



Resident Sentiment Survey. August 12, 2020 ^{TOURISM} KELOWNA

Resident Sentiment Survey. August 12-14

Objectives

- To understand our residents' level of comfort with welcoming visitors in the fall of 2020.
- To understand the level of comfort by geographical area.

Methodology

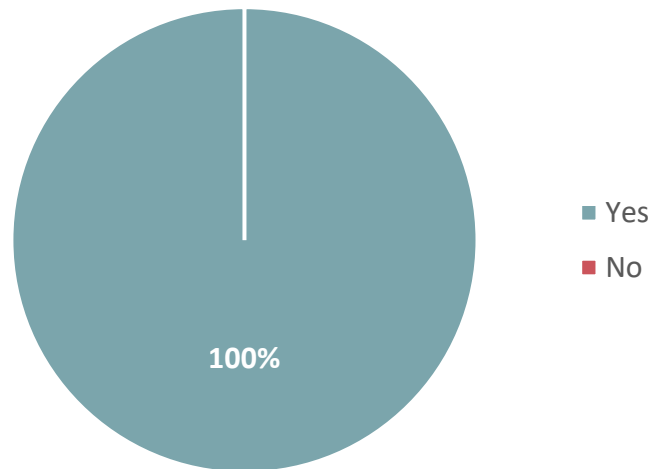
- Distributed online targeting residents of the Kelowna Census Metropolitan Area (CMA).
- The survey ran from August 12- 14, 2020.
- 734 responses were received.

Key Findings

- Higher case count numbers in the Central Okanagan led to lower overall comfort levels in welcoming back Visitors.
- Residents demonstrated higher levels of comfort welcoming visitors from closer to home.
- Residents are less likely to travel out of province for getaways this fall.

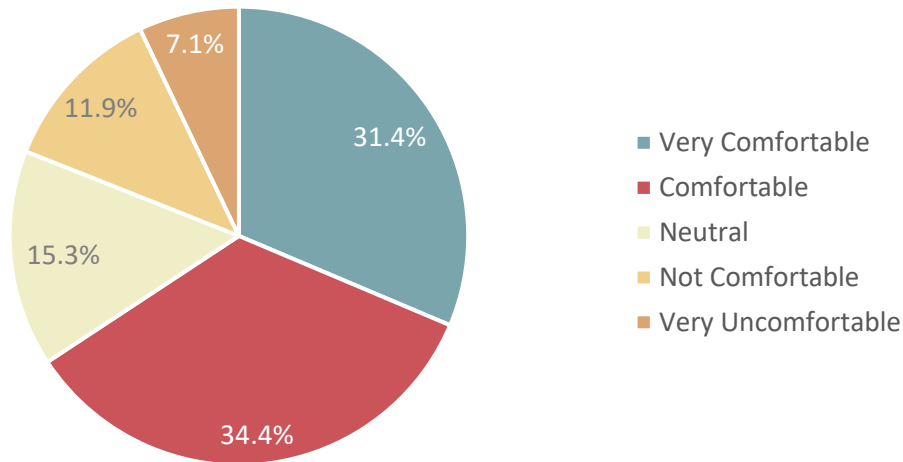
Survey Results

Are you a resident of Kelowna or the Central Okanagan



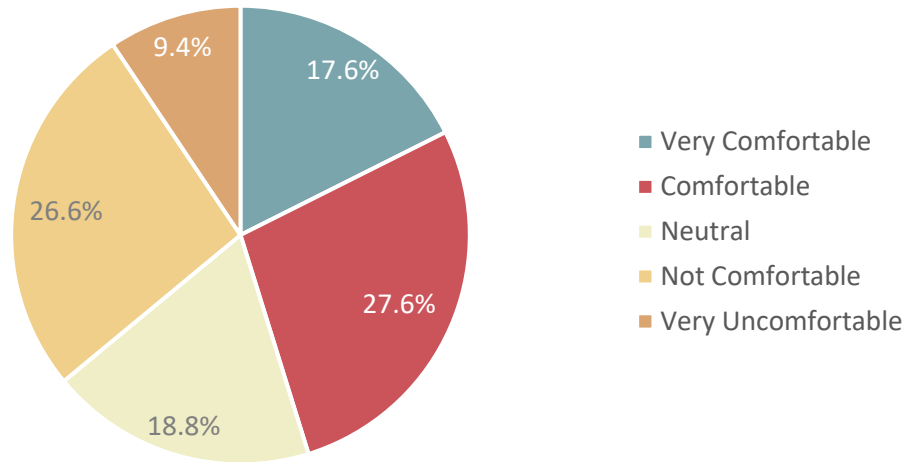
Assuming the provincial government and public health office continue to deem it safe to travel in the fall months (Sept, Oct, Nov), how comfortable would you be with the statements that follow?

