

COVID-19 Impact and Recovery Report: Domestic Travel

Updated: October 13, 2020

In response to COVID-19, Destination Canada has established a framework and analytical approach to identify signals from consumer and industry behaviour to understand when, where and at what pace travel and tourism will resume.

Destination Canada collaborated with partners in destination marketing, media, technology and travel to identify these indicators and signals. The framework has identified multiple phases of recovery, which aligns with user sentiment and intent to travel. For smaller provinces and territories, it is cautioned that lower availability of data can impact the reliability of signals. Given these limitations, Destination Canada has provided an assessment for all provinces and territories to the best of its ability. The summary of the methodology and terms can be found in Methodological Notes.

As a complement to this document, Destination Canada also provides updates to travel related measures that are currently in place for each province and territory, please reference the *Travel Related Measures* document:

<https://www.destinationcanada.com/en/coronavirus-updates/covid-19-research#canadianresidentsentiment>

Summary of current phase for each province and territory:

Destination Canada assesses that Quebec has taken another step back – reverting from the Intra-Provincial phase to the Hyper Local phase.

	Travel Search Index	Accommodation Searches on OTA	Rate of Hotel Booking	Rate of Air Travel	New COVID Cases	Dining Search Index	Activities Search Index	Overall Assessment	14-day self-isolation required for residents returning from out-of-province for leisure travel?
British Columbia	IV	IV	IV		II	V	IV	IV	No
Alberta	IV	IV	IV		II	V	IV	IV	No
Saskatchewan	IV	I	I		III	V	IV	II	No
Manitoba	IV	III	III		III	V	III	III	Yes, exception for residents returning directly from western Canada or northwestern Ontario ¹
Ontario	IV	IV	IV		I	V	IV	IV	No
Quebec	IV	I	I		I	IV	II	II	No
New Brunswick	IV	III	IV		III	V	III	IV	Yes, exception for residents returning directly from other Atlantic provinces ²
Nova Scotia	IV	IV	IV		III	V	III	IV	Yes, exception for residents returning directly from other Atlantic provinces ³
Prince Edward Island	IV	I	III		III	V	IV	III	Yes, exception for residents returning directly from other Atlantic provinces ⁴
Newfoundland & Labrador	III	IV	III		III	V	III	III	Yes, exception for residents returning directly from other Atlantic provinces ⁵
Yukon	IV	III	III		III	V	IV	III	Yes, exception for residents returning directly from BC, Northwest Territories or Nunavut ⁶
Northwest Territories	III	III	III		III	V	II	III	Yes, exception for residents returning directly from Nunavut ⁷
Nunavut	IV	III		IV	III	n/a	IV	IV	Yes, exception for residents returning directly from Northwest Territories or Churchill, MB ⁸

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

Timeline of overall assessment for each province and territory:

	2-Jun	9-Jun	16-Jun	23-Jun	30-Jun	7-Jul	14-Jul	21-Jul	28-Jul	4-Aug	11-Aug	18-Aug	1-Sep	29-Sep	6-Oct	13-Oct
British Columbia	II	II	III	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV
Alberta	II	II	III	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV
Saskatchewan	II	II	II	II	II	II	II	II	II	II	II	II	II	II	II	II
Manitoba	II	II	II	II	II	II	III	III	III	III	III	III	III	III	III	III
Ontario	I	II	II	II	II	II	II	II	II	III	IV	IV	IV	IV	IV	IV
Quebec	I	II	II	II	III	IV	IV	IV	IV	IV	IV	IV	IV	III	II	II
New Brunswick	II	II	II	III	III	III	III	III	III	IV	IV	IV	IV	IV	IV	IV
Nova Scotia	I	II	II	II	II	II	II	III	III	III	III	III	IV	IV	IV	IV
Prince Edward Island	II	II	II	II	II	II	II	II	III	III	III	III	III	III	III	III
Newfoundland & Labrador	II	II	II	II	III	III	III	III	III	III	III	III	IV	III	III	III
Yukon	II	II	II	II	II	II	II	II	II	III	III	III	III	III	III	III
Northwest Territories	III	III	III	III	III	III	III	III	III	III	III	III	III	III	III	III
Nunavut	I	III	III	III	III	III	III	III	III	III	III	IV	IV	IV	IV	IV

- Indicates a forward phase progression
- Indicates a backward phase regression

I COVID-19 Response	II Hyper Local	III Intra-prov	IV Inter-prov	V Tentative Int'l	VI Regularized Int'l
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British Columbia	IV Inter-Provincial	Inter-provincial travel searches that are at moderate levels, combined with inter-provincial accommodation searches that have nearly recovered to 2019 levels and accommodation bookings that are at moderate levels, indicate that British Columbia is in the Inter-Provincial phase.
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British Columbia Assessment Summary:

	Phase						Analysis
	I COVID-19 Response	II Hyper Local	III Intra-prov	IV Inter-prov	V Tentative Int'l	VI Regularized Int'l	
Travel Search Index	●	●	●	●	○	○	<p>Travel search is occurring within the province and within Canada but not yet internationally.</p> <ul style="list-style-type: none"> • YOY intra-provincial = higher than 2019 level since the week ending June 28, 2020. • YOY inter-provincial = moderate level but lower than 2019; flat since the week ending June 28, 2020. • YOY international = low level; flat since the week ending April 5, 2020.
Accommodation Searches on OTA	●	●	●	●	○	○	<p>Accommodation search is occurring within the province and within Canada but not yet internationally.</p> <ul style="list-style-type: none"> • YOY intra-provincial = nearly recovered to 2019 level; increasing since the week ending September 27, 2020. • YOY inter-provincial = nearly recovered to 2019 level; increasing since the week ending September 27, 2020. • YOY international = very low level; flat since the week ending March 22, 2020.
Rate of Hotel Booking	●	●	●	●	○	○	<p>Accommodation booking is occurring within the province and within Canada but not yet internationally.</p> <ul style="list-style-type: none"> • YOY intra-provincial = nearly recovered to 2019 level; flat since the week ending September 13, 2020. • YOY inter-provincial = moderate level but lower than 2019; flat since the week ending September 13, 2020. • YOY international = very low level; flat since the week ending March 22, 2020.
Rate of Air Travel	/	/	/	○	○	○	<p>For the week ending October 11, 2020, YOY air bookings from BC to other inter-provincial destinations is down 83% compared to the same period in 2019. The strongest week for air bookings since March 2020 was the week ending September 20, 2020 at -75% YOY.</p>
New COVID Cases	●	●	○	/	/	/	<p>The number of weekly new cases in British Columbia for the week ending October 11, 2020 was 804. The number of weekly new cases has been in above 700 since the week ending September 13, 2020.</p>
Dining Search Index	●	●	●	●	●	○	<p>Dining search is occurring within the province, within Canada and internationally.</p> <ul style="list-style-type: none"> • YOY intra-provincial = similar to 2019 level; fluctuating around a level similar to 2019 and a level slightly above 2019 since the week ending August 9, 2020. • YOY inter-provincial = slightly below 2019 level; fluctuating around a level similar to 2019 and a level slightly above 2019 since the week ending August 9, 2020. • YOY international = moderate level but lower than 2019; flat since the week ending June 7, 2020.
Activities & Events Search Index	●	●	●	●	○	○	<p>Activities & events search is occurring within the province and within Canada but not yet internationally.</p> <ul style="list-style-type: none"> • YOY intra-provincial = moderate level but lower than 2019; fluctuating between a moderate level and a level higher than 2019 since the week ending August 30, 2020. • YOY inter-provincial = moderate level but lower than 2019; flat since the week ending September 13, 2020. • YOY international = low level; flat since the week ending March 22, 2020.

