maximum for outdoor or indoor gatherings; events like tradeshows and conferences not considered until phase 4
Alberta ²⁰	Stage 2 of 3 Starting June 12	Accommodations are open unless they have decided to close due to lack of demand/low occupancy/health concerns	Restaurants, lounges and bars can open (with sufficient distancing and health measures in place)	Golf, private/municipal campgrounds, farmers markets, guided/organized activities allowed (with sufficient distancing and health measures in place), National Parks open for day visits	Museums, art galleries, libraries, theatres, casinos, indoor recreation, fitness and sports centres and swimming pools can open with some restrictions	50 people maximum for indoor social gatherings; 200 people maximum for audience-type community outdoor events; 100 people maximum for other outdoor events and indoor seated / audience events; instrumental concerts allowed (no vocal concerts); major festivals and concerts, large conferences, trade shows and events not considered until stage 3
Saskatchewan ^{21, 22}	Phase 4.2 Starting June 29	Accommodations are open unless they have decided to close due to lack of demand/low occupancy/health concerns. Rental of tents and yurts in provincial parks not permitted	Dine-in can open (with sufficient distancing measures)	Fishing/boat launch and some park access for hiking/biking, golf, outfitting camps, outdoor individual recreation, camping, beaches, parks, outdoor pools and seasonal/recreational outdoor sports and activities; rodeo-related activities (July 16)	Libraries, museums, galleries, theatres, indoor pools, rinks, and indoor sports/activities; casinos (July 9)	30 people maximum for outdoor or indoor gatherings; tradeshows and conferences (July 16)
Manitoba ²³	Phase 3 Starting June 21	Accommodations are open unless they have decided to close due to lack of demand/low occupancy/health concerns	Dine-in can open (with sufficient distancing measures)	Golf, marinas, parks, drive-in movie theatres, beaches, sports and recreational activities; camping at 100% capacity; permanent outdoor amusement parks at 50% capacity	Museums, galleries and libraries; swimming pools, bowling alleys, spas and other indoor recreation and amusement centres open with 50% occupancy	50 people maximum for indoor gatherings; 100 people maximum for outdoor gatherings; events like tradeshows and conferences not considered before September 2020

	Current Phase/ Stage	Hotels & Accommodation	Restaurants & Dining	Outdoor & Recreational Activities	Indoor Attractions	Large Gatherings/ Conferences
Ontario ^{24, 25}	Ontario is implementing a regional approach . As of July 17, the majority of regions will enter Stage 3 of 3. Durham, Haldimand-Norfolk, Halton, Hamilton, Lambton, Niagara, Peel, Toronto, Windsor-Essex and York will remain in Stage 2 until further notice	Accommodations are open unless they have decided to close due to operational reasons; meeting rooms and recreational facilities are closed	Stage 2: Outdoor dining areas can open (with sufficient distancing measures) Stage 3: Indoor dining areas can open (with sufficient distancing measures); buffet-style food service not permitted	Stage 2: Golf, marinas, camping, outdoor sports facilities/fields, outdoor picnic sites, benches/shelters in parks, drive-in movie theatres, backcountry camping at provincial parks and on Crown Lands, bike and walking tours, bus and boat tours, water recreational facilities, swimming pools, beach access, outdoor-only recreational facilities, drive-in and drive-through venues for theatres, concerts, animal attractions and cultural appreciation Stage 3: Nearly all outdoor activities can reopen, with the exception of amusement and water parks	Attractions including museums, galleries, aquariums, zoos outdoor heritage institutions (e.g., landmarks, outdoor historic sites, botanical gardens) can reopen with restrictions (e.g. timed entry, managed visitor numbers and visitor flow), tasting and tours for wineries and distilleries, swimming pools and shopping malls Stage 3: Nearly all indoor activities can reopen with the exception of private karaoke rooms, saunas/steam rooms/bath houses, table games at casinos	Stage 2: 10 people maximum for indoor or outdoor gatherings (with the exception of weddings/funerals which have limits of 30% capacity indoors or 50 people outdoors) Stage 3: 50 people maximum for indoor gatherings and 100 people maximum for outdoor gatherings
Quebec ^{26, 27, 28, 29, 30}	Phase 6 of 6 phases (additional phases TBD)	Accommodations are open unless they have decided to close due to lack of demand/low occupancy/health concerns; regular vacation camps with accommodation are not permitted	Dine-in can open (with sufficient distancing measures); bars can open at 50% capacity for seated service only and are required to capture contact information of patrons	All businesses and enterprises that were subject to prohibitions can now resume activities (with adherence to sectoral guides and health measures related to their area of activity)		50 people maximum for indoor or outdoor gatherings; cancellation of indoor and outdoor festivals and cultural events until August 31, 2020; events like tradeshows and conferences TBD
New Brunswick ^{31, 32}	Yellow (Level 3c of 4) Starting June 19	Accommodations are open unless they have decided to close due to lack of demand/low occupancy/health concerns	Dine-in can open at restaurants, brewpubs and taprooms (with sufficient distancing measures and are required to capture contact information of patrons)	All businesses and enterprises that were subject to prohibitions can now resume activities (with adherence to WorkSafeNB guidelines and health measures related to their area of activity; all business must prepare operational plans)		Trade shows and conferences are allowed (venues with indoor events with controlled entry and/or controlled seating, are required to capture contact information on persons using the facility)
Nova Scotia ^{33, 34, 35, 36}	No official re-opening plan in place	Accommodations are open unless they have decided to close due to lack of demand/low occupancy/health concerns	Restaurants can open for dine-in and bars, wineries, distilleries and taprooms can open for in-seat service (with sufficient distancing measures)	Golf, paddling, fishing, boating, beaches, outdoor sports facilities, parks, trails and private campgrounds; provincial campgrounds (for Atlantic residents only)	Casinos, libraries, museums, movie theatres and pools	Social events and arts and culture events that are run by a recognized business or organization can have 250 people outdoors or 50% of the venue's capacity to a maximum of 200 indoors, with distancing; events like tradeshows and conferences TBD
Prince Edward Island ³⁷	Phase 4 of 4 Starting June 26	Accommodations are open unless they have decided to close due to lack of demand/low occupancy/health concerns; however, accommodations are open to PEI residents only	Dine-in open, up to 50 persons with additional persons permitted on patio; no buffet style	Golf, fishing and marinas; recreational sports permitted while adhering to gathering guidance; some activities require modification (e.g. pools, arenas)	Art galleries, libraries, community centres and casinos	50 people maximum for larger outdoor or indoor gatherings; events like tradeshows and conferences TBD