Thinking about the fall months, how comfortable are you welcoming **regional visitors** (Thompson Okanagan region) to Kelowna?



| General Comfort Score | |
|-----------------------|-------|
| Comfortable | 65.8% |
| Neutral | 15.3% |
| Not Comfortable | 19.0% |

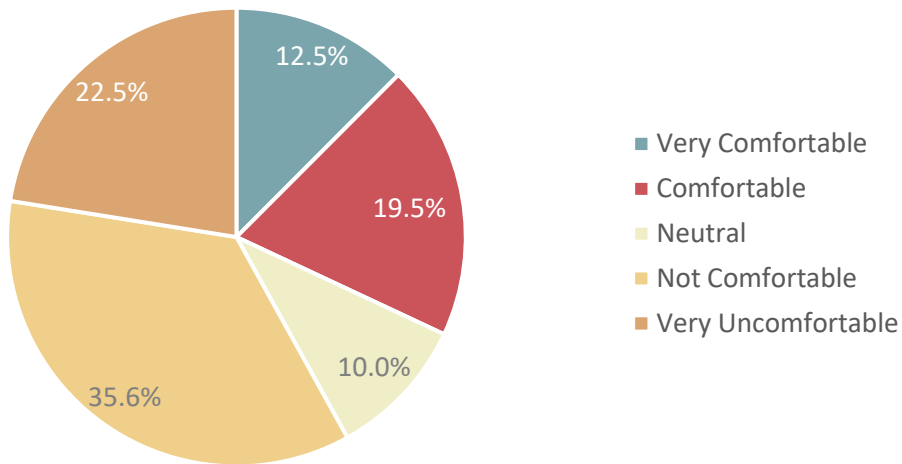
Thinking about the fall months, how comfortable are you welcoming visitors **from other BC communities** to Kelowna?



General Comfort Score

| | |
|-----------------|-------|
| Comfortable | 45.2% |
| Neutral | 18.8% |
| Not Comfortable | 36.0% |

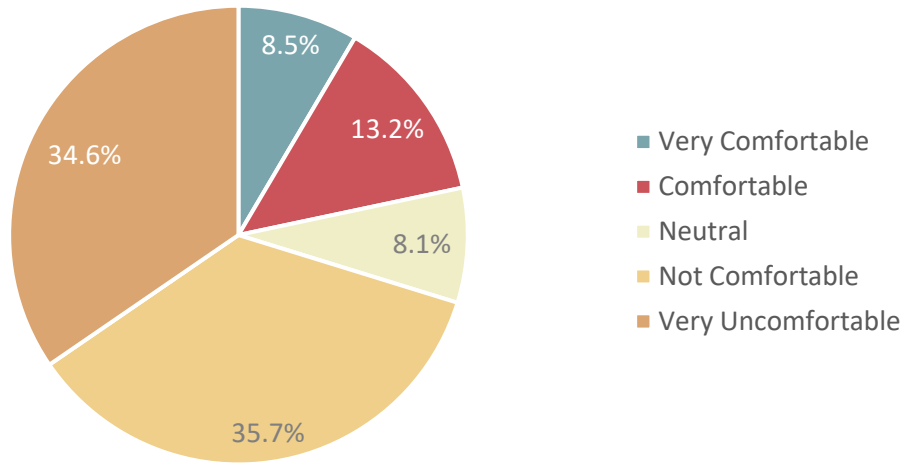
Thinking about the fall months, how comfortable are you welcoming visitors from **Western Canada** to Kelowna?



