

JUNE 2020

RESIDENT TRAVEL SENTIMENT SURVEY



ABOUT THE SMALL BUSINESS RECOVERY TASK FORCE

The purpose of the Small Business Recovery Task Force is to work collaboratively to advocate for local COVID-19 relief measures and find solutions to support our local stakeholders. Tourism Prince Rupert, the Prince Rupert & District Chamber of Commerce, and the City of Prince Rupert's Economic Development Office meet weekly as part of their commitment to the task force.

By working together, we can share concerns and feedback from each sector and tackle an ongoing list of collaborative action items to provide additional COVID-19 relief at the local level, as well as to address local needs with relevant levels of government or local business. We aim to build on the support programs already introduced by both the provincial and federal governments, filling gaps at the local level.

ABOUT THE RESIDENT TRAVEL SENTIMENT SURVEY

Tourism Prince Rupert is currently building a recovery marketing campaign for the summer of 2020, aimed at bringing increased revenue to local tourism-reliant businesses by welcoming visitors to Prince Rupert from within BC. This strategy will closely follow the recommendations and travel restrictions outlined in BC's Restart Plan, Phase 3 of which allows intra-provincial travel within BC.

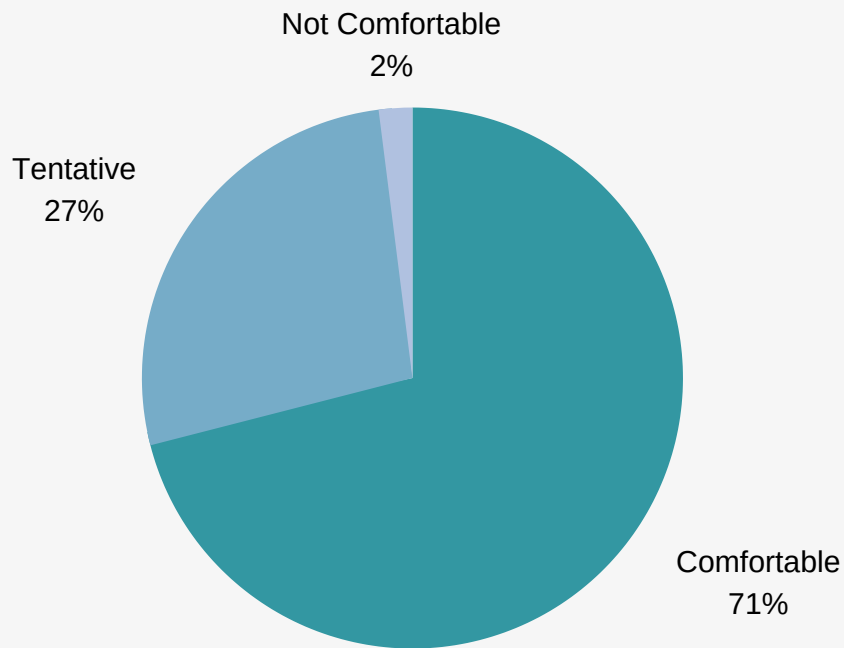
Prince Rupert residents have a reputation for being welcoming and friendly to our adventurous visitors, and many local businesses rely on tourism for their bottom line. This survey will help Tourism Prince Rupert and the Small Business Recovery Task Force understand how residents feel about welcoming visitors back so we can build a recovery strategy that will help support our local tourism-reliant businesses through this difficult time, while remaining sensitive to local concerns.

SURVEY RESULTS

Survey open between June 12th - June 19th, 2020 | Total responses: 508

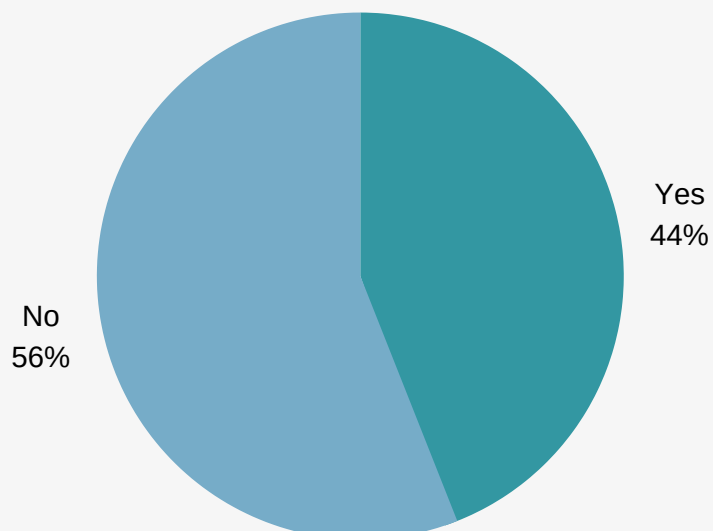
QUESTION #1:

SINCE BC MOVED INTO PHASE 2 OF THE RESTART PLAN, HOW COMFORTABLE DO YOU FEEL VISITING & SUPPORTING LOCAL BUSINESS IN PERSON AGAIN?



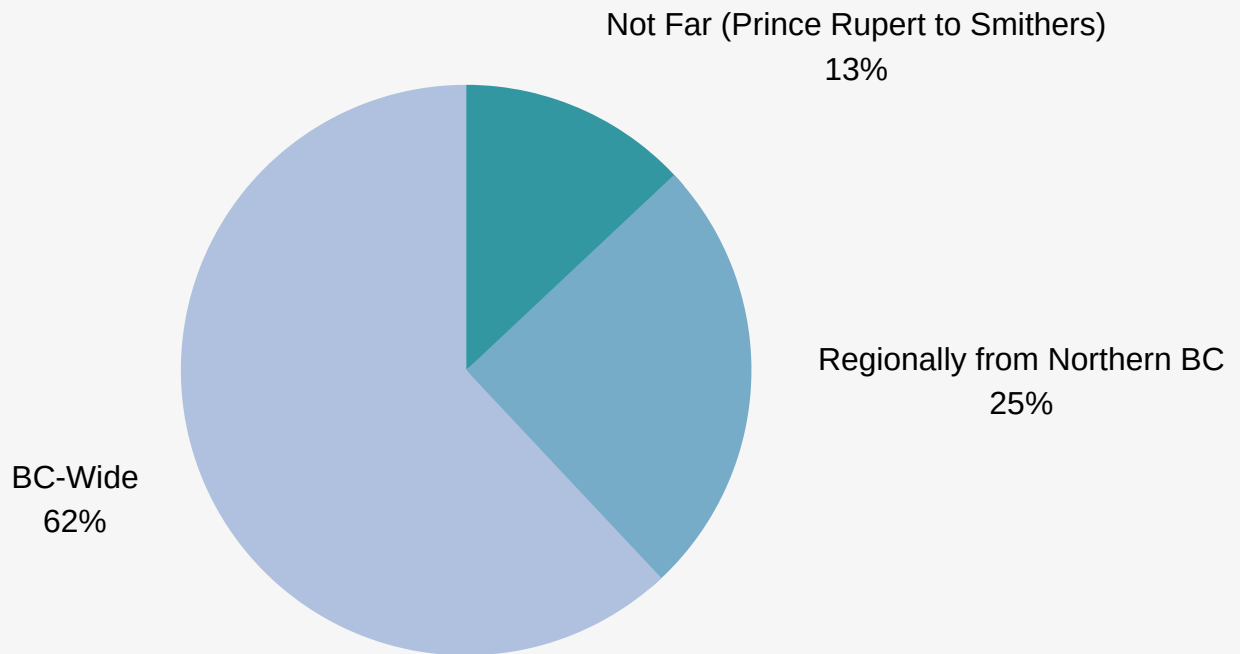
QUESTION #2:

AS WE MOVE INTO PHASE 3 OF THE RESTART PLAN, DO YOU PLAN ON HOSTING FRIENDS OR FAMILY FROM ELSEWHERE IN BC TO PRINCE RUPERT THIS SUMMER?