Legend: Progress to date ● Not there yet ○ Signal not applicable □

Alberta	IV Inter-Provincial	Inter-provincial travel searches and accommodation searches that are nearly recovered to 2019 levels, combined with moderate levels of inter-provincial accommodation bookings, indicate that Alberta is in the Inter-Provincial phase.
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Alberta Assessment Summary:

	Phase						Analysis
	I COVID-19 Response	II Hyper Local	III Intra-prov	IV Inter-prov	V Tentative Int'l	VI Regularized Int'l	
Travel Search Index	●	●	●	●	○	○	<p>Travel search is occurring within the province and within Canada but not yet internationally.</p> <ul style="list-style-type: none"> • YOY intra-provincial = similar to 2019 level; higher than or similar to 2019 level since the week ending June 14, 2020. • YOY inter-provincial = nearly recovered to 2019 level; flat since the week ending September 20, 2020. • YOY international = low level; flat since the week ending March 29, 2020.
Accommodation Searches on OTA	●	●	●	●	○	○	<p>Accommodation search is occurring within the province and within Canada but not yet internationally.</p> <ul style="list-style-type: none"> • YOY intra-provincial = nearly recovered to 2019 level; increasing since the week ending September 27, 2020. • YOY inter-provincial = nearly recovered to 2019 level; increasing since the week ending September 27, 2020. • YOY international = very low level; flat since the week ending March 22, 2020.
Rate of Hotel Booking	●	●	●	●	○	○	<p>Accommodation booking is occurring within the province and within Canada but not yet internationally.</p> <ul style="list-style-type: none"> • YOY intra-provincial = moderate level but lower than 2019; fluctuating between a moderate level and a level nearly recovered to 2019 levels the week ending June 14, 2020. • YOY inter-provincial = moderate level but lower than 2019; relatively flat since the week ending June 28, 2020. • YOY international = very low level; flat since the week ending March 22, 2020.
Rate of Air Travel	/	/	/	○	○	○	<p>For the week ending October 11, 2020, YOY air bookings from Alberta to other inter-provincial destinations is down 79% compared to the same period in 2019. The strongest week for air bookings since March 2020 was the week ending September 20, 2020 at -70% YOY.</p>
New COVID Cases	●	●	○	/	/	/	<p>The number of weekly new cases in Alberta for the week ending October 11, 2020 was 1,638. The number of weekly new cases has been above 900 per week since the week ending September 6, 2020.</p>
Dining Search Index	●	●	●	●	●	○	<p>Dining search is occurring within the province, within Canada and internationally.</p> <ul style="list-style-type: none"> • YOY intra-provincial = higher than 2019 level since the week ending July 19, 2020. • YOY inter-provincial = similar to 2019 level; fluctuating between a level nearly recovered to 2019 levels and a level higher than 2019 since the week ending July 5, 2020. • YOY international = moderate level but lower than 2019; flat since the week ending June 28, 2020.
Activities & Events Search Index	●	●	●	●	○	○	<p>Activities & events search is occurring within the province and within Canada but not yet internationally.</p> <ul style="list-style-type: none"> • YOY intra-provincial = similar to 2019 level; fluctuating between a level nearly recovered to 2019 levels and a level above 2019 levels since the week ending August 9, 2020. • YOY inter-provincial = nearly recovered to 2019 level; fluctuating between a level nearly recovered to 2019 flat since the week ending September 27, 2020. • YOY international = low level; flat since the week ending March 22, 2020.

Legend: Progress to date ● Not there yet ○ Signal not applicable □

Saskatchewan	II Hyper Local	Intra-provincial travel searches are at a level that has nearly recovered to 2019. However, intra-provincial accommodation searches and bookings are at low levels. These signals indicate that Saskatchewan has not yet moved into the Intra-Provincial phase and continues to be in the Hyper Local phase.
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Saskatchewan Assessment Summary:

