



2019 NOVA SCOTIA VISITOR EXIT SURVEY

Overall Results

TABLE OF CONTENTS

Introduction.....	1
Visitor Profile.....	3
Visitor Expenditures.....	28
Accommodations.....	37
Visitor Activities.....	49
Satisfaction.....	60
Trip Planning.....	67
Visitor Information Centres.....	93
Demographics.....	98

INTRODUCTION

This report presents the results of the 2019 Nova Scotia Visitor Exit Survey (VES) which had three primary objectives:

1. To develop key tourism statistics used to calculate industry activity.
2. To provide trip and visitor profile information, including data related to visitors' trip purpose, visitor spend, activities participated in while visiting the province, where visitors travelled within the province and satisfaction with the overall Nova Scotia trip experience; and
3. To leverage Tourism Nova Scotia's licensing of Explorer Quotient, Destination Canada's market segmentation tool, by providing a portrait of visitors based on their travel values.

The 2019 Visitor Exit Survey was administered from January 1 to December 31, 2019. 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.

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.

Comparative data from the 2010, 2015 and 2017 VES are presented where applicable.

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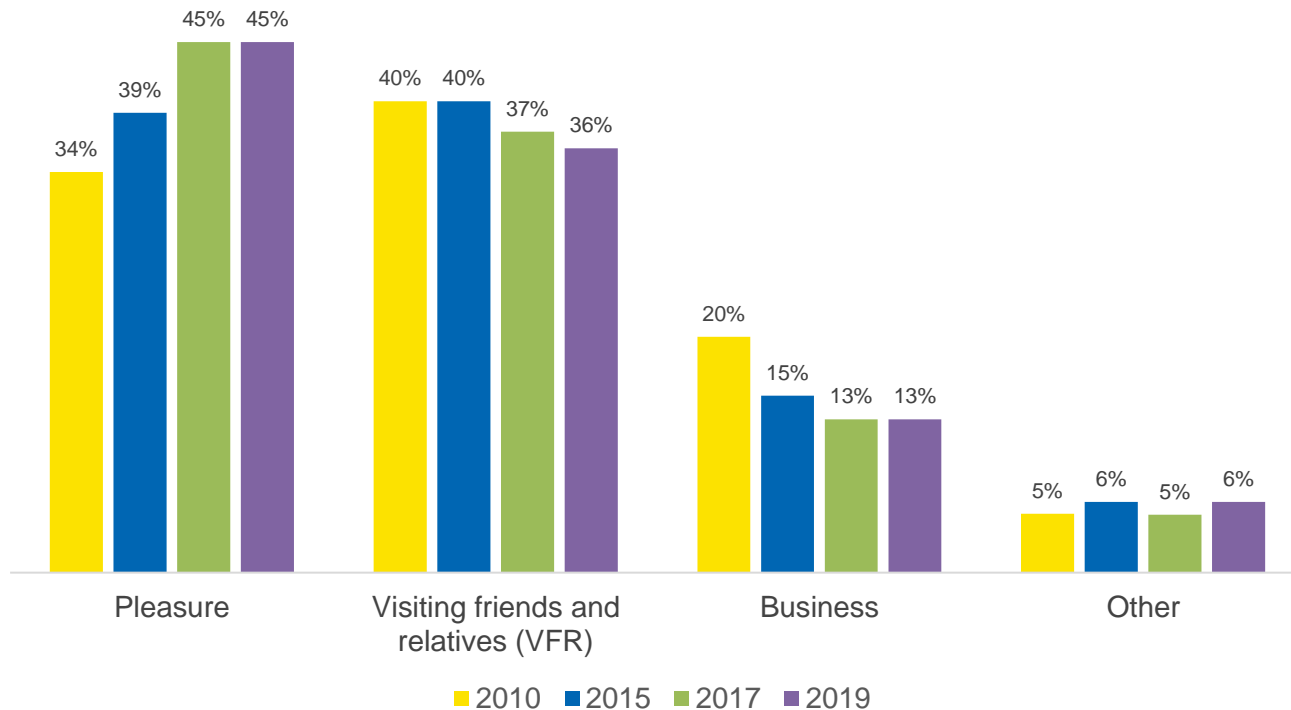
VISITOR PROFILE

Trip and Party Characteristics

TRIP CHARACTERISTICS

Nova Scotia experienced a consistent proportion of pleasure visitor travel parties between 2017 and 2019, which remained the largest visitor party segment. VFR visitation by party continued to see a small decline in 2019.

Trip Purpose
Percentage of Visitor Parties

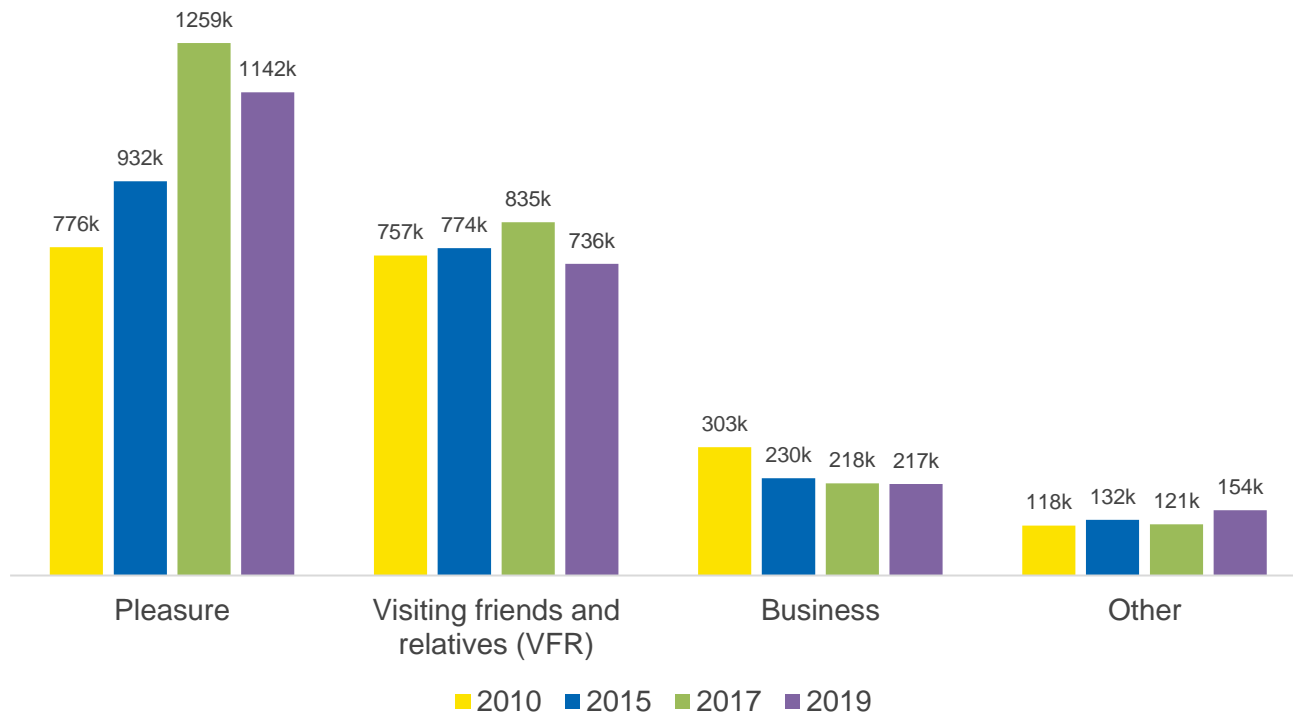


Source: Table D3

TRIP CHARACTERISTICS

In terms of numbers of visitors, pleasure travellers – despite a decline from 2017 – remained the largest group among Nova Scotia’s non-resident visitor population.

Trip Purpose
Number of Visitors



Source: Table D3

TRIP CHARACTERISTICS

The proportion of visitor travel parties by trip purpose remained relatively consistent between 2017 and 2019. However, Western Canada, New England, and Overseas markets witnessed a decrease in pleasure visitors, while the representation of Mid-Atlantic US and Other US pleasure visitors increased. The proportion of pleasure visitors remained highest in the three US markets.

Trip Purpose by Market Region												
	Pleasure				VFR*				Business			
	2010	2015	2017	2019	2010	2015	2017	2019	2010	2015	2017	2019
Atlantic Canada	31%	32%	37%	38%	39%	40%	38%	36%	23%	18%	16%	16%
Quebec	35%	44%	53%	54%	33%	36%	30%	25%	30%	20%	15%	21%
Ontario	31%	38%	45%	44%	48%	48%	44%	42%	18%	13%	10%	11%
Western Canada	36%	39%	53%	44%	45%	45%	37%	40%	17%	14%	9%	14%
New England	50%	66%	71%	67%	37%	26%	22%	29%	10%	6%	6%	3%
Mid-Atlantic US	58%	58%	68%	72%	21%	32%	21%	23%	18%	9%	10%	3%
Other US	55%	72%	66%	72%	25%	21%	24%	18%	19%	6%	10%	7%
Overseas	38%	56%	58%	50%	45%	36%	35%	41%	13%	7%	4%	8%
Total	34%	39%	45%	45%	40%	40%	37%	36%	20%	15%	13%	13%

Source: Table D3 - 2010, 2015, 2017 & 2019 VES

* Visit friends and relatives

TRIP CHARACTERISTICS

Pleasure Travel Defined

Among those travelling for the purpose of visiting friends and relatives in Nova Scotia, one-half were spending their entire trip with friends or family (50%), while over four in 10 were both visiting relatives and friends and visiting Nova Scotia for pleasure (44%).

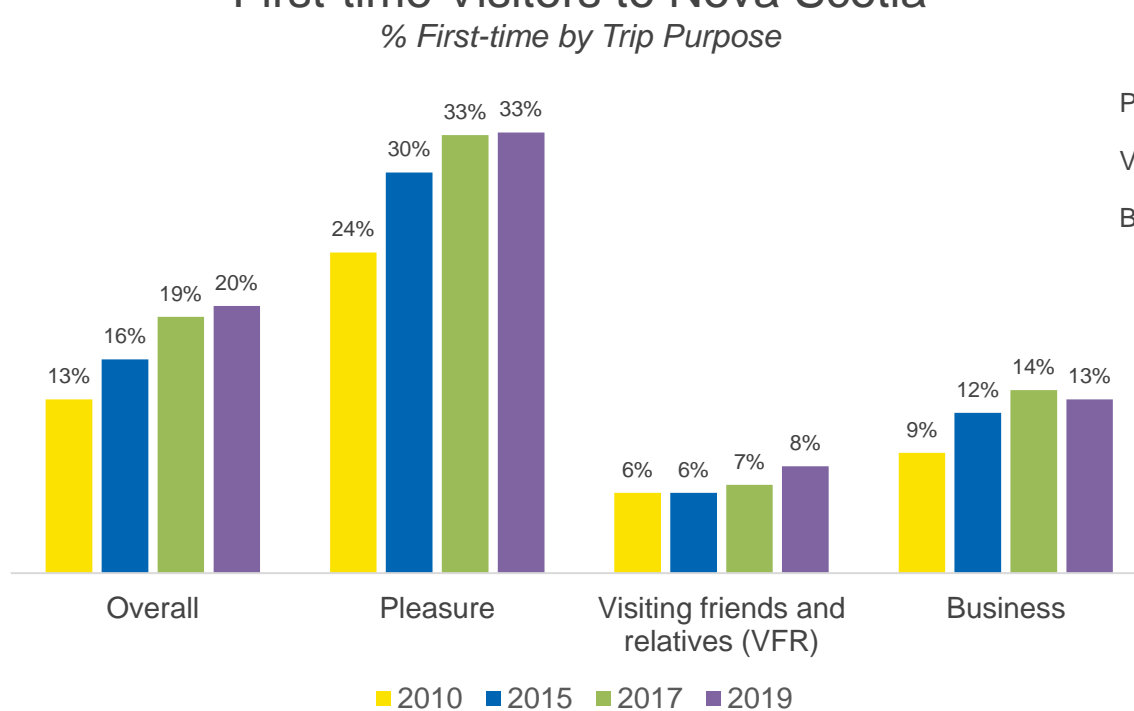
Because visitors who combine visiting friends and relatives with pleasure travel tend to behave like those whose primary trip purpose is pleasure travel, a 'net pleasure' category was created which combines these groups. The remaining visiting friends and relatives visitors are referred to as 'VFR only' visitors.

These categories will be used throughout the remainder of this report when referring to trip purpose, unless otherwise noted.

FIRST-TIME VISITORS

There has been a consistent percentage of visitor parties identifying as first-time visitors to Nova Scotia since 2017. Most of them are pleasure visitors.

First-time Visitors to Nova Scotia
% First-time by Trip Purpose



**Purpose of Trip
Among First-time Visitors**

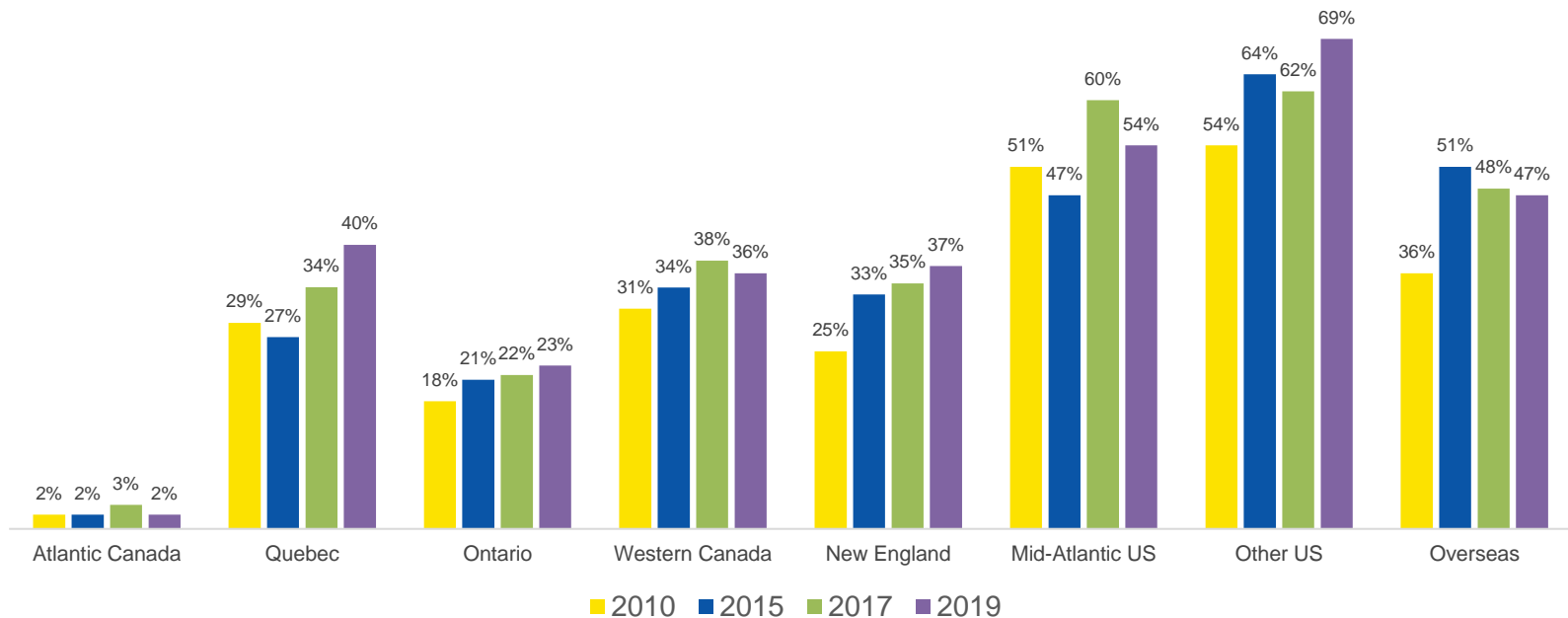
Pleasure	75%
Visit friends/relatives	14%
Business	9%

Source: Table T12

FIRST-TIME VISITORS

Visitor parties from Atlantic Canada are the least likely to be first-time visitors to Nova Scotia. Those most likely to be first-time visitors include parties from Other US, Mid-Atlantic US as well as Overseas. The percentage of first-time visitors from Other US and Quebec has increased since 2017, whereas the number of visitors from Mid-Atlantic US has decreased since 2017. Both Ontario and New England have seen a small, but consistent increase within the past decade.

First-time Visitors to Nova Scotia
% First-time by Market Region

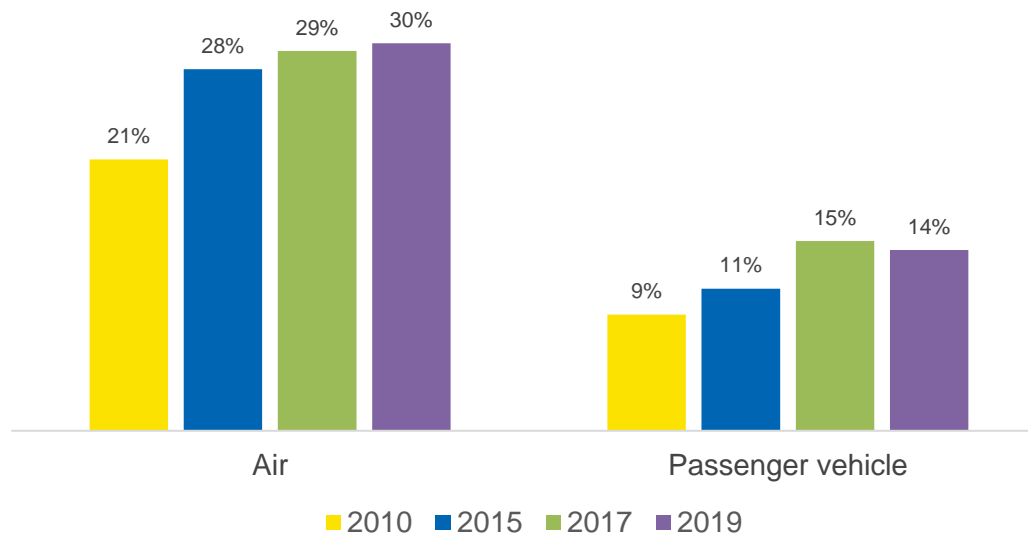


Source: Table T12

FIRST-TIME VISITORS

Air visitors are more than twice as likely as road visitors to be first-time visitors.

First-time Visitors to Nova Scotia
% First-time by Mode of Travel

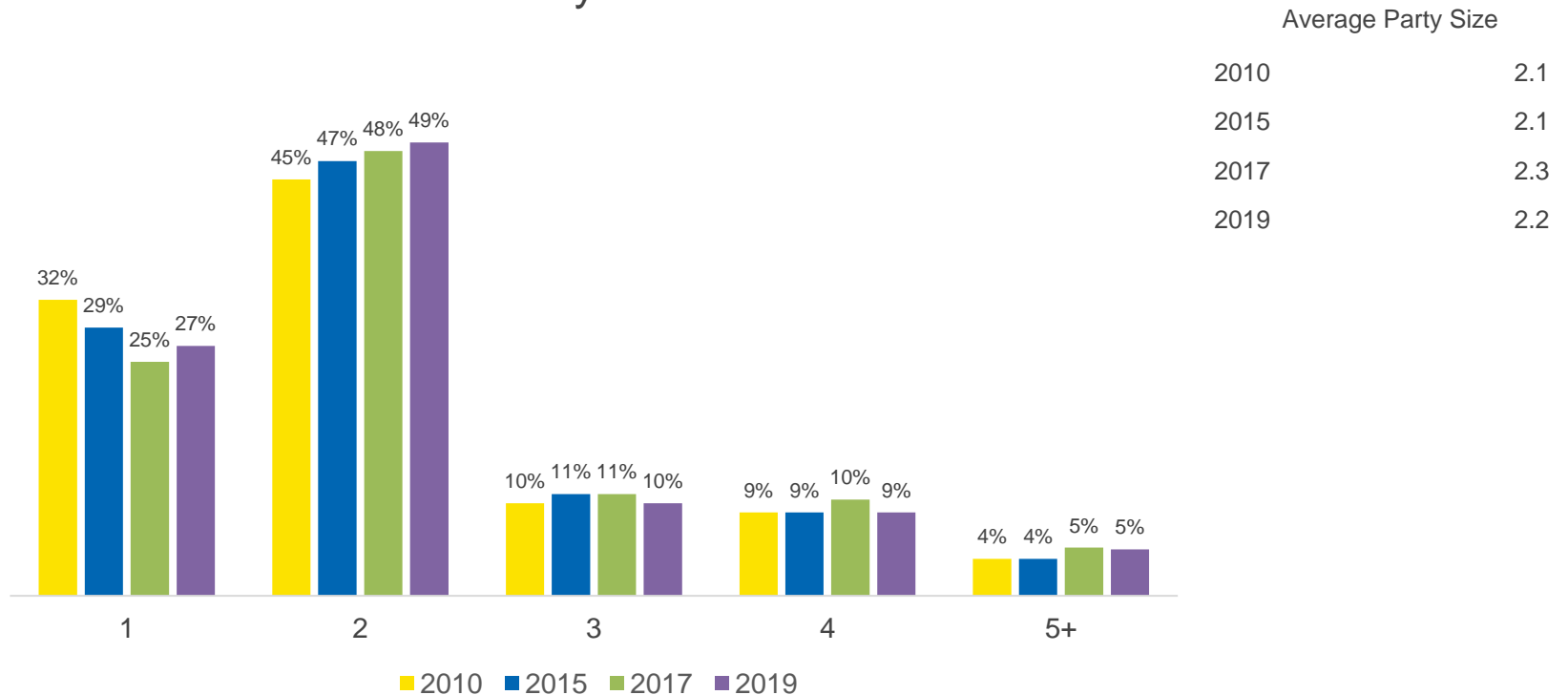


Source: Table T12

PARTY CHARACTERISTICS

Overall, party sizes in 2019 are very similar to those reported in 2017. Nearly one-half of all parties visiting Nova Scotia consisted of two people, while just over one-quarter were lone visitors. The proportion of travel parties that included two people has slowly increased over the past decade.

Party Size



Average Party Size

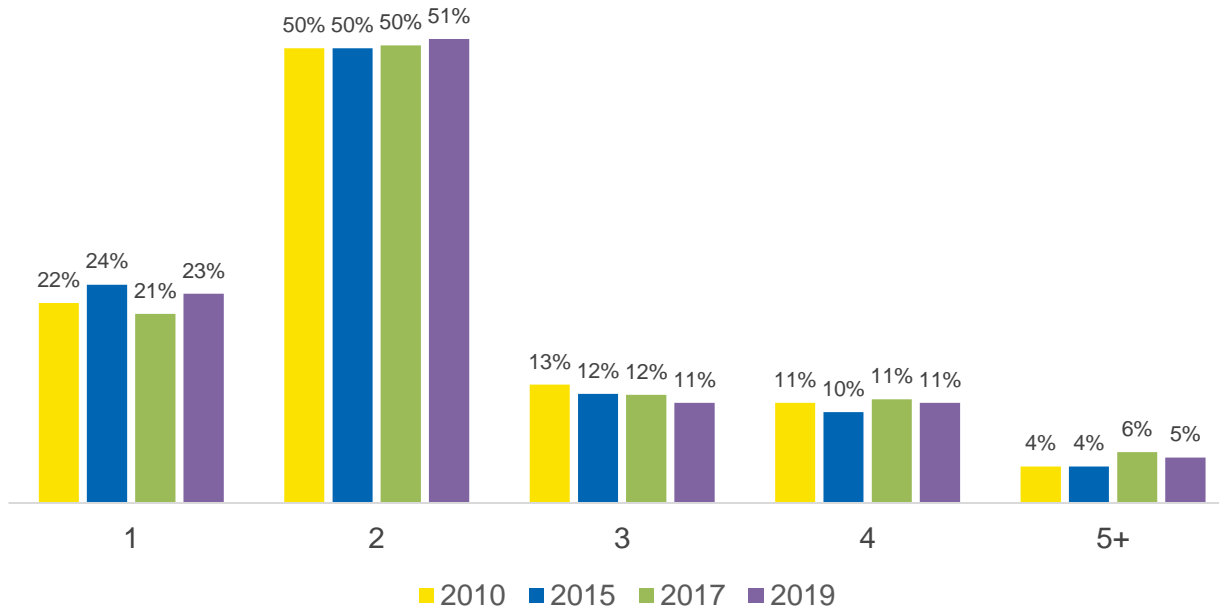
2010	2.1
2015	2.1
2017	2.3
2019	2.2

Source: VES 2010 – Table B2/C1; VES 2015, 2017 & 2019 - Table C1

PARTY CHARACTERISTICS

Among visitor parties that exited Nova Scotia via passenger vehicle, there was a slight increase in the percentage reporting a party of one, otherwise party sizes were similar to those reported in 2017. Travel parties of two people represented one-half of all travel parties.