General Comfort Score

| | |
|-----------------|-------|
| Comfortable | 32% |
| Neutral | 10% |
| Not Comfortable | 58.1% |

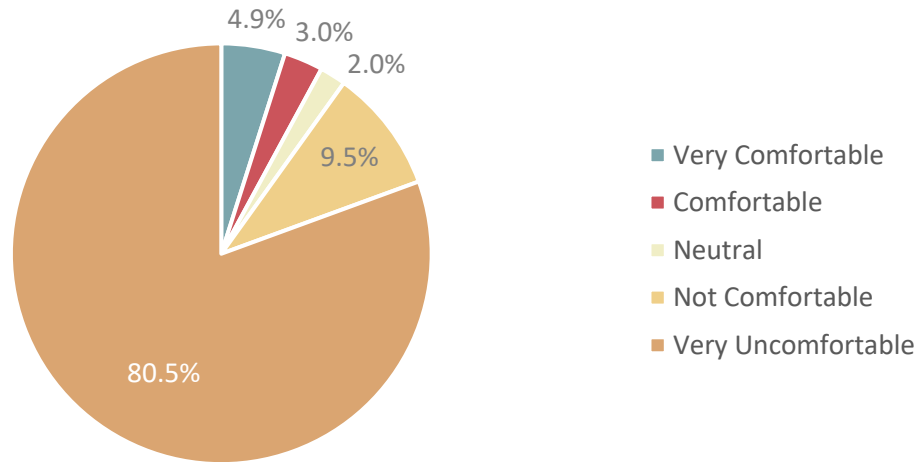
Thinking about the fall months, how comfortable are you welcoming visitors from **across Canada** to Kelowna?



General Comfort Score

| | |
|-----------------|-------|
| Comfortable | 21.7% |
| Neutral | 8.1% |
| Not Comfortable | 70.3% |

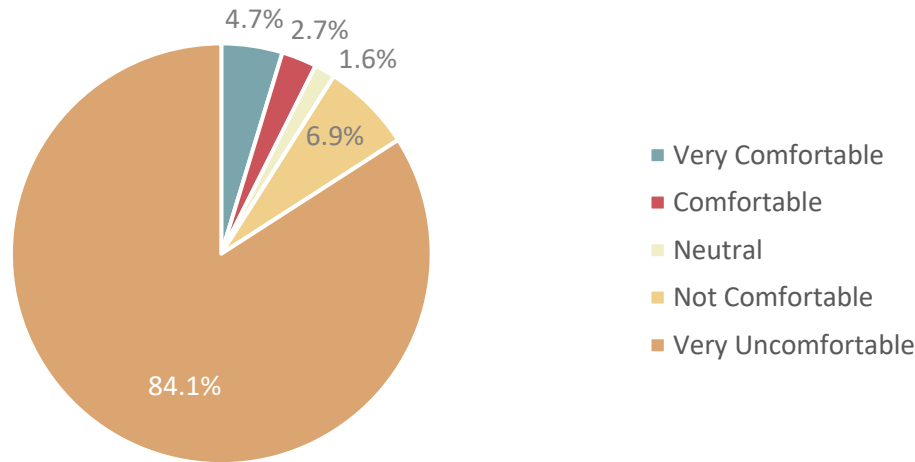
Thinking about the fall months, and if the Canada/USA border opens to non-essential travel, how comfortable will you be welcoming visitors **from nearby US States** to Kelowna?



General Comfort Score

| | |
|-----------------|------|
| Comfortable | 7.9% |
| Neutral | 2% |
| Not Comfortable | 90% |

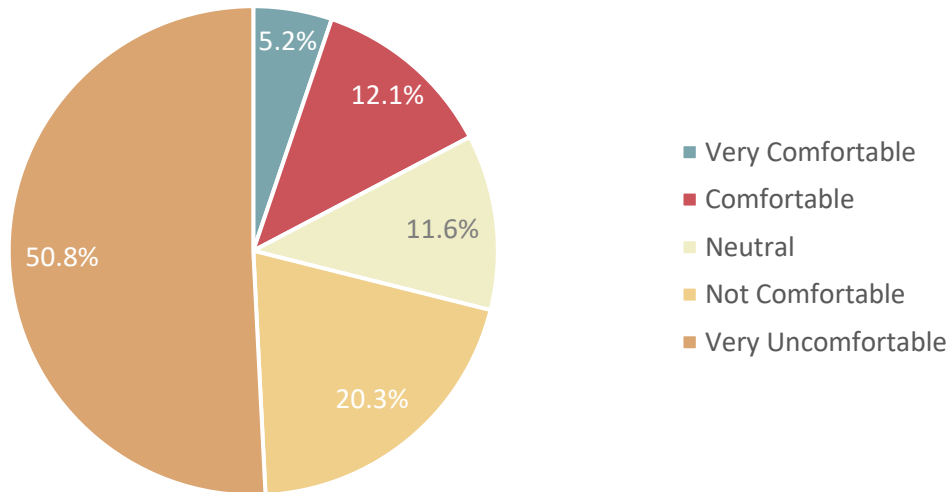
Thinking about the fall months, and if the Canada/USA border opens to non-essential travel, how comfortable will you be welcoming visitors from **across USA** to Kelowna?



