

COMMUNITY REPORT

2019 VISITOR EXIT SURVEY

TOURISM
NOVA SCOTIA 

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INTRODUCTION

This report presents the results of the community visitation section of the 2019 Nova Scotia Visitor Exit Survey (VES).

The 2019 VES report is based on 3,283 questionnaires that were completed by overnight visitors aged 18 years or older who stayed at least one night in Nova Scotia during the calendar year of 2019.

Questionnaires were completed using an online survey. Visitors exiting the province through the Halifax Stanfield International Airport, Digby, Caribou, or Highway 104 (Cobequid Pass) received a VES Response Card. The Survey Response Card invited non-resident visitors who had spent at least one night in Nova Scotia to complete the VES.

Data were weighted by origin and mode of travel to reflect the overall non-resident overnight visitor population.

This report is a companion document to the main VES report. The results reported here detail travel to various communities and tourism regions within the province as well as the capture rate for the tourism regions. Capture rate identifies where visitors go within a particular region, using those who visited the region as a base.

It should be noted that capture rate values are not adjusted for the size of the region; comparative analysis of capture rates within a particular region is fine, however, analysis between regions of different sizes is not recommended due to the variance in visitation rates across the geographic regions.

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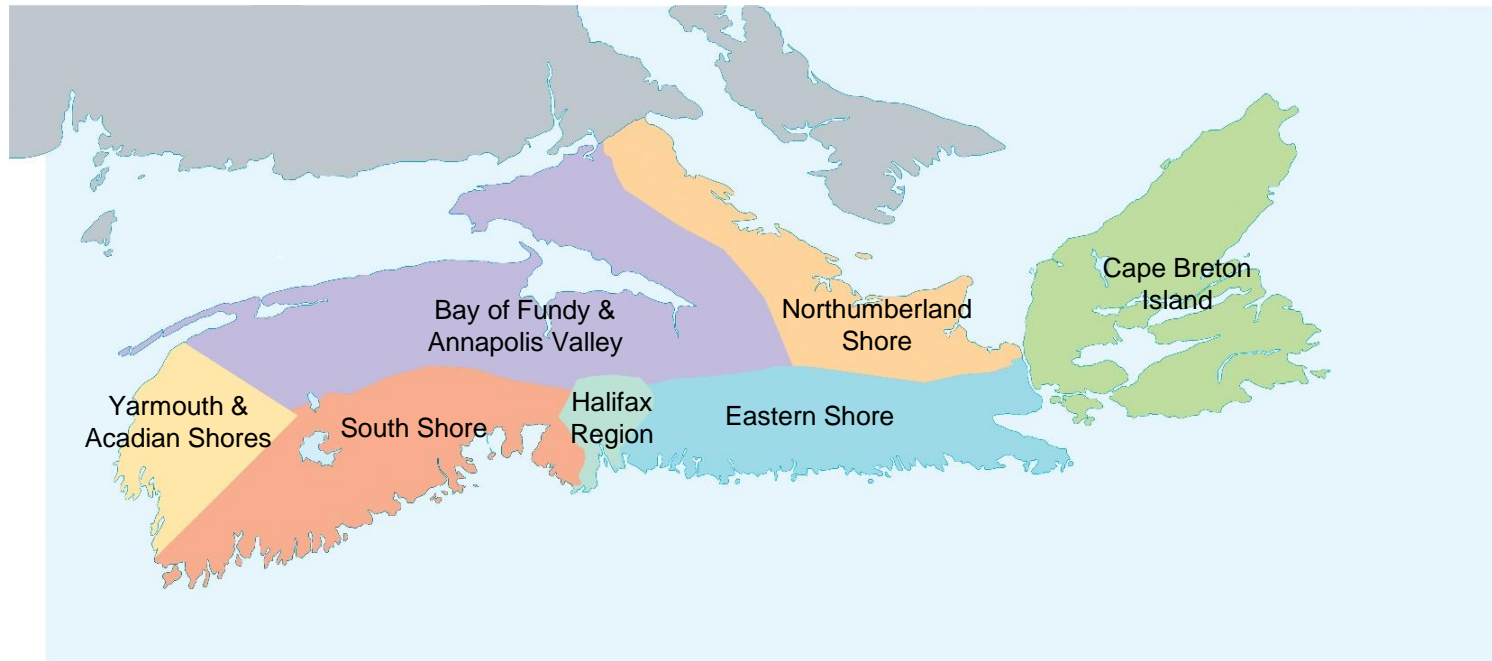
Email: tourismresearch@novascotia.ca

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VISITATION BY REGION

TOURISM
NOVA SCOTIA 

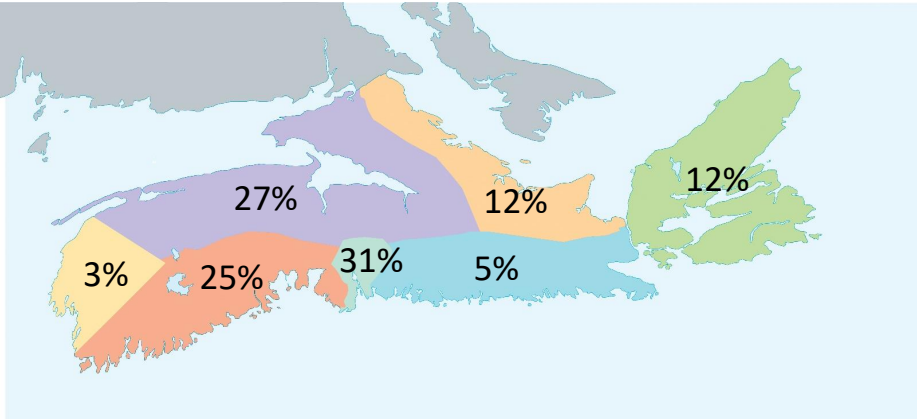
NOVA SCOTIA TOURISM REGIONS



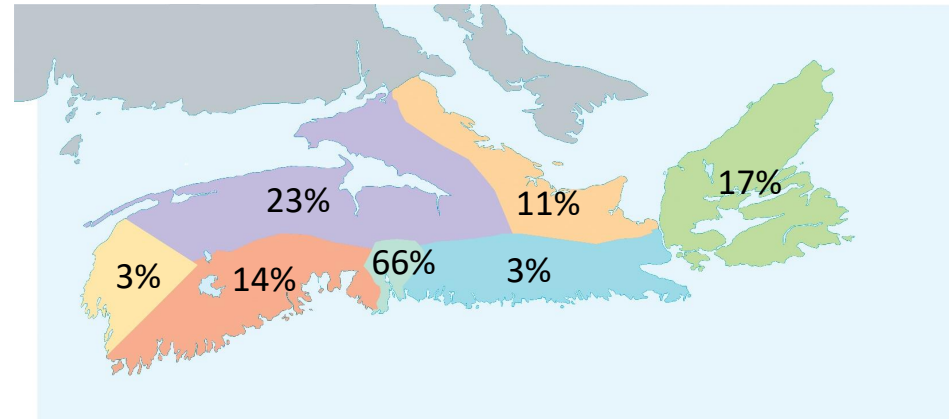
VISITATION BY REGION

Overall Visitors

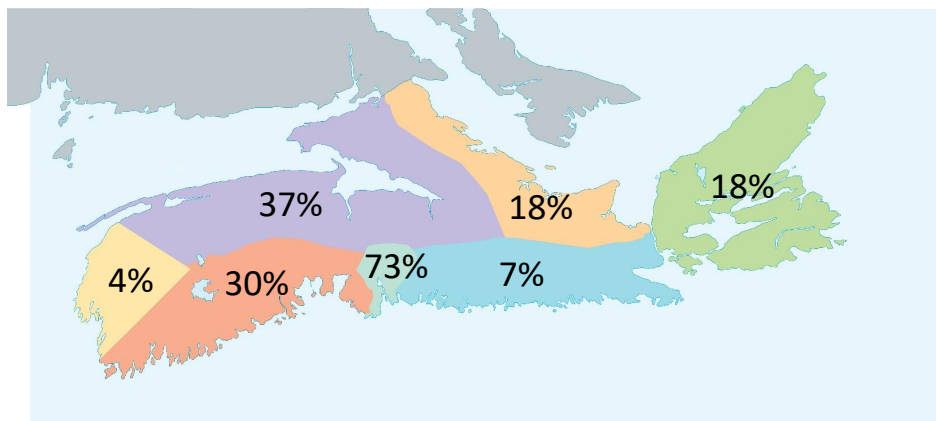
% who stopped for at least 30 minutes, but not overnight



% spending at least one night



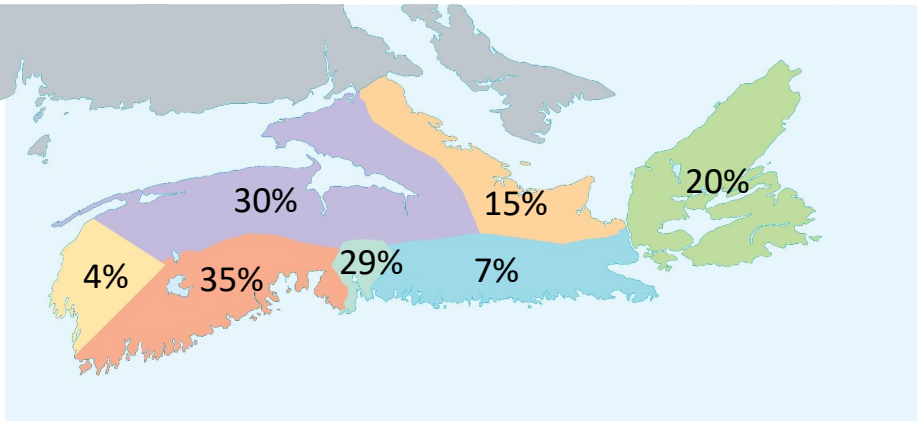
% who stopped for at least 30 minutes, or overnight