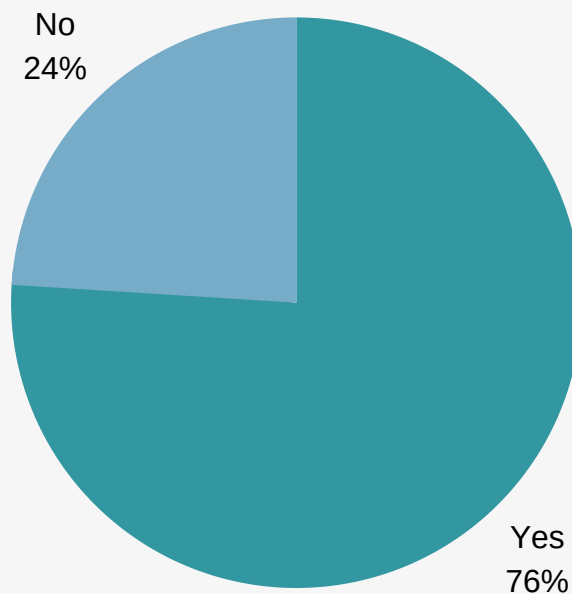
QUESTION #2.1:

IF YOU ANSWERED 'YES' TO QUESTION #2, HOW FAR IN BC WILL YOUR VISITORS BE COMING TO PRINCE RUPERT FROM?



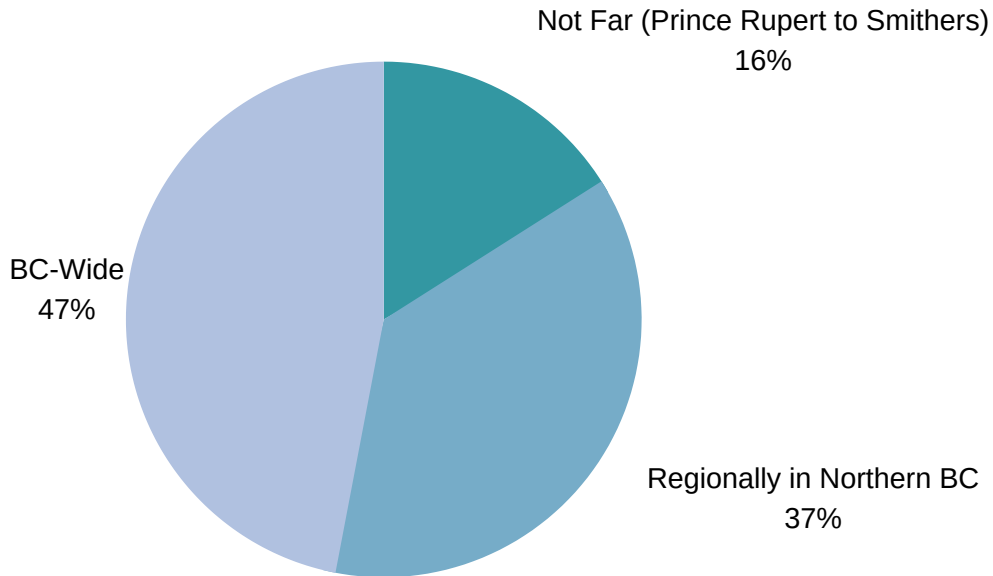
QUESTION #3:

DO YOU PLAN ON TRAVELLING OUTSIDE OF PRINCE RUPERT, WITHIN BC, THIS SUMMER?