Party Size
Among Visitors Exiting by Passenger Vehicle



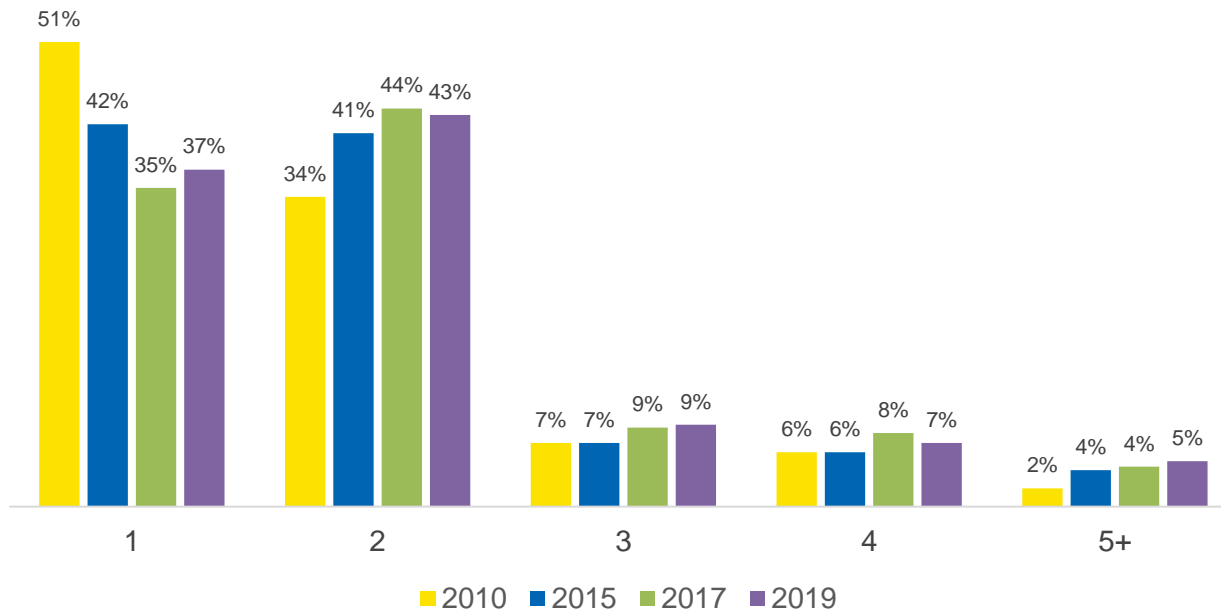
Average Passenger Vehicle Party Size	
2010	2.3
2015	2.3
2017	2.4
2019	2.3

Source: VES 2010 – Table B2; VES 2015, 2017 & 2019 - Table C1

PARTY CHARACTERISTICS

Similar to 2017, a large minority of visitors exiting by air reported having travelled in a party of two, with slightly fewer having travelled to Nova Scotia alone. The average party size of air visitors remained consistent with 2017 at 2.1 in 2019.

Party Size
Among Visitors Exiting by Air



Average Air Party Size

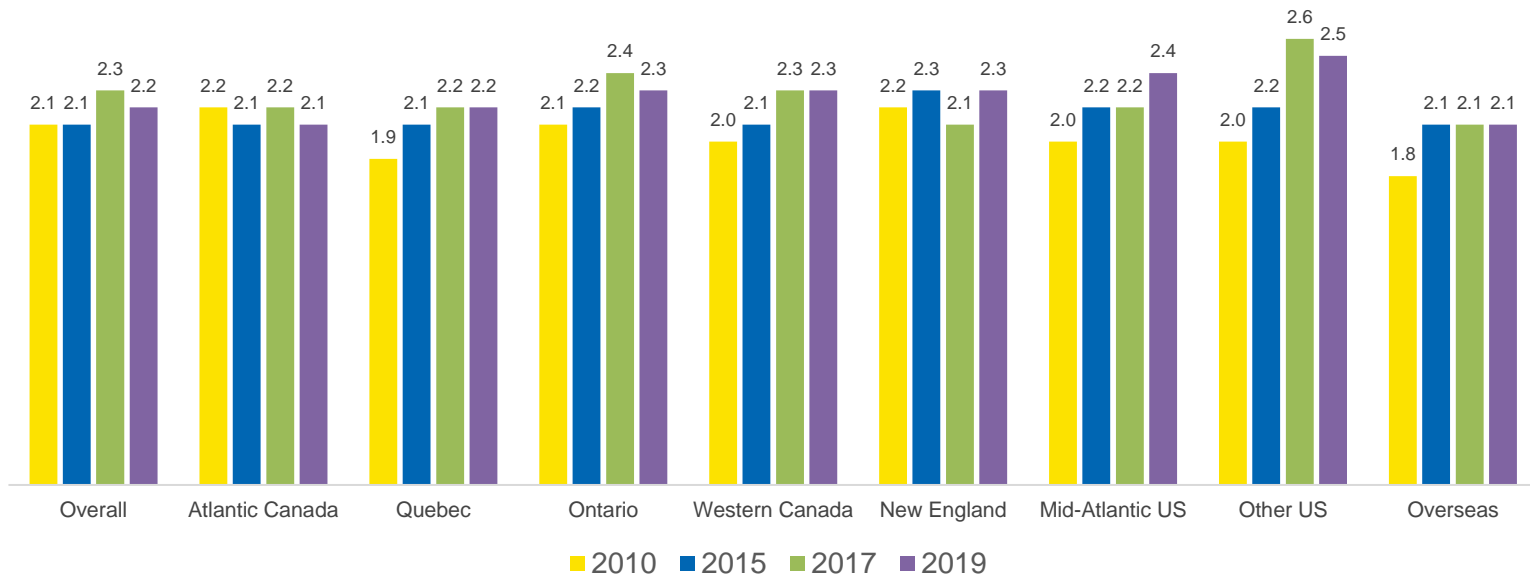
2010	1.8
2015	1.9
2017	2.2
2019	2.1

Source: VES 2010 – Table B2; VES 2015, 2017 & 2019 - Table C1

PARTY CHARACTERISTICS

Increases in party size were seen in visitor parties from New England and Mid-Atlantic US. These were offset by decreases in average party size among visitors from Atlantic Canada, Ontario, and Other US.

Average Party Size
by Market Region

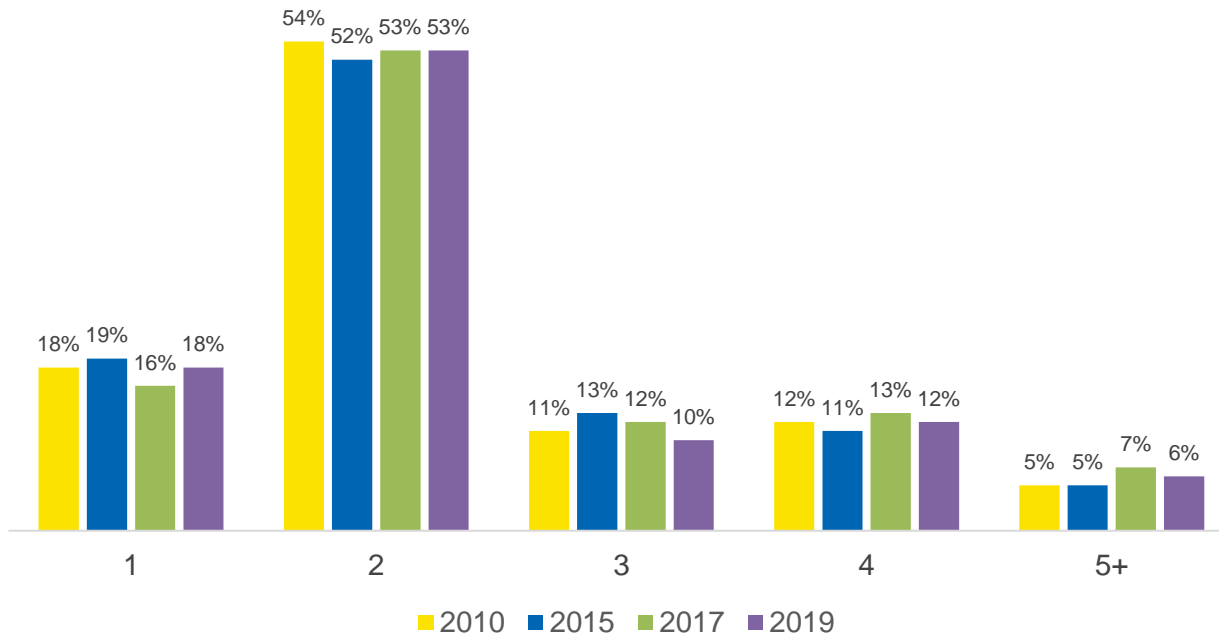


Source: VES 2010 – Table B2/C1; VES 2015, 2017 & 2019 - Table C1

PARTY CHARACTERISTICS

Party sizes among net pleasure visitors in 2019 were generally consistent with previous years, although a small increase was noted in parties of one, while there was a small decline in parties of three.

Party Size
Among Net Pleasure Visitors



Average Net Pleasure Party Size	
2010	2.4
2015	2.4
2017	2.5
2019	2.4

Source: VES 2010 – Table B2; VES 2015, 2017 & 2019 - Table C1

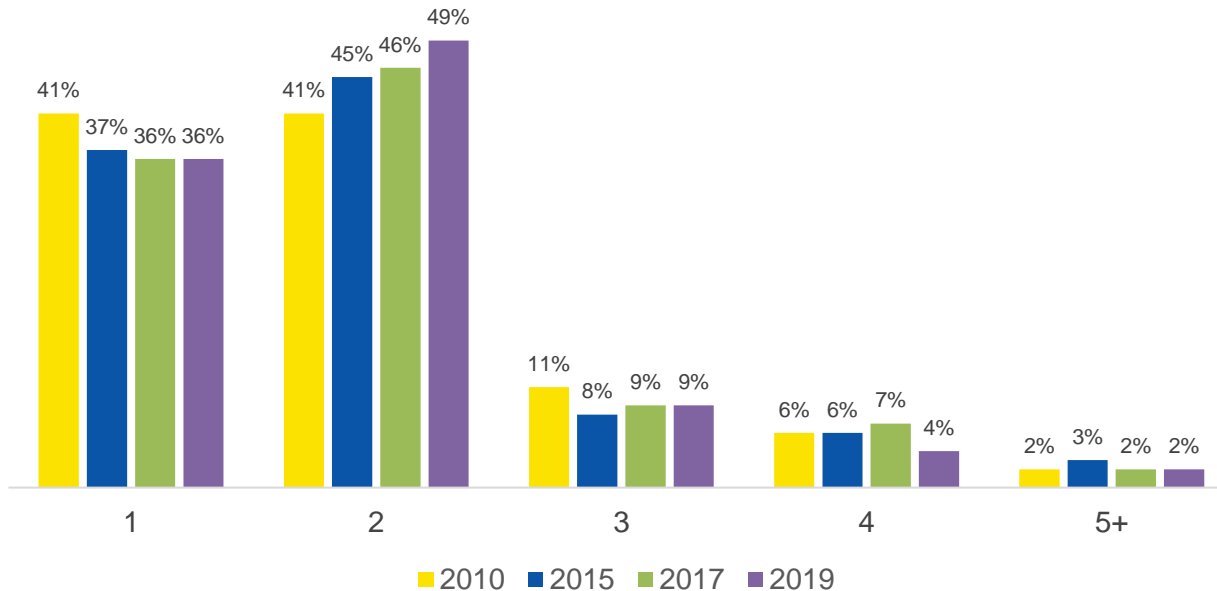
PARTY CHARACTERISTICS

VFR only visitors continued to travel to Nova Scotia primarily in parties of two. The proportion of parties of two has consistently increased among VFR only visitors within the past decade, while 2019 saw a decline in parties of four compared with 2017.

Party Size
Among VFR Only Visitors

Average VFR Only
Party Size

2010	1.9
2015	1.9
2017	2.0
2019	1.9

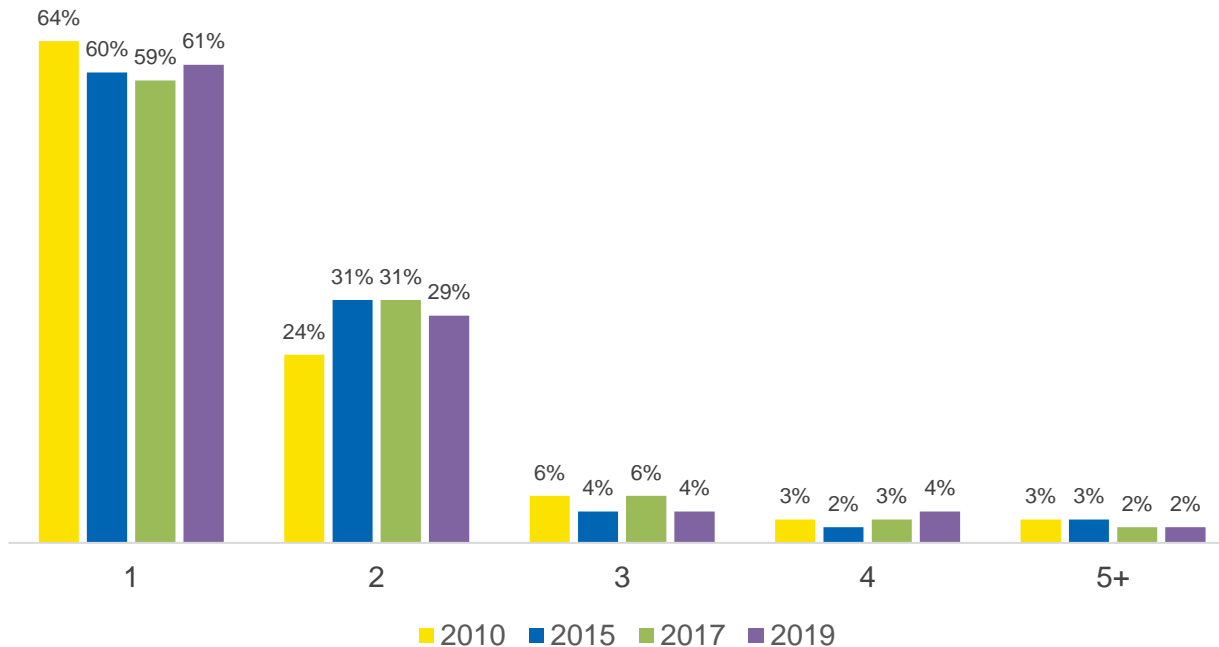


Source: VES 2010 – Table B2; VES 2015, 2017 & 2019 - Table C1

PARTY CHARACTERISTICS

The average party size of business visitors remained consistent with 2017 levels, with six in 10 travelling alone. Meanwhile, there were slight declines in parties of two and three.

Party Size
Among Business Visitors



Average Business Party Size

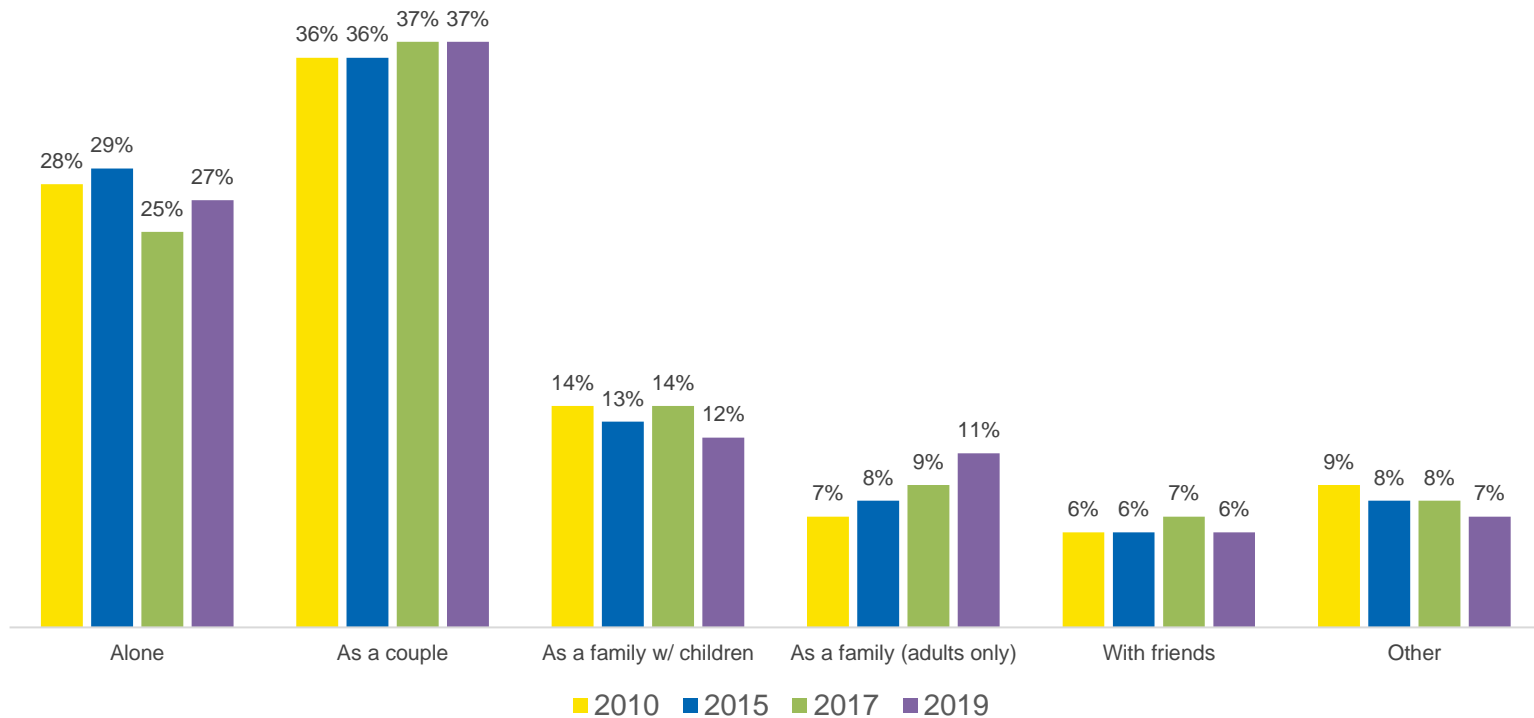
2010	1.6
2015	1.6
2017	1.6
2019	1.6

Source: VES 2010 – Table B2; VES 2015, 2017 & 2019 - Table C1

PARTY CHARACTERISTICS

Consistent with 2017, couples remained the most common type of travel party. Comparatively fewer visitors travelled alone, although this category increased slightly from 2017. Far fewer visitors travelled in any other types of parties, with the number of visitors travelling as a family with children, or with friends, having declined in 2019. Travelling as a family (adults only) continued to increase.

Party Composition



Source: Table D10

PARTY CHARACTERISTICS

While there were some regional variances, in general, visitors in 2019 were most likely to report travelling as a couple, notably visitors from Mid-Atlantic US.

Party Composition by Market Region									
	Overall	Atlantic Canada	Quebec	Ontario	Western Canada	New England	Mid-Atlantic US	Other US	Overseas
Alone	27%	29%	26%	26%	32%	24%	12%	19%	31%
As a couple	37%	35%	41%	36%	35%	37%	50%	43%	40%
NET family*	25%	24%	21%	28%	22%	29%	25%	26%	21%
Other	11%	12%	12%	10%	12%	10%	13%	13%	8%

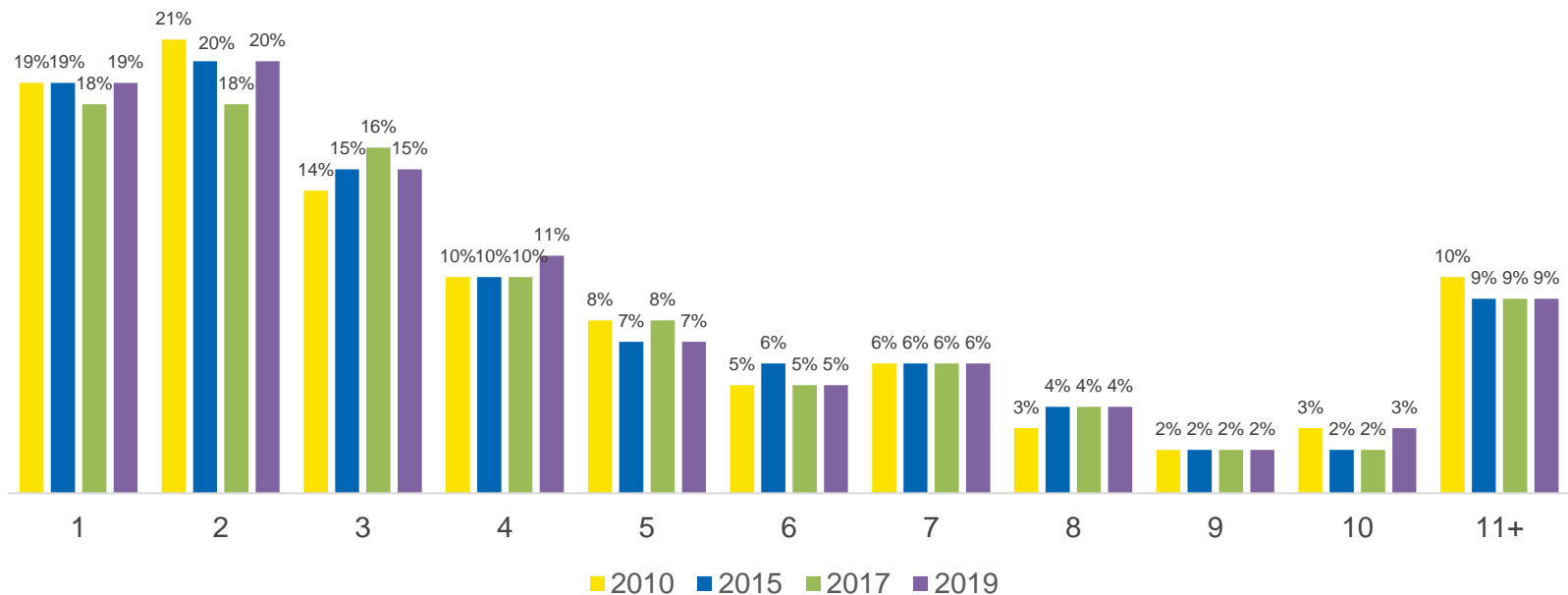
Source: Table D10

* NET FAMILY includes 'As a family with children', 'As two or more families with children', 'As a family (adults only)', 'As a family with grandparents', and 'Grandparents with grandchildren'.

PARTY CHARACTERISTICS

In 2019, the majority of visitors stayed in Nova Scotia between one and three nights, with both one and two night stays being more common than in 2017.

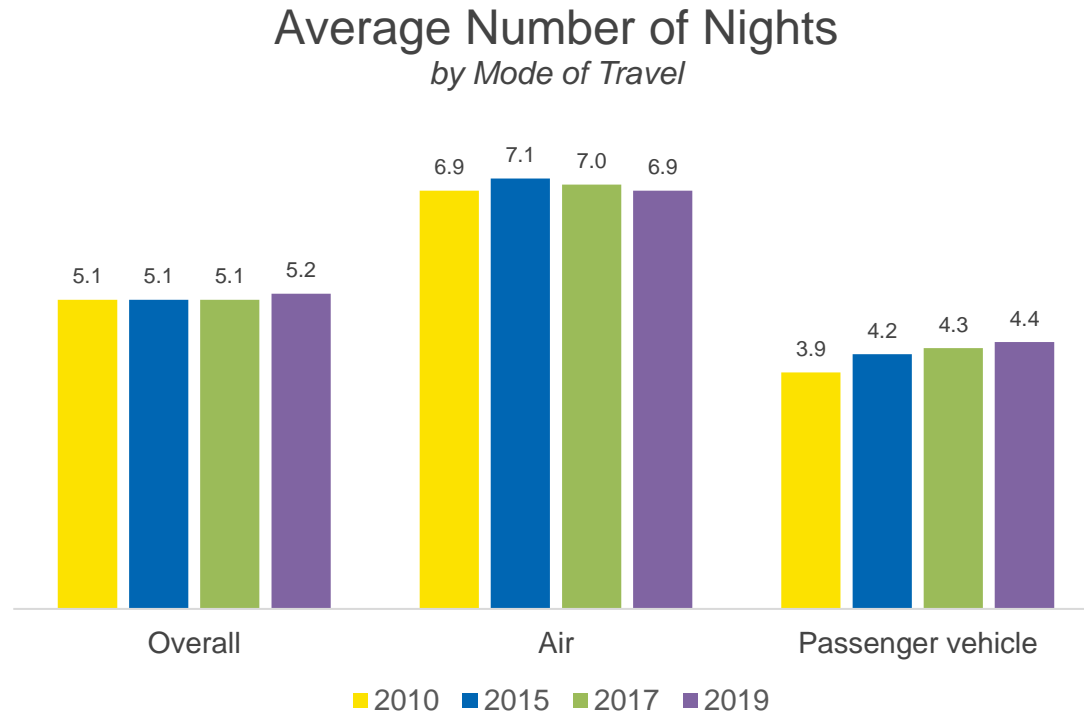
Number of Nights Stayed in Nova Scotia



Source: Table D1

PARTY CHARACTERISTICS

Air visitors continued to stay longer compared to those travelling by passenger vehicle. The average length of stay has remained consistent in the past decade, with minimal variations by mode of travel.

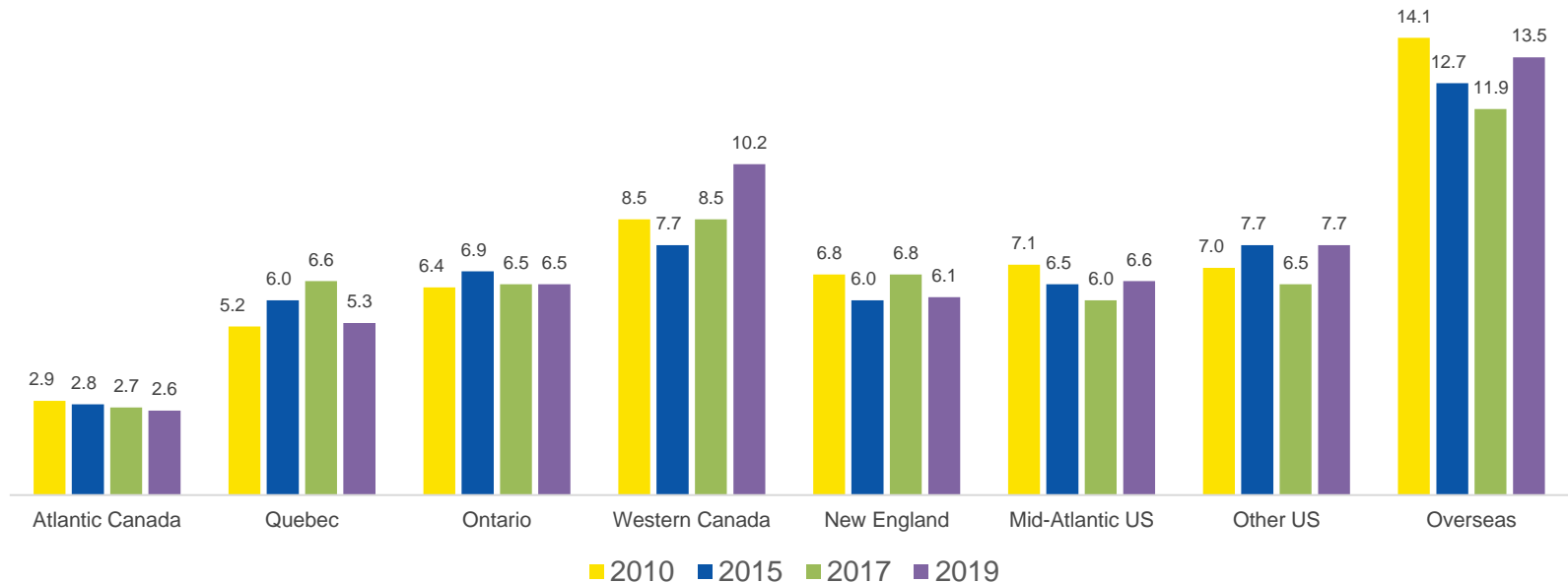


Source: Table D1

PARTY CHARACTERISTICS

Visitors from Western Canada, Mid-Atlantic US, Other US and Overseas stayed longer in Nova Scotia in 2019 compared with 2017. Further, there was a rebound in average nights spent among Mid-Atlantic US and Overseas visitors in 2019. Quebec visitors reported shorter stays in 2019 as compared with 2015 and 2017. Visitors from New England also reported shorter stays in 2019 compared with 2017.

