

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

Updated: June 16, 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=209)	Alberta (n=218)	Saskatchewan & Manitoba (n=208)	Ontario (n=603)	Quebec (n=412)	Atlantic (n=204)
From other communities near me	59%	66%	64%	44%	62%	65%
From other parts of my province	53%	58%	57%	38%	59%	60%
From other parts of Canada	31%	45%	29%	32%	51%	25%
From the United States	9%	18%	11%	10%	16%	9%
From other countries	8%	16%	12%	10%	19%	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, June 16, 2020

A new question was added for the June 9<sup>th</sup> reporting date to ask 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=209)	Alberta (n=218)	Saskatchewan & Manitoba (n=208)	Ontario (n=603)	Quebec (n=412)	Atlantic (n=204)
Net level of happiness <sup>^</sup>	+2	+18	+4	-4	+27	+7
Very happy / Happy	31%	39%	32%	31%	47%	36%
Very happy	14%	16%	13%	8%	18%	14%
Happy	17%	23%	19%	22%	29%	22%
Neutral	41%	40%	40%	35%	34%	35%
Unhappy	20%	13%	20%	21%	15%	19%
Very unhappy	9%	7%	8%	14%	4%	10%
Very unhappy / Unhappy	29%	21%	28%	35%	20%	29%

<sup>^</sup> 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, June 16, 2020

## 2. TRAVEL-RELATED MEASURES

In addition to a federal government requirement mandating 14-day self-isolation for those who are eligible to enter Canada<sup>1</sup>, 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 June 16, 2020.

### Travel Measures

	Traveller self-isolation required?	Travel restrictions?
<b>British Columbia (BC)</b>	● No self-isolation for domestic travellers entering BC	● No travel restrictions for domestic travellers entering BC
<b>Alberta (AB)</b>	● No self-isolation for domestic travellers entering AB	● No travel restrictions for domestic travellers entering AB
<b>Saskatchewan (SK)</b>	● No self-isolation for domestic travellers entering SK	● No travel restrictions for domestic travellers entering SK
<b>Manitoba<sup>2, 3, 4, 5</sup> (MB)</b>	✘ Starting June 21, 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 starting June 21); highway checkpoints established to educate travellers; travel prohibited to remote northern communities but travel to northern parks, campgrounds, cabins, lodges and resorts permitted
<b>Ontario (ON)</b>	● No self-isolation for domestic travellers entering ON	● No travel restrictions for domestic travellers entering ON

	Traveller self-isolation required?	Travel restrictions?
<b>Quebec<sup>6</sup> (QC)</b>	● 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
<b>New Brunswick<sup>7</sup>(NB)</b>	✗ 14-day self-isolation for domestic travellers entering NB, except for exempt essential service providers	✗ Prohibition on all non-essential travel into NB, except for residents, workers and other specific exemptions
<b>Nova Scotia<sup>8</sup>(NS)</b>	✗ 14-day self-isolation for domestic travellers entering NS, except for exempt workers from specific sectors	● No travel restrictions for domestic travellers entering NS, but self-isolation required
<b>Prince Edward Island<sup>9, 10</sup> (PE)</b>	✗ 14-day self-isolation for all admitted travellers entering PE, except for exempt essential workers	✗ Prohibition on all non-essential travel into PE, screening at all entry points into PE
<b>Newfoundland &amp; Labrador<sup>11</sup> (NL)</b>	✗ 14-day self-isolation for domestic travellers entering NL, except for asymptomatic workers from specific sectors	✗ Prohibition on all travel to NL, except for residents and workers from key sectors and other specific exemptions as approved by the Chief Medical Officer of Health
<b>Yukon<sup>12, 13, 14</sup> (YT)</b>	✗ 14-day self-isolation for all travellers entering YT, no exemptions	✗ Entry permitted for YT residents, non-resident family members, critical or essential service workers, transiting to neighbouring jurisdiction (24-hour limit) and transboundary First Nations people exercising treaty rights, with few exemptions; enforcement at land borders and airport; mandatory travel routes for transiting through YT; plan to lift travel restrictions between YT and BC in July
<b>Northwest Territories<sup>15, 16</sup> (NT)</b>	✗ 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 15, 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, transboundary First Nations people exercising treaty rights, with few exemptions; enforcement at land borders and airport
<b>Nunavut<sup>17, 18</sup> (NU)</b>	✗ 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	✗ In-territory travel advisories have been lifted as of June 1; travel outside of Nunavut still not recommended; as of June 15, travel bubble with NT whereby no self-isolation required if traveling directly from NT; 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 June 16, 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 <sup>19, 20</sup>	<a href="#">Phase 2</a> of 4 Starting May 19	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	✗ in phase 4
Alberta <sup>21</sup>	<a href="#">Stage 2</a> 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, indoor recreation, fitness and sports centres and swimming pools can open with some restrictions	✗ in stage 3
Saskatchewan <sup>22, 23</sup>	<a href="#">Phase 3</a> of 5 Starting June 8 <a href="#">Phase 4</a> (part 1) begins on June 22)	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 (at 50% capacity and following guidelines)	Fishing/boat launch and some park access for hiking/biking, golf, outfitting camps, outdoor individual recreation, camping, beaches and parks; outdoor pools and seasonal/recreational outdoor sports and activities (June 22)	✗ in phase 4 (part 2)	✗ in phase 5
Manitoba <sup>24, 25</sup>	<a href="#">Phase 2</a> Starting June 1 <a href="#">Phase 3</a> begins June 21)	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). Dine-in can open with no occupancy limits on June 21 (with sufficient distancing measures)	Golf, marinas, parks, camping, drive-in movie theatres, beaches, sports and recreational activities; permanent outdoor amusement parks at 50% capacity (June 21)	Museums, galleries and libraries; swimming pools, bowling alleys, spas and other indoor recreation and amusement centres open with 50% occupancy	✗ Not before September 2020
Ontario <sup>26, 27, 28, 29, 30</sup>	Ontario is implementing a <a href="#">regional approach</a> . Some regions entered <a href="#">Stage 2</a> of 3 on June 12, with additional regions joining Stage 2 on June 19, while others (Toronto, Peel, Windsor) remain in <a href="#">Stage 1</a> 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 Regions: Outdoor dining areas can open (with sufficient distancing measures)  Stage 1 Regions: Dine-in closed (delivery, take-out only)	Stage 2 Regions: In addition to those available to Stage 1 Regions: Bike and walking tours, bus and boat tours, water recreational facilities, swimming pools, beach access, camping at Ontario Parks, camping at private campgrounds, outdoor-only recreational facilities, drive-in and drive-through venues for theatres, concerts, animal attractions and cultural appreciation.  Stage 1 Regions: Provincial parks open for day use, golf, marinas, campgrounds only for trailers/RVs with seasonal contracts, outdoor sports facilities/fields, outdoor picnic sites, benches/shelters in parks; drive-in movie theatres; backcountry camping at provincial parks and on Crown Lands	Stage 2 Regions: 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, breweries and distilleries, swimming pools, shopping malls under existing restrictions  Stage 1 Regions: None	✗ beyond phase 3
Quebec <sup>31, 32</sup>	<a href="#">Phase 5</a> of 6 phases Starting June 1 (additional phases TBD)	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) outside the Montréal Metropolitan Area, the Joliette Regional County Municipality and the city of L'Épiphanie. In the latter territories, these activities may resume June 22.	All individual and group sports, open air and leisure activities that take place outdoors are permitted (following distancing and other guidelines); campgrounds, marinas, drive-in theatres and outdoor pools; zoos, gardens and agro-tourism (June 19)	Museums, libraries and commercial centres; indoor sports facilities (June 22)	✗ TBD

