

Saskatchewan Residents Covid-19 Travel Sentiment Survey

May/June 2020

Tourism Saskatchewan, in collaboration with the Ministry of Parks, Culture and Sport, conducted a two-wave online survey with Saskatchewan residents only; to gauge travel intentions and behavioural changes in the wake of COVID-19.

- Two surveys conducted: May 7-10 and June 4-7, 2020
- Survey link advertised on Tourism Saskatchewan's Facebook and Instagram channels
- Surveys open to Saskatchewan residents only; Wave 1 – 952 responses, Wave 2 – 1031 responses

What's ahead for summer travel in Saskatchewan?

In just a month, people's level of comfort travelling in Saskatchewan increased. In Wave 2, 48 per cent of respondents indicated they were extremely or somewhat comfortable undertaking leisure travel in Saskatchewan, compared to 31 per cent in Wave 1.

How far will residents travel?

This summer, Saskatchewan residents may be most comfortable travelling close to home or within their own region of the province. Wave 2 indicated that more people may venture to other regions of the province.

What is your level of comfort travelling in each of the following regions?

% Very Likely / Somewhat Likely	Wave 1	Wave 2
Close to home (within 40 kilometres)	43%	48%
Within my own region of the province	44%	51%
To another region of the province	24%	34%

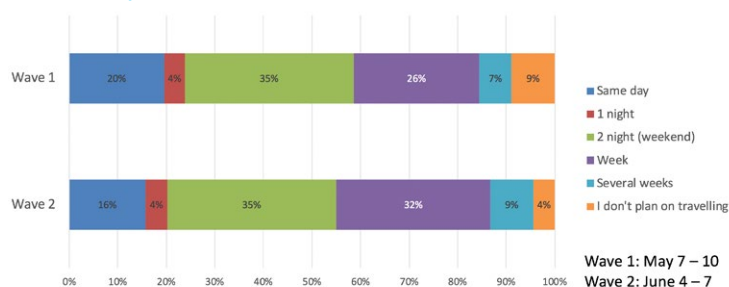
What is your level of comfort travelling in each of the following regions?

% Very comfortable / Somewhat comfortable	Wave 1	Wave 2
South	65%	78%
Regina and Region	61%	73%
Central	66%	78%
Saskatoon and Region	50%	68%
North	32%	42%
Far North	20%	31%

Wave 2 confirmed that Saskatchewan residents are becoming more comfortable with travelling into the far north. Comfort with visiting Saskatoon and the surrounding region has also increased. Responses to this question tend to align with the number of active cases reported at the time of the survey.

For how long?

What trip length would you be comfortable taking within the province?



Overall, respondents anticipate travelling between 2-7 days. Wave 2 saw an increase in people comfortable with a week-long trip. There was a decrease in the number of people not considering travel this year.

Enjoying the outdoors

Activities like hiking, fishing, paddling and cycling, which allow the greatest amount of social distancing, are popular this summer. Over 90 per cent of respondents who have participated in outdoor recreation activities in the last two years (pre-pandemic) plan to do so again this summer. The Wave 2 survey saw a large jump in people likely or somewhat likely to rent outdoor recreational equipment, from 62 to 74 per cent.

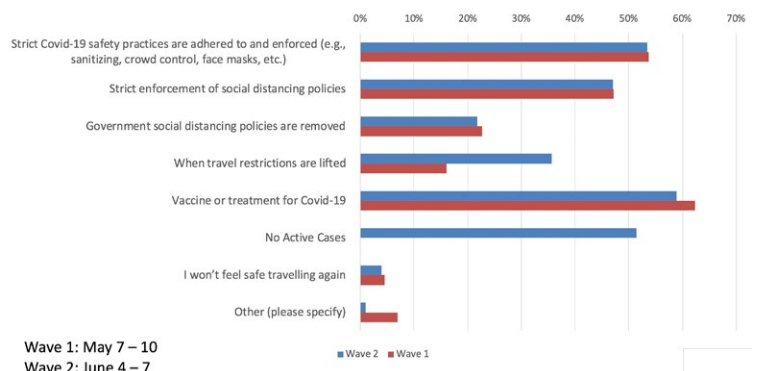
What's ahead?

In 2020, how likely are you to participate in the following activities once restrictions have been lifted in the next 3 months?

Urban activities/attractions	Very Likely	Somewhat Likely	Not Likely	Not Interested At All
Eating at a restaurant	51%	29%	19%	2%
Visiting bars, pubs, nightclubs	34%	28%	34%	5%
Shopping in a physical store	63%	31%	6%	0%
Visiting a museum, gallery or other indoor attraction	33%	40%	25%	2%
City weekend getaway	38%	34%	26%	2%
Staying at a hotel or bed and breakfast	32%	32%	34%	3%
Staying at a vacation home rental (e.g., AirBnB)	30%	30%	35%	4%
Visiting a spa/wellness centre	29%	37%	32%	2%

The Wave 2 survey expanded on urban attractions and experiences. Although the interest in participation is lower than outdoor recreational activities, it is reassuring to see strong numbers for local activities like dining and shopping.

How will COVID-19 affect your travel within the province within the next 3 months?



Welcoming visitors

At this point in time, to what extent do you agree or disagree with each of the following statements?

% Strongly Agree / Agree	Wave 1	Wave 2
I would welcome visitors travelling to my community from other communities near me	48%	70%
I would welcome visitors travelling to my community from other parts of my province	41%	66%
I would welcome visitors travelling to my community from Manitoba	N/A	58%
I would welcome visitors travelling to my community from Alberta	N/A	43%
I would welcome visitors travelling to my community from the United States	8%	16%
I would welcome visitors travelling to my community from other countries (outside of the United States)	7%	14%

Overall, there is still hesitancy to welcome visitors from outside of the province. Residents are more comfortable with visitors from Manitoba, compared to Alberta. This is likely due to lower COVID-19 case numbers in Manitoba. While welcoming sentiment towards visitors from the U.S. and overseas is low, it is gradually improving.