Average Number of Nights
by Market Region

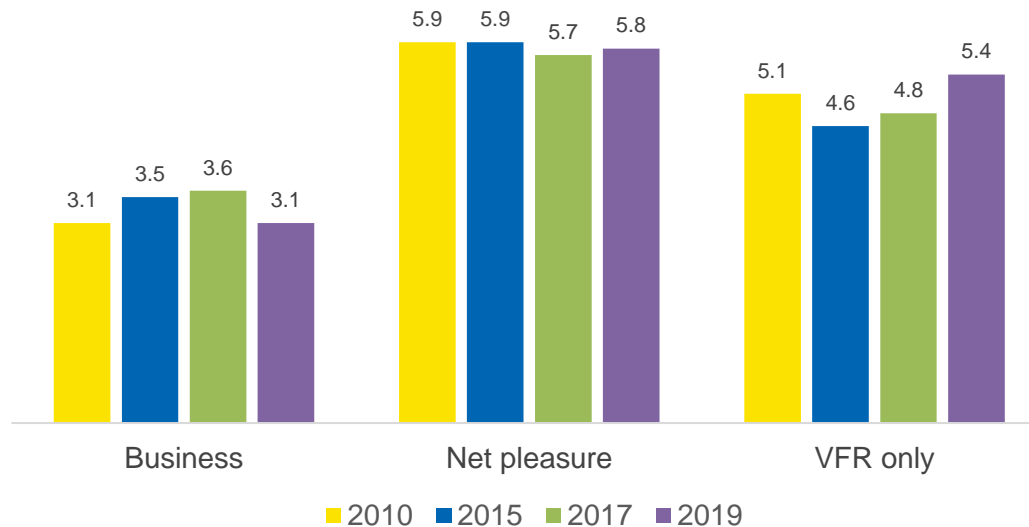


Source: Table D1

PARTY CHARACTERISTICS

The average number of nights spent in Nova Scotia for business decreased compared with 2017, however the average number of nights for VFR only visitors has been on an upward trend since 2015.

Average Number of Nights
by Trip Purpose

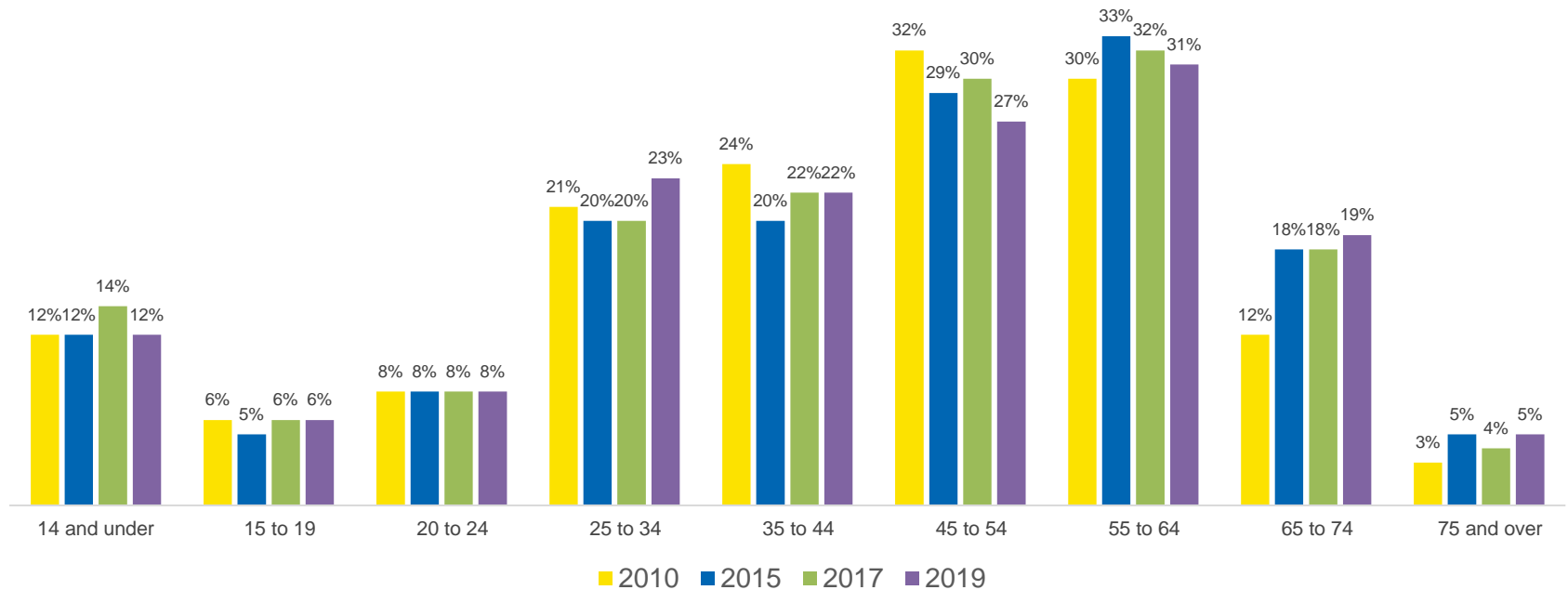


Source: Table D1

PARTY CHARACTERISTICS

The largest age groups represented within visitor parties to Nova Scotia in 2019 were those aged 55 to 64 and those aged 45 to 54 – however, the numbers in each category have decreased since 2017. There was an increase of visitors aged 25-34 and a decline of those aged 14 and under.

Age Groups Represented Within Party

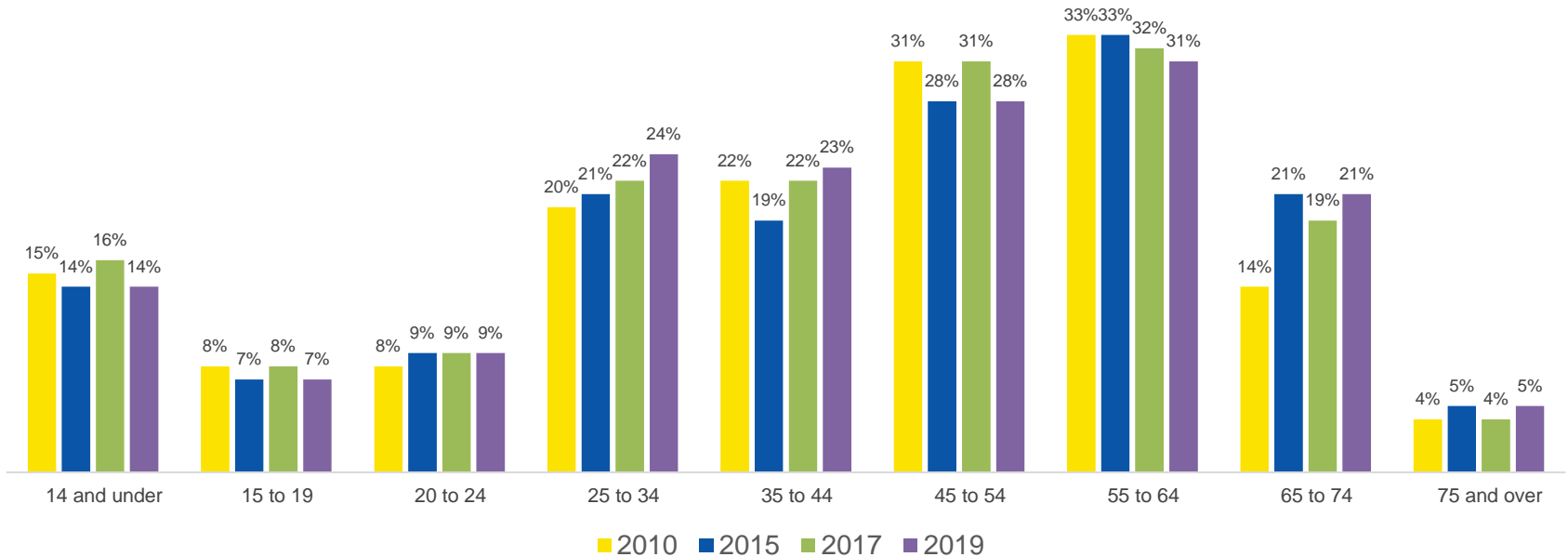


Source: Table D11

PARTY CHARACTERISTICS

The largest groups among net pleasure visitor parties in 2019 were those aged 55 to 64 and 45 to 54, with an observed decrease since 2017. The proportion of net pleasure visitors 25 to 34 years old has been on an upward trend since 2010.

Age Groups Represented Within Party
Among Net Pleasure Visitors

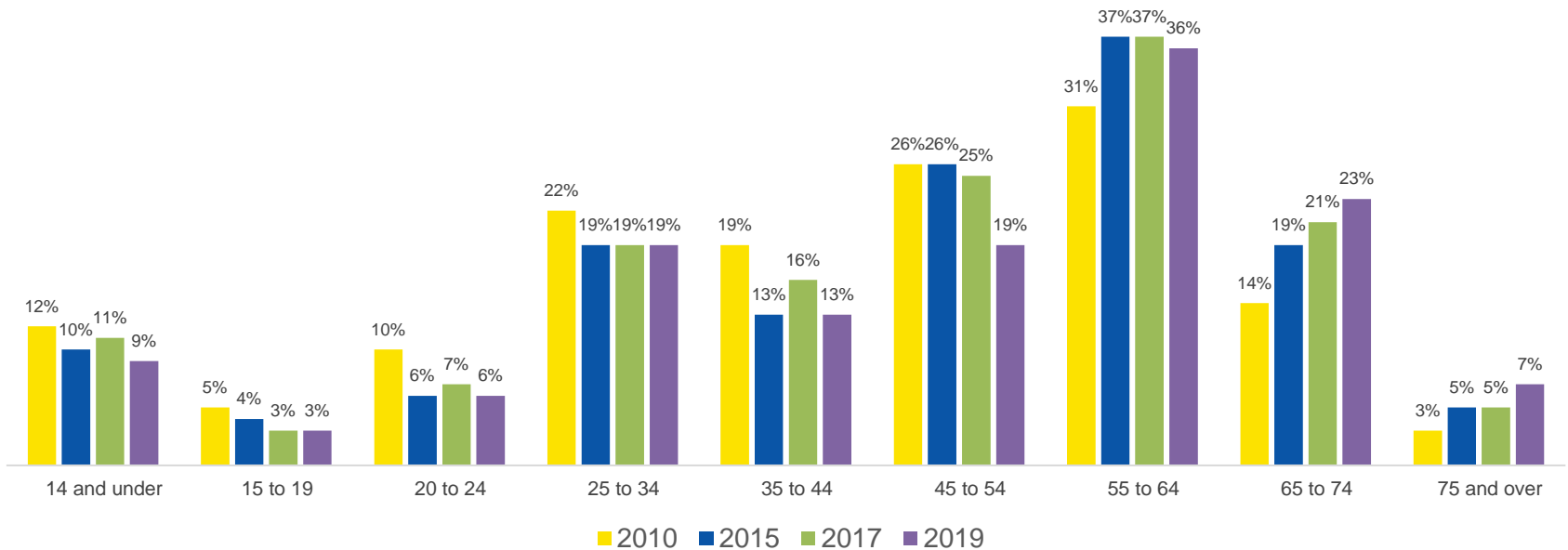


Source: Table D11

PARTY CHARACTERISTICS

Consistent with 2015 and 2017, VFR only visitor parties were largely comprised of those 55 to 64 years old. While the proportion of VFR only visitors 65 years or older has been increasing since 2010, declines were noted compared with 2017 among those 35 to 44 and those 45 to 54 years old.

Age Groups Represented Within Party
Among VFR Only Visitors

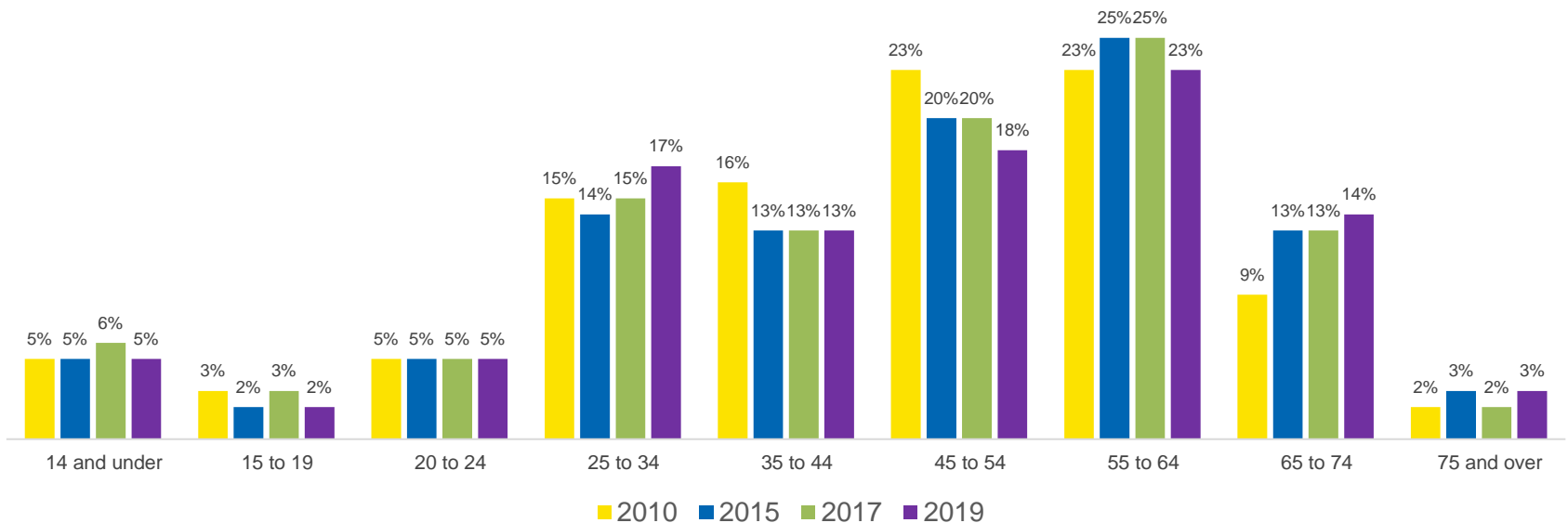


Source: Table D11

VISITOR CHARACTERISTICS

Survey respondents were asked to indicate the number of people in their party, as well as the age category for each party member. Based on this information, the VES data may be used to develop estimates of the age distribution for Nova Scotia's overall visitor population. In 2019, consistent with 2017, four in 10 visitors to Nova Scotia were aged 55 or older, while nearly one-third were aged 35 to 54. Three in 10 were under 35 years of age.

Visitors by Age Group



Source: Table D11

VISITOR EXPENDITURES

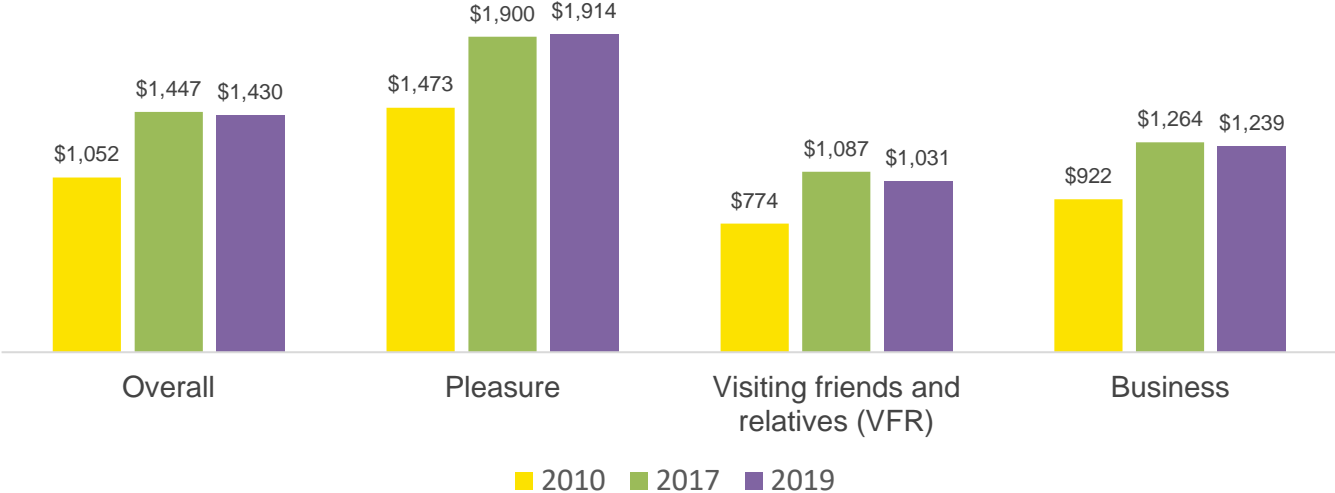
Average Expenditures by Visitors to Nova Scotia



Visitor Expenditures – By Trip Purpose

Consistent with 2017, pleasure visitor parties spent the most during their Nova Scotia visit, followed by those visiting for business. Per party spending remained relatively consistent across all trip types compared with 2017.

Visitor Expenditures Per Party, Per Trip
Including allocated Travel, Excluding Major Purchases*



Source: Table D22/24
 Note: 2010 results are expressed in 2010 dollars
 Note: No available data for 2015

*Allocated travel is defined as 50% of the money spent getting to and from Nova Scotia

Visitor Expenditures – By Trip Purpose

Examining spending at the per visitor level, business visitors spent the most, followed by pleasure visitors.

Total Expenditures, Including Allocated Travel*, Excluding Major Purchases				
	Overall	Business	Pleasure	VFR
Per Person, Per Day	\$129	\$256	\$147	\$88
Per Person, Per Trip	\$654	\$782	\$767	\$513
Per Party, Per Trip	\$1,430	\$1,239	\$1,914	\$1,031
Party Size	2.2	1.6	2.5	2.0
Length of Stay	5.2	3.1	5.4	6.1

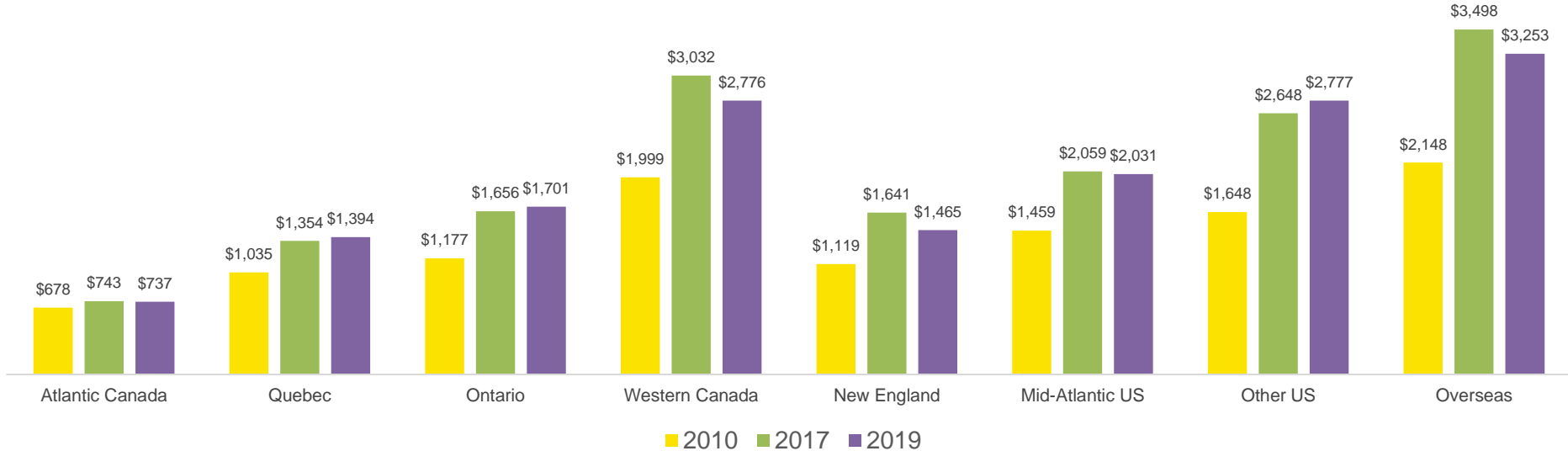
*Allocated travel is defined as 50% of the money spent getting to and from Nova Scotia.

Source: Table D22/24, C1 & D1

Visitor Expenditures – By Market

While Overseas visitors remained the largest expenditure group in 2019, their spending dropped compared with 2017. This was followed by visitors from Western Canada and Other US regions. Per party spending among Western Canada and New England visitors decreased compared with 2017.

Visitor Expenditures Per Party, Per Trip
Including allocated Travel, Excluding Major Purchases



Source: Table D22/24
Note: 2010 results are expressed in 2010 dollars
Note: No available data for 2015

*Allocated travel is defined as 50% of the money spent getting to and from Nova Scotia

Visitor Expenditures – By Market

In terms of per party, per trip spend, those from market regions that are farther away from Nova Scotia tend to spend more than those from market regions that are closer. That said, when it comes to per person, per day spending, those from Atlantic Canada spent as much as those from Overseas, and Other US regions.

Total Expenditures, Including Allocated Travel*, Excluding Major Purchases								
	Atlantic Canada	Quebec	Ontario	Western Canada	New England	Middle Atlantic	Other US	Overseas
Per Person, Per Day	\$145	\$119	\$117	\$127	\$104	\$128	\$147	\$141
Per Person, Per Trip	\$353	\$635	\$743	\$1,214	\$644	\$873	\$1,155	\$1,615
Per Party, Per Trip	\$737	\$1,394	\$1,701	\$2,776	\$1,465	\$2,031	\$2,777	\$3,253
Party Size	2.1	2.2	2.3	2.3	2.3	2.4	2.5	2.1
Length of Stay	2.6	5.3	6.5	10.2	6.1	6.6	7.7	13.5

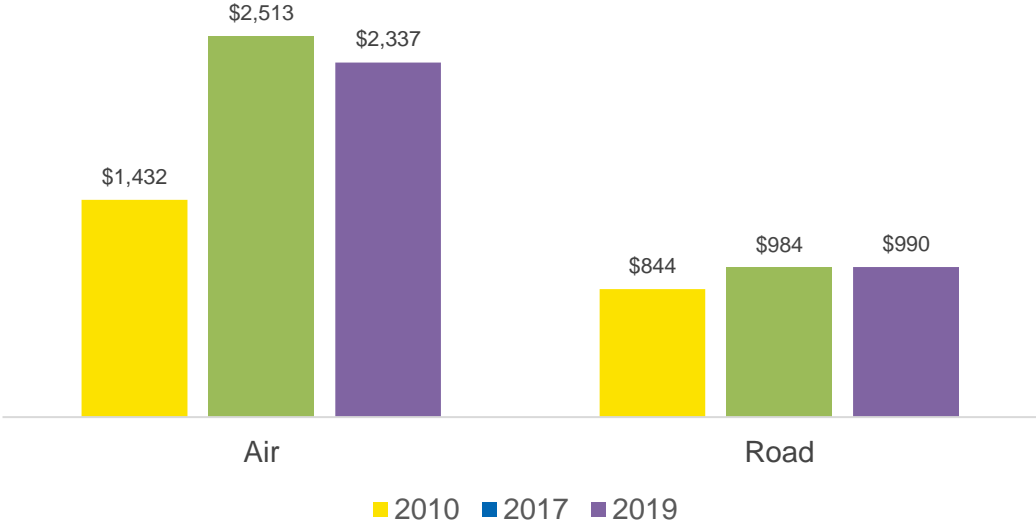
*Allocated travel is defined as 50% of the money spent getting to and from Nova Scotia.

Source: Table D22/24, C1 & D1

Visitor Expenditures – Air vs. Road

Air visitor parties spend nearly two and a half times more than road visitor parties during their Nova Scotia trips. There was a decrease in spending reported by those travelling by air compared with 2017.

Visitor Expenditures Per Party, Per Trip *Including allocated Travel, Excluding Major Purchases*



Source: Table D22/24
Note: 2010 results are expressed in 2010 dollars
Note: No available data for 2015

*Allocated travel is defined as 50% of the money spent getting to and from Nova Scotia

Visitor Expenditures – Air vs. Road

Air visitors spend more than road visitors when it comes to per person, per trip spending and per party, per trip spending. Air travellers spent, on average, \$67 more per person, per day visiting Nova Scotia in 2019 compared to road visitors. Air visitors are also more likely to stay longer.