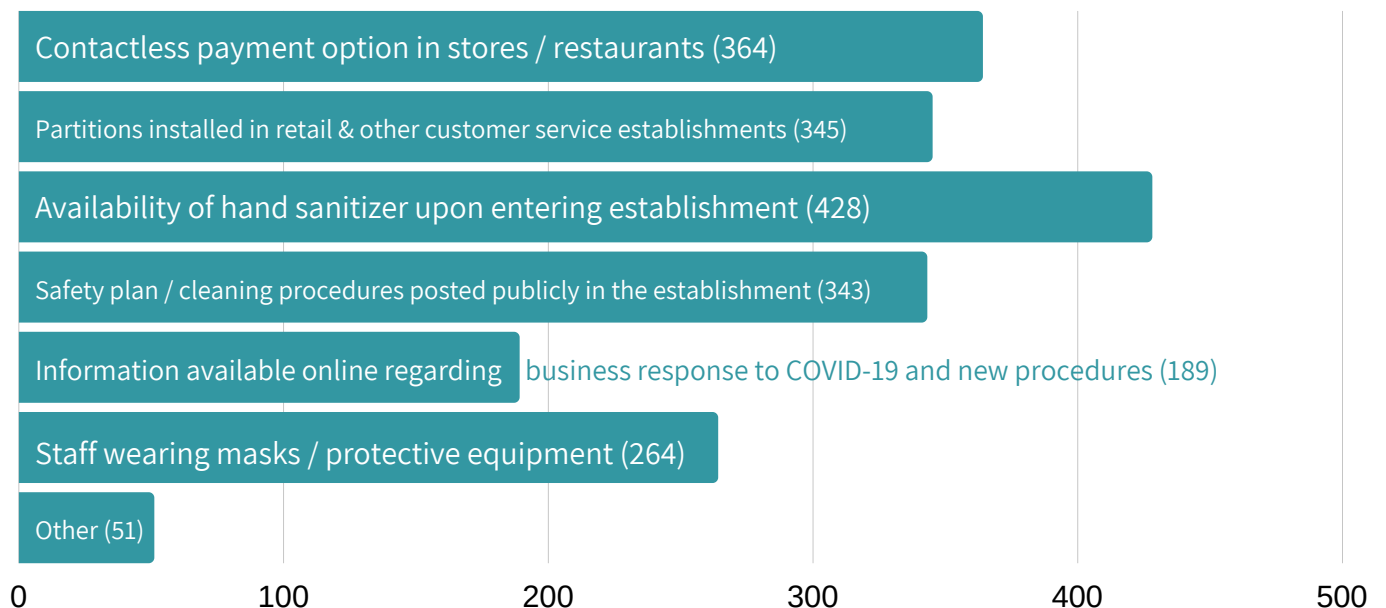
QUESTION #3.1:

IF YOU ANSWERED 'YES' TO QUESTION #3, HOW FAR DO YOU FEEL COMFORTABLE TRAVELLING IN BC?



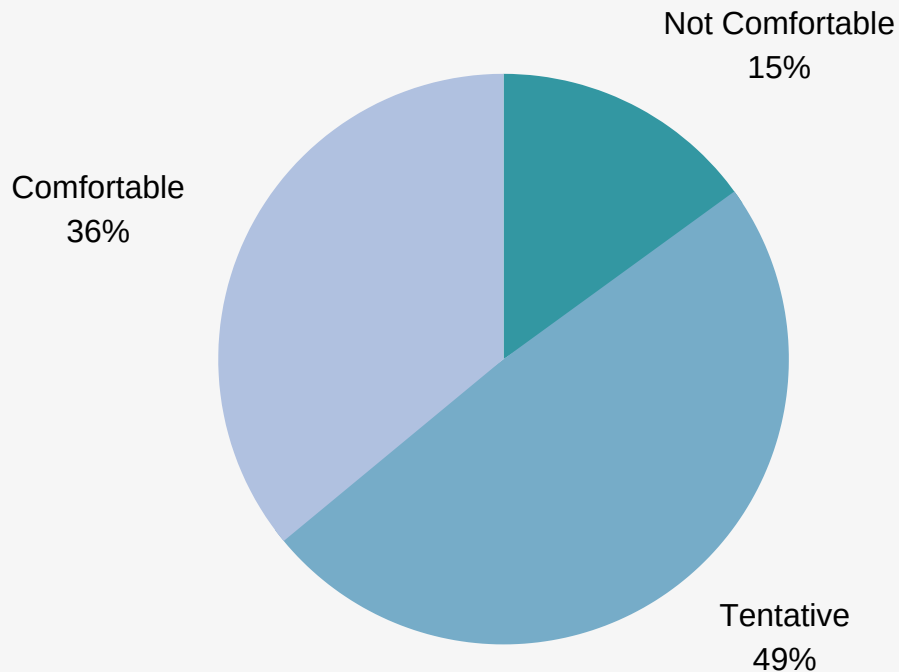
QUESTION #4:

WHICH OF THE FOLLOWING BUSINESS / COMMUNITY SAFETY PROTOCOLS ARE IMPORTANT TO YOU WHEN CONSIDERING TRAVEL THIS SUMMER?



QUESTION #5:

WITH THESE PROTOCOLS IN PLACE, HOW DO YOU FEEL ABOUT PEOPLE FROM ELSEWHERE IN BC VISITING PRINCE RUPERT THIS SUMMER?



QUESTION #5.1:

IF YOU ANSWERED 'COMFORTABLE' OR 'TENTATIVE' TO QUESTION #5, HOW FAR DO YOU FEEL COMFORTABLE WITH VISITORS COMING TO PRINCE RUPERT FROM?