	Current Phase/Stage	Hotels & Accommodation	Restaurants & Dining	Outdoor & Recreational Activities	Indoor Attractions	Large Gatherings/Conferences
<b>New Brunswick</b> <sup>33, 34</sup>	<a href="#">Yellow</a> (Level 3b of 4) Starting June 5 On May 27, one region of the province (Zone 5) went back to Orange (level 2b) because of a regional outbreak	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)	Campgrounds and outdoor recreational activities, beaches, ATV trails, golf courses, marinas, fishing/hunting and pools (pools are not open in zone 5)	Museums, art galleries, libraries, spas and indoor recreational facilities (spas and recreational facilities are not open in zone 5)	<b>×</b> in Green (Level 4)
<b>Nova Scotia</b> <sup>35, 36, 37</sup>	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 open for dine-in. Bars, wineries, distilleries and taprooms can open for in-seat service. All subject to 50% capacity and distancing measures	Golf, paddling, fishing, boating, beaches, parks and trails; private campgrounds at 50% capacity; provincial campgrounds (for Nova Scotia residents only)	<b>×</b> TBD	<b>×</b> TBD
<b>Prince Edward Island</b> <sup>38, 39, 40</sup>	<a href="#">Phase 3</a> of 4 Starting June 1 ( <a href="#">Phase 4</a> begins on 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). Up to 50 people may gather for a sporting event (June 26)	Art galleries, libraries and community centres; casinos (June 26)	<b>×</b> in phase 4
<b>Newfoundland &amp; Labrador</b> <sup>41, 42</sup>	<a href="#">Alert level 3</a> of 5 (moving from level 5 down to level 1) Starting June 8	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); bars and lounges are not permitted to operate	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	Can open in Level 3, details TBD	<b>×</b> in Level 2 (expansion of gatherings TBD)
<b>Yukon</b> <sup>43, 44, 45, 46</sup>	<a href="#">Phase 1</a> of 4 Starting May 15 (Phase 2 begins on 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)	Dine-in can open (at 50% capacity with sufficient distancing measures). Bars can open on June 19 (at 50% capacity, with distancing measures and a limit of 10 people seated together)	Outdoor spaces with 10 or fewer people; golfing, fishing, hunting and campgrounds (YT residents only)	Open with public health measures & completed operational plan	<b>×</b> in Phase 3 (no size restrictions with physical distancing); open in phase 4
<b>Northwest Territories</b> <sup>47, 48</sup>	<a href="#">Phase 2</a> 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)	<b>×</b> in Phase 3 (no size restrictions with physical distancing); open in phase 4
<b>Nunavut</b> <sup>49, 50, 51</sup>	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 closed (delivery & take-out only). Dine-in can open on June 22 (at 50% capacity and sufficient distancing measures)	Outdoor spaces with 25 or fewer people; 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 (June 22)	<b>×</b> TBD

### 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.

#### Sources:

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<sup>4</sup> Manitoba Government, Second phase of restoring safe services plan to begin June 1, May 27, 2020  
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<sup>11</sup> Government of Newfoundland and Labrador, Guidance on Travel Restrictions, June 16, 2020  
<https://www.gov.nl.ca/covid-19/travel-restrictions/>

<sup>12</sup> Government of Yukon, Information for people entering Yukon, May 25, 2020  
<https://yukon.ca/en/handout-information-people-entering-yukon>

<sup>13</sup> Government of Yukon, Border enforcement during COVID-19, June 16, 2020  
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<sup>14</sup> Government of Yukon, Easing of COVID-19 restrictions continues with details of Phase II announced, May 29, 2020  
<https://yukon.ca/en/news/easing-covid-19-restrictions-continues-details-phase-ii-announced>

<sup>15</sup> Government of Northwest Territories, Travellers arriving in the NWT, June 16, 2020  
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