	Current Phase/ Stage	Hotels & Accommodation	Restaurants & Dining	Outdoor & Recreational Activities	Indoor Attractions	Large Gatherings/ Conferences
Newfoundland & Labrador ^{38, 39}	Alert level 2 of 5 (moving from level 5 down to level 1) Starting June 25)	Accommodations are open unless they have decided to close due to lack of demand/low occupancy/health concerns	Dine-in can open at restaurants, bars and lounges (at 50% capacity)	Recreational hunting & angling, golf, parks, beaches, picnic areas, campsites, outdoor pools and provincial parks; outdoor individual recreation; medium-risk outdoor recreational activities (e.g., sports); outdoor recreation program offerings for groups of 20 people or less	Arenas, indoor pools, theatres, indoor entertainment (e.g. theatres) and performance spaces can open at reduced capacity; provincial historic sites, museums and visitor information centres open	50 people maximum for outdoor gatherings; events like tradeshows and conferences TBD
Yukon ^{40, 41, 42, 43}	Phase 2 of 4 Starting July 1	Accommodations are open unless they have decided to close due to lack of demand/low occupancy/health concerns (with enhanced cleaning and public health measures)	Restaurants can open for dine-in (with sufficient distancing measures and approved operational plan); bars can open at 50% capacity with distancing measures, a limit of 10 people seated together and approved operational plan	All businesses and enterprises are open unless they have decided to close due to lack of demand (with adherence to health measures and with completed operational plans where required)		10 people maximum for indoor gatherings; 50 people maximum for outdoor gatherings; events like tradeshows and conferences TBD
Northwest Territories ^{44, 45, 46}	Phase 2 of 4 Starting June 12	Accommodations are open unless they have decided to close due to lack of demand/low occupancy/health concerns (with control/safety measures in place)	Dine-in can open (limited capacity with sufficient distancing measures; no more than 25 customers indoors and 50 customers outdoors)	Golf, beaches, boat launches, gardens, farmers markets, outdoor theatres, territorial parks and campgrounds are open for overnight use with strict measures; tourism operators can open for local residents only with strict measures	Museums, art galleries and movie theatres can open but with strict measures (no more than 25 persons indoors)	25 people maximum for indoor gatherings; 50 people maximum for outdoor activities and public events; events like tradeshows and conferences TBD
Nunavut ^{47, 48, 49}	Every two weeks after June 1, the Chief Public health Officer will decide which measures can be eased, maintained or if additional restrictions are needed	Accommodations are open unless they have decided to close due to lack of demand/low occupancy/health concerns	Dine-in can open (at 50% capacity and sufficient distancing measures); As of July 20, all licensed restaurants, bars and dining areas will be allowed to open with regular hours	All municipal parks and day-use areas of territorial parks and territorial park reserves are open; territorial parks will be allowed to reopen for outdoor activities only, all park buildings will remain closed	Galleries, museums and libraries are open for individual viewing and browsing; group sessions still prohibited; theatres and pools; retail outlets are permitted to open with safety measures in place	10 people maximum for indoor gatherings; 50 people maximum for outdoor gatherings; limits for conference facilities and rental meeting spaces has been set at 50 people or 50% of capacity for the facility, whichever is less

3. METHODOLOGICAL NOTES

I. Resident Sentiment: Approximately ~1,800 responses for the resident sentiment questions are collected from Canadians on a weekly basis through an online methodology. The study is weighted to be representative of the Canadian population according to census data, excluding the northern territories. The questions are being asked by Leger, a market research provider. Destination Canada has requested a minimum of n=200 respondents every week from each province/region, with a minimum of n=50 respondents identifying as living in rural communities within each province/region.

II. Travel-Related Measures: In conjunction with provincial and territorial partners, Destination Canada has sourced information directly from provincial and territorial government websites; additional insights are provided by provincial and territorial partners where relevant or where information from official sources is incomplete. The intention for this section is to provide the latest available information as of the date of the report. Given the evolving nature of these measures and phased opening strategies, readers are encouraged to seek information from official government sources for the most current information.

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