Total Expenditures, Including Allocated Travel*, Excluding Major Purchases		
	Air	Road
Per Person, Per Day	\$169	\$102
Per Person, Per Trip	\$1,143	\$439
Per Party, Per Trip	\$2,337	\$990
Party Size	2.1	2.3
Length of Stay	6.9	4.4

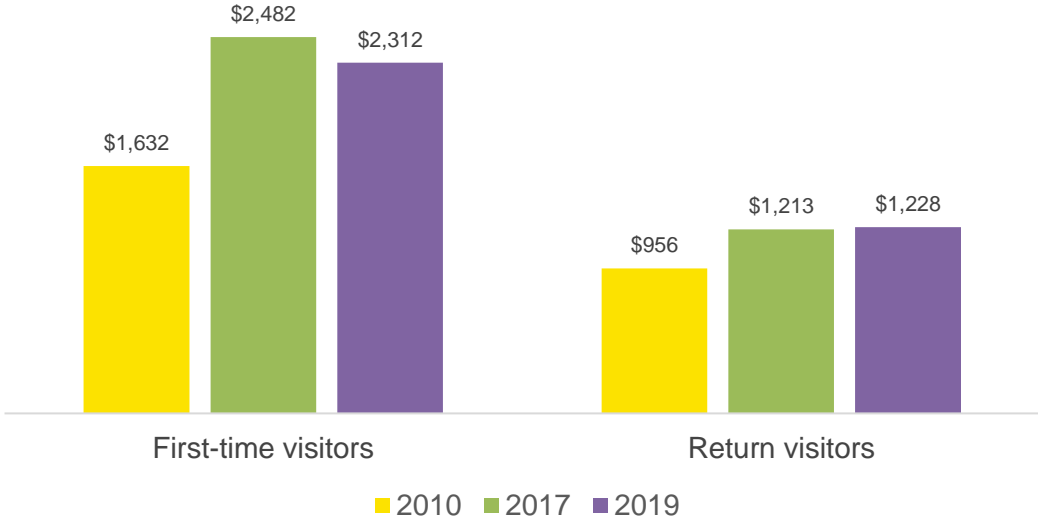
*Allocated travel is defined as 50% of the money spent getting to and from Nova Scotia.

Source: Table D22/24, C1 & D1

Visitor Expenditures – First-time Visitors

First-time visitors spend almost twice as much over the course of their trip as those who have previously visited the province. Spending among first-time visitors, who were primarily visiting the province for pleasure, decreased compared with 2017, while spending of return visitors remained consistent.

Visitor Expenditures Per Party, Per Trip
Including allocated Travel, Excluding Major Purchases



Source: Table D22/24
Note: 2010 results are expressed in 2010 dollars
Note: No available data for 2015

*Allocated travel is defined as 50% of the money spent getting to and from Nova Scotia

Visitor Expenditures – First-time Visitors

On average, first-time visitors spent \$321 more per person, per trip and \$34 more per person, per day when compared with return visitors.

Total Expenditures, Including Allocated Travel*, Excluding Major Purchases		
	First-time visitors	Return visitors
Per Person, Per Day	\$155	\$121
Per Person, Per Trip	\$905	\$584
Per Party, Per Trip	\$2,312	\$1,228
Party Size	2.6	2.1
Length of Stay	6.1	5.0

*Allocated travel is defined as 50% of the money spent getting to and from Nova Scotia.

Source: Table D22/24, C1 & D1

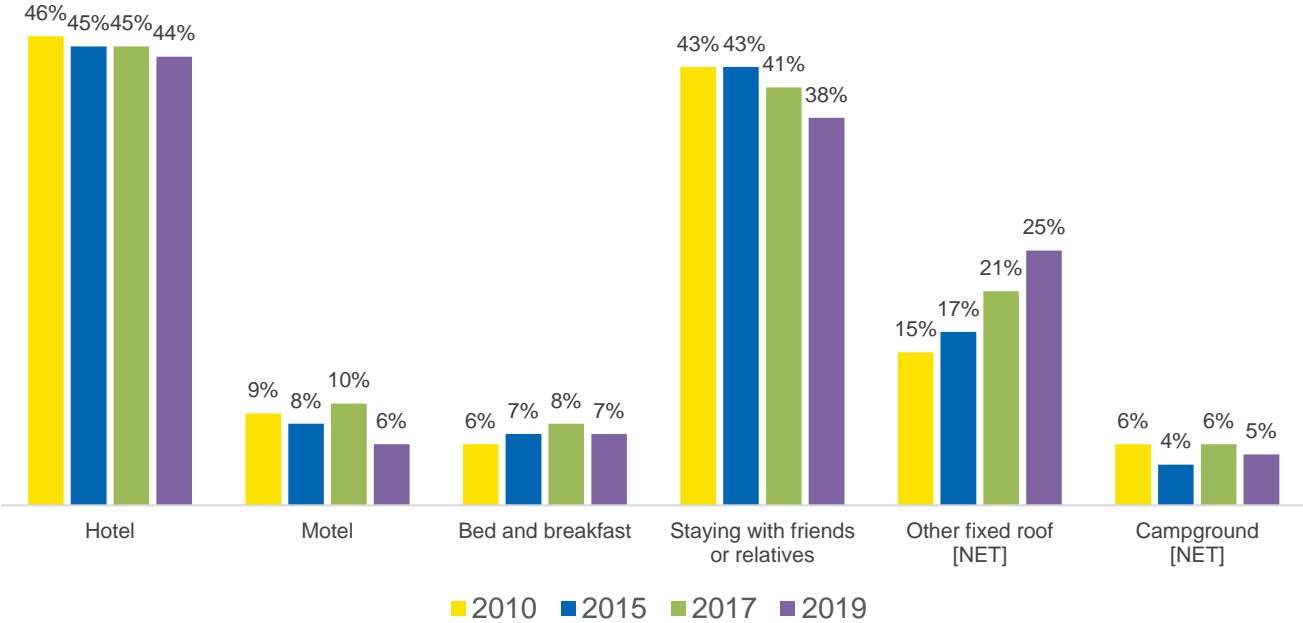
Accommodations

Types of Accommodations Used by Visitors to Nova Scotia

ACCOMMODATIONS

Accommodation types used by visitors in 2019 were similar to those in 2017, and visitors remained most likely to have stayed at hotels or with friends/relatives. There is a trending increase in the percentage of visitor parties reporting they stayed in other fixed roof accommodations (see next page for details). A decline is reported in those who have stayed with friends and relatives.

Accommodations
% Staying At Least One Night at Each Type



Percentages add up to more than 100% because a visitor might stay in multiple types of accommodations during a single trip.

'NET other fixed roof accommodations includes inns, resorts, rented and owned cottages or cabins, universities, rented room in a private home (added 2019), and 'other' responses.

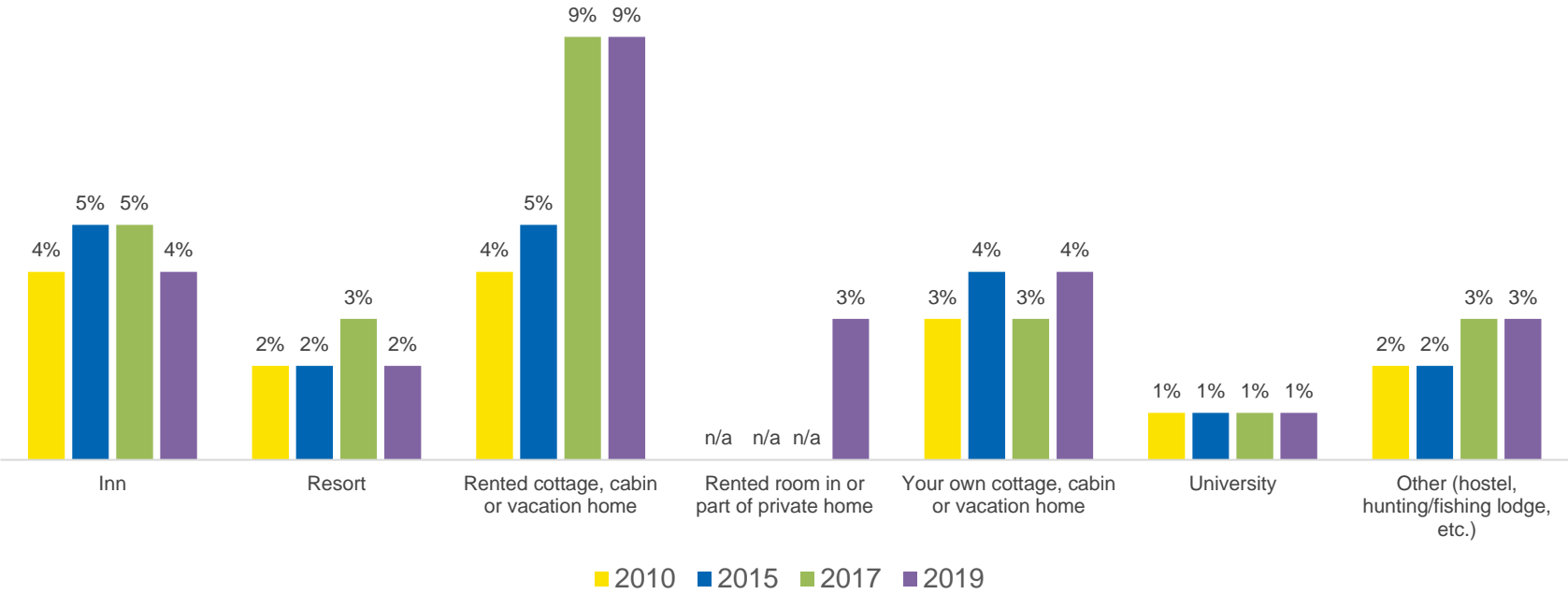
'NET campground' includes national, provincial, and commercial campgrounds.

Source: Table D25

ACCOMMODATIONS

Rented cottages, cabins, or vacation homes remained the main types of accommodations in the other fixed roof category (see previous page for other accommodations types).

Other Fixed Roof [NET] Accommodations
% Staying At Least One Night at Each Type

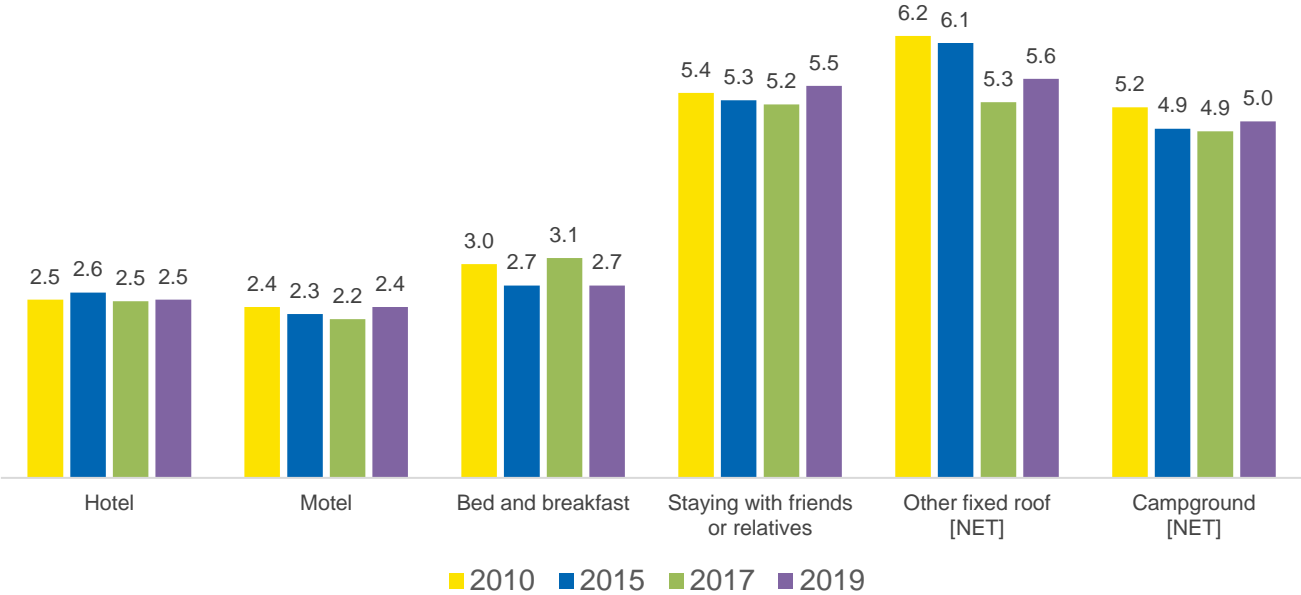


Source: Table D25

ACCOMMODATIONS

In relation to the average number of nights spent in each accommodation type in 2019, there were slight increases in the number of nights stayed with friends or relatives, in other fixed roof accommodations, in a campground and in motels compared with 2017. There was a decrease in the number of nights stayed at a bed and breakfast.

Nights Spent by Accommodation Type
Among Parties who Spent Nights in Those Accommodation Types



Note that the average number of nights by accommodation type does not directly relate to the total length of a trip, as a visitor might stay in more than one type of accommodation during their Nova Scotia visit.

'NET other fixed roof' accommodations includes inns, resorts, rented and owned cottages or cabins, universities, rented room in a private home (added 2019), and 'other' responses.

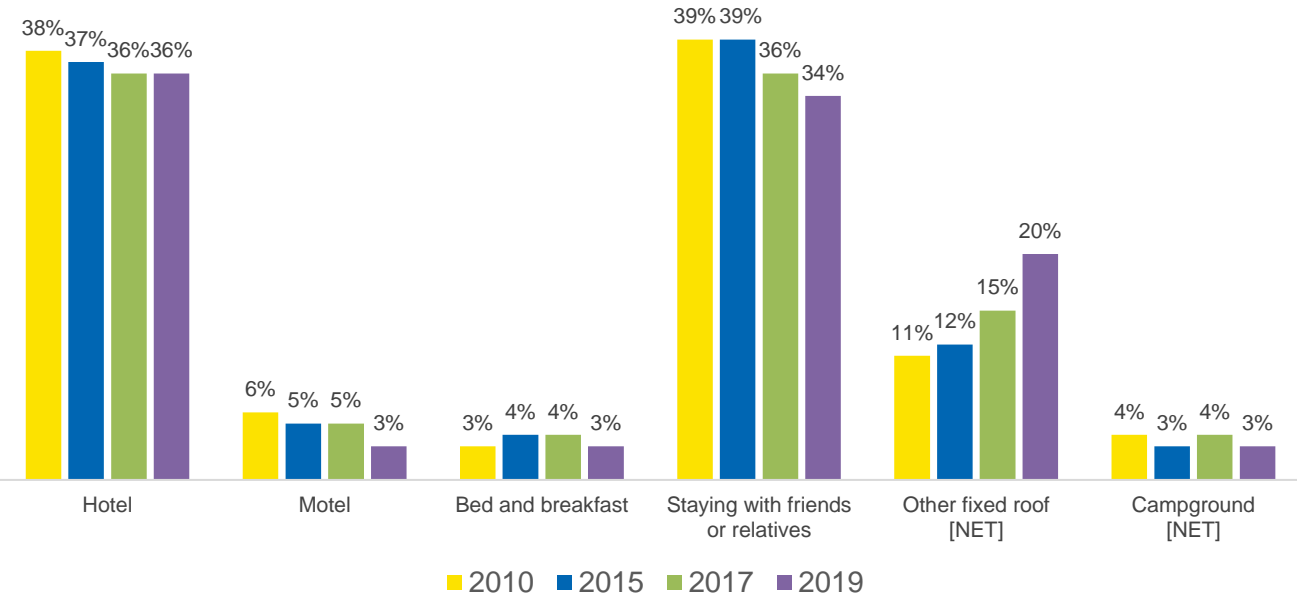
'NET campground' includes national, provincial, and commercial campgrounds.

Source: Table D25

ACCOMMODATIONS

Survey respondents were asked to identify the types of accommodations used and the number of nights spent at each type of accommodation. Using this information, estimates of each accommodation type's share of overall nights may be developed. The increase in the popularity of other fixed roof [NET] accommodations remained consistent in 2019, and accounted for 20% of all nights, compared with 15% in 2017. This increase corresponded with declines in staying with friends or relatives, and in motels.

Share of Nights by Accommodation Type
Among All Parties



'NET other fixed roof accommodations includes inns, resorts, rented and owned cottages or cabins, universities, rented room in a private home (added 2019), and 'other' responses.

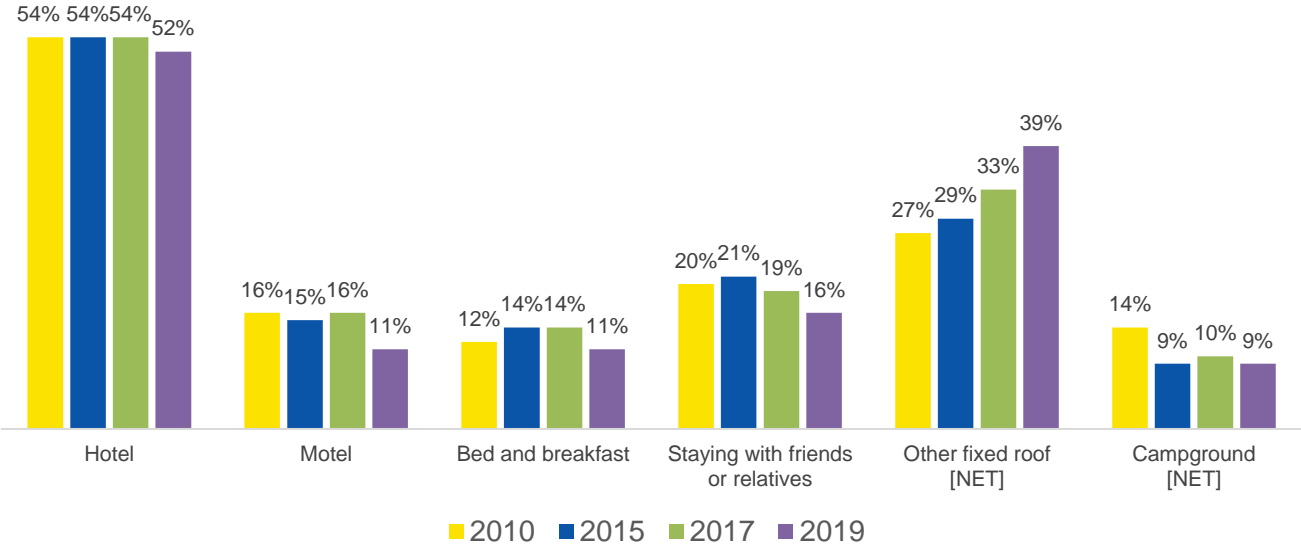
'NET campground' includes national, provincial, and commercial campgrounds.

Source: Table D25

ACCOMMODATIONS

Accommodation types used by pleasure visitors in 2019 shifted slightly compared with 2017. Fewer visitors reported staying in hotels, motels, bed and breakfasts and with friends or relatives. There was an increase in visitors who reported staying at other fixed roof accommodations.

Percentage Staying in Each Type of Accommodation Among Pleasure Parties



Percentages add up to more than 100% because a visitor might stay in multiple types of accommodations during a single trip.

'NET other fixed roof' accommodations includes inns, resorts, rented and owned cottages or cabins, universities, rented room in a private home (added 2019), and 'other' responses.

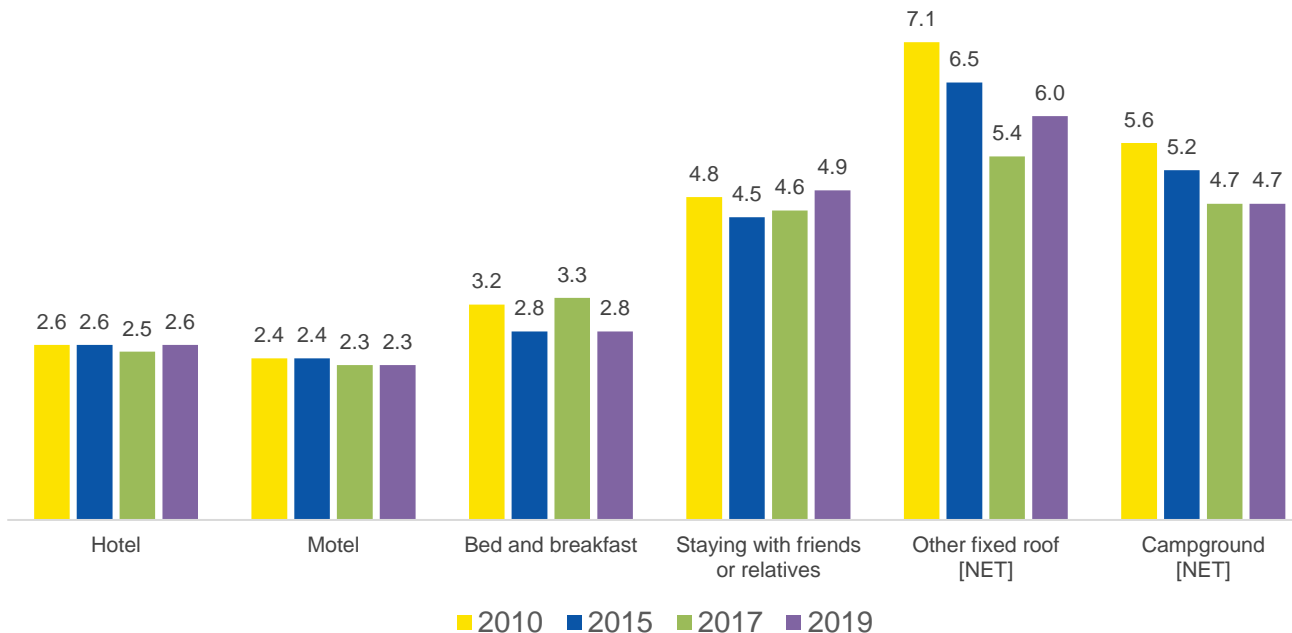
'NET campground' includes national, provincial, and commercial campgrounds.

Source: Table D25

ACCOMMODATIONS

Among pleasure visitors in 2019, the average number of nights spent at other fixed roof accommodations increased after a steady decline since 2010. Staying with friends or relatives continued to increase. The average length of stay at a bed and breakfast decreased compared with 2017.

Average Nights Spent in Accommodation
Among Pleasure Parties



Note that the average number of nights by accommodation type does not directly relate to the total length of a trip, as a visitor might stay in more than one type of accommodation during their Nova Scotia visit.

'NET other fixed roof accommodations includes inns, resorts, rented and owned cottages or cabins, universities, rented room in a private home (added 2019), and 'other' responses.

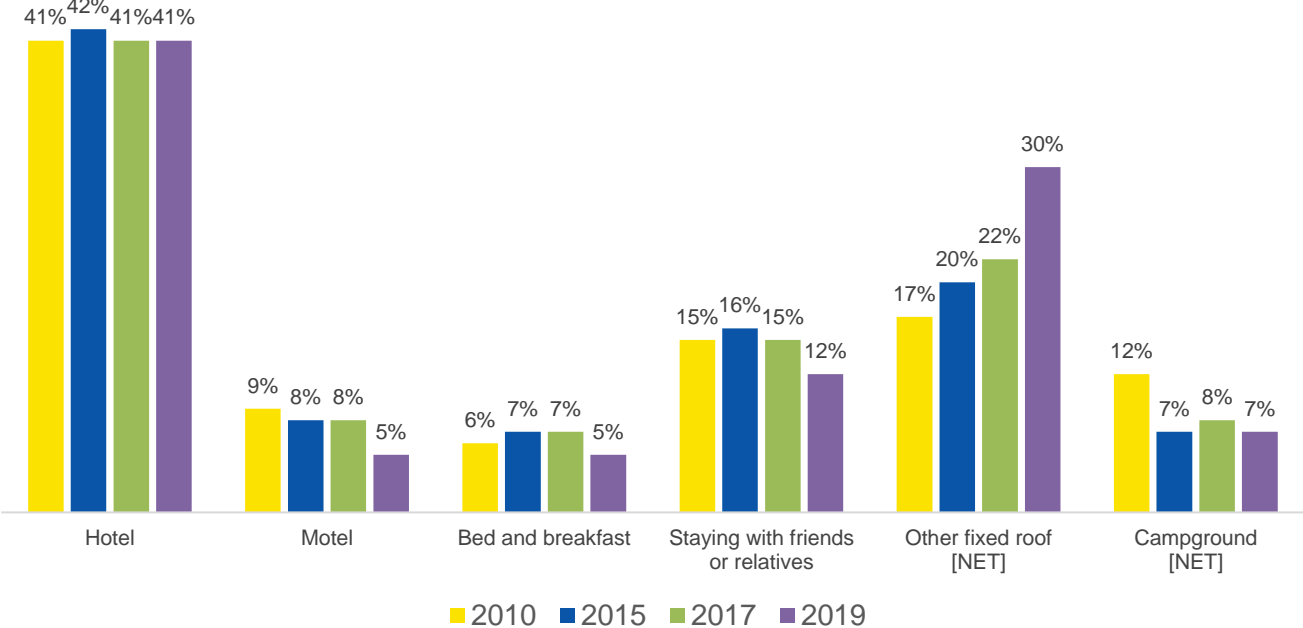
'NET campground' includes national, provincial, and commercial campgrounds.

Source: Table D25

ACCOMMODATIONS

Looking at each accommodation type’s share of overall nights in Nova Scotia among pleasure visitors, consistent with 2017, hotels received the largest share of nights. Other fixed roof accommodations’ share of nights significantly increased compared to 2017, while a decline was noted for all other types of accommodation with the exception of hotels.

Share of Nights by Accommodation Type
Among Pleasure Parties



‘NET other fixed roof accommodations includes inns, resorts, rented and owned cottages or cabins, universities, rented room in a private home (added 2019), and ‘other’ responses.