General Comfort Score

| | |
|-----------------|-------|
| Comfortable | 7.4% |
| Neutral | 1.6% |
| Not Comfortable | 91.0% |

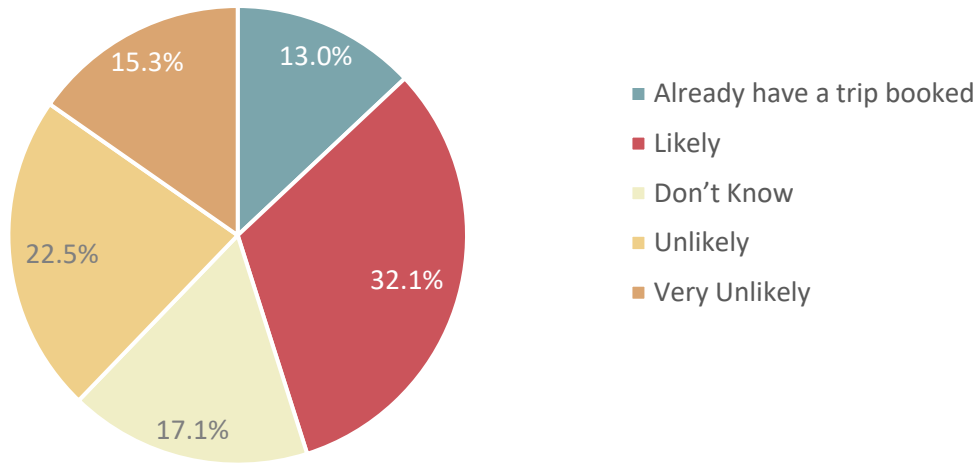
Thinking about the fall months, how comfortable will you be welcoming **international visitors** to Kelowna provided they have fulfilled their obligations under the Canadian Quarantine Act?



General Comfort Score

| | |
|-----------------|-------|
| Comfortable | 17.3% |
| Neutral | 11.6% |
| Not Comfortable | 71.1% |

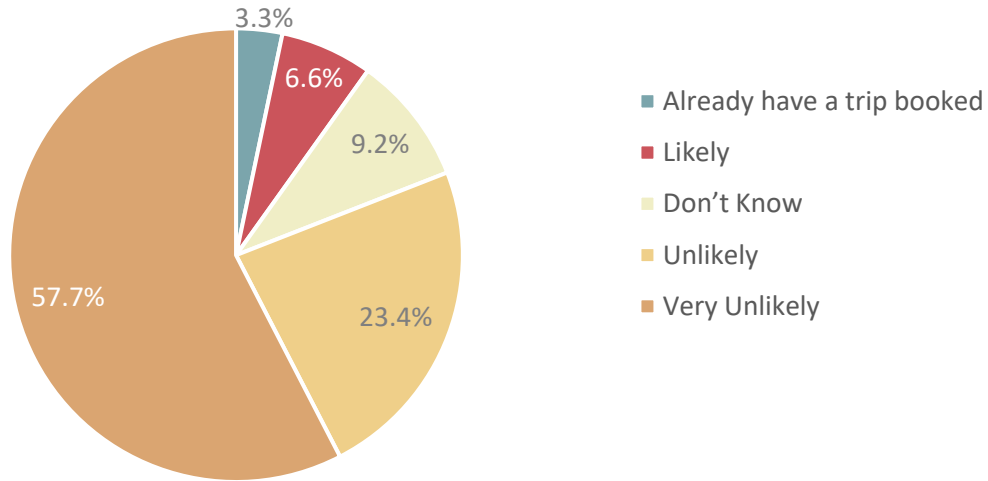
How likely are you to take a trip in BC this fall?