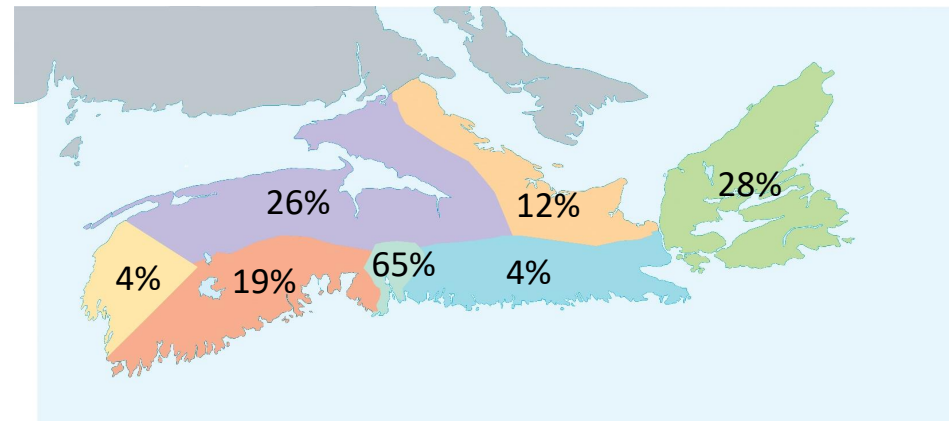
VISITATION BY REGION

Pleasure Visitors

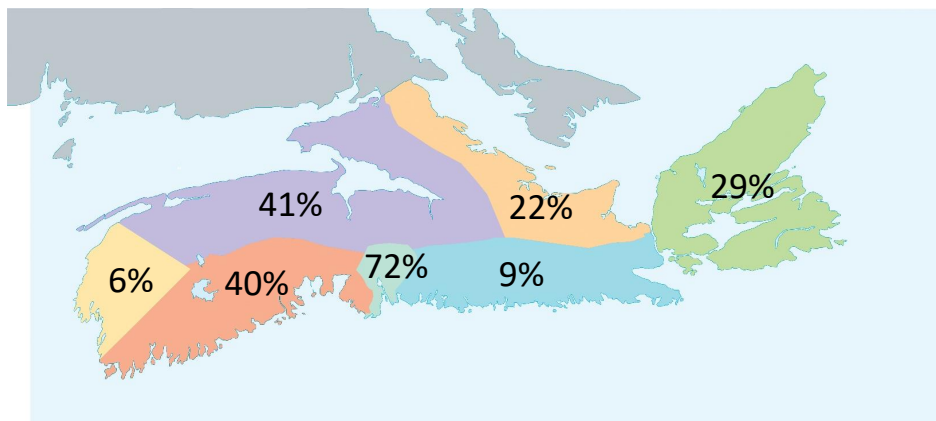
% who stopped for at least 30 minutes, but not overnight



% spending at least one night



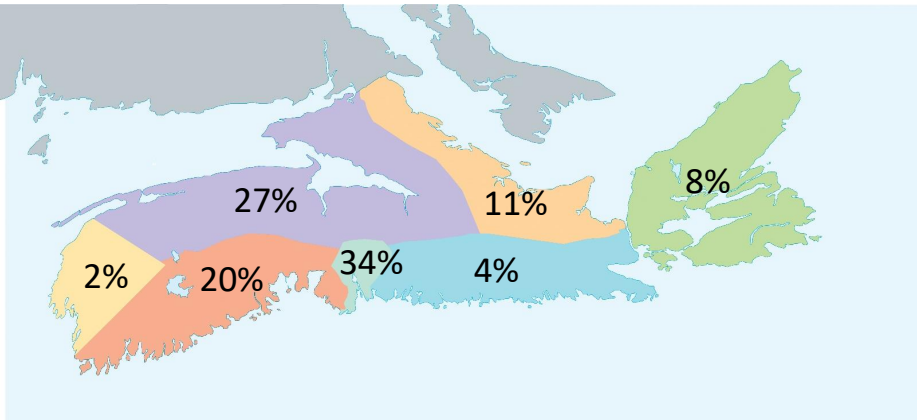
% who stopped for at least 30 minutes, or overnight



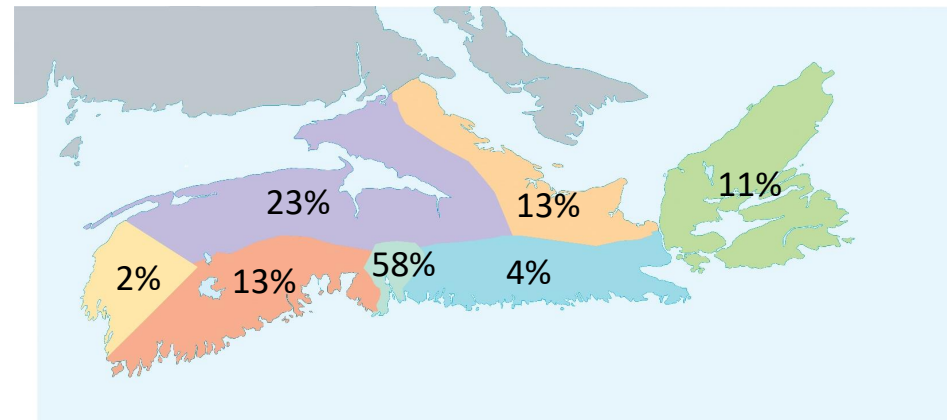
VISITATION BY REGION

VFR* Visitors

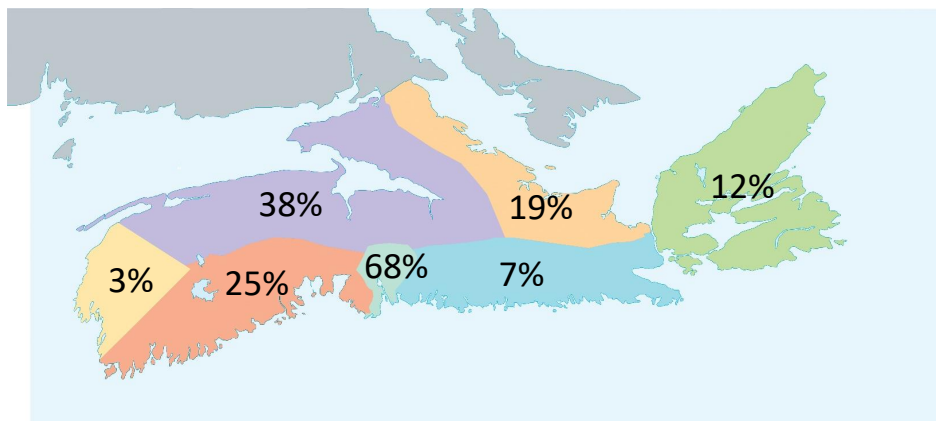
% who stopped for at least 30 minutes, but not overnight