	Phase						Analysis
	I COVID-19 Response	II Hyper Local	III Intra-prov	IV Inter-prov	V Tentative Int'l	VI Regularized Int'l	
Travel Search Index	●	●	●	●	○	○	<p>Travel search is occurring within the province and within Canada but not yet internationally.</p> <ul style="list-style-type: none"> • YOY intra-provincial = nearly recovered to 2019 level; flat since the week ending September 13, 2020. • YOY inter-provincial = moderate level but lower than 2019; flat since the week ending September 13, 2020. • YOY international = low level; flat since the week ending March 29, 2020.
Accommodation Searches on OTA	●	○	○	○	○	○	<p>Accommodation search is not yet occurring within the province, within Canada or internationally.</p> <ul style="list-style-type: none"> • YOY intra-provincial = low level; flat since the week ending September 13, 2020. • YOY inter-provincial = low to moderate level; flat since the week ending September 13, 2020. • YOY international = very low level; flat since the week ending March 22, 2020.
Rate of Hotel Booking	●	○	○	○	○	○	<p>Accommodation booking is not yet occurring within the province, within Canada or internationally.</p> <ul style="list-style-type: none"> • YOY intra-provincial = low level; flat since the week ending September 13, 2020. • YOY inter-provincial = low level; flat since the week ending September 13, 2020. • YOY international = very low level; flat since the week ending April 5, 2020.
Rate of Air Travel	/	/	/	○	○	○	<p>For the week ending October 11, 2020, YOY air bookings from Saskatchewan to other inter-provincial destinations is down 87% compared to the same period in 2019. The strongest week for air bookings since March 2020 was the week ending September 20, 2020 at -78% YOY.</p>
New COVID Cases	●	●	●	/	/	/	<p>The number of weekly new cases in Saskatchewan for the week ending October 11, 2020 was 133. The number of weekly new cases has been trending upwards since the week ending September 6, 2020.</p>
Dining Search Index	●	●	●	●	●	○	<p>Dining search is occurring within the province, within Canada and internationally.</p> <ul style="list-style-type: none"> • YOY intra-provincial = nearly recovered to 2019 level; fluctuating at a level similar to 2019 levels since the week ending August 2, 2020. • YOY inter-provincial = higher than 2019 level since the week ending August 23, 2020. • YOY international = nearly recovered to 2019 level; fluctuating between a level nearly recovered to 2019 levels and moderate levels since the week ending June 14, 2020.
Activities & Events Search Index	●	●	●	●	○	○	<p>Activities & events search is occurring within the province and within Canada but not yet internationally.</p> <ul style="list-style-type: none"> • YOY intra-provincial = nearly recovered to 2019 level; flat since the week ending September 13, 2020. • YOY inter-provincial = moderate level but lower than 2019; flat since the week ending September 13, 2020. • YOY international = low level; flat since the week ending July 12, 2020.

Legend: Progress to date ● Not there yet ○ Signal not applicable □

Manitoba Assessment Summary:

	Phase						Analysis
	I COVID-19 Response	II Hyper Local	III Intra-prov	IV Inter-prov	V Tentative Int'l	VI Regularized Int'l	
Travel Search Index	●	●	●	●	○	○	<p>Travel search is occurring within the province and within Canada but not yet internationally.</p> <ul style="list-style-type: none"> • YOY intra-provincial = moderate level but lower than 2019; generally trending downwards since the week ending August 16, 2020. • YOY inter-provincial = moderate level but lower than 2019; flat since the week ending August 16, 2020. • YOY international = low level; flat since the week ending March 29, 2020.
Accommodation Searches on OTA	●	●	●	○	○	○	<p>Accommodation search is occurring within the province, but not yet within Canada or internationally.</p> <ul style="list-style-type: none"> • YOY intra-provincial = low level; decreasing since the week ending September 13, 2020. • YOY inter-provincial = low level; generally flat since the week ending August 16, 2020. • YOY international = very low level; flat since the week ending March 22, 2020.
Rate of Hotel Booking	●	●	●	○	○	○	<p>Accommodation booking is occurring within the province, but not yet within Canada or internationally.</p> <ul style="list-style-type: none"> • YOY intra-provincial = low level; flat since the week ending September 13, 2020. • YOY inter-provincial = low level; flat since the week ending September 13, 2020. • YOY international = very low level; flat since the week ending March 22, 2020.
Rate of Air Travel	/	/	/	○	○	○	<p>For the week ending October 11, 2020, YOY air bookings from Manitoba to other inter-provincial destinations is down 91% compared to the same period in 2019. The strongest week for air bookings since March 2020 was the week ending July 19, 2020 at -85% YOY.</p>
New COVID Cases	●	●	●	/	/	/	<p>The number of weekly new cases in Manitoba for the week ending October 11, 2020 was 438. This represents the highest number of weekly cases recorded in Manitoba to date.</p>
Dining Search Index	●	●	●	●	●	○	<p>Dining search is occurring within the province, within Canada and internationally.</p> <ul style="list-style-type: none"> • YOY intra-provincial = similar to 2019 level; fluctuating between a level higher than 2019 and a level nearly recovered to 2019 since June 28, 2020. • YOY inter-provincial = moderate level but lower than 2019; flat since the week ending September 6, 2020. • YOY international = moderate level but lower than 2019; generally flat since the week ending July 12, 2020.
Activities & Events Search Index	●	●	●	○	○	○	<p>Activities & events search is occurring within the province but not yet within Canada or internationally.</p> <ul style="list-style-type: none"> • YOY intra-provincial = moderate level but lower than 2019; fluctuating in a moderate range since the week ending September 13, 2020. • YOY inter-provincial = moderate level but lower than 2019; fluctuating between a moderate level and a low to moderate level since the week ending September 6, 2020. • YOY international = low level; generally flat since the week ending July 26, 2020.

Legend: Progress to date ● Not there yet ○ Signal not applicable □

Ontario	IV Inter-Provincial	Inter-provincial travel searches, accommodation searches and accommodation bookings are at low to moderate levels and have been declining since the week ending September 13, 2020. Ontario is currently in the Inter-Provincial phase, but may shift back into prior phases in the coming weeks.
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Ontario Assessment Summary:

