

Impact of COVID-19 on the Canadian Economy and Consumer Sentiment - as of DECEMBER 14, 2021

To better understand the impact of COVID-19 on the economy, the consumer mindset and to inform marketing recovery strategies, Destination Ontario has accessed various economic, public attitude and behavior studies.

EXECUTIVE SUMMARY AS OF DECEMBER 14, 2021:

According to Destination Canada's Resident Sentiment Towards Visitors Survey Report, Updated December 14, 2021

- Ontario's overall positive sentiment towards visitors from other parts of the province decreased on all measures over the last month:
 - 69% of Ontarians would welcome visitors from nearby communities
 - 63% of Ontarians would welcome visitors from other parts of Ontario
 - 56% of Ontarians would welcome visitors from other parts of Canada
 - 26% of Ontarians would welcome visitors from the U.S. and 21% from other international destinations

According to Destination Canada's Resident Sentiment Survey Report, Updated December 14, 2021

- Ontario's perception of travel safety decreased on all measures towards travel within or outside of Ontario
 - 81% of Ontarians feel safe when thinking about travelling to nearby communities
 - 75% of Ontarians feel safe when thinking of travelling within Ontario
 - 60% of Ontarians feel safe when thinking of travelling to other parts of Canada
 - 26% of Ontarians perceived safety as much lower when thinking about travelling to the U.S. and 22% to other international destinations

DESTINATION ONTARIO

*According to Destination Canada's Sentiment Toward Tourism Advertisement Survey Report,
Updated December 7, 2021*

- Ontarians are receptive to the promotion of their community to other nearby communities, and to the rest of Canada and Ontario. Ontarians are unreceptive to the promotion of their community to the U.S. and international markets
- Provincial receptivity score is based on the net level of happiness Ontarians experience when seeing their community promoted to each target market. Net happiness level is calculated as the total "very happy" and "happy" responses minus total "very unhappy" and "unhappy" responses
 - Ontarians' overall receptivity of promoting their communities as a travel destination in other nearby communities in Ontario is net positive of +30; therefore, promotion in alignment with local travel guidelines should be considered when possible.
 - Ontarians' overall receptivity of promoting their communities as a travel destination in other parts of Ontario decreased from +34 in November 2021 to +26 in December 2021
 - Ontarians' overall receptivity of promoting their communities as a travel destination in other parts of Canada decreased from +23 in November 2021 to +13 in December 2021
 - Ontarians' overall receptivity of promoting their communities as a travel destination in the US remains negative, decreasing slightly from -16 in November 2021 to -18 in December 2021
 - Ontarians' overall receptivity of promoting their communities as a travel destination internationally remains negative, decreasing from -18 in November 2021 to -28 in December 2021

According to Google Travel Intent Survey Online Poll Results Ending December 10, 2021

- Canadian overall travel intent decreased on most measures since the last month
 - 12% of Canadians are looking to book a domestic trip in the next three months
 - 16% of Canadians are looking to book a domestic trip after a year from December 10, 2022
 - 14% of Canadians are interested in travelling within 20 miles of their home
 - 25% of Canadians are interested in a major city travel destination
 - 15% of Canadians are interested in a small-town travel destination

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According to Google's Global Travel Intent Survey based on data as of December 10, 2021

- In the UK, Germany, and France, less than a third of the citizens polled in each country intended to book an international trip within the next year

ECONOMIC & TRAVEL OUTLOOK

COVID-19 has caused a significant negative impact leading to noticeable changes in public behaviour. Destination Canada is tracking public attitudes and behaviour in Canada to assist organizations in their strategic and tactical planning. The research also includes Google's monthly online polling of a random sample of Canadians and citizens from various countries. The latest data shows some key insights:

CANADIAN TRAVEL OUTLOOK

Destination Canada's Resident Sentiment Survey Study Results from December 14, 2021, reported¹:

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 - 69% of Ontarians would welcome visitors from nearby communities
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 - 56% of Ontarians would welcome visitors from other parts of Canada
 - 26% of Ontarians would welcome visitors from the U.S. and 21% from other international destinations

Destination Canada's Resident Sentiment Survey Study Results from December 14, 2021, reported¹:

- Ontario's perception of travel safety decreased on all measures towards travel within or outside of Ontario
 - 81% of Ontarians feel safe when thinking about travelling to nearby communities
 - 75% of Ontarians feel safe when thinking of travelling within Ontario
 - 60% of Ontarians feel safe when thinking of travelling to other parts of Canada
 - 26% of Ontarians perceived safety as much lower when thinking about travelling to the U.S. and 22% to other international destinations

Destination Canada's Resident Sentiment Toward Tourism Advertising Study results from December 7, 2021, reported²:

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- Provincial receptivity score is based on the net level of happiness Ontarians experience when seeing their community promoted to each target market. Net happiness level is calculated as the total “very happy” and “happy” responses minus total “very unhappy” and “unhappy” responses
 - Ontarians’ overall receptivity of promoting their communities as a travel destination in other nearby communities in Ontario is net positive of +30; therefore, promotion in alignment with local travel guidelines should be considered when possible.
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 - Ontarians’ overall receptivity of promoting their communities as a travel destination in other parts of Canada decreased from +23 in November 2021 to +13 in December 2021
 - Ontarians’ overall receptivity of promoting their communities as a travel destination in the US remains negative, decreasing slightly from -16 in November 2021 to -18 in December 2021
 - Ontarians’ overall receptivity of promoting their communities as a travel destination internationally remains negative, decreasing from -18 in November 2021 to -28 in December 2021

Leger Research’s National Pandemic Tracker study results reported on December 7, 2021³:

- Ontario’s level of comfort with activities after protective measures are lifted:
 - **66%** dining in restaurants, **decreased** from 71% reported on November 10
 - **36%** attending large gatherings such as sporting events, concerts or festivals, **decreased** from 41% reported on November 10
 - **35%** going to bars, pubs, lounges, night clubs, **increased** from 34% reported on November 10
 - **36%** flying on an airplane, **decreased** from 45% reported on November 10

Google Travel Intent Canada Survey Online Poll Results ending December 10, 2021, reported⁴:

- **12%** of Canadians are looking to book a domestic trip in the next three months, **decreased** from 14% reported in the previous November 12 report
- **12%** of Canadians are looking to book a domestic trip in the next three to six months, **increased** from 9% since the previous November 12 report

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- **16%** of Canadians are looking to book a domestic trip after December 10, 2022, **remained stable** since the previous November 12 report
- **14%** of Canadians are interested in travelling within 20 miles of their home in the next three months, **remained stable** since the previous November 12 report
- **38%** of Canadians are interested in a travel destination anywhere in Canada in the next three months, **remained stable** since the previous November 12 report
- **25%** of Canadians are interested in a major city travel destination, **decreased** from 26% reported in the previous November 12 report
- **15%** of Canadians are interested in a small-town travel destination, **increased** from 14% reported in the previous November 12 report
- **12%** of Canadians are interested in a rural travel location, **decreased** from 13% reported in the previous November 12 report
- **24%** of Canadians are interested in a beach destination, **increased** from 21% reported in the previous November 12 report
- **12%** of Canadians are interested in a travel destination anywhere in their region in the next three months, **increased** from 11% reported on November 12 report

U.S. TRAVEL OUTLOOK

Destination Analysts' U.S. Coronavirus Travel Index Report Key Findings results ending December 14, 2021, reported⁵:

- Concerns about travel activities as unsafe have increased since the reports from the previous month:
 - 60% of Americans are inclined to learn about new, exciting, travel experiences or destinations to visit
 - 43% of Americans believe that the coronavirus situation in the United States will worsen in the next month and 23% expect it to improve
 - 24% of Americans feel confident and 17% feel very confident that they can travel safely when travelling during their current trips
 - 45% of Americans feel that COVID-19 is affecting their ability to have meaningful travel experiences

INTERNATIONAL TRAVEL OUTLOOK

Google Travel Intent Survey Online Poll Results ending December 10, 2021 reported⁴:

United Kingdom's international intent to travel plans⁴:

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- **8%** of British residents are booking in the next three months, **remained stable** since reported in the previous November 12 report
- **11%** of British residents are booking in 9 months to a year, **increased** from 9% as reported in the previous November 12 report
- **11%** of British residents are booking after December 10, 2022, **decreased** from 12% as reported in the November 12 report

Germany's international intent to travel plans⁴:

- **5%** of German residents are booking in the next three months, **increased** from 3% as reported in the previous November 12 report
- **5%** of German residents are booking in 9 months to a year, **decreased** from 6% as reported in the previous November 12 report
- **5%** of German residents are booking after December 10, 2022, **decreased** from 7% as reported in the November 12 report

France's international intent to travel plans⁴:

- **3%** of French residents are booking in the next three months, **decreased** from 4% since the November 12 report
- **4%** of French residents are booking in 9 months to a year, **remained stable** since reported in the previous November 12 report
- **5%** of French residents are booking after December 10, 2022, **decreased** from 6% as reported in the previous November 12 report

Sources:

1. Destination Canada Resident Sentiment Survey Report, December 14, 2021, N~1,800 adult Canadians, N= 611 for Ontario and each minimum N=200 for other provinces
2. Destination Canada Resident Sentiment Survey Report, December 7, 2021, N~1,800 adult Canadians, N= 620 for Ontario and each minimum N=200 for other provinces
3. Leger National Weekly Pandemic Tracker Report, December 7, 2021, N ~1,827 all respondents, N= 710 for Ontario
4. Google Global Travel Intent Survey – online survey between April 10, 2020 – December 10, 2021, each N~1,000
5. Destination Analysts' Coronavirus Travel Sentiment Index Report – Key Findings, December 14, data as of December 10, 2021