% spending at least one night



% who stopped for at least 30 minutes, or overnight



CAPTURE RATE

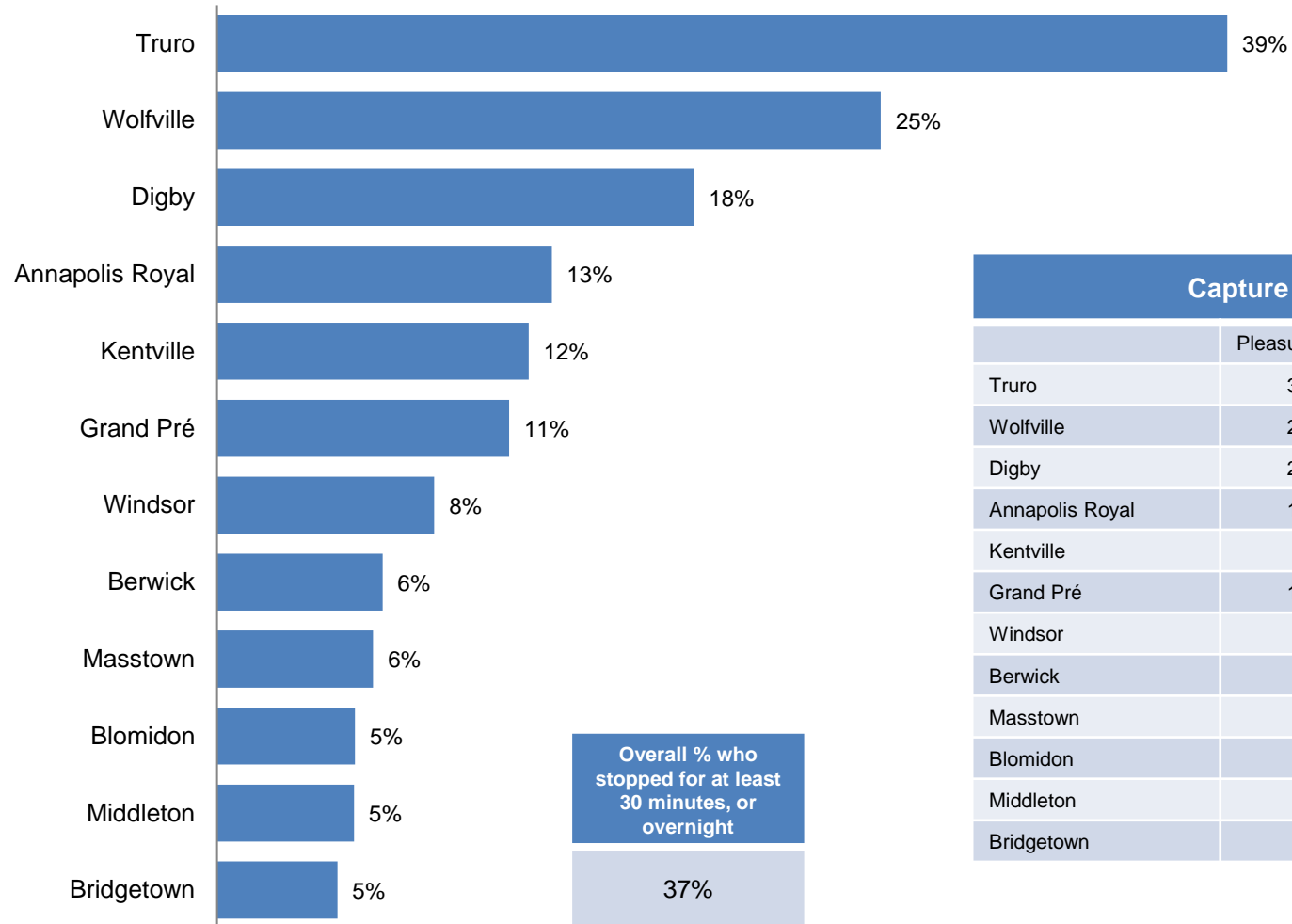
TOURISM
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CAPTURE RATE

Capture rate identifies where visitors go within a particular region, only among those who visited the region.

For example, among all visitor parties who visited the Bay of Fundy & Annapolis Valley 39% visited Truro.

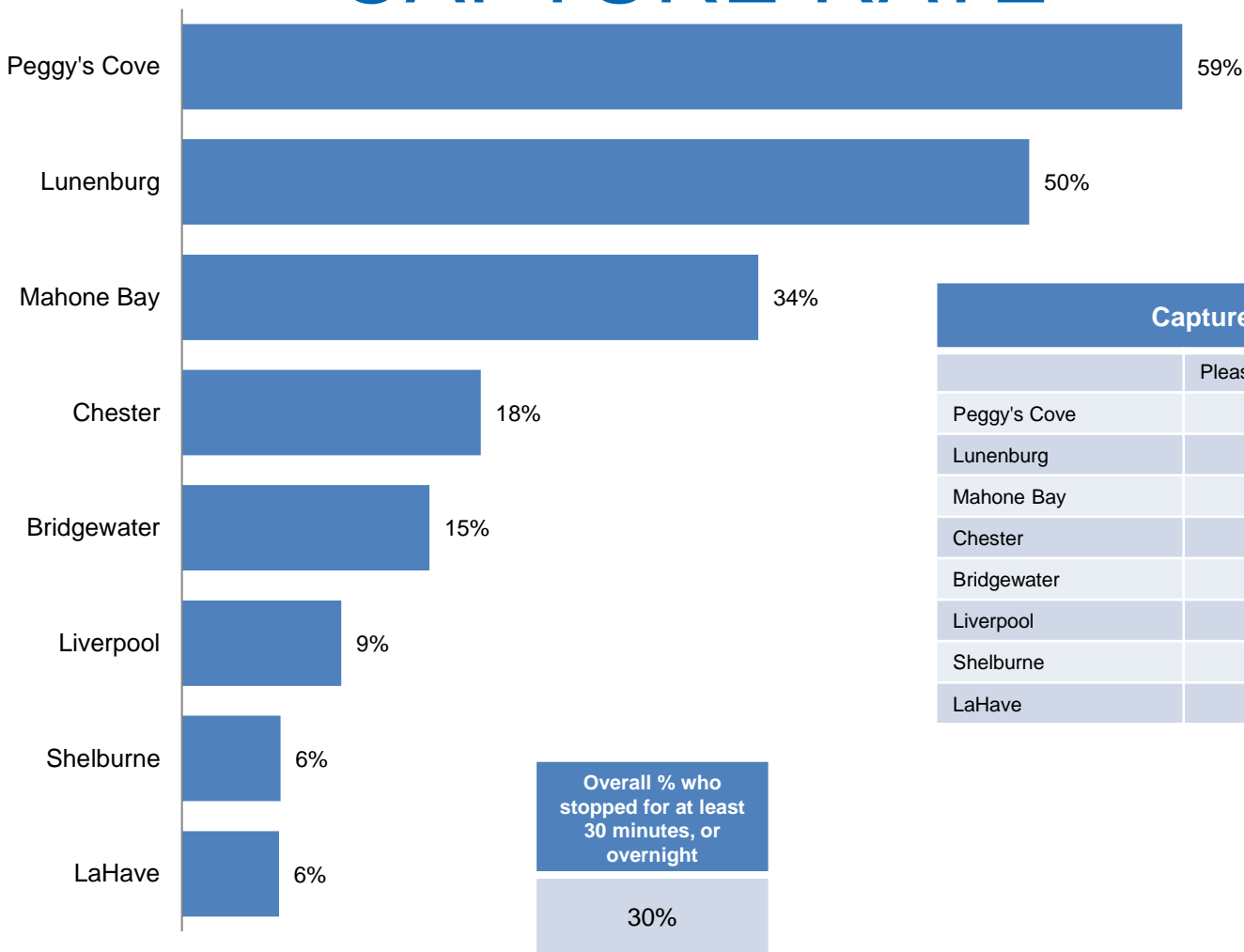
BAY OF FUNDY & ANNAPOLIS VALLEY - CAPTURE RATE



Capture Rate		
	Pleasure Visitor	VFR* Visitor
Truro	36%	46%
Wolfville	24%	35%
Digby	28%	12%
Annapolis Royal	17%	13%
Kentville	8%	21%
Grand Pré	15%	10%
Windsor	6%	16%
Berwick	4%	14%
Masstown	5%	8%
Blomidon	7%	6%
Middleton	4%	9%
Bridgetown	4%	6%