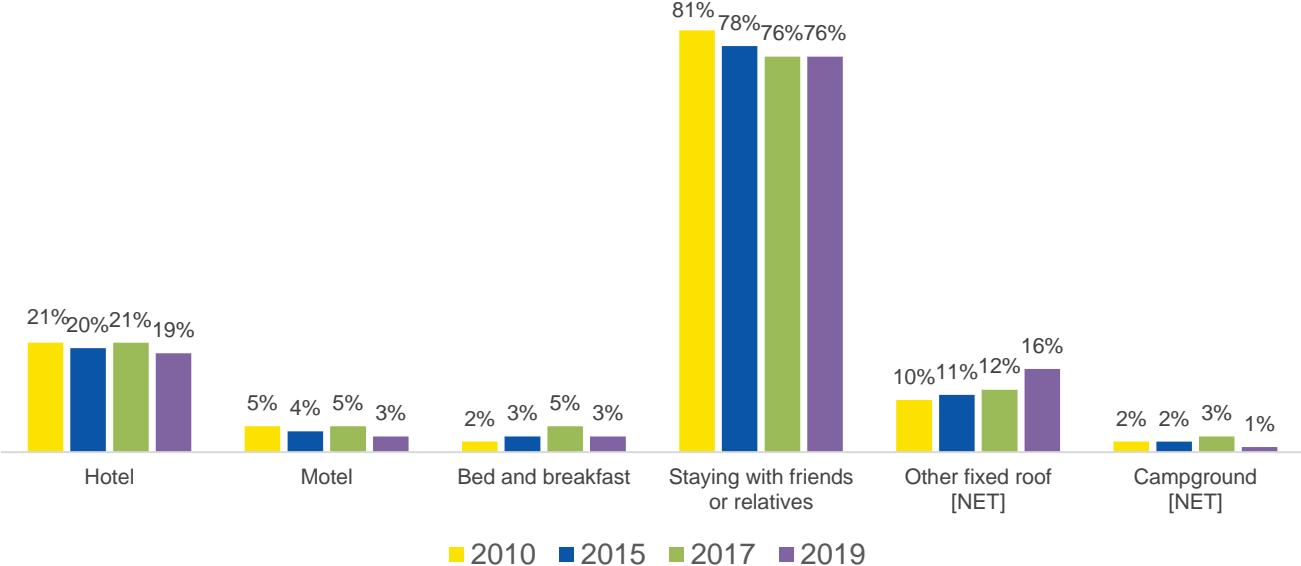
‘NET campground’ includes national, provincial, and commercial campgrounds.

Source: Table D25

ACCOMMODATIONS

As might be expected, the vast majority of VFR visitors reported they stayed with friends or relatives, consistent with 2017 results. Compared with 2010, the incidence of staying with friends or relatives is trending downwards. There was a small decline in the use of all other types of accommodations, with the exception of other fixed roof which increased compared with 2017.

Percentage Staying in Each Type of Accommodation
Among VFR Parties



Source: Table D25

Percentages add up to more than 100% because a visitor might stay in multiple types of accommodations during a single trip.

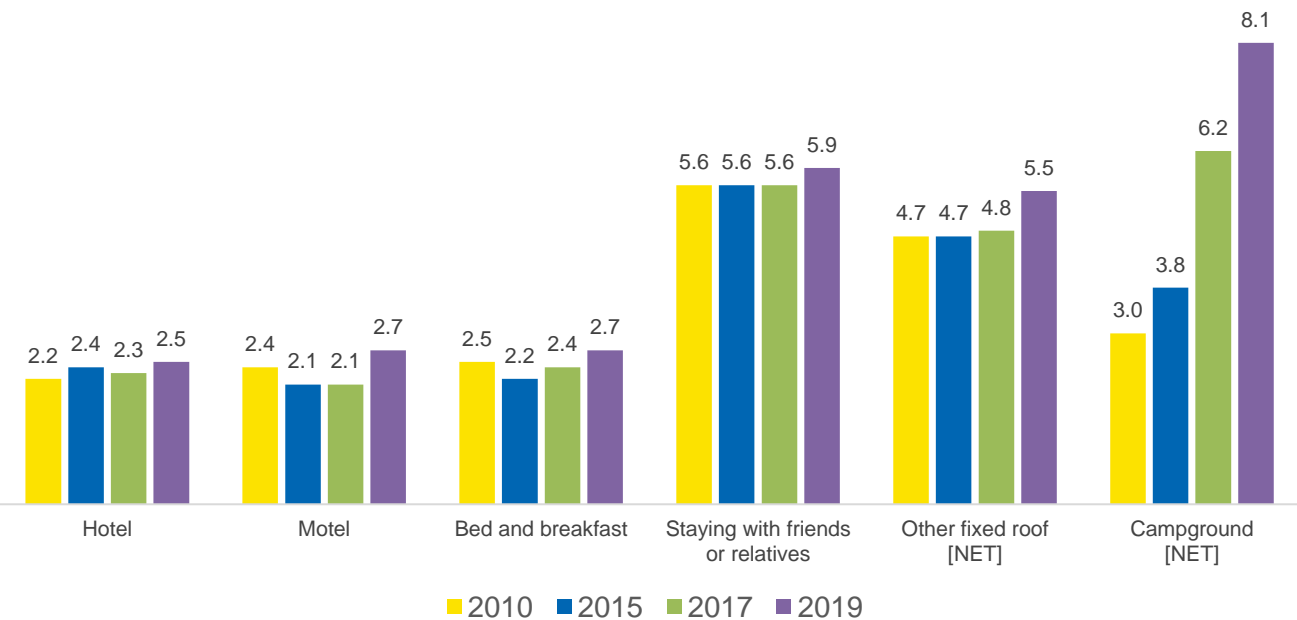
'NET other fixed roof' accommodations includes inns, resorts, rented and owned cottages or cabins, universities, rented room in a private home (added 2019), and 'other' responses.

'NET campground' includes national, provincial, and commercial campgrounds.

ACCOMMODATIONS

There was a significant increase in the average nights spent by VFR visitors at campgrounds compared to previous years. Smaller increases are also evident for all other types of accommodations compared with 2017, notably other fixed roof accommodations and motels.

Average Nights Spent in Accommodation
Among VFR Parties



Note that the average number of nights by accommodation type does not directly relate to the total length of a trip, as a visitor might stay in more than one type of accommodation during their Nova Scotia visit.

'NET other fixed roof accommodations includes inns, resorts, rented and owned cottages or cabins, universities, rented room in a private home (added 2019), and 'other' responses.

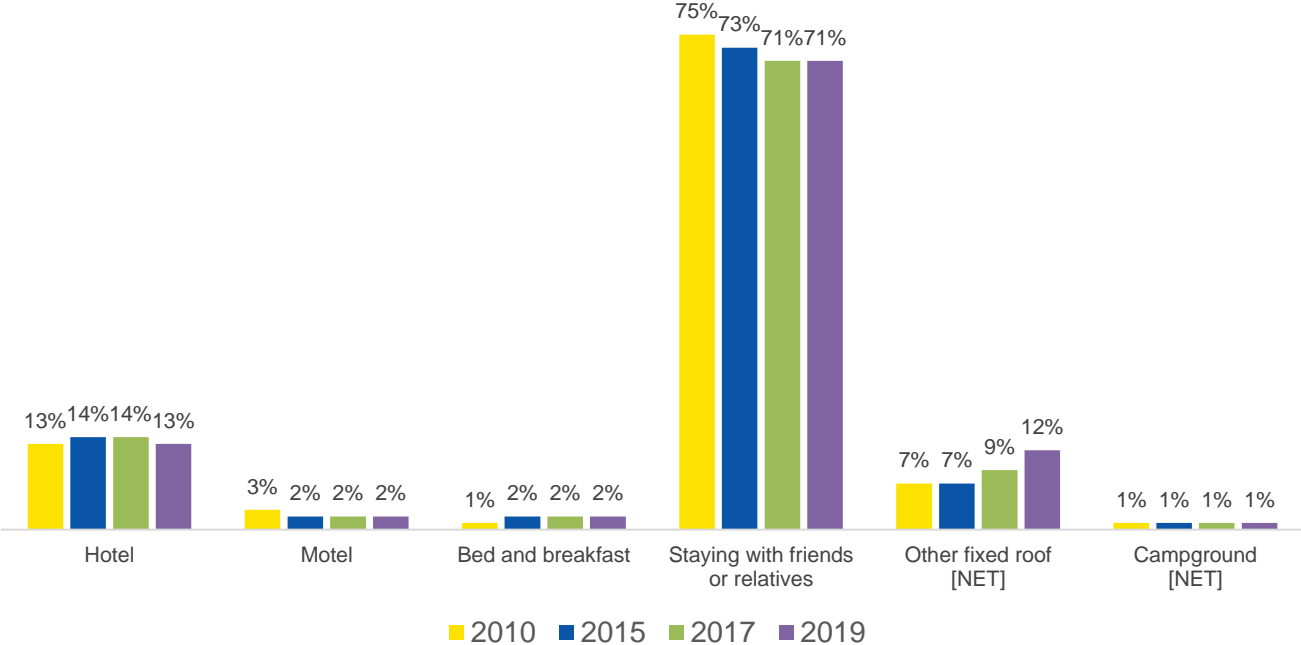
'NET campground' includes national, provincial, and commercial campgrounds.

Source: Table D25

ACCOMMODATIONS

Looking at each accommodation type’s share of overall nights in Nova Scotia among VFR visitors, staying with friends and relatives received the largest percentage, consistent with 2017. There was a slight increase between 2017 and 2019 in the share of other fixed roof accommodations.

Share of Nights by Accommodation Type
Among VFR Parties



‘NET other fixed roof’ accommodations includes inns, resorts, rented and owned cottages or cabins, universities, rented room in a private home (added 2019), and ‘other’ responses.

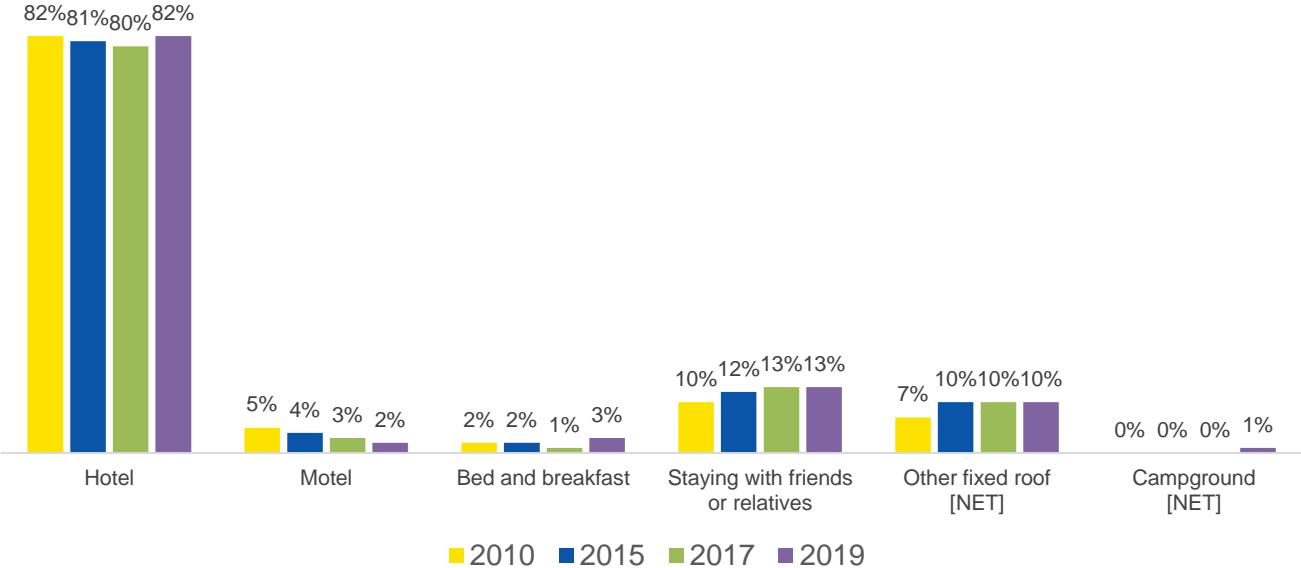
‘NET campground’ includes national, provincial, and commercial campgrounds.

Source: Table D25

ACCOMMODATIONS

The vast majority of business visitors reported staying in a hotel, and results marginally increased compared with 2017.

Percentage Staying in Each Type of Accommodation Among Business Parties



Percentages add up to more than 100% because a visitor might stay in multiple types of accommodations during a single trip.

'NET other fixed roof' accommodations includes inns, resorts, rented and owned cottages or cabins, universities, rented room in a private home (added 2019), and 'other' responses.

'NET campground' includes national, provincial, and commercial campgrounds.

Source: Table D25

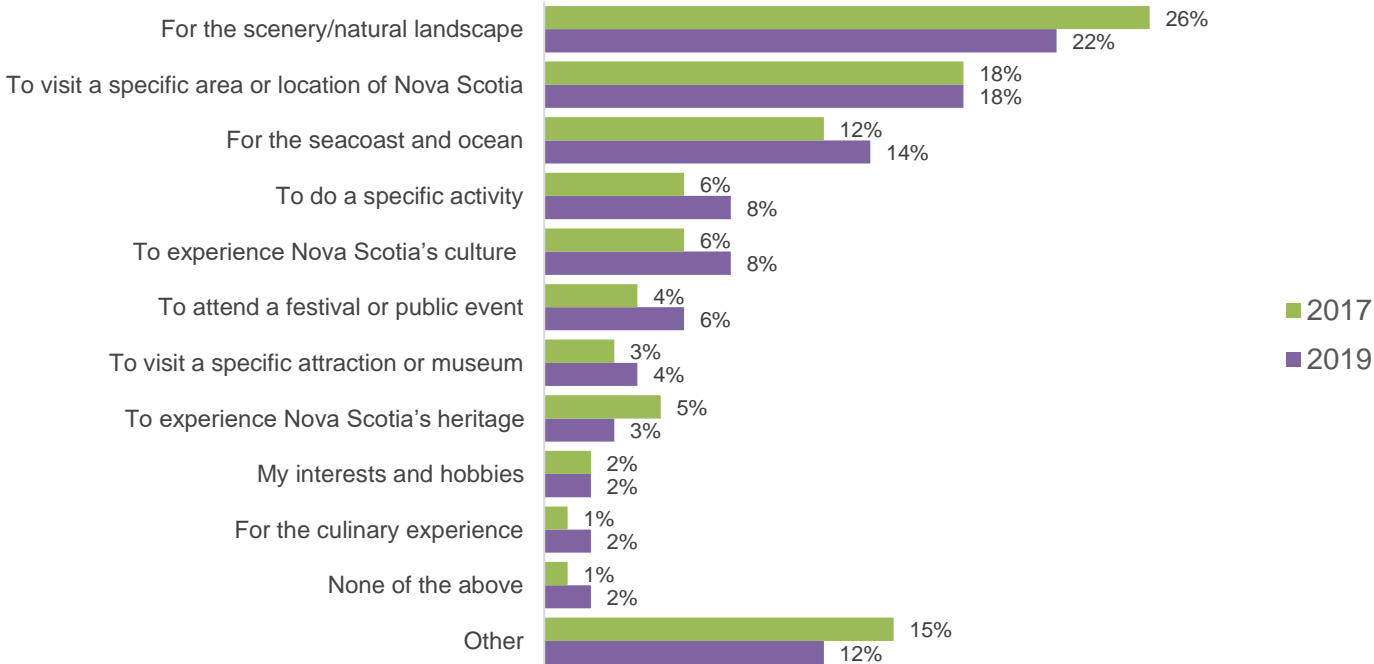
VISITOR ACTIVITIES

Reasons for Travel to Nova Scotia, Popular Activities & Attractions

TRAVEL MOTIVATORS

Pleasure visitors were asked to select the main reason for choosing to visit Nova Scotia, from a list of factors. These visitors chose Nova Scotia primarily for its scenery and natural landscape, to visit a specific location and for the seacoast and ocean. Nova Scotia’s iconic seacoast and natural beauty continue to be significant contributors to pleasure visitors’ decision to visit the province.

Main Reason for Visiting Nova Scotia*
Among Pleasure Visitors



Source: Table D8
Note: No comparable data for 2010 or 2015

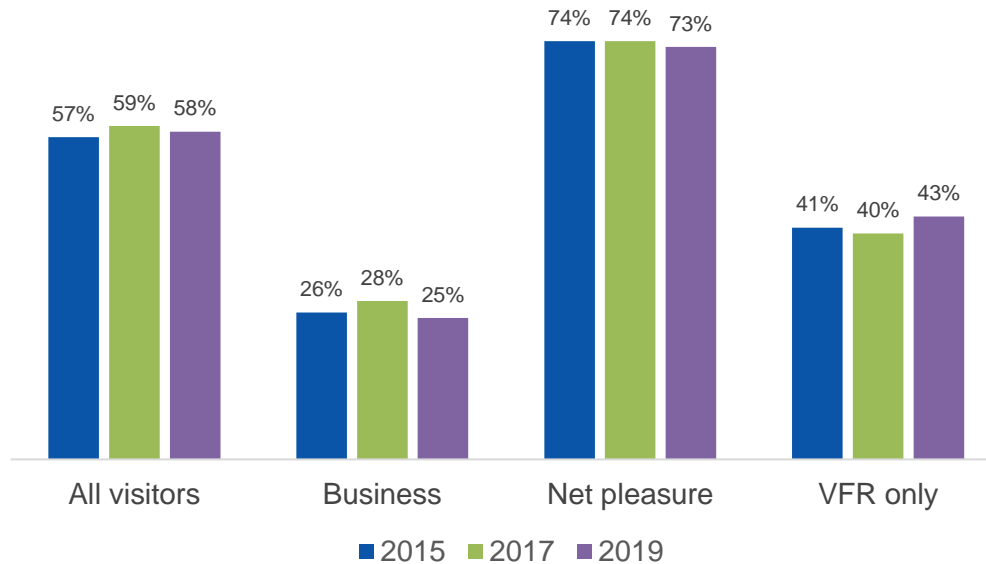
* Responses based on data collected between June and October 2017



OUTDOOR ACTIVITIES

The rate of participation in outdoor activities is consistent when compared with 2017. Net pleasure visitors were most likely to have engaged in outdoor activities, with three-quarters reporting that they or someone in their travel party participated in at least one outdoor activity. Those visiting for business remained least likely to have participated in outdoor activities.

Participated in Outdoor Activities
% 'Yes', by Trip Purpose

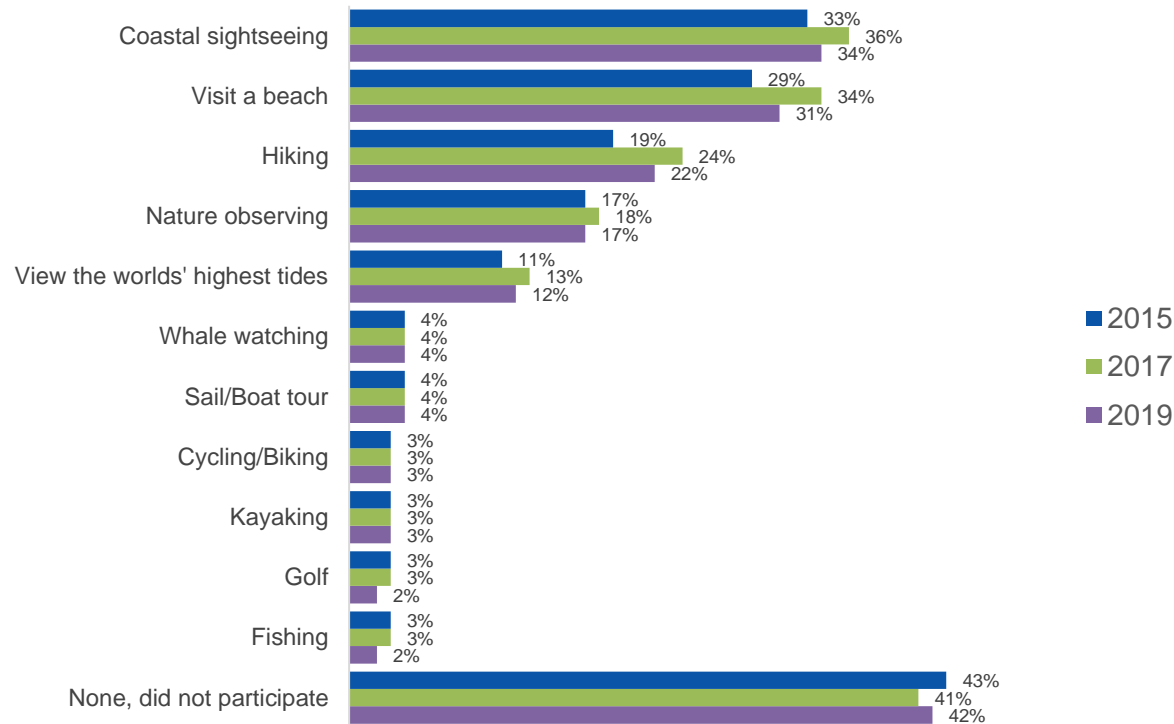


Source: Table N2
Note: No comparable 2010 data

OUTDOOR ACTIVITIES

Coastal sightseeing and visiting a beach remained the most popular outdoor activities, however, less so than in 2017. Among other popular activities, a significant number of visitor parties went hiking or participated in nature observation activities, while more than one in ten reported viewing the world's highest tides.

Participation in Outdoor Activities
Among All Visitors

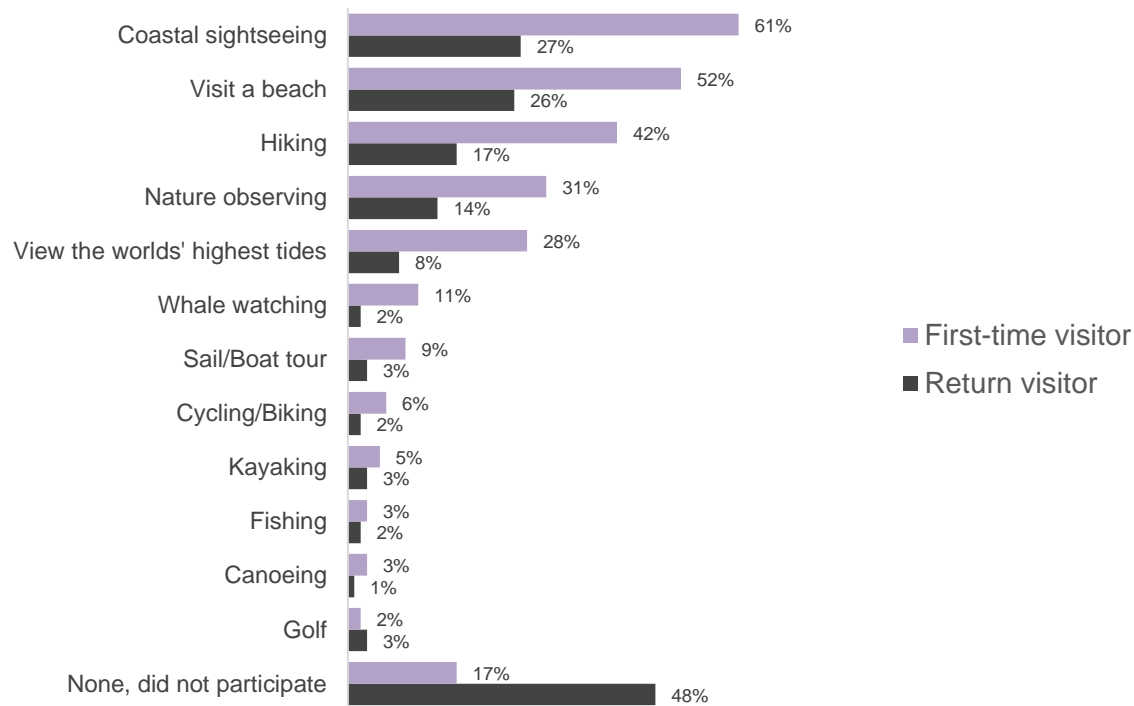


Source: Table N2
Note: No comparable 2010 data

OUTDOOR ACTIVITIES

First-time visitors were much more likely to have participated in outdoor activities compared with return visitors.

Participation in Outdoor Activities
First-time vs. Return Visitors

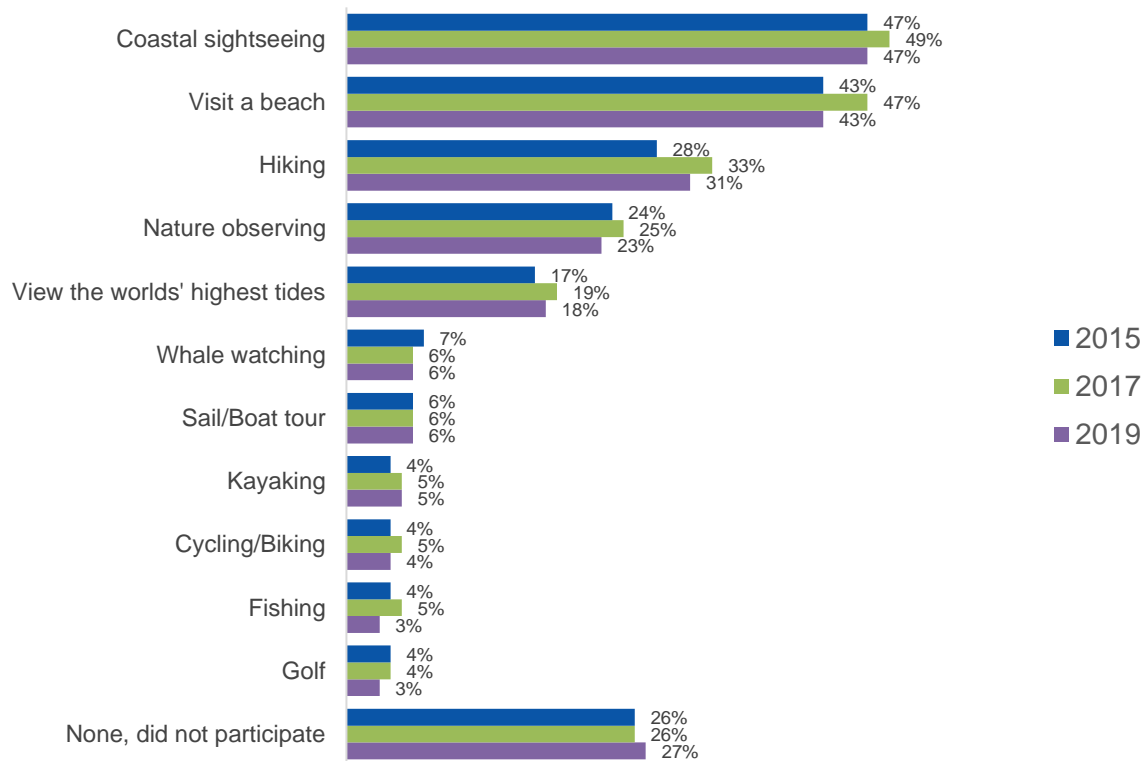


Source: Table N2

OUTDOOR ACTIVITIES

Fewer than one-half of net pleasure travel parties participated in coastal sightseeing, while four in 10 visited a beach, three in 10 went hiking, over one in five went nature observing, and nearly one in five viewed the world's highest tides. Notably, compared with 2017, net pleasure visitors in 2019 were less likely to participate in those main outdoor activities.