General Comfort Score

| | |
|------------|-------|
| Likely | 45.1% |
| Don't Know | 17.1% |
| Unlikely | 37.8% |

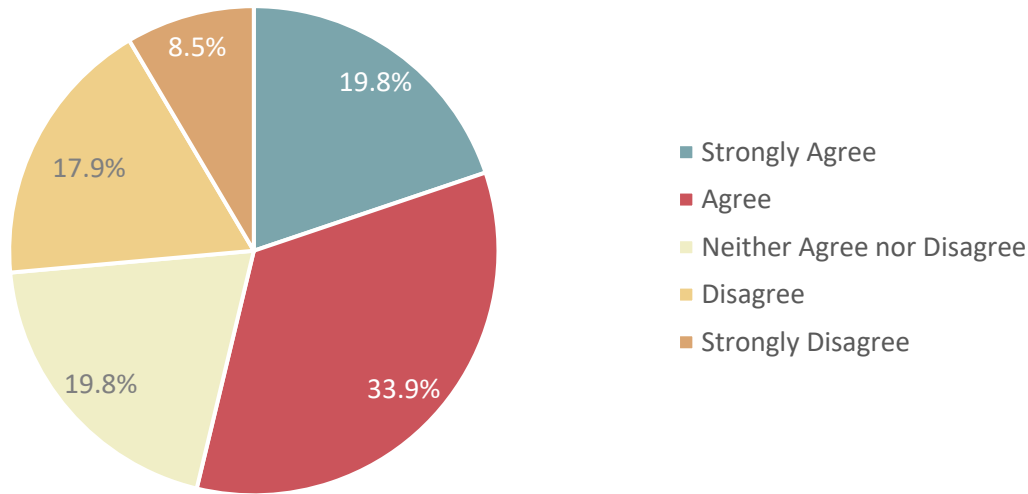
How likely are you to take a trip outside of BC this fall?



General Comfort Score

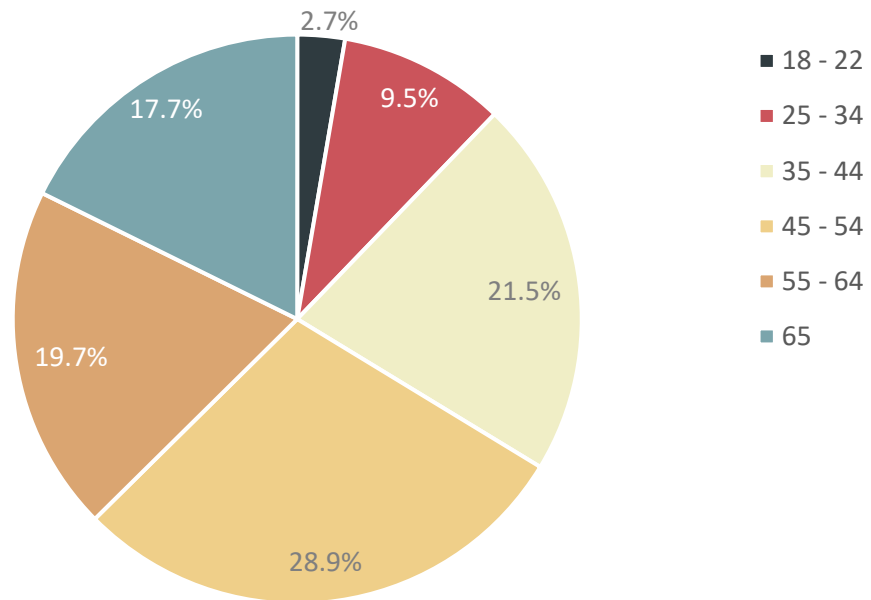
| | |
|------------|-------|
| Likely | 9.9% |
| Don't Know | 9.2% |
| Unlikely | 81.1% |

It is important to welcome visitors to our community to support our local businesses.



| General Score | |
|---------------|-------|
| Agree | 53.7% |
| Neutral | 19.8% |
| Disagree | 26.4% |

Respondents Age Range?





THANK YOU

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