* Visiting friends or relatives

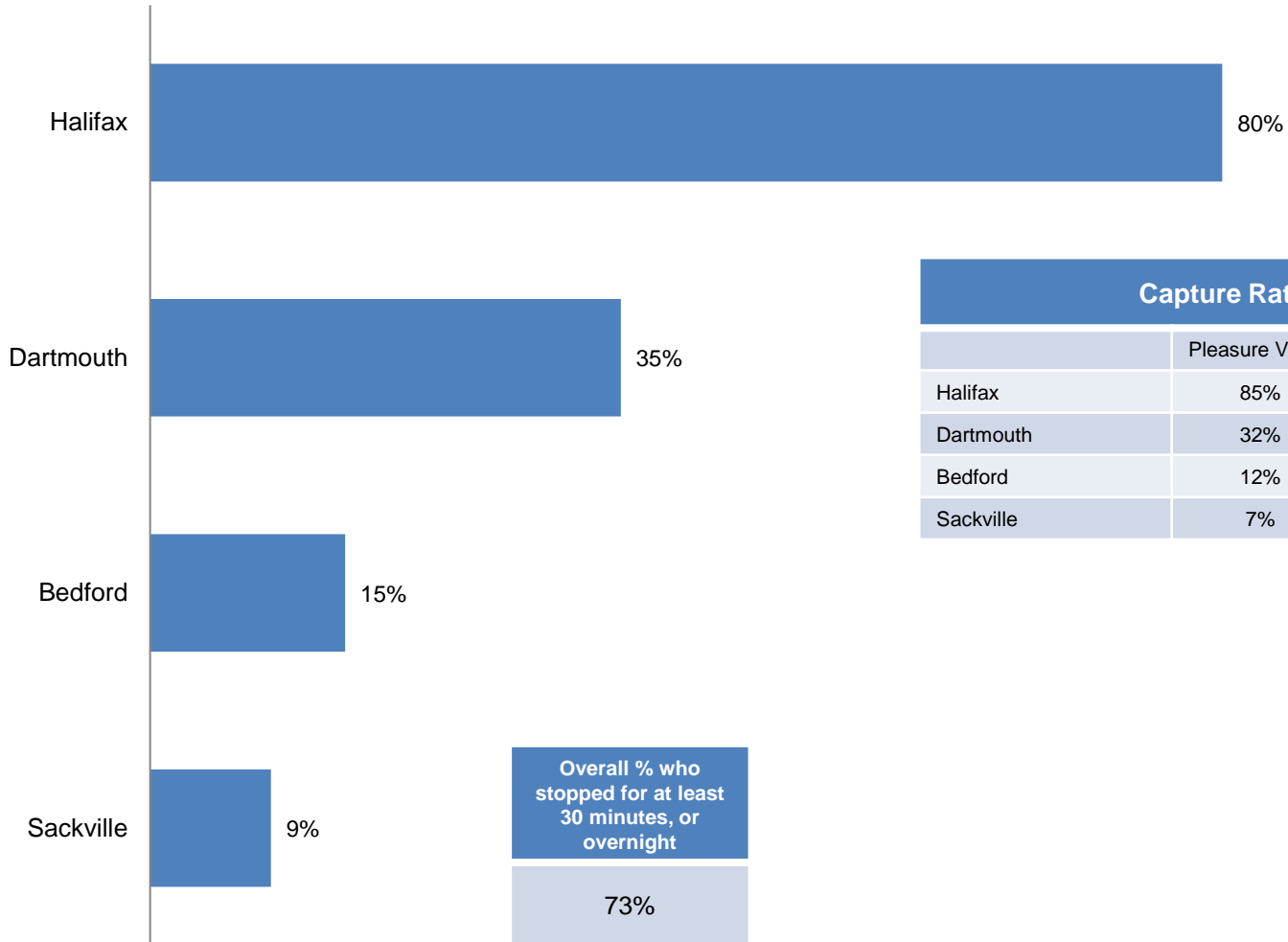
SOUTH SHORE - CAPTURE RATE



Capture Rate		
	Pleasure Visitor	VFR* Visitor
Peggy's Cove	72%	48%
Lunenburg	59%	47%
Mahone Bay	38%	38%
Chester	17%	26%
Bridgewater	13%	22%
Liverpool	11%	10%
Shelburne	7%	6%
LaHave	6%	7%

* Visiting friends or relatives

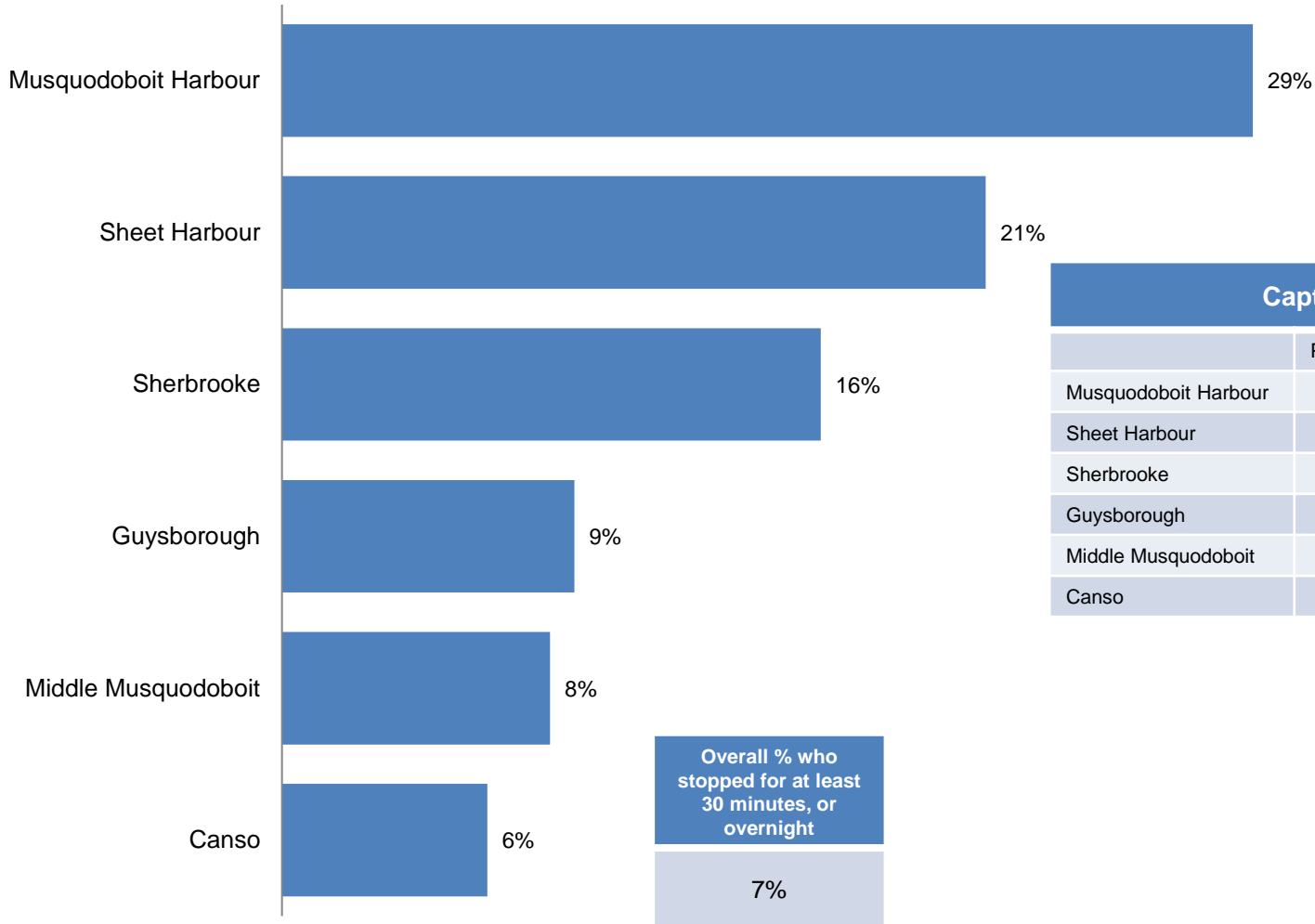
HALIFAX REGION - CAPTURE RATE



Capture Rate		
	Pleasure Visitor	VFR* Visitor
Halifax	85%	88%
Dartmouth	32%	52%
Bedford	12%	24%
Sackville	7%	17%

* Visiting friends or relatives

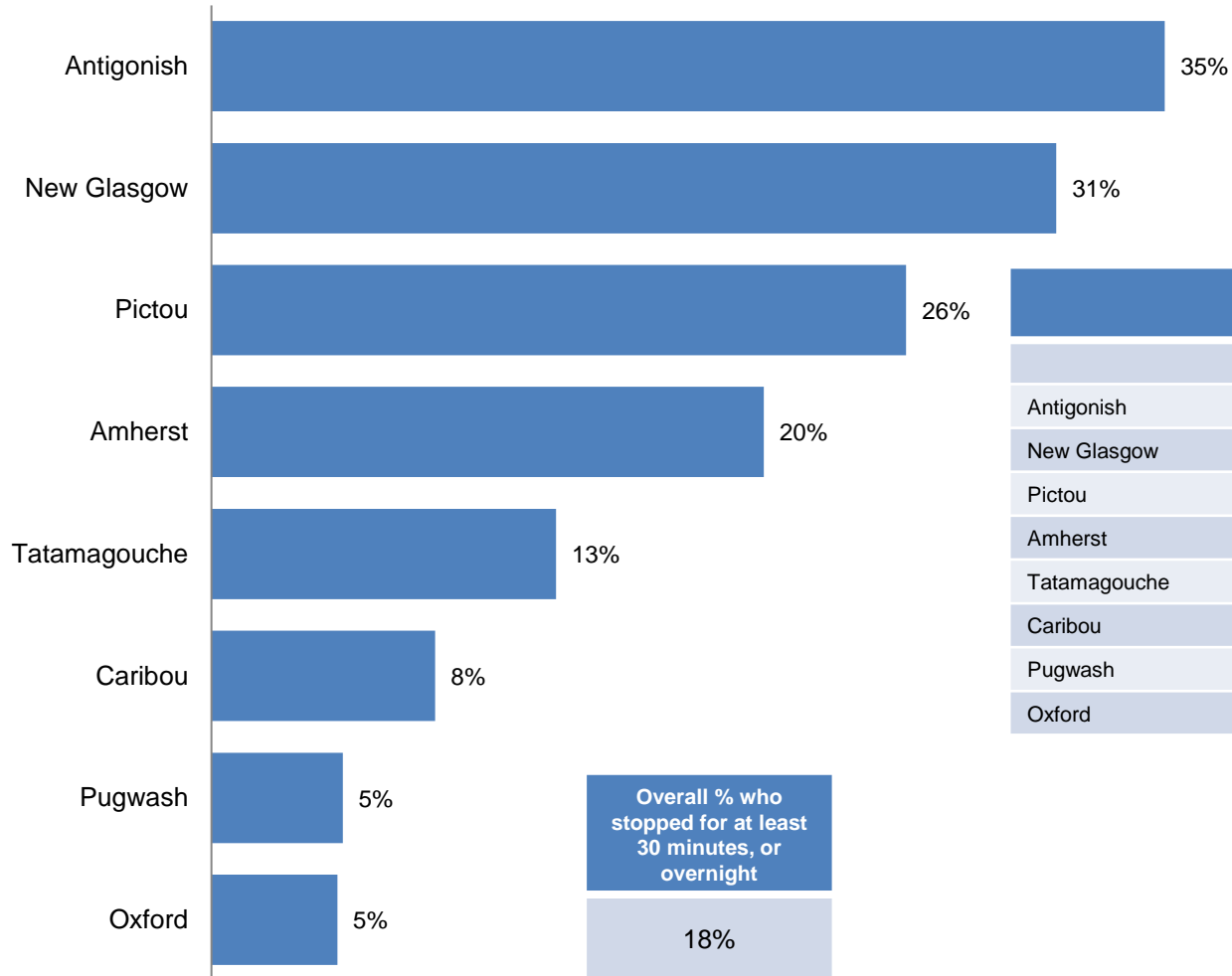
EASTERN SHORE - CAPTURE RATE



Capture Rate		
	Pleasure Visitor	VFR* Visitor
Musquodoboit Harbour	27%	28%
Sheet Harbour	29%	11%
Sherbrooke	21%	8%
Guysborough	13%	2%
Middle Musquodoboit	6%	11%
Canso	7%	5%