Participation in Outdoor Activities
Among Net Pleasure Visitors

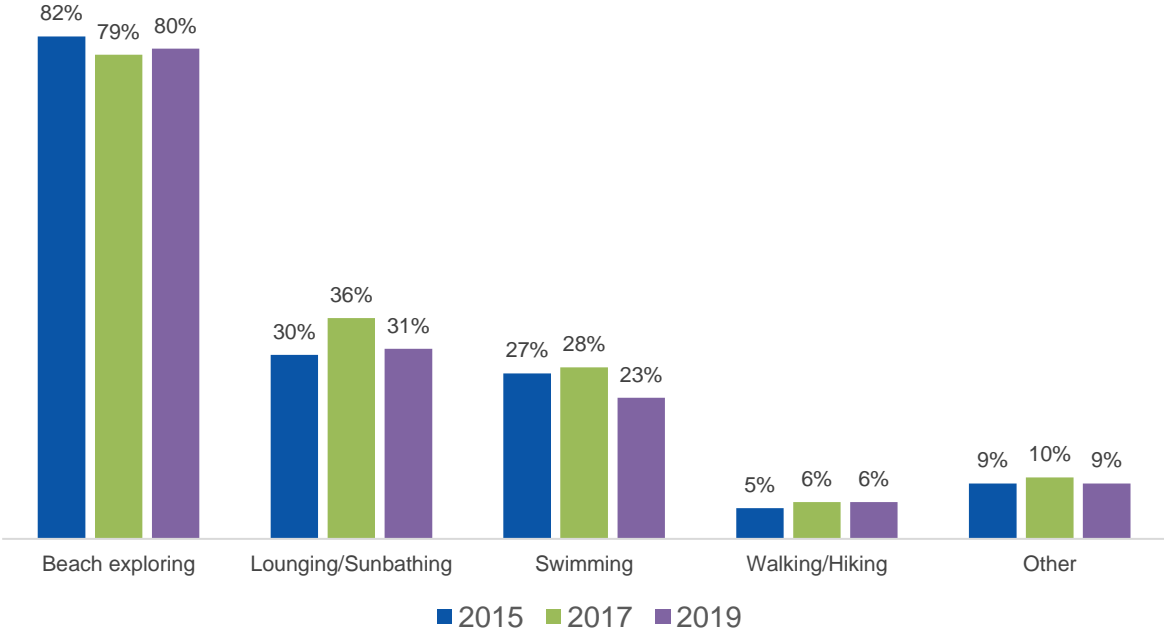


Source: Table N2
Note: No comparable 2010 data

OUTDOOR ACTIVITIES

When at the beach, beach exploring remained most popular, consistent with 2017. There was a decrease among those who participated in lounging/sunbathing and swimming.

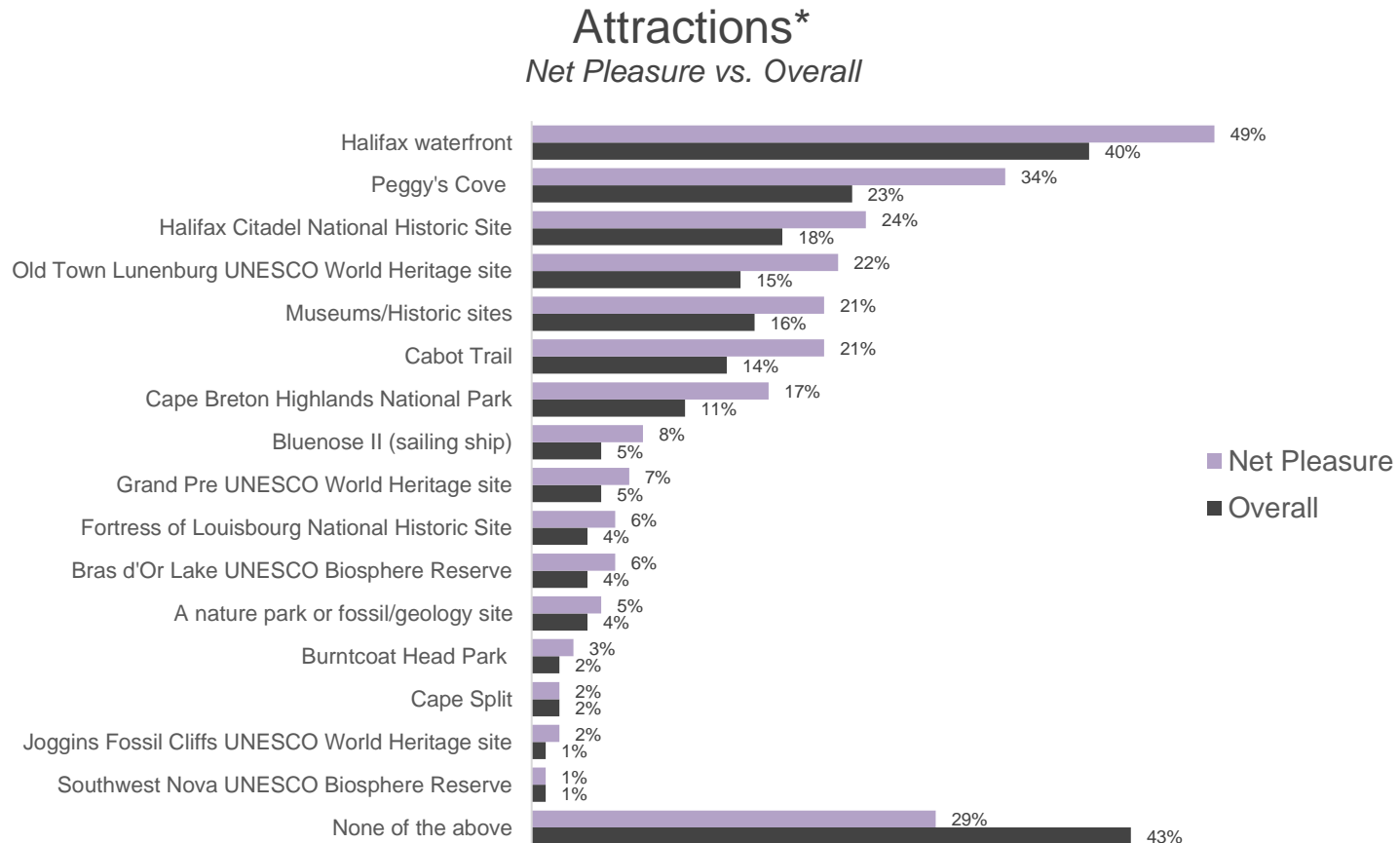
Participation in Beach Activities *Among Those Visiting a Beach*



Source: Table N4c
Note: No comparable 2010 data

ATTRACTIONS, EVENTS AND ACTIVITIES

The Halifax waterfront was the most popular attraction among visitors, while Peggy's Cove, Halifax Citadel, Old Town Lunenburg, museums/historic sites, the Cabot Trail and the Cape Breton Highlands National Park were visited by at least one in 10 visitor parties. Net pleasure visitors are more likely than other visitors to report visiting at least one attraction during their Nova Scotia visit.

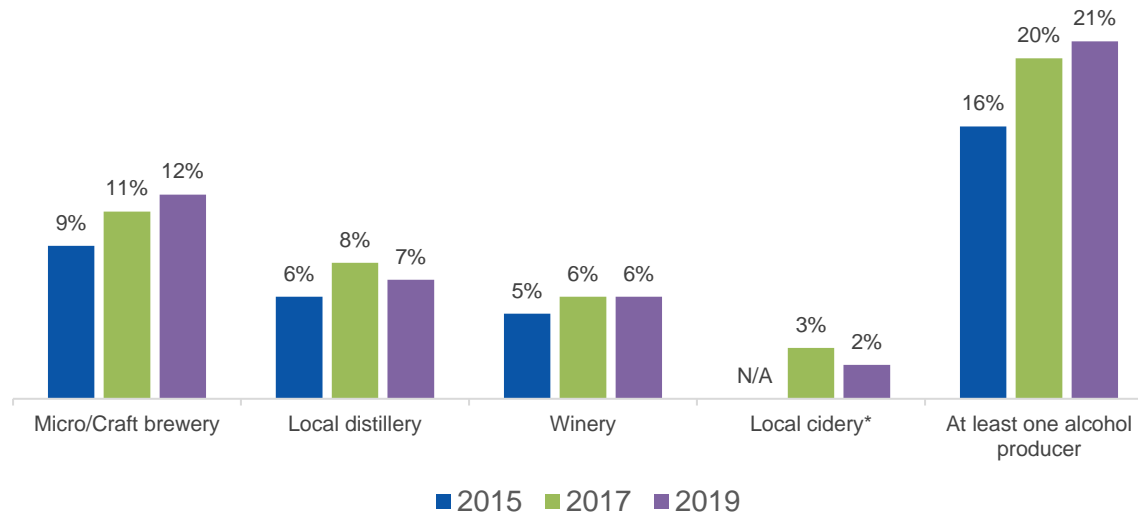


Source: Table N3
Note: No comparable data for 2010 or 2015

ATTRACTIONS AND EVENTS

Similar to 2017, one in five visitor parties visited at least one local alcohol producer during their Nova Scotia visit in 2019. Visiting a micro/craft brewery was most prevalent, and has seen a consistent increase since 2015.

Nova Scotia Alcohol Producer Visitation *Among All Visitors*

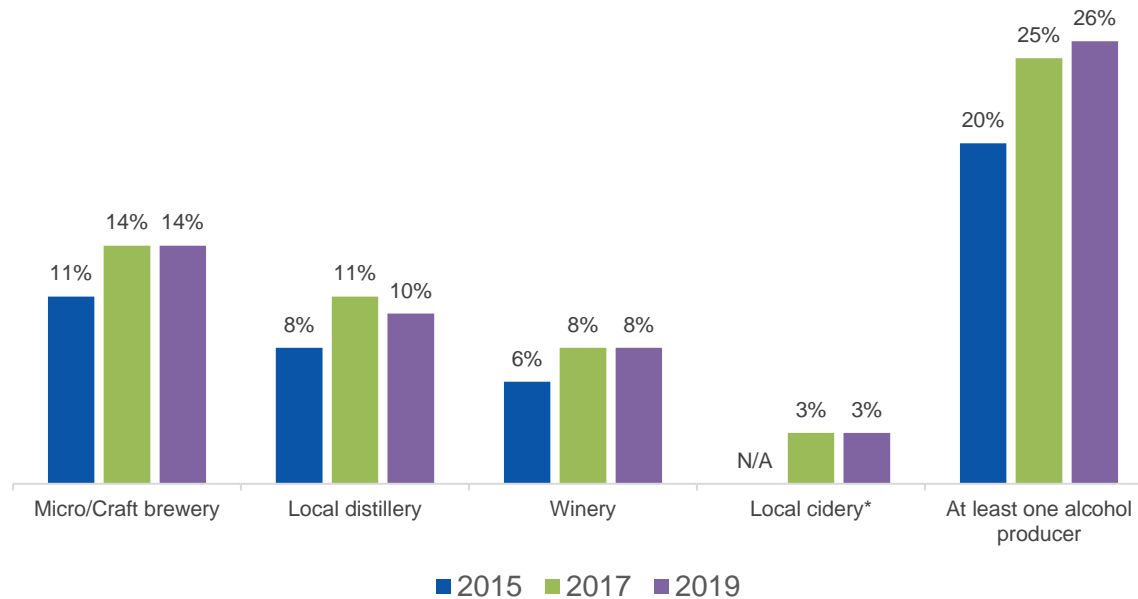


Source: 2015 – N3, 2017 & 2019 - Table N3e
Note: No comparable 2010 data
*Data not available for 2015

ATTRACTIONS AND EVENTS

Similar to 2017, one quarter of net pleasure visitors visited at least one alcohol producer in 2019. The type of producer visited remained consistent with 2017.

Nova Scotia Alcohol Producer Visitation *Among Net Pleasure Visitors*

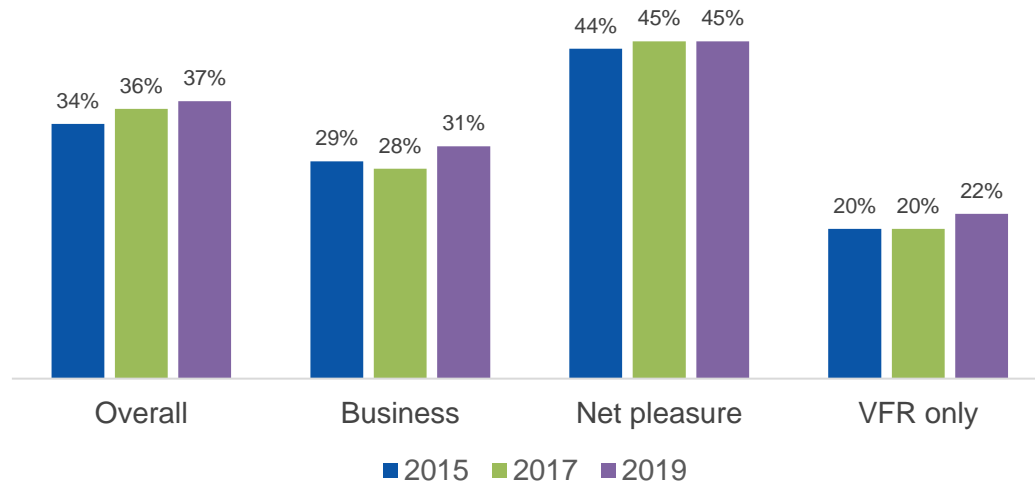


Source: 2015 – N3, 2017 & 2019 - Table N3e
Note: No comparable 2010 data
*Data not available for 2015

LOBSTER

Lobster remained an important part of the visitor experience, particularly among net pleasure visitors. The appeal of lobster remained highest among visitors from outside Atlantic Canada.

Percentage of Visitor Parties That Ate Lobster
by Trip Purpose



Region	% Ate Lobster
Atlantic Canada	13%
Quebec	56%
Ontario	57%
Western Canada	63%
New England	47%
Mid-Atlantic US	68%
Other US	66%
Overseas	59%

Source: Table N5
Note: No comparable 2010 data

SATISFACTION

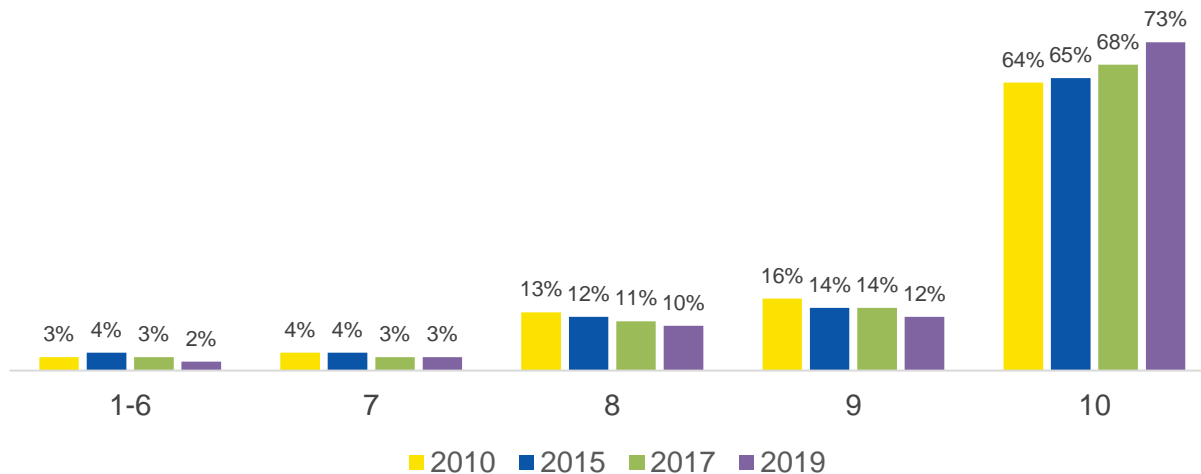
SATISFACTION WITH NOVA SCOTIA

Looking at visitors' likelihood to recommend Nova Scotia, nearly three-quarters offered the highest rating of '10', while nearly one-quarter offered ratings of '8' or '9'.

Likelihood to Recommend Nova Scotia as a Place to Visit

Scale from 1 (Definitely would not recommend) to 10 (Definitely would recommend)

Average Rating



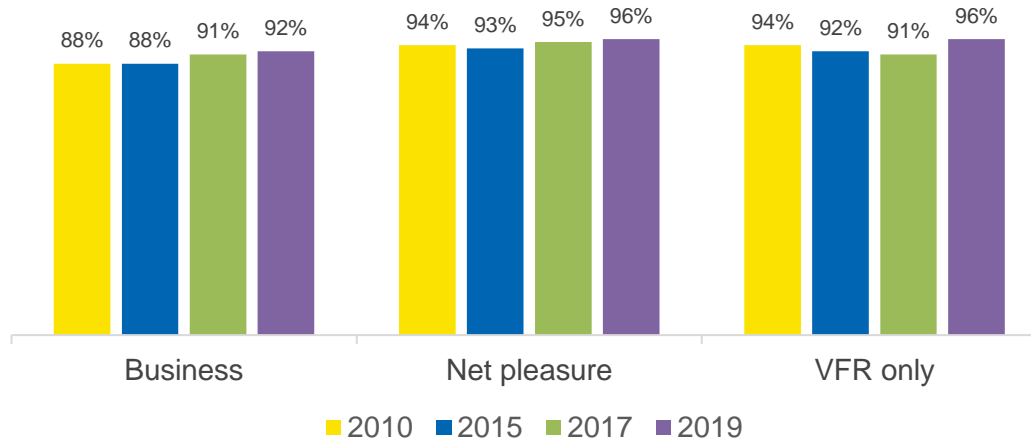
2010	9.3
2015	9.3
2017	9.4
2019	9.5

Source: Table O1

SATISFACTION WITH NOVA SCOTIA

The likelihood of recommending Nova Scotia remained high and consistent across trip purposes. There was a small increase in the likelihood expressed by VFR only visitors in 2019 compared with 2017.

Likelihood to Recommend Nova Scotia
as a Place to Visit
by Trip Purpose – % rating 8,9 or 10

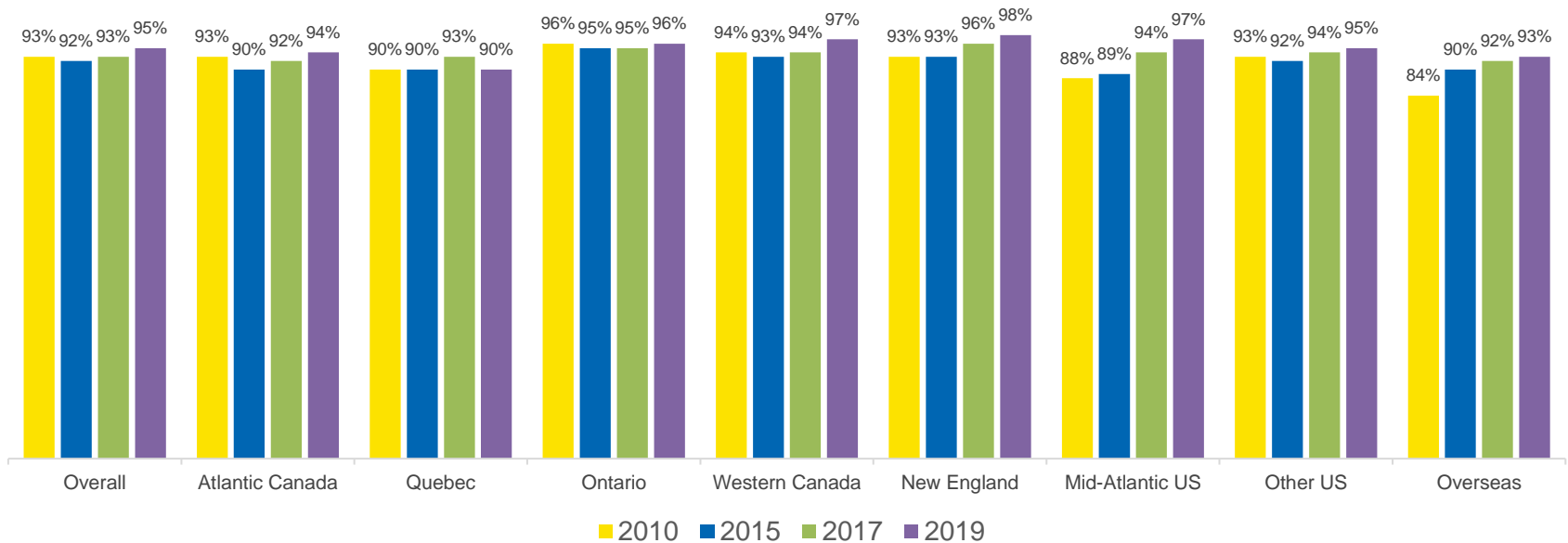


Source: Table O1

SATISFACTION WITH NOVA SCOTIA

The likelihood of recommending Nova Scotia remained high across all markets and increased in 2019, with the exception of visitors from Quebec.

Likelihood to Recommend Nova Scotia as a Place to Visit
by Market Region – % rating 8,9 or 10

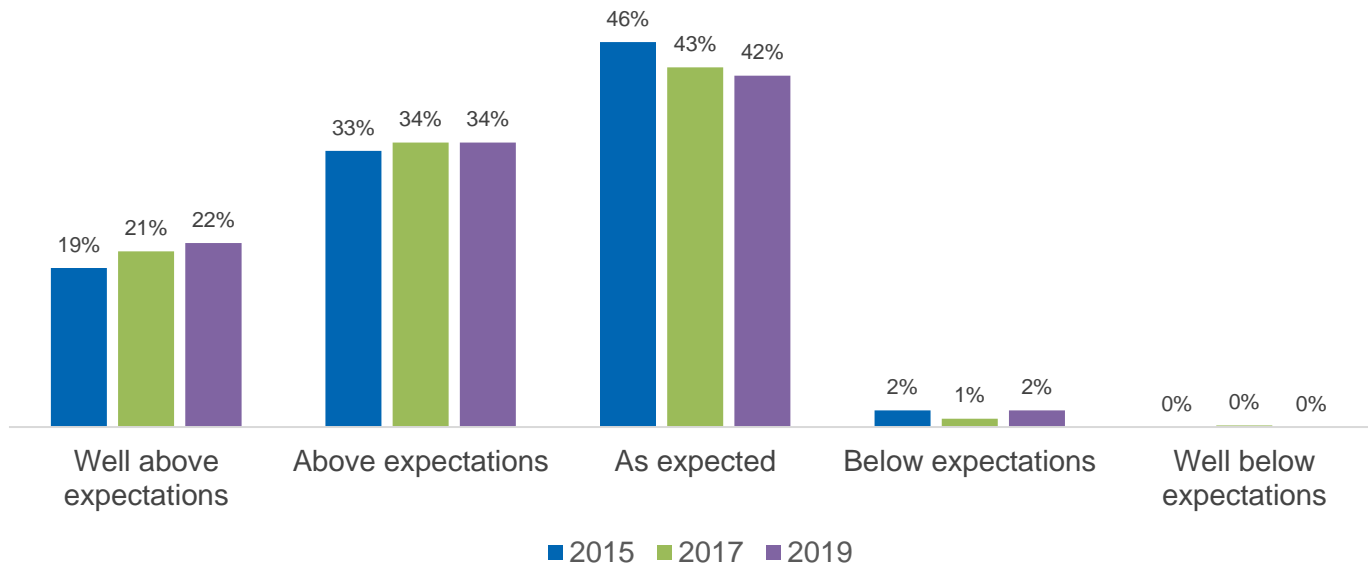


Source: Table O1

SATISFACTION WITH NOVA SCOTIA

Consistent with their high levels of satisfaction, more than one-half of visitors said their Nova Scotia visit exceeded their expectations, while more than four in 10 had their expectations met. Only 2% of visitors stated their expectations were not met.

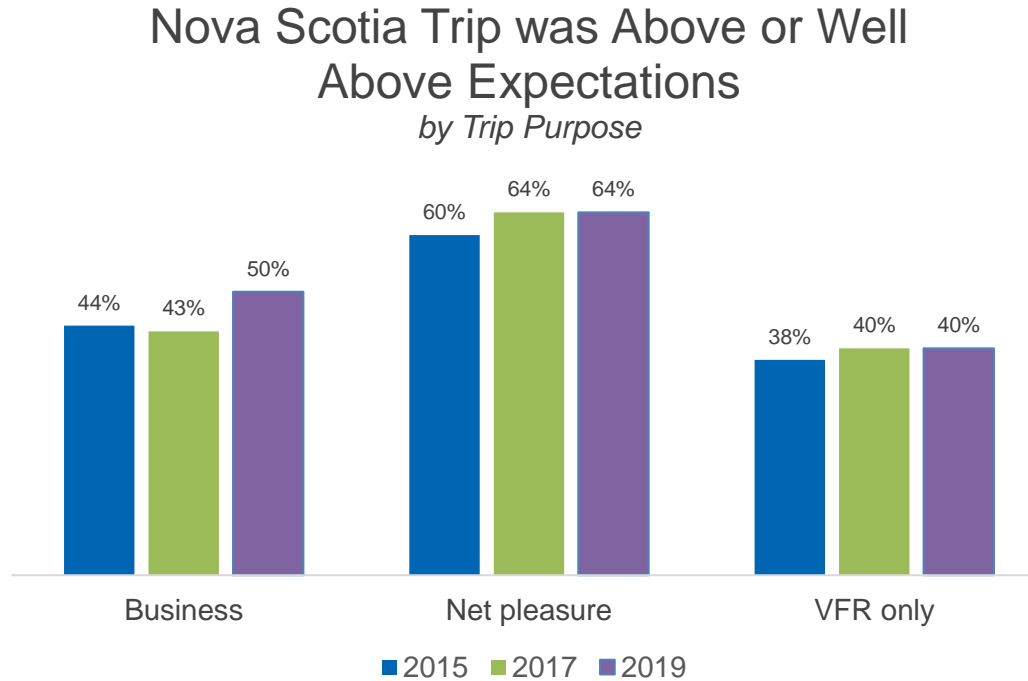
Nova Scotia Trip Compared with Expectations
Among All Visitors



Source: Table O5
Note: No comparable 2010 data

SATISFACTION WITH NOVA SCOTIA

Net pleasure visitors were most likely to say that their Nova Scotia visit exceeded their expectations.