	Phase						Analysis
	I COVID-19 Response	II Hyper Local	III Intra-prov	IV Inter-prov	V Tentative Int'l	VI Regularized Int'l	
Travel Search Index	●	●	●	●	○	○	<p>Travel search is occurring within the province and within Canada but not yet internationally.</p> <ul style="list-style-type: none"> • YOY intra-provincial = moderate level but lower than 2019; decreasing since the week ending September 13, 2020. • YOY inter-provincial = low to moderate level; decreasing since the week ending September 13, 2020. • YOY international = low level; flat since the week ending March 29, 2020.
Accommodation Searches on OTA	●	●	●	●	○	○	<p>Accommodation search is occurring within the province and within Canada but not yet internationally.</p> <ul style="list-style-type: none"> • YOY intra-provincial = low to moderate level; flat since the week ending September 20, 2020. • YOY inter-provincial = low level; decreasing since the week ending September 13, 2020. • YOY international = very low level; flat since the week ending March 22, 2020.
Rate of Hotel Booking	●	●	●	●	○	○	<p>Accommodation booking is occurring within the province and within Canada but not yet internationally.</p> <ul style="list-style-type: none"> • YOY intra-provincial = low level; decreasing since the week ending September 13, 2020. • YOY inter-provincial = low level; decreasing since the week ending September 13, 2020. • YOY international = very low level; flat since the week ending March 29, 2020.
Rate of Air Travel	/	/	/	○	○	○	<p>For the week ending October 11, 2020, YOY air bookings from Ontario to other inter-provincial destinations is down 89% compared to the same period in 2019. The strongest week for air bookings since March 2020 was the week ending August 9, 2020 at -80% YOY.</p>
New COVID Cases	●	○	○	/	/	/	<p>The number of weekly new cases in Ontario for the week ending October 11, 2020 was 4,940. This represents the highest number of weekly cases recorded in Ontario to date.</p>
Dining Search Index	●	●	●	●	●	○	<p>Dining search is occurring within the province, within Canada and internationally.</p> <ul style="list-style-type: none"> • YOY intra-provincial = moderate level but lower than 2019; decreasing since the week ending September 13, 2020. • YOY inter-provincial = low to moderate level; decreasing since the week ending September 13, 2020. • YOY international = low to moderate level; decreasing since the week ending September 13, 2020.
Activities & Events Search Index	●	●	●	●	○	○	<p>Activities & events search is occurring within the province and within Canada but not yet internationally.</p> <ul style="list-style-type: none"> • YOY intra-provincial = low to moderate level; decreasing since the week ending September 13, 2020. • YOY inter-provincial = low level; decreasing since the week ending September 13, 2020. • YOY international = low level; flat since the week ending March 22, 2020.

Legend: Progress to date ● Not there yet ○ Signal not applicable □

Quebec	II Hyper Local	Intra-provincial accommodation bookings have decreased to a level that indicates Quebecers are no longer travelling within their own province compared to 2019. Quebec has reverted into the Hyper Local phase.
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Quebec Assessment Summary:

	Phase						Analysis
	I COVID-19 Response	II Hyper Local	III Intra-prov	IV Inter-prov	V Tentative Int'l	VI Regularized Int'l	
Travel Search Index	●	●	●	●	○	○	<p>Travel search is occurring within the province and within Canada but not yet internationally.</p> <ul style="list-style-type: none"> • YOY intra-provincial = low level; decreasing since the week ending September 13, 2020. • YOY inter-provincial = low to moderate level; decreasing since the week ending September 13, 2020. • YOY international = low level; declining since the week ending August 9, 2020.
Accommodation Searches on OTA	●	○	○	○	○	○	<p>Accommodation search is not occurring within the province, within Canada, or internationally.</p> <ul style="list-style-type: none"> • YOY intra-provincial = very low level; decreasing since the week ending September 13, 2020. • YOY inter-provincial = low level; decreasing since the week ending September 13, 2020. • YOY international = very low level; flat since the week ending March 22, 2020.
Rate of Hotel Booking	●	○	○	○	○	○	<p>Accommodation booking is not occurring within the province, within Canada, or internationally.</p> <ul style="list-style-type: none"> • YOY intra-provincial = very low level; decreasing since the week ending September 13, 2020. • YOY inter-provincial = very low level; decreasing since the week ending September 13, 2020. • YOY international = very low level; flat since the week ending March 29, 2020.
Rate of Air Travel	/	/	/	○	○	○	<p>For the week ending October 11, 2020, YOY air bookings from Quebec to other inter-provincial destinations is down 89% compared to the same period in 2019. The strongest week for air bookings since March 2020 were the weeks ending July 19 and August 9, 2020 at -79% YOY.</p>
New COVID Cases	●	○	○	/	/	/	<p>The number of weekly new cases in Quebec for the week ending October 11, 2020 was 7,674. This is nearly as high as the previous peak of 7,758 weekly cases recorded on May 3, 2020.</p>
Dining Search Index	●	●	○	●	○	○	<p>Dining search is not occurring within the province or internationally but is occurring within Canada.</p> <ul style="list-style-type: none"> • YOY intra-provincial = low level; decreasing since the week ending September 13, 2020. • YOY inter-provincial = moderate level but lower than 2019 level; decreasing since the week ending September 13, 2020. • YOY international = low to moderate level; decreasing since the week ending September 13, 2020.
Activities & Events Search Index	●	●	○	○	○	○	<p>Activities & events search is not occurring within the province, within Canada, or internationally.</p> <ul style="list-style-type: none"> • YOY intra-provincial = very low level; decreasing since the week ending September 13, 2020. • YOY inter-provincial = low level; decreases since the week ending September 13, 2020. • YOY international = low level; flat since the week ending May 17, 2020.

Legend: Progress to date ● Not there yet ○ Signal not applicable □

New Brunswick	IV Inter-Provincial	Inter-provincial accommodation searches and accommodation bookings are at low levels and have been decreasing since the week ending September 13, 2020. New Brunswick is currently in the Inter-Provincial phase, but may shift back into prior phases in the coming weeks..
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New Brunswick Assessment Summary:

	Phase						Analysis
	I COVID-19 Response	II Hyper Local	III Intra-prov	IV Inter-prov	V Tentative Int'l	VI Regularized Int'l	
Travel Search Index	●	●	●	●	○	○	<p>Travel search is occurring within the province and within Canada but not yet internationally.</p> <ul style="list-style-type: none"> • YOY intra-provincial = moderate level but lower than 2019; declines from a level above 2019 levels the week ending September 6, 2020. • YOY inter-provincial = low to moderate level; declines from a level nearly recovered to 2019 levels the week ending September 6, 2020. • YOY international = low level; flat since the week ending March 22, 2020.
Accommodation Searches on OTA	●	●	●	○	○	○	<p>Accommodation search is occurring within the province but not yet within Canada or internationally.</p> <ul style="list-style-type: none"> • YOY intra-provincial = low to moderate level; decreasing since the week ending September 13, 2020. • YOY inter-provincial = low level; decreasing since the week ending September 13, 2020. • YOY international = very low level; flat since the week ending March 22, 2020.
Rate of Hotel Booking	●	●	●	●	○	○	<p>Accommodation booking is occurring within the province and within Canada but not yet internationally.</p> <ul style="list-style-type: none"> • YOY intra-provincial = low level; decreasing since the week ending August 9, 2020. • YOY inter-provincial = low level; decreasing since the week ending August 16, 2020. • YOY international = very low level; flat since the week ending September 13, 2020.
Rate of Air Travel	/	/	/	○	○	○	<p>For the week ending October 11, 2020, YOY air bookings from New Brunswick to other inter-provincial destinations is down 94% compared to the same period in 2019. The strongest week for air bookings since March 2020 was the week ending June 28, 2020 at - 88% YOY.</p>
New COVID Cases	●	●	●	/	/	/	<p>The number of weekly new cases in New Brunswick for the week ending October 11, 2020 was 71. This represents the highest number of weekly cases recorded in New Brunswick to date.</p>
Dining Search Index	●	●	●	●	●	○	<p>Dining search is occurring within the province, within Canada and internationally.</p> <ul style="list-style-type: none"> • YOY intra-provincial = nearly recovered to 2019 level; decreasing since the week ending September 13, 2020. • YOY inter-provincial = moderate level but lower than 2019; decreasing since the week ending September 13, 2020. • YOY international = moderate level but lower than 2019; decreasing since the week ending September 13, 2020.
Activities & Events Search Index	●	●	●	○	○	○	<p>Activities & events search is occurring within the province, but not yet within Canada or internationally.</p> <ul style="list-style-type: none"> • YOY intra-provincial = moderate level but lower than 2019; decreasing since the week ending September 13, 2020. • YOY inter-provincial = low level; decreasing since the week ending September 13, 2020. • YOY international = low level; fluctuating between a low level and a low to moderate level since the week ending May 17, 2020.

Legend: Progress to date ● Not there yet ○ Signal not applicable □

Nova Scotia	IV Inter-Provincial	Inter-provincial accommodation searches and accommodation bookings that are at moderate levels indicate that Nova Scotia is in the Inter-Provincial phase.
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Nova Scotia Assessment Summary:

	Phase						Analysis
	I COVID-19 Response	II Hyper Local	III Intra-prov	IV Inter-prov	V Tentative Int'l	VI Regularized Int'l	
Travel Search Index	●	●	●	●	○	○	<p>Travel search is occurring within the province and within Canada but not yet internationally.</p> <ul style="list-style-type: none"> • YOY intra-provincial = higher than 2019 level; back above 2019 levels since the week ending September 27, 2020. • YOY inter-provincial = low level; decreasing since the week ending September 13, 2020. • YOY international = low level; flat since the week ending March 29, 2020.
Accommodation Searches on OTA	●	●	●	●	○	○	<p>Accommodation search is occurring within the province and within Canada but not yet internationally.</p> <ul style="list-style-type: none"> • YOY intra-provincial = similar to 2019 level; increasing since the week ending September 27, 2020. • YOY inter-provincial = moderate level but lower than 2019; increasing since the week ending September 27, 2020. • YOY international = very low level; flat since the week ending March 22, 2020.
Rate of Hotel Booking	●	●	●	●	○	○	<p>Accommodation booking is occurring within the province and within Canada but not yet internationally.</p> <ul style="list-style-type: none"> • YOY intra-provincial = nearly recovered to 2019 level; increasing after declines following the week ending September 6, 2020. • YOY inter-provincial = moderate level but lower than 2019; increasing after declines following the week ending September 6, 2020. • YOY international = very low level; flat since the week ending March 22, 2020.
Rate of Air Travel				○	○	○	<p>For the week ending October 11, 2020, YOY air bookings from Nova Scotia to other inter-provincial destinations is down 90% compared to the same period in 2019. The strongest week for air bookings since March 2020 was the week ending June 28, 2020 at -78% YOY.</p>
New COVID Cases	●	●	●				<p>The number of weekly new cases in Nova Scotia for the week ending October 11, 2020 was 3. Nova Scotia has reported 10 cases or less since the week ending May 24, 2020.</p>
Dining Search Index	●	●	●	●	●	○	<p>Dining search is occurring within the province, within Canada and internationally.</p> <ul style="list-style-type: none"> • YOY intra-provincial = similar to 2019 level; fluctuating between a level nearly recovered to 2019 and a level above 2019 since the week ending August 30, 2020. • YOY inter-provincial = moderate level but lower than 2019; flat since the week ending September 13, 2020. • YOY international = nearly recovered to 2019 level; fluctuating between a level nearly recovered to 2019 levels and moderate levels since the week ending August 30, 2020.
Activities & Events Search Index	●	●	●	○	○	○	<p>Activities & events search is occurring within the province, but not yet within Canada or internationally.</p> <ul style="list-style-type: none"> • YOY intra-provincial = moderate level but lower than 2019; increasing since the week ending September 27, 2020. • YOY inter-provincial = low level; flat since the week ending September 13, 2020. • YOY international = low level; flat since the week ending September 13, 2020.

Legend: Progress to date ● Not there yet ○ Signal not applicable □

Prince Edward Island Assessment Summary:

	Phase						Analysis
	I COVID-19 Response	II Hyper Local	III Intra-prov	IV Inter-prov	V Tentative Int'l	VI Regularized Int'l	
Travel Search Index	●	●	●	●	○	○	<p>Travel search is occurring within the province and within Canada but not yet internationally.</p> <ul style="list-style-type: none"> • YOY intra-provincial = nearly recovered to 2019 level; increasing since the week ending September 27, 2020. • YOY inter-provincial = moderate level but lower than 2019; fluctuating between a level nearly recovered to 2019 levels and a moderate level since the week ending August 30, 2020. • YOY international = low level; flat since the week ending March 29, 2020.
Accommodation Searches on OTA	●	○	○	○	○	○	<p>Accommodation search is not yet occurring within the province, within Canada or internationally.</p> <ul style="list-style-type: none"> • YOY intra-provincial = moderate level but lower than 2019; increasing since the week ending September 27, 2020. • YOY inter-provincial = moderate level but lower than 2019; increasing since the week ending September 27, 2020. • YOY international = very low level; flat since the week ending March 22, 2020.
Rate of Hotel Booking	●	●	●	○	○	○	<p>Accommodation booking is occurring within the province, but not yet within Canada or internationally.</p> <ul style="list-style-type: none"> • YOY intra-provincial = nearly recovered to 2019 level; increasing since the week ending September 27, 2020. • YOY inter-provincial = low to moderate level; fluctuating between low and low to moderate levels since the week ending August 30, 2020. • YOY international = very low level; flat since the week ending March 22, 2020.
Rate of Air Travel	/	/	/	○	○	○	<p>For the week ending October 11, 2020, YOY air bookings from Prince Edward Island to other inter-provincial destinations is down 94% compared to the same period in 2019. The strongest week for air bookings since March 2020 was the week ending September 27, 2020 at -90% YOY.</p>
New COVID Cases	●	●	●	/	/	/	<p>The number of weekly new cases in Prince Edward Island for the week ending October 11, 2020 was 2. Prince Edward Island has reported 10 cases or less since the week ending April 12, 2020.</p>
Dining Search Index	●	●	●	●	●	○	<p>Dining search is occurring within the province, within Canada and internationally.</p> <ul style="list-style-type: none"> • YOY intra-provincial = similar to 2019 level; flat since the week ending September 27, 2020. • YOY inter-provincial = nearly recovered to 2019 level; fluctuating between a moderate level and a level above 2019 since the week ending August 30, 2020. • YOY international = moderate level but lower than 2019; increasing since the week ending September 27, 2020.
Activities & Events Search Index	●	●	●	●	○	○	<p>Activities & events search is occurring within the province and within Canada but not yet internationally.</p> <ul style="list-style-type: none"> • YOY intra-provincial = low level; increasing since the week ending September 27, 2020. • YOY inter-provincial = low level; generally decreasing since the week ending September 13, 2020. • YOY international = low level; flat since the week ending September 20, 2020.

Legend: Progress to date ● Not there yet ○ Signal not applicable □

Newfoundland & Labrador	III Intra-Provincial	Intra-provincial travel searches are above 2019 levels, intra-provincial accommodation searches are nearly recovered to 2019 levels, and accommodation bookings have recently been at moderate levels. These signals indicate that Newfoundland & Labrador is in the Intra-Provincial phase.
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Newfoundland & Labrador Assessment Summary:

	Phase						Analysis
	I COVID-19 Response	II Hyper Local	III Intra-prov	IV Inter-prov	V Tentative Int'l	VI Regularized Int'l	
Travel Search Index	●	●	●	○	○	○	<p>Travel search is occurring within the province, but not yet within Canada and internationally.</p> <ul style="list-style-type: none"> • YOY intra-provincial = higher than 2019 level; increasing since the week ending September 27, 2020. • YOY inter-provincial = low level; flat since the week ending June 28, 2020. • YOY international = low level; flat since the week ending July 12, 2020.
Accommodation Searches on OTA	●	●	●	●	○	○	<p>Accommodation search is occurring within the province and within Canada but not yet internationally.</p> <ul style="list-style-type: none"> • YOY intra-provincial = nearly recovered to 2019 level; increasing since the week ending September 27, 2020. • YOY inter-provincial = low to moderate level; increasing since the week ending September 20, 2020. • YOY international = very low level; flat since the week ending March 22, 2020.
Rate of Hotel Booking	●	●	●	○	○	○	<p>Accommodation booking is occurring within the province but not within Canada or internationally.</p> <ul style="list-style-type: none"> • YOY intra-provincial = low to moderate level ; fluctuating between a low to moderate level and a level nearly recovered to 2019 since the week ending June 28, 2020. • YOY inter-provincial = low level; fluctuating between low to moderate levels and low levels since the week ending August 9, 2020. • YOY international = very low level; flat since the week ending March 22, 2020.
Rate of Air Travel	/	/	/	○	○	○	<p>For the week ending October 11, 2020, YOY air bookings from Newfoundland & Labrador to other inter-provincial destinations is down 83% compared to the same period in 2019. The strongest week for air bookings since March 2020 was the week ending August 16, 2020 at -73% YOY.</p>
New COVID Cases	●	●	●	/	/	/	<p>The number of weekly new cases in Newfoundland & Labrador for the week ending October 11, 2020 was 5. Newfoundland & Labrador has reported 10 cases or less since the week ending April 26, 2020.</p>
Dining Search Index	●	●	●	●	●	○	<p>Dining search is occurring within the province, within Canada and internationally.</p> <ul style="list-style-type: none"> • YOY intra-provincial = nearly recovered to 2019 level; increasing since the week ending June 14, 2020. • YOY inter-provincial = nearly recovered to 2019 level; fluctuating between a moderate level and a level nearly recovered to 2019 since the week ending June 7, 2020. • YOY international = moderate level but lower than 2019; generally increasing since the week ending September 20, 2020.
Activities & Events Search Index	●	●	●	○	○	○	<p>Activities & events search is occurring within the province, but not yet within Canada or internationally.</p> <ul style="list-style-type: none"> • YOY intra-provincial = moderate level but lower than 2019; increasing since the week ending September 27, 2020. • YOY inter-provincial = low level; flat since the week ending June 28, 2020. • YOY international = low level; flat since the week ending May 24, 2020.

Legend: Progress to date ● Not there yet ○ Signal not applicable □

Yukon Assessment Summary:

	Phase						Analysis
	I COVID-19 Response	II Hyper Local	III Intra-prov	IV Inter-prov	V Tentative Int'l	VI Regularized Int'l	
Travel Search Index	●	●	●	●	○	○	<p>Travel search is occurring within the territory and within Canada but not yet internationally.</p> <ul style="list-style-type: none"> • YOY intra-territorial = higher than 2019 level; generally increasing since the week ending July 5, 2020. • YOY inter-provincial = moderate level but lower than 2019; fluctuating at a moderate level since the week ending June 28, 2020. • YOY international = low level; flat since the week ending April 5, 2020.
Accommodation Searches on OTA	●	●	●	○	○	○	<p>Accommodation search is not yet occurring within the territory, within Canada, or internationally.</p> <ul style="list-style-type: none"> • YOY intra-territorial = nearly recovered to 2019 level; generally increasing since the week ending August 30, 2020. • YOY inter-provincial = low to moderate level; fluctuating between a low level and a low to moderate level since the week ending September 6, 2020. • YOY international = very low level; flat since the week ending March 22, 2020.
Rate of Hotel Booking	●	●	●	○	○	○	<p>Accommodation booking is occurring within the territory, but not yet within Canada or internationally.</p> <ul style="list-style-type: none"> • YOY intra-territorial = nearly recovered to 2019 level; fluctuating between a low level and a level nearly recovered to 2019 levels since the week ending September 13, 2020. • YOY inter-provincial = low level; fluctuating between a low level to a low to moderate level since the week ending July 5, 2020. • YOY international = very low level; flat since the week ending March 22, 2020.
Rate of Air Travel	/	/	/	○	○	○	<p>For the week ending October 11, 2020, YOY air bookings from the Yukon to other inter-provincial destinations is down 71% compared to the same period in 2019. The strongest week for air bookings since March 2020 was the week ending August 16, 2020 at -35% YOY.</p>
New COVID Cases	●	●	●	/	/	/	<p>The number of weekly new cases in the Yukon for the week ending October 11, 2020 was zero. Yukon has had no new cases since the week ending August 9, 2020.</p>
Dining Search Index	●	●	●	●	●	○	<p>Dining search is occurring within the territory, within Canada and internationally.</p> <ul style="list-style-type: none"> • YOY intra-territorial = moderate level but lower than 2019; fluctuating between a level nearly recovered to 2019 and moderate levels since the week ending July 12, 2020. • YOY inter-provincial = moderate level but lower than 2019; fluctuating between a low to moderate level and a level nearly recovered to 2019 since the week ending June 14, 2020. • YOY international = moderate level but lower than 2019; large fluctuations since the week ending September 20, 2020.
Activities & Events Search Index	●	●	●	●	○	○	<p>Activities & events search is not yet occurring within the territory, within Canada or internationally.</p> <ul style="list-style-type: none"> • YOY intra-territorial = low level; fluctuations since the week ending September 6, 2020. • YOY inter-provincial = moderate level but lower than 2019; decreasing since the week ending September 27, 2020. • YOY international = low level; flat since the week ending May 17, 2020.

Legend: Progress to date ● Not there yet ○ Signal not applicable □

Northwest Territories	III Intra-Territorial	Intra-territorial travel searches that are nearly recovered to 2019 levels, combined with intra-territorial accommodation bookings that are above the same period in 2019, indicate that the Northwest Territories is in the Intra-Territorial phase.
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Northwest Territories Assessment Summary:

	Phase						Analysis
	I COVID-19 Response	II Hyper Local	III Intra-prov	IV Inter-prov	V Tentative Int'l	VI Regularized Int'l	
Travel Search Index	●	●	●	○	○	○	<p>Travel search is occurring within the territory, but not yet within Canada or internationally.</p> <ul style="list-style-type: none"> • YOY intra-territorial = nearly recovered to 2019 level; starting to increase after sharp decreases from August 16 to September 27, 2020. • YOY inter-provincial = low level; flat since August 9, 2020. • YOY international = low level; flat since the week ending May 10, 2020.
Accommodation Searches on OTA	●	●	●	○	○	○	<p>Accommodation search is occurring within the territory, but not yet within Canada or internationally.</p> <ul style="list-style-type: none"> • YOY intra-territorial = moderate level but lower than 2019; increasing since the week ending September 27, 2020. • YOY inter-provincial = low level; flat since the week ending August 16, 2020. • YOY international = very low level; flat since the week ending March 22, 2020.
Rate of Hotel Booking	●	●	●	○	○	○	<p>Accommodation booking is occurring within the territory, but not yet within Canada or internationally.</p> <ul style="list-style-type: none"> • YOY intra-territorial = higher than 2019 level; fluctuating between a level higher than 2019 and a moderate level since the week ending May 24, 2020. • YOY inter-provincial = very low level; fluctuating between a low level and a low to moderate level since the week ending August 16, 2020. • YOY international = very low level; flat since the week ending March 22, 2020.
Rate of Air Travel	/	/	/	○	○	○	<p>For the week ending October 11, 2020, YOY air bookings from the Northwest Territories to other inter-provincial destinations is down 59% compared to the same period in 2019. The strongest week for air bookings since March 2020 was the week ending July 19, 2020 at -36% YOY.</p>
New COVID Cases	●	●	●	/	/	/	<p>The number of weekly new cases in the Northwest Territories for the week ending October 11, 2020 was zero. Northwest Territories has had no new cases since the week ending April 19, 2020.</p>
Dining Search Index	●	●	●	●	●	○	<p>Dining search is occurring within the territory, within Canada and internationally.</p> <ul style="list-style-type: none"> • YOY intra-territorial = low to moderate level; fluctuating between a moderate level and a low level since the week ending July 26, 2020. • YOY inter-provincial = very low level; decreasing since the week ending September 27, 2020. • YOY international = low to moderate level; fluctuating between a low level and a level nearly recovered to 2019 since the week ending May 17, 2020.
Activities & Events Search Index	●	●	○	○	○	○	<p>Activities & events search is occurring within the territory, but not yet within Canada or internationally.</p> <ul style="list-style-type: none"> • YOY intra-territorial = low level; flat since the week ending August 16, 2020. • YOY inter-provincial = low level; fluctuating between a low level and a low to moderate level since the week ending August 23, 2020. • YOY international = low level; generally flat since the week ending May 24, 2020.

Legend: Progress to date ● Not there yet ○ Signal not applicable □

Nunavut	IV Inter-Provincial	Inter-provincial air bookings that signal travel has been consistently occurring indicate that Nunavut is in the Inter-Provincial phase.
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Nunavut Assessment Summary:

	Phase						Analysis
	I COVID-19 Response	II Hyper Local	III Intra-prov	IV Inter-prov	V Tentative Int'l	VI Regularized Int'l	
Travel Search Index	●	●	●	●	○	○	Travel search is occurring within the territory and within Canada but not yet internationally. <ul style="list-style-type: none"> • YOY intra-territorial = low to moderate level; fluctuating between a low level and a moderate level since the week ending June 21, 2020. • YOY inter-provincial = low to moderate level; generally declining since the week ending August 23, 2020. • YOY international = low level; flat since the week ending March 29, 2020.
Accommodation Searches on OTA	●	●	●	○	○	○	Accommodation search is occurring within the territory, but not yet within Canada or internationally. <ul style="list-style-type: none"> • YOY intra-territorial = higher than 2019 level; a lot of fluctuations. • YOY inter-provincial = very low level; flat since the week ending May 31, 2020. • YOY international = very low level; flat since the week ending March 22, 2020.
Rate of Hotel Booking	/	/	/	○	○	○	Accommodation booking is occurring within Canada but not yet internationally. <ul style="list-style-type: none"> • YOY intra-territorial = data not available. • YOY inter-provincial = very low level; decreasing since the week ending September 13, 2020. • YOY international = very low level; flat since the week ending March 22, 2020.
Rate of Air Travel	/	/	/	●	○	○	For the week ending October 11, 2020, YOY air bookings from Nunavut to other inter-provincial destinations is down 54% compared to the same period in 2019. The strongest week for air bookings since March 2020 was the week ending October 4, 2020 at -26% YOY. Nunavut has seen 10 out of the past 13 weeks with YOY air bookings better than -50%.
New COVID Cases	●	●	●	/	/	/	Nunavut has not confirmed any cases to date.
Dining Search Index	/	/	/	/	/	/	Data not available.
Activities & Events Search Index	/	/	/	●	○	○	Activities & events search is occurring within Canada but not yet internationally. <ul style="list-style-type: none"> • YOY intra-territorial = data not available. • YOY inter-provincial = low to moderate; fluctuating between a low to moderate level and a level nearly recovered to 2019 since the week ending August 16, 2020. • YOY international = low to moderate level; fluctuating between a moderate level and a low level since the week ending August 2, 2020.

Legend: Progress to date ● Not there yet ○ Signal not applicable □

METHODOLOGICAL NOTES

I. Recovery Signals: The Recovery Measures are listed in their order of importance in understanding travel behaviour, with the primary measures in black and supporting measures in dark gray. A brief description of each measure is provided below.

Destination Canada has developed a framework to understand the phases of recovery of the travel market. These phases are:

- I. **COVID-19 Response:** Governments are responding with measures such as shelter in place and quarantines. Movement is restricted and travel is either not possible, desirable or encouraged.
- II. **Hyper Local Travel:** Some restrictions have been lifted and movement within local areas is possible. Governments will likely recommend that places ensure physical distancing while supporting local economies. Some travel may be taking place, such as day trips or overnight with friends and family.
- III. **Intra-Provincial or Intra-Territorial Travel:** Residents are booking trips within their province or territory. Travel by vehicle within a province/territory is possible and not discouraged.
- IV. **Inter-Provincial Travel:** Residents are booking trips in other provinces or territories. Travel by multiple means (air, car, trains, etc.) within the country, across provincial/territorial boundaries.
- V. **Tentative International Travel:** Some international travel, such as family related or urgent business. There may be some leisure travel from less risk averse travellers seek to capitalize on reduced prices or increases availability. Airlines may not have restored international routes beyond major hubs.
- VI. **Regularized International Travel:** Regular international travel. Some business meetings and events are re-introduced, leisure travel is closer to pre-COVID-19 levels.

A filled-in dot signifies that Destination Canada assesses we are in that phase of travel. An empty dot means we have not yet reached that indicator, and the crossed off box would signify that the measure does not apply for that phase of recovery. Some measures are currently being developed and will be updated as further progress is made.

II. Description of the Measures

- **Travel Intent Search Index:** Google search engine queries for travel-related keywords in 2020 compared to 2019 searches, broken down by week (i.e. week of April 19, 2020 vs week of April 19, 2019). Available for each market's intra-provincial/territorial, inter-provincial/territorial and international travel search terms.
- **Rate of Accommodation Searches:** Weekly searches in 2020 for accommodation on a major online travel agency (OTA) against a rate of 2019 weekly searches, broken down by week. Available for each market's intra-provincial/territorial and inter-provincial/territorial accommodation searches. This is provided as a rate rather than a volume of searches.
- **Rate of Accommodation Bookings:** Accommodation bookings in 2020 on a major OTA against a rate of 2019 bookings, broken down by week. Available for each market's intra-provincial/territorial and inter-provincial/territorial accommodation bookings. This is provided as a rate rather than a volume of bookings.
- **Rate of Air Travel:** The volume of air bookings to other provinces/territories versus 2019 air bookings, broken down by week, as provided by IATA.
- **Weekly New COVID-19 Confirmed Cases:** The weekly total of new confirmed COVID-19 cases, as provided by the Government of Canada Health Infobase. Number of cases in the market and within other regions of Canada will likely be a determining factor for both governments allowing phased return of travel, as well as consumer confidence in traveling to a market.
- **Dining Search Index:** 2020 searches for dining related keywords compared to 2019 searches, broken down by week. Available for each market's intra-provincial/territorial, inter-provincial/territorial and international dining related search terms. This is provided as an index rather than a volume of searches.
- **Attractions & Events Search Index:** 2020 searches for attractions and events related keywords compared to 2019 searches, broken down by week. Available for each market's intra-provincial/territorial, inter-provincial/territorial and international attractions and events related search terms. This is provided as an index rather than a volume of searches.

Sources:

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<https://www.gov.mb.ca/covid19/soe.html>

² Government of New Brunswick, Travel Information, October 13, 2020
<https://www2.gnb.ca/content/gnb/en/corporate/promo/covid-19/travel.html>

³ Government of Nova Scotia, Coronavirus (COVID-19): restrictions and guidance, October 13, 2020
<https://novascotia.ca/coronavirus/restrictions-and-guidance/>

⁴ Government of Prince Edward Island, Atlantic Provinces Travel Bubble, August 4, 2020
<https://www.princeedwardisland.ca/en/information/health-and-wellness/atlantic-provinces-travel-bubble>

⁵ Government of Newfoundland and Labrador, For Travellers, October 13, 2020
<https://www.gov.nl.ca/covid-19/individuals-and-households/travel-advice-2/>

⁶ Government of Yukon, Border enforcement during COVID-19, October 13, 2020
<https://yukon.ca/en/health-and-wellness/covid-19/border-enforcement-during-covid-19>

⁷ Government of Northwest Territories, Travellers arriving in the NWT, August 21, 2020
<https://www.gov.nt.ca/covid-19/en/services/travel-moving-around/travellers-arriving-nwt>

⁸ Government of Nunavut, Travel and Isolation, October 13, 2020
<https://gov.nu.ca/health/information/travel-and-isolation>