* Visiting friends or relatives

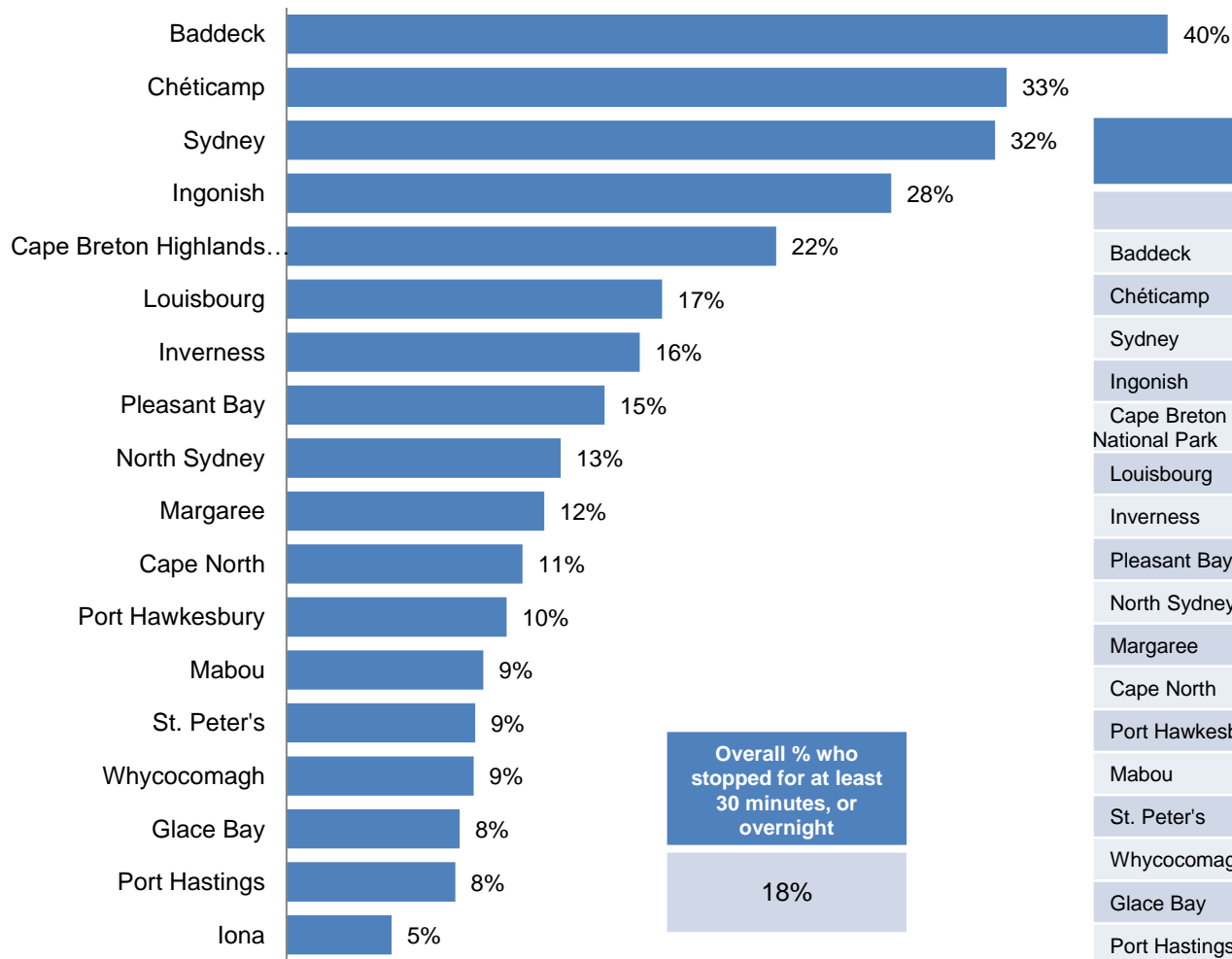
NORTHUMBERLAND SHORE - CAPTURE RATE



Capture Rate		
	Pleasure Visitor	VFR* Visitor
Antigonish	41%	27%
New Glasgow	26%	35%
Pictou	27%	26%
Amherst	21%	18%
Tatamagouche	15%	11%
Caribou	9%	8%
Pugwash	6%	5%
Oxford	4%	4%

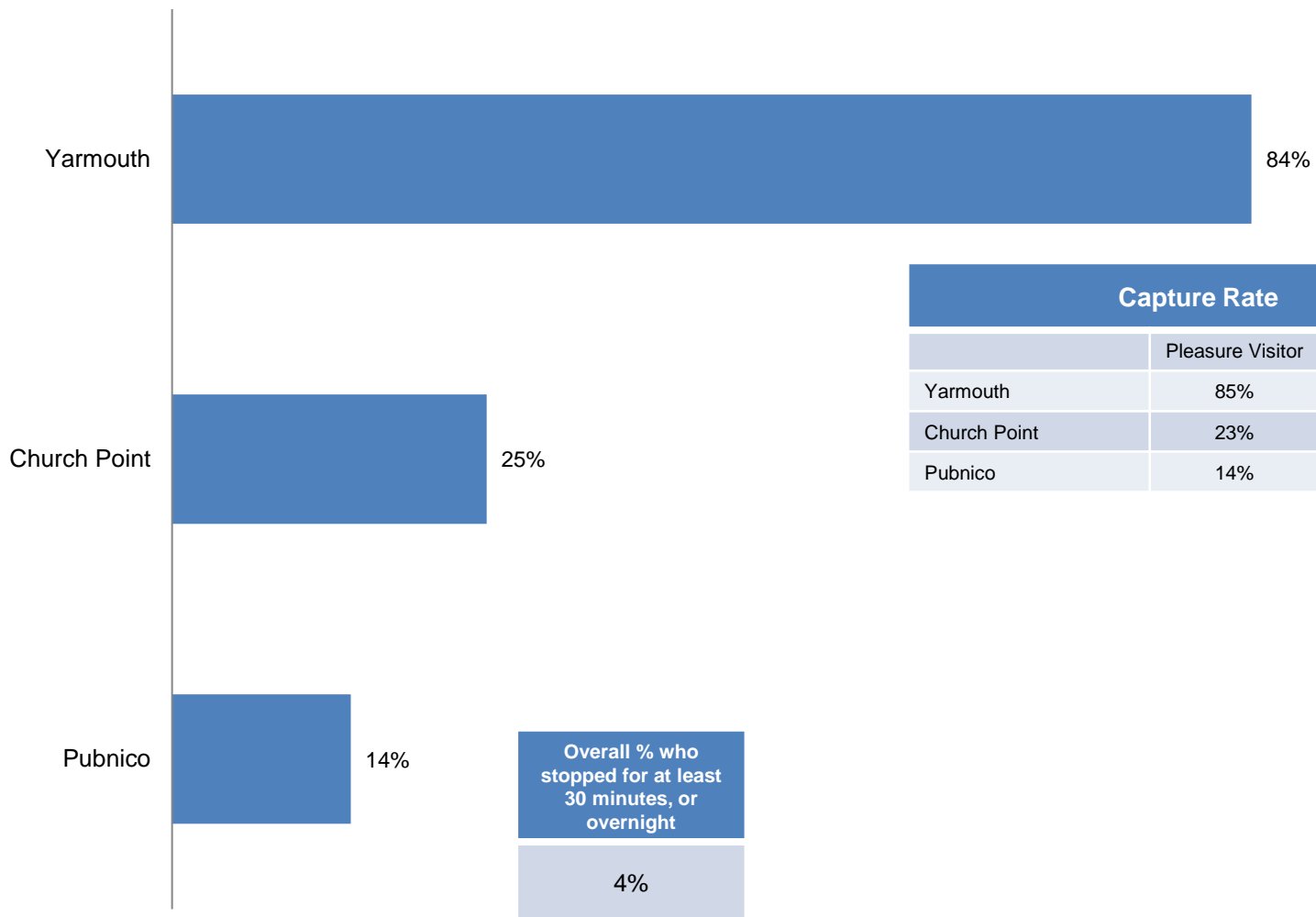
* Visiting friends or relatives

CAPE BRETON ISLAND - CAPTURE RATE



Capture Rate		
	Pleasure Visitor	VFR* Visitor
Baddeck	48%	23%
Chéticamp	42%	10%
Sydney	30%	41%
Ingonish	35%	7%
Cape Breton Highlands National Park	27%	9%
Louisbourg	21%	10%
Inverness	19%	7%
Pleasant Bay	19%	4%
North Sydney	11%	17%
Margaree	14%	5%
Cape North	14%	2%
Port Hawkesbury	9%	12%
Mabou	10%	6%
St. Peter's	8%	13%
Whycocomagh	8%	12%
Glace Bay	7%	12%
Port Hastings	9%	4%
Iona	5%	4%