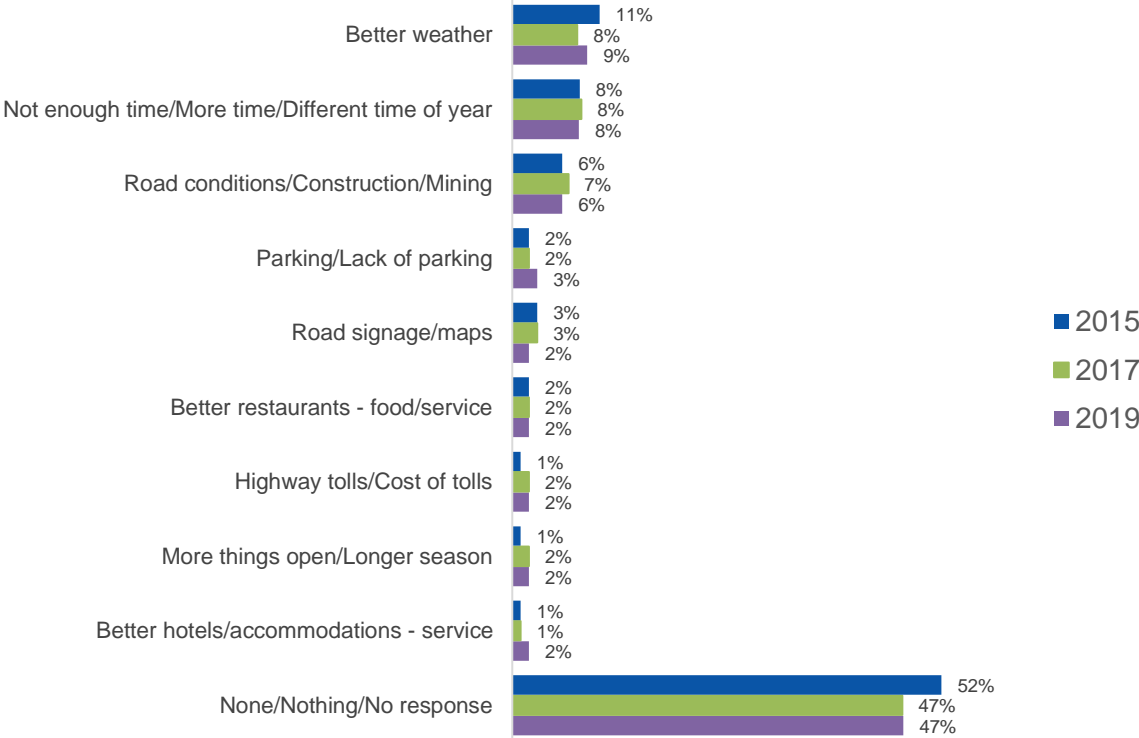


Source: Table O5
Note: No comparable 2010 data

OPPORTUNITIES FOR IMPROVEMENT

Consistent with 2017, more than half of visitors in 2019 offered suggestions for improvement. The most common recommendations centered around improved weather, having more time in Nova Scotia, and improving road conditions.

Opportunities for Improving Nova Scotia Experience Among All Visitors



Source: Table O6
Note: No comparable 2010 data



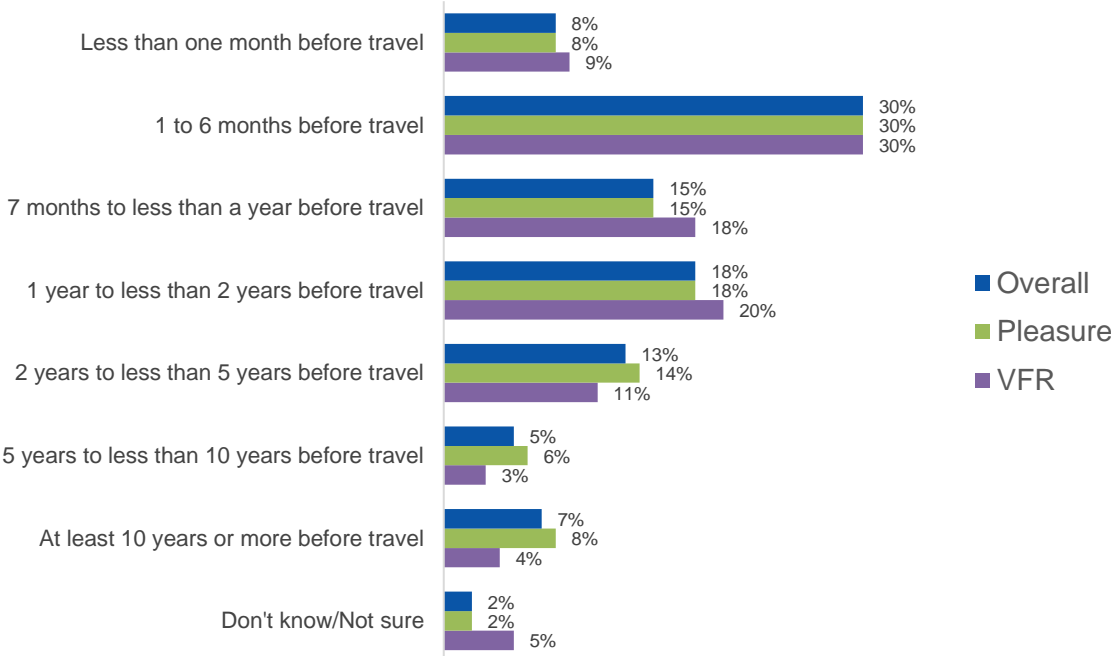
TRIP PLANNING

TRIP PLANNING

Overall, a majority of first-time pleasure and VFR visitors started thinking about travelling to Nova Scotia within a year of their trip. Two in 10 first thought of Nova Scotia as a possible destination within two years of travel, leaving one-quarter who first thought of travelling to Nova Scotia more than two years prior to their trip.

First Started Thinking About Nova Scotia as a Leisure Destination Would Like to Travel To

Among First-Time Pleasure & VFR Visitors



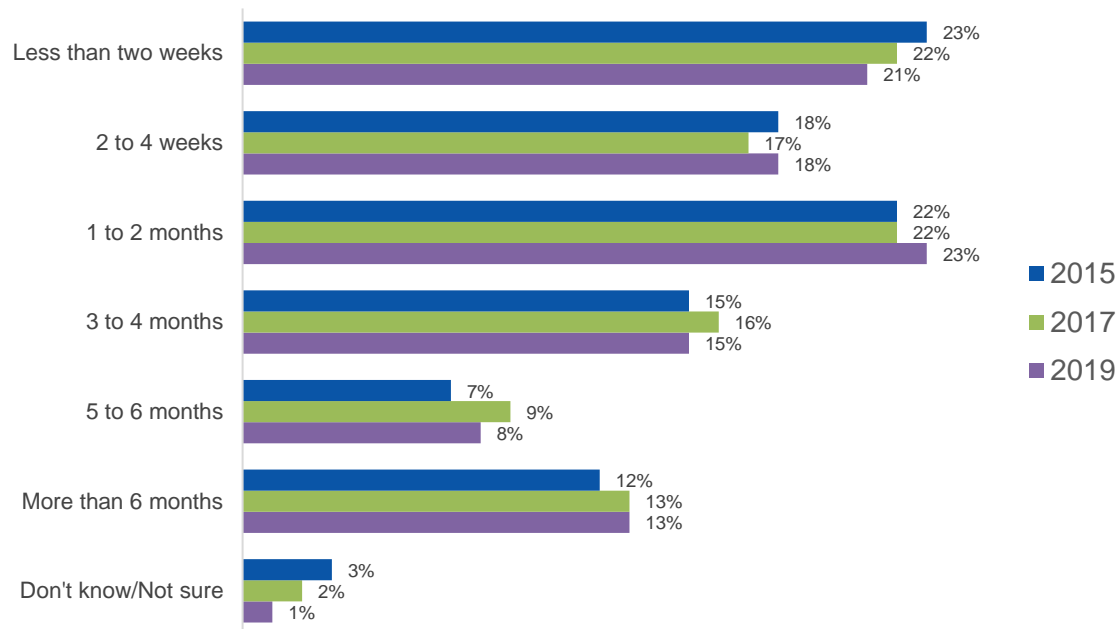
Source: Table T16
 Note: Question added 2019

TRIP PLANNING

Between 2017 and 2019 there were minimal changes regarding when visitors made their decision to visit Nova Scotia. Six in 10 visitors decided within two months of their trip.

How Far in Advance Decision Was Made to Visit

Among Those Responsible for Decision



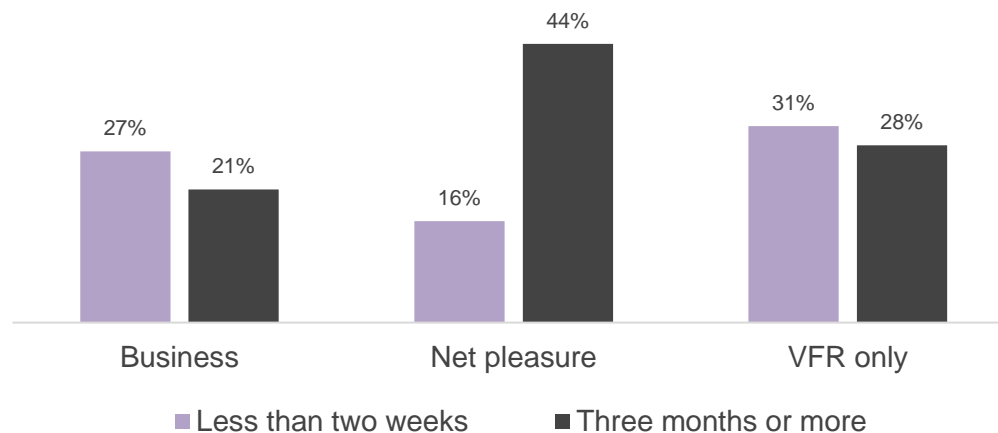
Source: Table T5

TRIP PLANNING

Net pleasure visitors reported a longer planning cycle compared with business and VFR only visitors. More than four in 10 net pleasure visitors made their decision to visit Nova Scotia at least three months prior to their trip, compared with fewer than three in 10 VFR only visitors and two in 10 business visitors.

How Far in Advance Decision Was Made to Visit

by Trip Purpose – Among Those Responsible for Decision

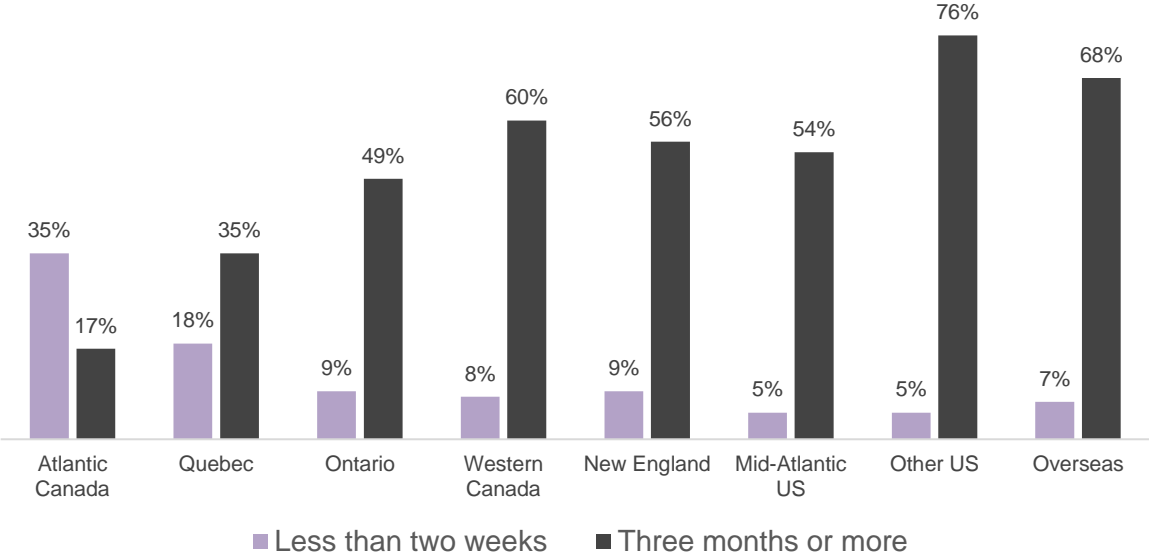


Source: Table T5

TRIP PLANNING

The overall trend with trip planning, in terms of visitor origin, is that the farther away from Nova Scotia one lives, the earlier one makes the decision to visit the province. For example, at least seven in 10 overseas and other US visitors made their decision to visit Nova Scotia three months or more prior to their trip, compared with less than two in 10 visitors from Atlantic Canada.

How Far in Advance Decision Was Made to Visit
by Market Region – Among Those Responsible for Decision

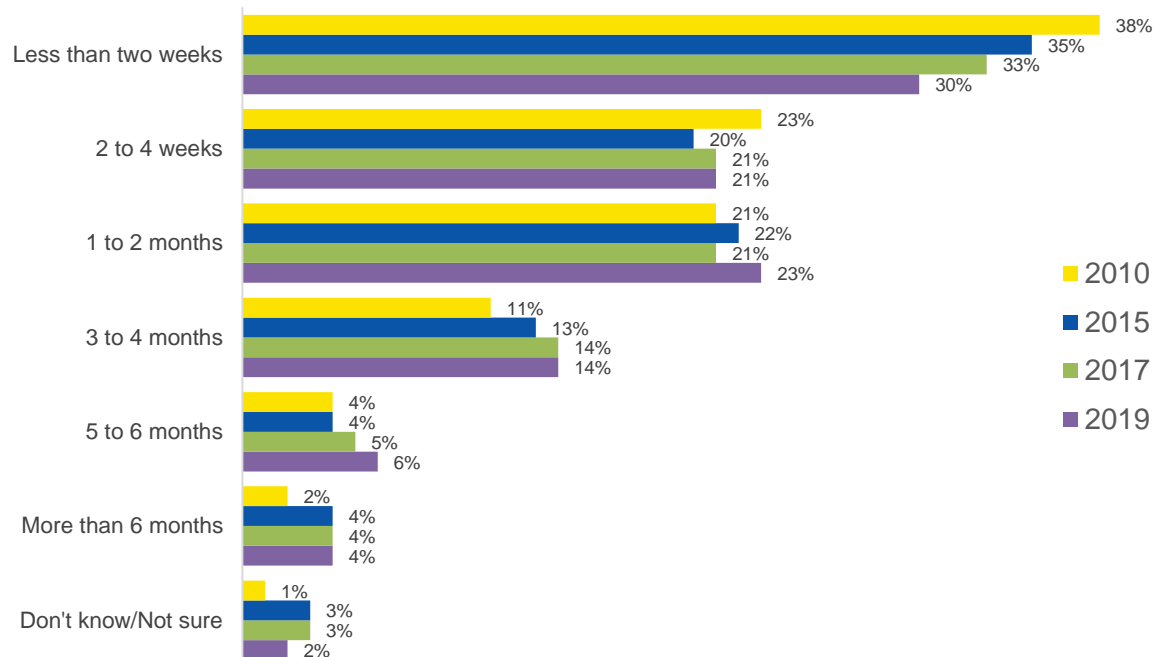


Source: Table T5

BOOKING TRAVEL

In 2019, similar to 2017, three in 10 visitors were more likely to make their first booking less than two weeks in advance, although the proportion of those visitors has been declining.

How Far in Advance First Booking Made
Among Those Who Made Bookings

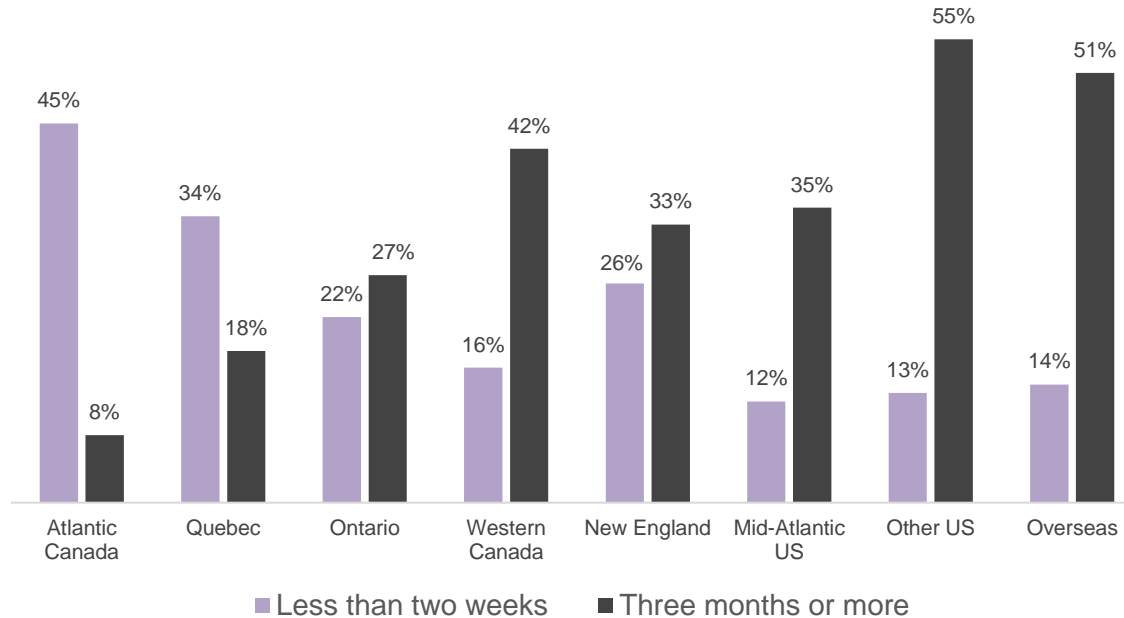


Source: Table T6

DECISION TO TRAVEL

Similar to trip planning behaviour, the overall trend with trip bookings, in terms of visitor origin, is that the farther away from Nova Scotia one lives, the earlier one makes a first booking for the trip.

How Far in Advance First Booking Made *by Market Region – Among Those who Made Bookings*

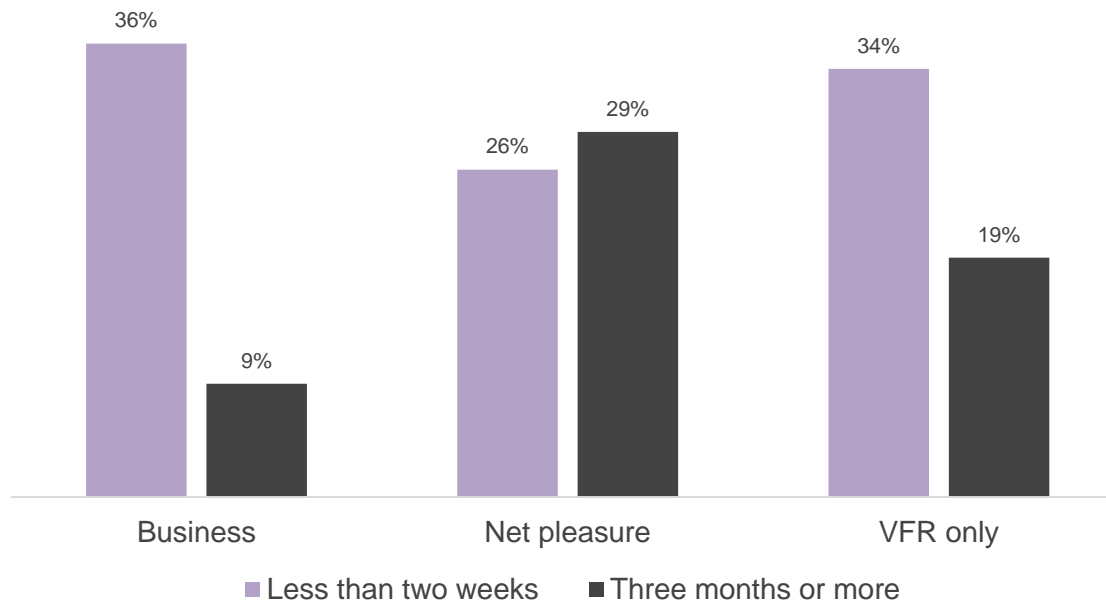


Source: Table T6

DECISION TO TRAVEL

A higher proportion of net pleasure visitors planned their trips more in advance than those visiting friends or relatives only, or those on business. At the same time, one-quarter of net pleasure visitors only made their first booking less than two weeks before travel.

How Far in Advance First Booking Made
by Trip Purpose – Among Those who Made Bookings



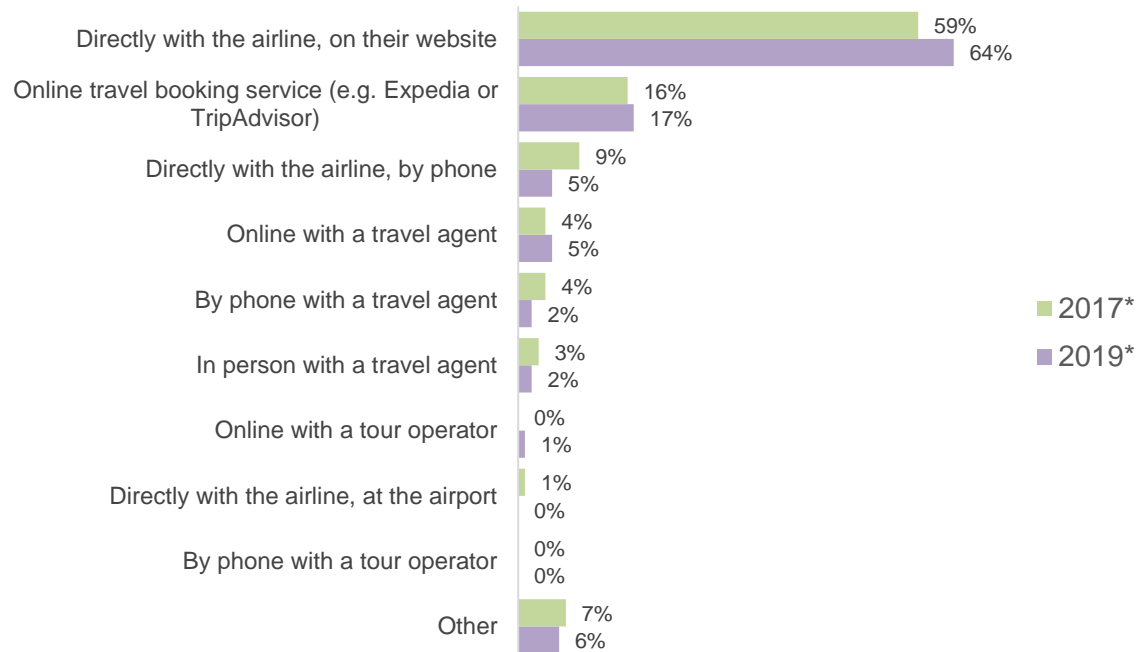
Source: Table T6

BOOKING TRAVEL

Among those who booked airfare to or from Nova Scotia between the months of June to October, nearly two-thirds booked directly with the airline via the airline’s website, with online travel booking services being the second most popular, albeit far behind.

How did you Book Your Airfare to/from Nova Scotia?

Among Those who Made a Booking



Source: Table T7ba
 Note: No comparable data for 2010 or 2015
 Note: Responses add to more than 100% because multiple bookings can be made during a single trip

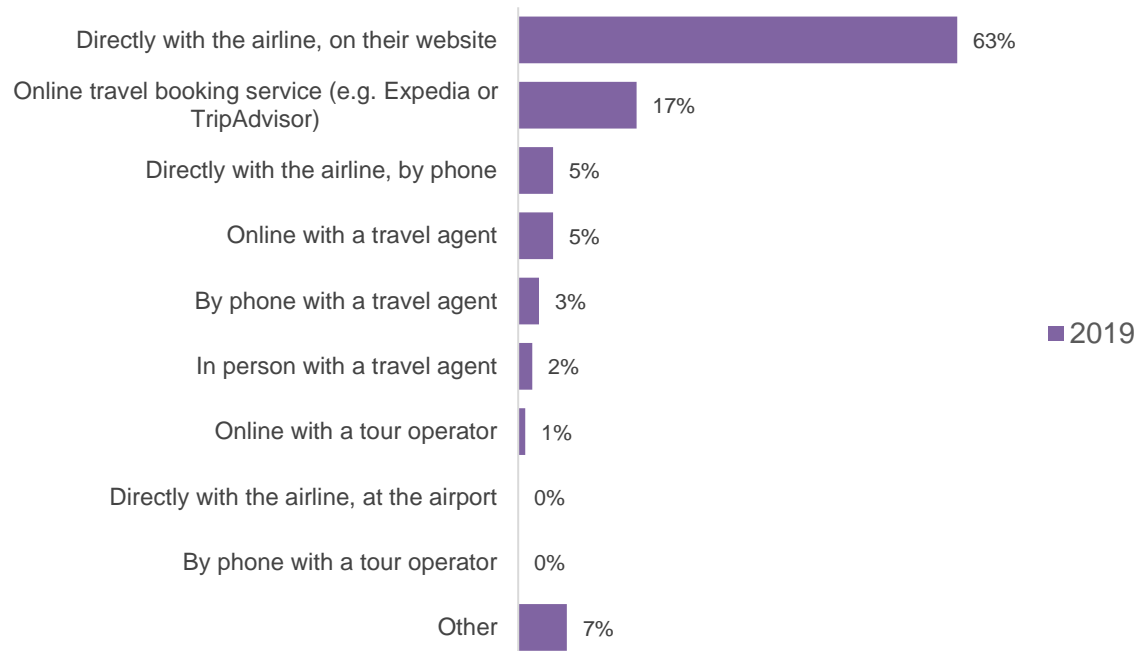
* Responses based on data collected between June and October

BOOKING TRAVEL

Among those who booked airfare to or from Nova Scotia between January and December, nearly two-thirds booked directly with the airline via the airline's website, with online travel booking services being the second most popular, albeit far behind.