YARMOUTH & ACADIAN SHORES - CAPTURE RATE



Capture Rate		
	Pleasure Visitor	VFR* Visitor
Yarmouth	85%	86%
Church Point	23%	26%
Pubnico	14%	18%

* Visiting friends or relatives

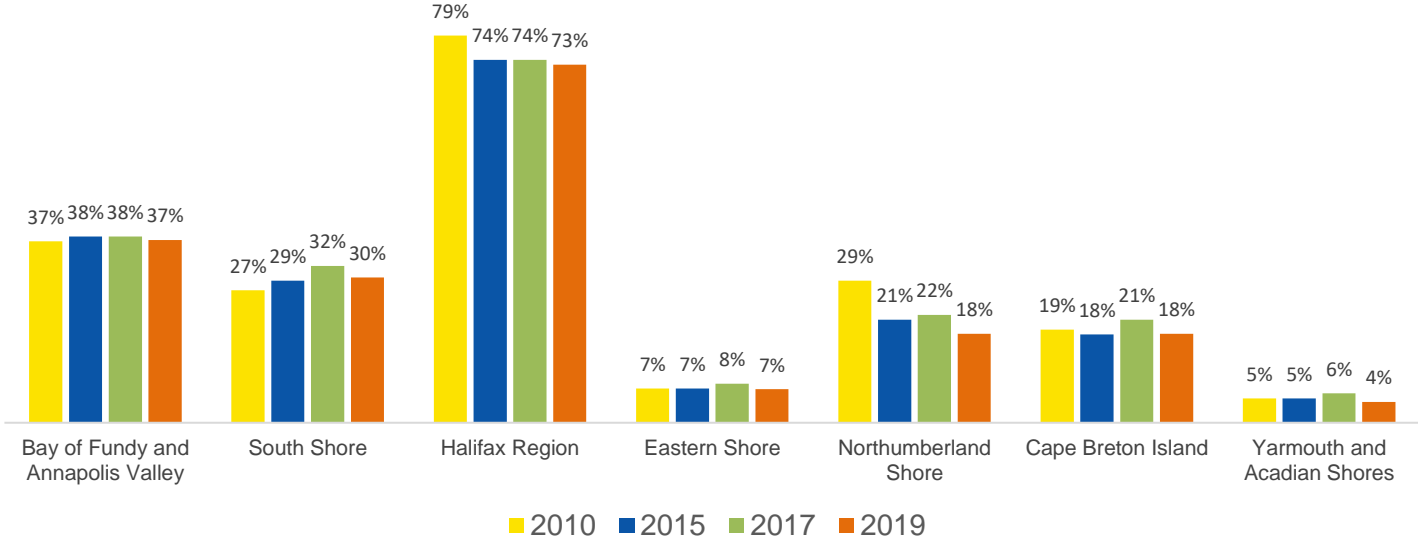
A man and a woman are walking hand-in-hand through a lush green apple orchard. They are both smiling and holding small woven baskets filled with red apples. The woman is wearing a green jacket over an orange top and blue jeans. The man is wearing a brown jacket over a plaid shirt and blue jeans. The orchard rows are filled with trees heavily laden with ripe red apples. The scene is bright and sunny, with dappled light filtering through the leaves.

DETAILED VISITATION

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COMMUNITY VISITATION

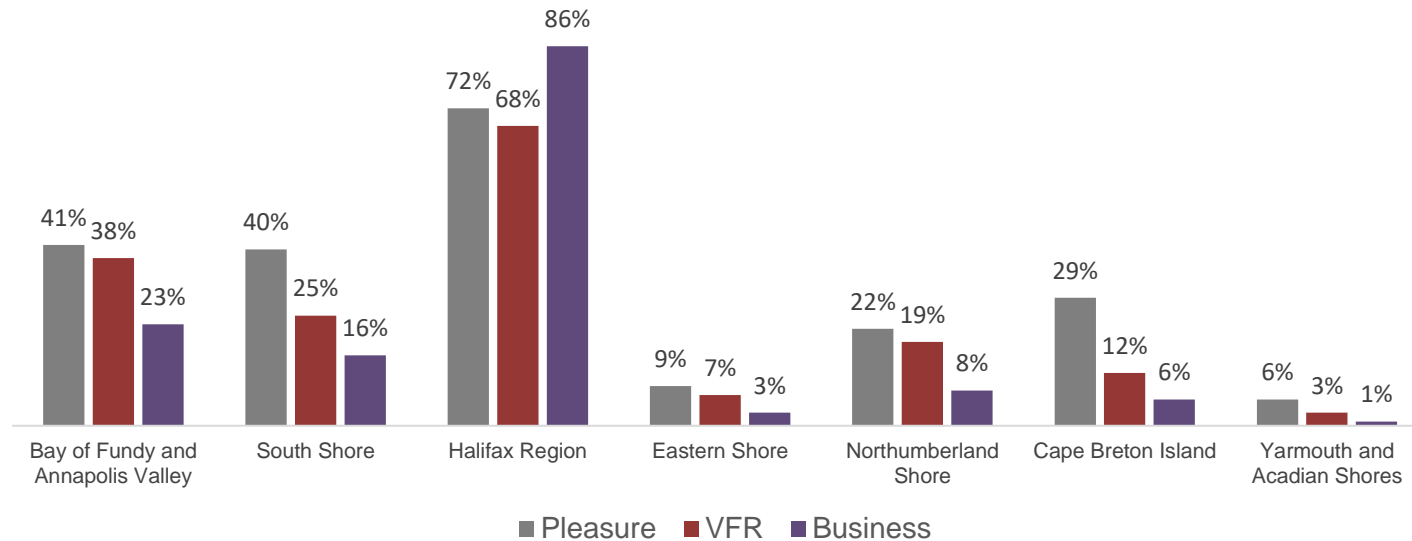
Tourism Regions
% Visitor Parties



% of visitor parties who stopped for at least 30 minutes, or overnight

TRIP PURPOSE

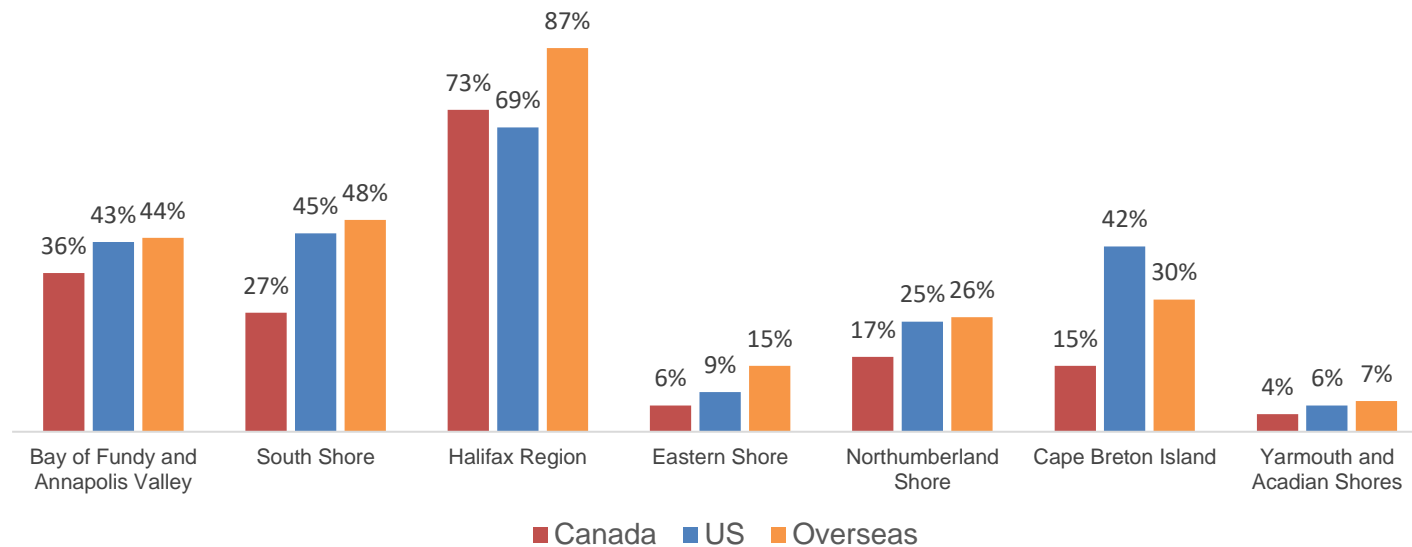
Tourism Regions
% Visited by Trip Purpose



% who stopped for at least 30 minutes, or overnight

MARKET OF ORIGIN - OVERALL

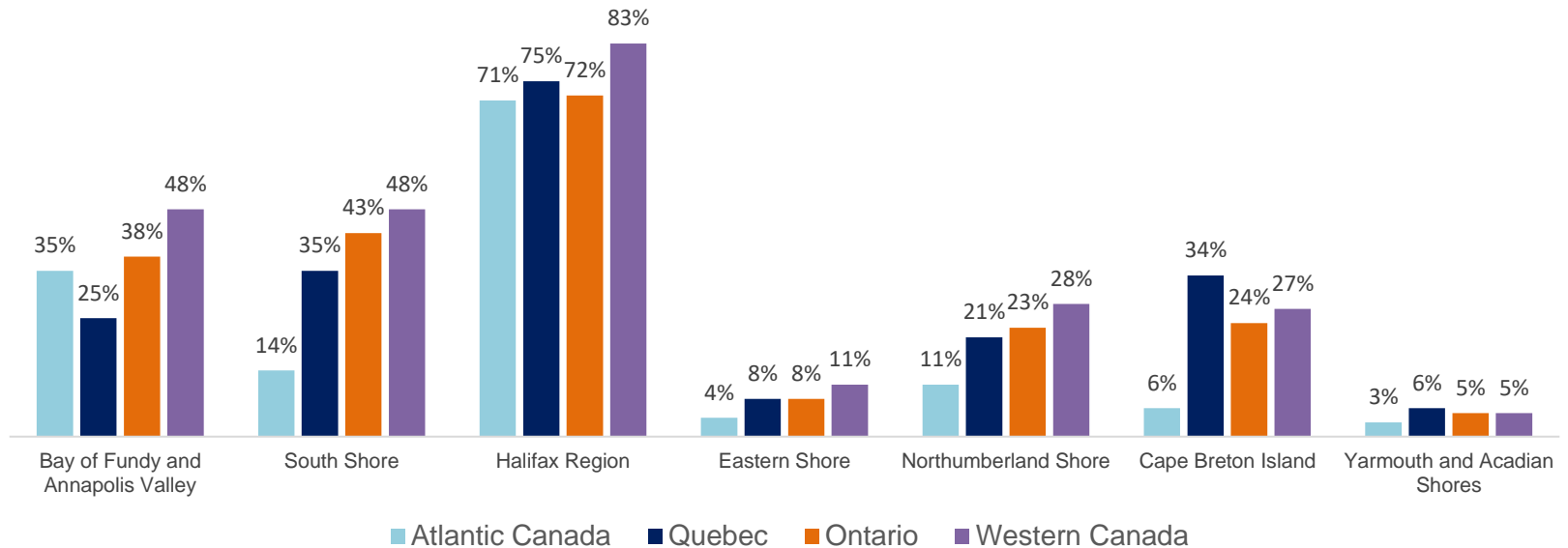
Tourism Regions
% Visited by Market of Origin



% who stopped for at least 30 minutes, or overnight

MARKET OF ORIGIN - CANADA

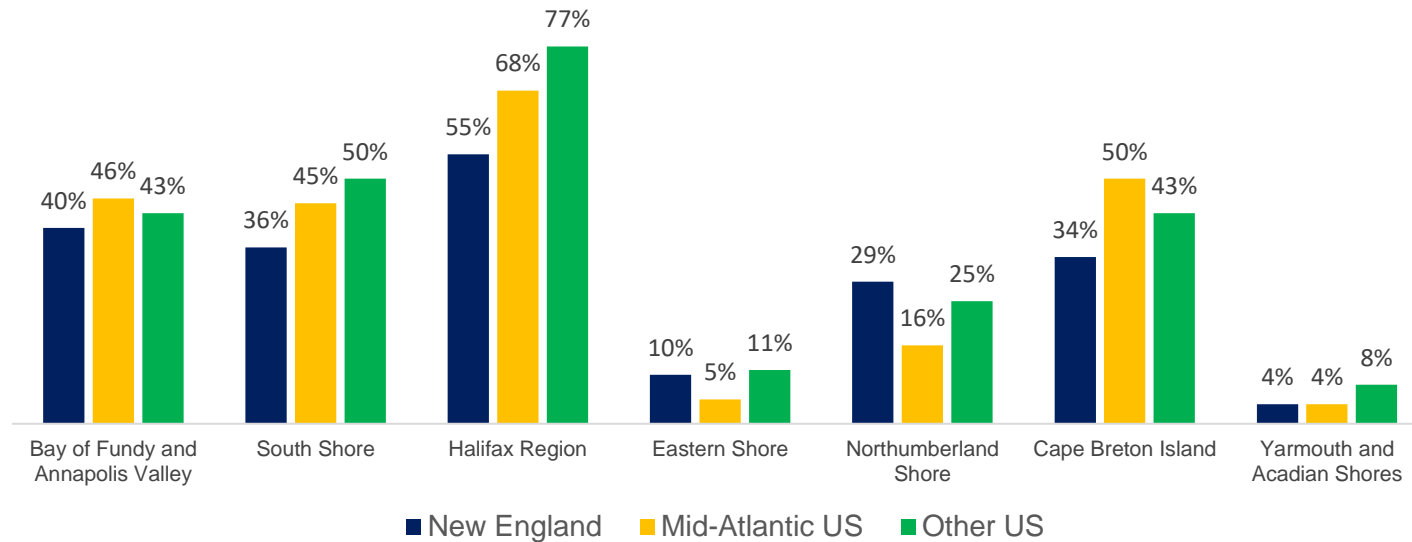
Tourism Regions
% Visited by Canadian Market of Origin



% who stopped for at least 30 minutes, or overnight

MARKET OF ORIGIN - US

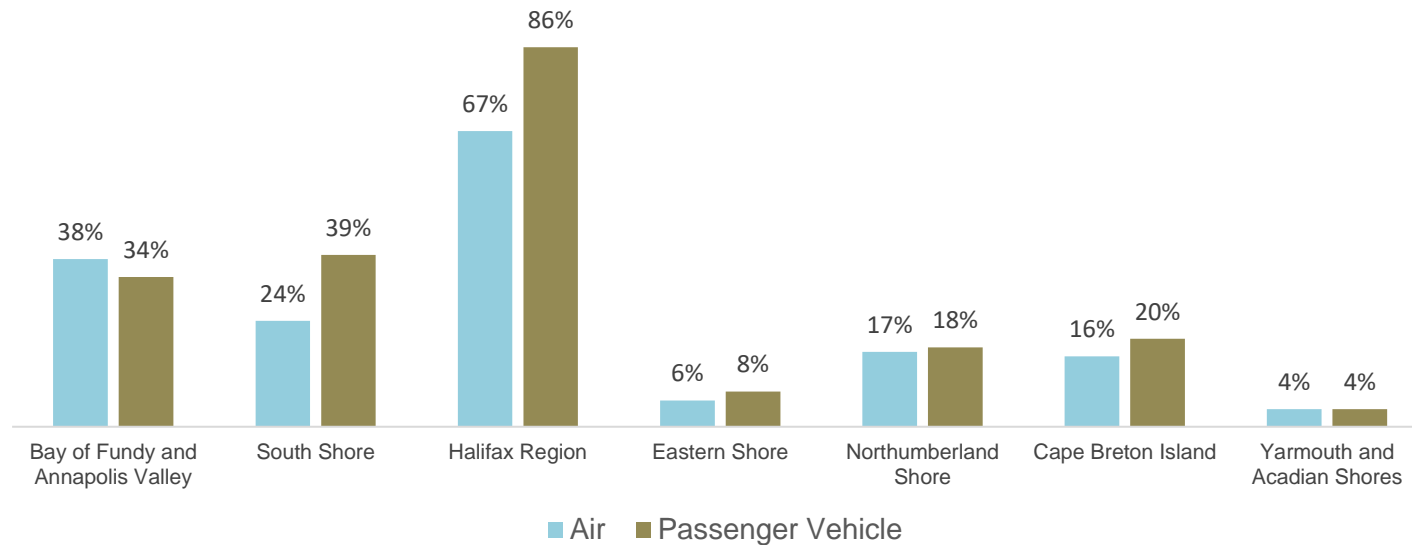
Tourism Regions
% Visited by US Market of Origin



% who stopped for at least 30 minutes, or overnight

AIR VS. ROAD VISITORS

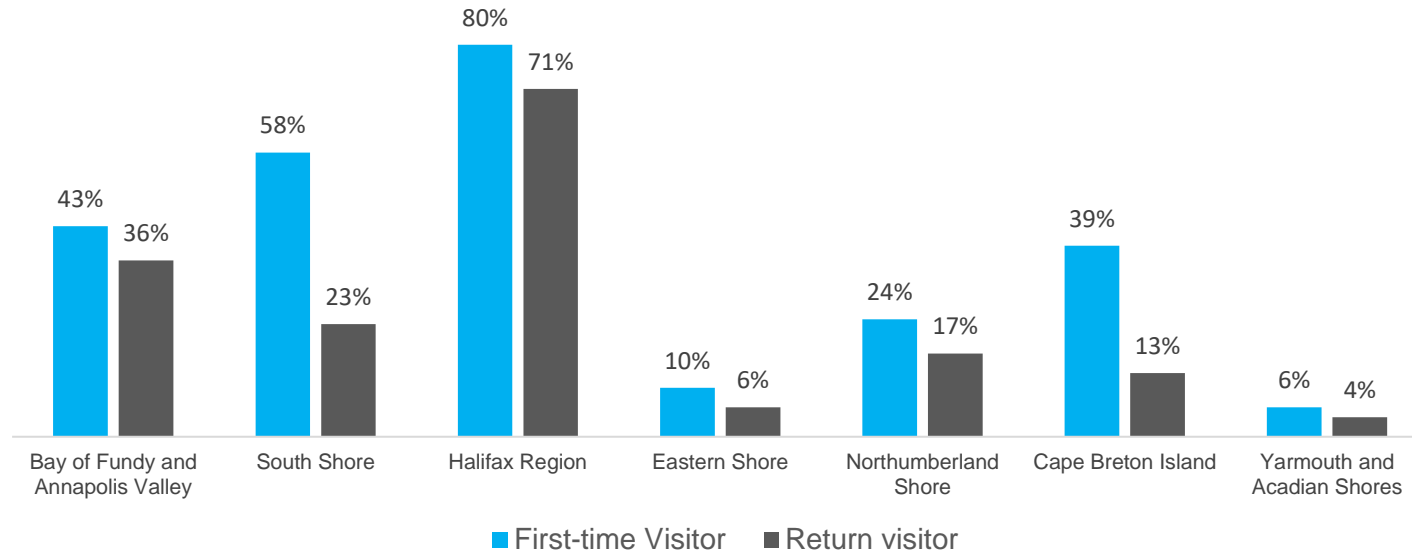
Tourism Regions
% Visited by Mode of Travel



% who stopped for at least 30 minutes, or overnight

FIRST-TIME VS. RETURN VISITORS

Tourism Regions
% Visited by First-time vs. Return Visitors



% who stopped for at least 30 minutes, or overnight

COMMUNITY VISITATION TABLES



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COMMUNITY VISITATION TABLES

The following tables indicate the proportion of visitors to the province who stopped or stayed in each community or tourism region during their trip.

In particular, the tables show:

- the percentage of all travel parties that stopped or stayed in a specific community (i.e., stopped for at least 30 minutes, or overnight),
- the percentage of all parties that stopped in a particular community (i.e., stopped for at least 30 minutes but not overnight),
- the percentage that stayed overnight in a specific community,
- the average number of nights spent in each community among those who stayed overnight, and
- the capture rate (i.e., among all who visited a region, what percentage visited each community within that region).

COMMUNITY VISITATION

	Total Trips (% who stopped or stayed)	Same-day Trips (% who stopped, not overnight)	Overnight Trips (% who stayed at least one night)	Average Number of Nights Stayed	Capture Rate
Bay of Fundy and Annapolis Valley	37%	27%	23%	3.8	
Advocate Harbour	0%	0%	0%	1.7	1%
Annapolis Royal	5%	3%	2%	2.4	13%
Berwick	2%	2%	1%	3.1	6%
Blomidon	2%	2%	0%	3.3	5%
Bridgetown	2%	1%	0%	2.6	5%
Brookfield	1%	1%	0%	6.4	2%
Digby	7%	4%	3%	2.3	18%
Five Islands	1%	1%	0%	1.6	3%
Grand Pré	4%	3%	1%	1.8	11%
Greenwood	1%	1%	0%	4.3	2%
Halls Harbour	1%	1%	0%	3.7	2%
Hantsport	1%	1%	0%	5.7	2%
Joggins	1%	1%	0%	1.6	3%
Kejimikujik National Park	1%	1%	1%	2.3	3%
Kentville	4%	3%	2%	3.4	12%
Kingston	1%	0%	0%	14.7	2%
Masstown	2%	2%	0%		6%
Middleton	2%	1%	1%	4.6	5%
Noel	1%	1%	0%	3.2	3%
Parrsboro	1%	1%	0%	1.6	3%
Port Royal	1%	1%	0%	2.0	3%
South Rawdon	0%	0%	0%	10.0	0%
Springhill	1%	1%	0%	2.9	2%
Stewiacke	2%	1%	0%	3.3	4%
Truro	14%	9%	6%	2.3	39%
Walton	1%	0%	0%	19.6	2%
Westport	1%	1%	0%	2.4	2%
Weymouth	1%	0%	0%	5.3	2%
Windsor	3%	2%	1%	2.8	8%
Wolfville	9%	7%	3%	3.2	25%

COMMUNITY VISITATION

	Total Trips (% who stopped or stayed)	Same-day Trips (% who stopped, not overnight)	Overnight Trips (% who stayed at least one night)	Average Number of Nights Stayed	Capture Rate
South Shore Region	30%	25%	14%	4.2	
Bridgewater	4%	2%	2%	2.9	15%
Caledonia	1%	0%	0%	3.0	2%
Chester	5%	4%	1%	5.5	18%
Hubbards	0%	0%	0%	8.5	1%
Kejimikujik Seaside Adjunct	0%	0%	0%		1%
LaHave	2%	1%	0%	4.7	6%
Liverpool	3%	2%	1%	3.2	9%
Lunenburg	15%	11%	4%	1.9	50%
Mahone Bay	10%	9%	1%	4.1	34%
New Germany	0%	0%	0%	5.5	1%
New Ross	0%	0%	0%	5.0	1%
Peggy's Cove	18%	16%	2%	1.7	59%
Shelburne	2%	1%	1%	4.4	6%

COMMUNITY VISITATION

Halifax Metro Region	Total Trips (% who stopped or stayed)	Same-day Trips (% who stopped, not overnight)	Overnight Trips (% who stayed at least one night)	Average Number of Nights Stayed	Capture Rate
Halifax Metro	73%	31%	66%	3.4	
Bedford	11%	6%	5%	3.1	15%
Dartmouth	26%	14%	12%	3.5	35%
Halifax	59%	17%	44%	3.0	80%
Mount Uniacke	1%	1%	0%	5.3	1%
Sackville	7%	4%	3%	2.9	9%

COMMUNITY VISITATION

Eastern Shore Region	Total Trips (% who stopped or stayed)	Same-day Trips (% who stopped, not overnight)	Overnight Trips (% who stayed at least one night)	Average Number of Nights Stayed	Capture Rate
Eastern Shore	7%	5%	3%	7.0	
Canso	0%	0%	0%	2.9	6%
Guysborough	1%	0%	0%	3.0	9%
Isaacs Harbour	0%	0%	0%	2.4	3%
Liscomb	0%	0%	0%	1.9	4%
Middle Musquodoboit	1%	0%	0%	1.5	8%
Musquodoboit Harbour	2%	2%	0%	5.4	29%
Sheet Harbour	1%	1%	0%	8.8	21%
Sherbrooke	1%	1%	0%	2.9	16%

COMMUNITY VISITATION

Northumberland Shore Region	Total Trips (% who stopped or stayed)	Same-day Trips (% who stopped, not overnight)	Overnight Trips (% who stayed at least one night)	Average Number of Nights Stayed	Capture Rate
Northumberland Shore	18%	12%	11%	4.1	
Amherst	4%	3%	1%	2.0	20%
Antigonish	6%	4%	3%	2.9	35%
Cape George	1%	1%	0%	7.7	4%
Caribou	1%	1%	0%	2.1	8%
New Glasgow	6%	3%	3%	3.5	31%
Oxford	1%	1%	0%	1.0	5%
Pictou	5%	3%	2%	2.2	26%
Pugwash	1%	1%	0%	3.6	5%
Tatamagouche	2%	2%	1%	2.4	13%
Tidnish	1%	0%	0%	3.0	3%

COMMUNITY VISITATION

Cape Breton Island Region	Total Trips (% who stopped or stayed)	Same-day Trips (% who stopped, not overnight)	Overnight Trips (% who stayed at least one night)	Average Number of Nights Stayed	Capture Rate
Cape Breton Island	18%	12%	17%	4.4	
Arichat	1%	0%	0%	5.3	4%
Baddeck	7%	3%	4%	2.3	40%
Big Pond	0%	0%	0%	2.4	2%
Cape Breton Highlands Nat. Park	4%	3%	1%	3.0	22%
Cape North	2%	1%	1%	1.9	11%
Chéticamp	6%	4%	3%	1.8	33%
Fourchu	0%	0%	0%	2.0	1%
Glace Bay	1%	1%	0%	7.1	8%
Ingonish	5%	3%	2%	1.8	28%
Inverness	3%	2%	1%	2.9	16%
Iona	1%	1%	0%	2.0	5%
Louisbourg	3%	3%	1%	4.3	17%
Mabou	2%	1%	0%	2.3	9%
Margaree	2%	1%	1%	3.9	12%
New Waterford	0%	0%	0%	3.4	3%
North Sydney	2%	2%	1%	2.3	13%
Pleasant Bay	3%	2%	1%	1.4	15%
Point Michaud	0%	0%	0%	5.6	2%
Port Hastings	1%	1%	1%	1.5	8%
Port Hawkesbury	2%	1%	1%	2.6	10%
Port Hood	0%	0%	0%	4.2	3%
Port Morien	0%	0%	0%	1.0	1%
St. Peter's	2%	1%	0%	5.1	9%
Sydney	6%	3%	4%	2.3	32%
Whycocomagh	2%	1%	0%	5.2	9%

COMMUNITY VISITATION

Yarmouth and Acadian Shores Region	Total Trips (% who stopped or stayed)	Same-day Trips (% who stopped, not overnight)	Overnight Trips (% who stayed at least one night)	Average Number of Nights Stayed	Capture Rate
Yarmouth and Acadian Shores	4%	3%	3%	2.8	
Church Point	1%	1%	0%	3.1	25%
Pubnico	1%	0%	0%	3.8	14%
Yarmouth	4%	2%	2%	2.2	84%