How did you Book Your Airfare to/from Nova Scotia?

Among Those who Made a Booking



Source: Table T7ba

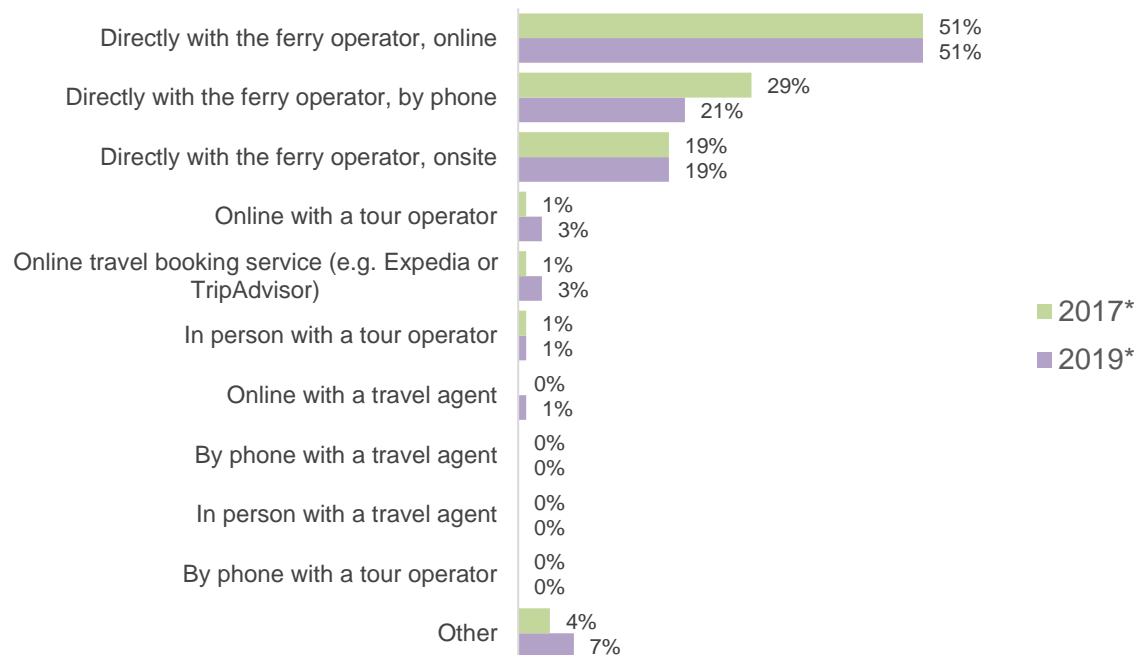
Note: No comparable data for 2010, 2015 or 2017

Note: Responses add to more than 100% because multiple bookings can be made during a single trip

BOOKING TRAVEL

Among those who booked ferry transportation to or from Nova Scotia from June to October, about one-half booked directly with the ferry operator via their website, and most others booked directly with the operator by phone or onsite.

How did you Book Your Ferry Transportation to/from Nova Scotia? *Among Those who Made a Booking*



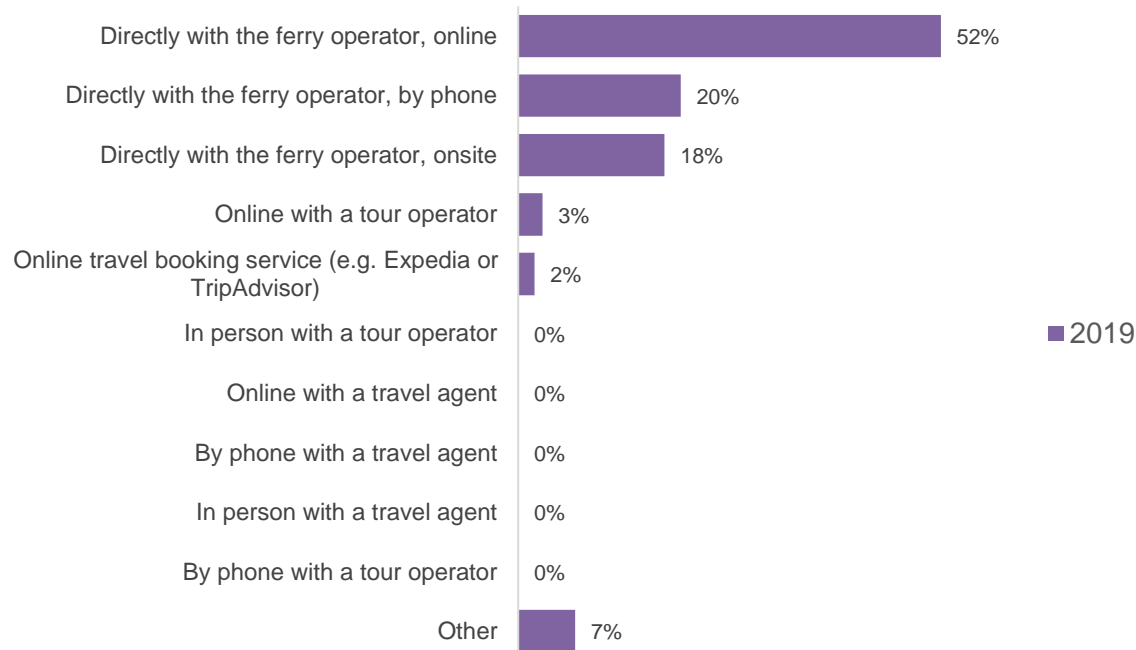
Source: Table T7bc
Note: No comparable data for 2010 or 2015

* Responses based on data collected between June and October

BOOKING TRAVEL

When looking at the entire year, from January to December, about half of visitors booked directly with the ferry operator on their website, and most others booked directly by phone or onsite.

How did you Book Your Ferry Transportation to/from Nova Scotia? *Among Those who Made a Booking*



Source: Table T7bc
Note: No comparable data for 2010, 2015 or 2017

BOOKING TRAVEL

Among visitors who travelled from June to October and who made bookings at the various accommodation types, the most popular way to make the booking was generally online, either via the property's website, a booking service, or a vacation rental website. The exception is resorts, where the most popular booking method was directly via phone.

How Did You Make Your Booking? Among Those Who Made a Booking – Fixed Roof Accommodations

	Hotel		Motel		Bed & Breakfast		Inn		Resort		Rented cottage, cabin or vacation home		Other**	
	2017*	2019*	2017*	2019*	2017*	2019*	2017*	2019*	2017*	2019*	2017*	2019*	2017*	2019*
<i>Sample Size (n=)</i>	771	855	265	168	270	226	138	126	76	81	243	301	55	49
Directly with property via the internet	36%	36%	26%	34%	40%	33%	23%	25%	37%	21%	42%	28%	30%	20%
An online travel booking service (such as Expedia or Hotwire)	32%	36%	45%	42%	30%	30%	36%	35%	16%	11%	15%	6%	12%	13%
Directly with property via phone	28%	24%	28%	25%	30%	17%	29%	30%	41%	42%	21%	8%	7%	12%
Vacation rental website (Airbnb, Home Away, VRBO)	N/A	5%	N/A	4%	9%	30%	N/A	4%	N/A	N/A	17%	56%	19%	33%
Online with a travel agent	2%	3%	0%	1%	2%	1%	1%	1%	2%	3%	0%	1%	0%	N/A
In person with a travel agent	2%	1%	1%	1%	0%	1%	2%	2%	0%	4%	0%	N/A	0%	N/A
Online with a tour operator	1%	1%	1%	2%	1%	1%	1%	3%	0%	6%	1%	0%	0%	N/A
By phone with a travel agent	1%	1%	0%	N/A	0%	0%	0%	1%	2%	N/A	1%	N/A	0%	N/A
In person with a tour operator	0%	1%	1%	N/A	0%	N/A	0%	N/A	0%	3%	0%	N/A	0%	N/A
On the Novascotia.com website via its online reservation system	1%	0%	2%	2%	1%	1%	4%	3%	0%	N/A	1%	1%	0%	N/A
At a Nova Scotia Visitor Information Centre	1%	0%	1%	1%	2%	N/A	2%	N/A	2%	N/A	1%	1%	0%	N/A
Nova Scotia's provincial 1-800 number	1%	0%	0%	N/A	0%	0%	1%	N/A	2%	N/A	0%	N/A	0%	N/A
By phone with a tour operator	1%	0%	0%	1%	1%	N/A	0%	N/A	0%	1%	0%	N/A	2%	N/A
Directly with the property via onsite/in person	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	3%	3%
Other	7%	7%	10%	4%	2%	2%	11%	7%	4%	12%	7%	9%	22%	24%

Source: Table T7ca – T7cl

* Responses based on data collected between June and October

**Other includes hostels, hunting/fishing lodge, etc.

Percentages may add up to more than 100% because a visitor might book multiple types of accommodations through multiple booking methods during a single trip.

BOOKING TRAVEL

When looking at the entire year, online bookings – either directly with the property, via a travel booking service or a vacation rental website – were the most common means of reserving most types of accommodations. The exception was resorts.

How Did You Make Your Booking? Among Those Who Made a Booking – Fixed Roof Accommodations

	Hotel	Motel	Bed & Breakfast	Inn	Resort	Rented cottage, cabin or vacation home	Other*
	2019	2019	2019	2019	2019	2019	2019
<i>Sample Size (n=)</i>	1,419	199	264	151	88	354	66
Directly with property via the internet	34%	32%	31%	26%	26%	26%	20%
An online travel booking service (such as Expedia or Hotwire)	30%	41%	28%	36%	10%	7%	11%
Directly with property via phone	28%	25%	17%	27%	41%	8%	12%
Vacation rental website (Airbnb, Home Away, VRBO)	4%	3%	32%	4%	N/A	57%	35%
Online with a travel agent	3%	1%	1%	1%	3%	1%	N/A
In person with a travel agent	1%	1%	1%	2%	3%	N/A	N/A
Online with a tour operator	1%	1%	0%	2%	6%	0%	N/A
By phone with a travel agent	1%	N/A	0%	1%	N/A	N/A	N/A
On the Novascotia.com website via its online reservation system	0%	2%	1%	2%	N/A	1%	N/A
At a Nova Scotia Visitor Information Centre	0%	1%	N/A	N/A	N/A	0%	N/A
By phone with a tour operator	0%	0%	N/A	N/A	1%	N/A	N/A
Nova Scotia's provincial 1-800 number	0%	N/A	0%	N/A	N/A	N/A	N/A
In person with a tour operator	0%	N/A	N/A	N/A	2%	N/A	N/A
Directly with the property via onsite/in person	N/A	N/A	N/A	N/A	N/A	N/A	2%
Other	8%	6%	4%	7%	12%	9%	22%

Source: Table T7ca – T7cl

*Other includes hostels, hunting/fishing lodge, etc.

Percentages may add up to more than 100% because a visitor might book multiple types of accommodations through multiple booking methods during a single trip.

BOOKING TRAVEL

The most popular method of booking a campsite at national or provincial park campgrounds among visitors who travelled from June to October was the Parks Canada reservation system. With commercial campgrounds, the most popular trend was directly through internet booking, followed by phone booking.

How Did You Make Your Booking? <i>Among Those Who Made a Booking - Campgrounds</i>				
	National or provincial park campground		Commercial campground/trailer park	
	2017*	2019*	2017*	2019*
<i>Sample Size (n=)</i>	85	56	82	44
Parks Canada reservation system	45%	55%	N/A	N/A
On the Novascotia.com website via its online reservation system	8%	15%	4%	N/A
Directly with property via phone	26%	13%	58%	50%
Nova Scotia Provincial Park reservation system	N/A	11%	N/A	N/A
Nova Scotia's provincial 1-800 number	N/A	9%	N/A	N/A
Directly with property via the internet	8%	8%	36%	56%
At a Nova Scotia Visitor Information Centre	N/A	4%	N/A	N/A
Online with a tour operator	1%	1%	0%	N/A
An online travel booking service (such as Expedia or Hotwire)	0%	1%	2%	N/A
Directly with the property via onsite/in person	12%	N/A	9%	7%
In person with a travel agent	3%	N/A	0%	N/A
By phone with a travel agent	1%	N/A	0%	N/A
In person with a tour operator	0%	N/A	1%	3%
Vacation rental website (Airbnb, Home Away, VRBO)	N/A	N/A	N/A	3%
Other	4%	5%	10%	1%

Source: Table T7ci, T7cg

* Responses based on data collected between June and October

Percentages may add up to more than 100% because a visitor might book multiple types of accommodations through multiple booking methods during a single trip.

BOOKING TRAVEL

The most popular method of booking a campsite at national or provincial park campgrounds among visitors who travelled from January to December, was the Parks Canada reservation system. With commercial campgrounds, the most popular trend was directly through internet booking, followed by phone booking.

How Did You Make Your Booking? <i>Among Those Who Made a Booking - Campgrounds</i>		
	National or provincial park campground	Commercial campground/trailer park
	2019	2019
<i>Sample Size (n=)</i>	58	47
Parks Canada reservation system	53%	N/A
On the Novascotia.com website via its online reservation system	15%	N/A
Directly with property via phone	13%	49%
Nova Scotia Provincial Park reservation system	11%	N/A
Nova Scotia's provincial 1-800 number	9%	N/A
Directly with property via the internet	8%	54%
At a Nova Scotia Visitor Information Centre	4%	N/A
Directly with the property via onsite/in person	1%	7%
An online travel booking service (such as Expedia or Hotwire)	1%	N/A
Online with a tour operator	1%	N/A
In person with a tour operator	N/A	3%
Vacation rental website (Airbnb, Home Away, VRBO)	N/A	3%
In person with a travel agent	N/A	N/A
By phone with a travel agent	N/A	N/A
Other	6%	3%

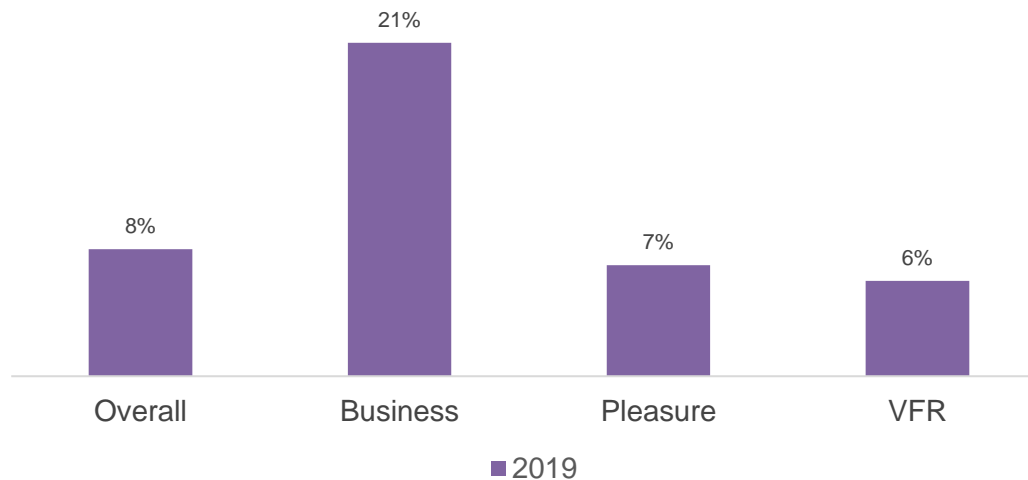
Source: Table T7ci, T7cg

Percentages may add up to more than 100% because a visitor might book multiple types of accommodations through multiple booking methods during a single trip.

TRANSPORTATION

Visitors who travelled on business to Nova Scotia by automobile were more likely than other visitor types to have rented a car during their trip.

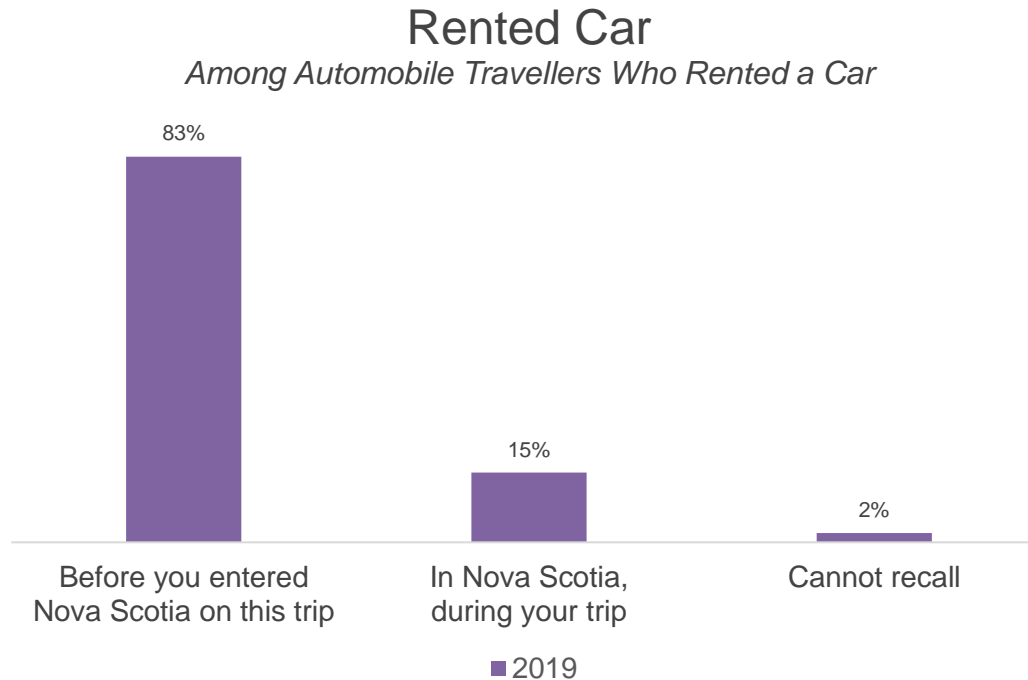
Used a Rental Car During Trip
to Nova Scotia
Among Automobile Travellers by Overall and Trip Purpose



Source: Table B2
Note: No comparable data for 2010, 2015 or 2017

TRANSPORTATION

The vast majority of car rental bookings by visitors were made prior to entering Nova Scotia.

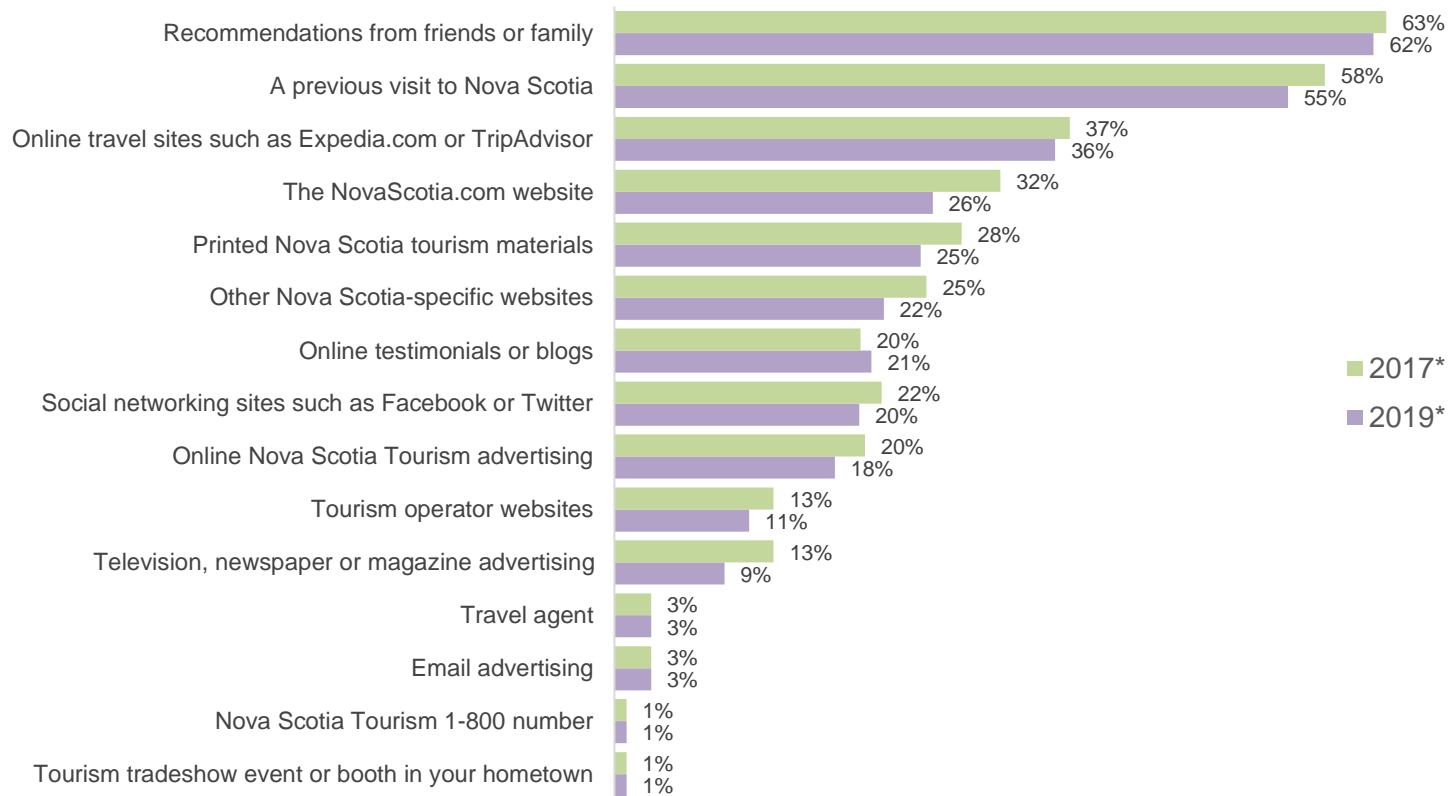


Source: Table B3
Note: No comparable data for 2010, 2015 or 2017

INFORMATION SOURCES

Consistent with 2017, recommendations from friends or family, and a previous trip to Nova Scotia were the top two information sources used to develop travel plans, by visitors who travelled from June to October.

Information Sources Used to Develop Travel Plans



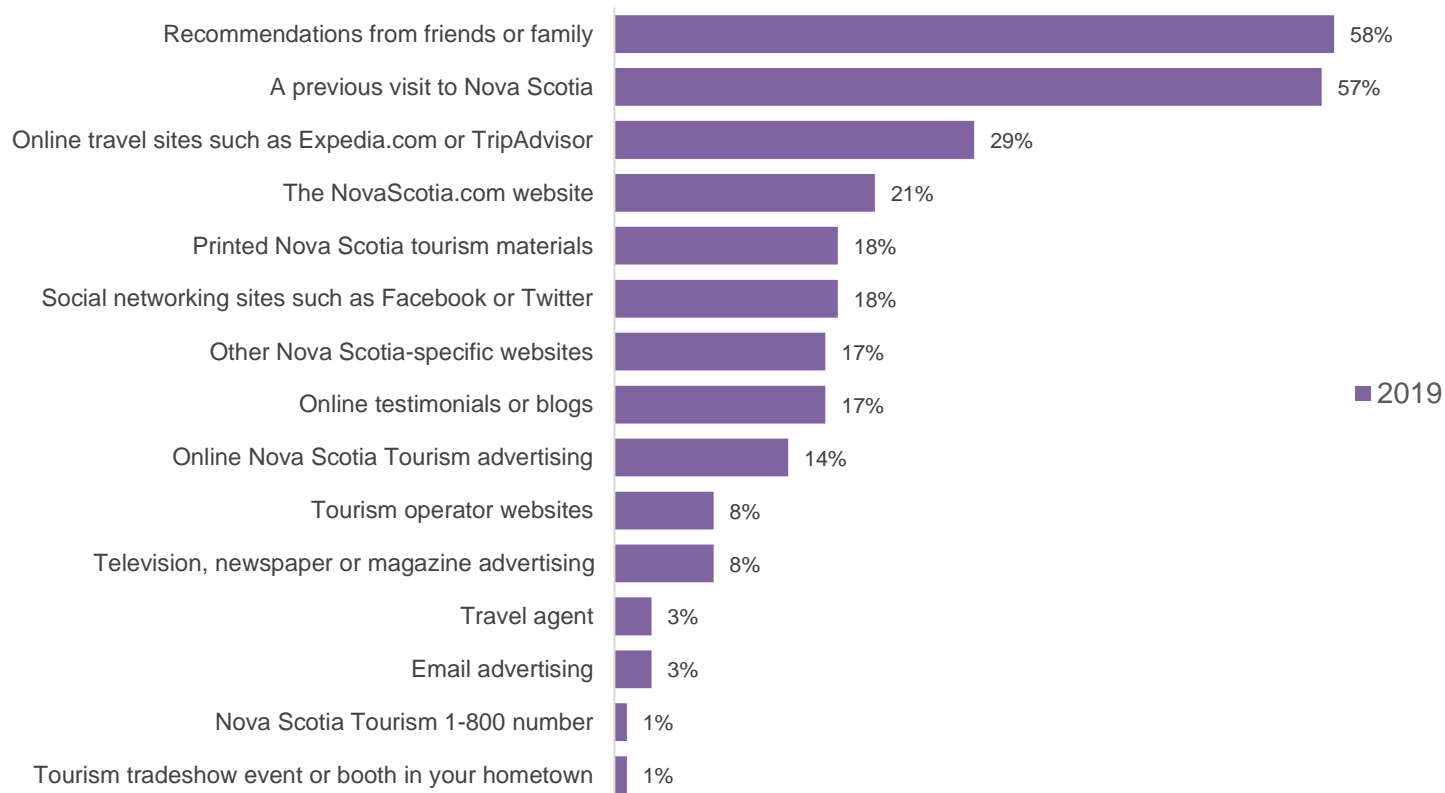
Source: Table T0 Summary
 Note: No comparable data for 2010 or 2015

* Responses based on data collected between June and October

INFORMATION SOURCES

When considering the entire year, from January to December 2019, recommendations from friends or family, and a previous trip to Nova Scotia were the top two information sources used to develop travel plans.

Information Sources Used to Develop Travel Plans



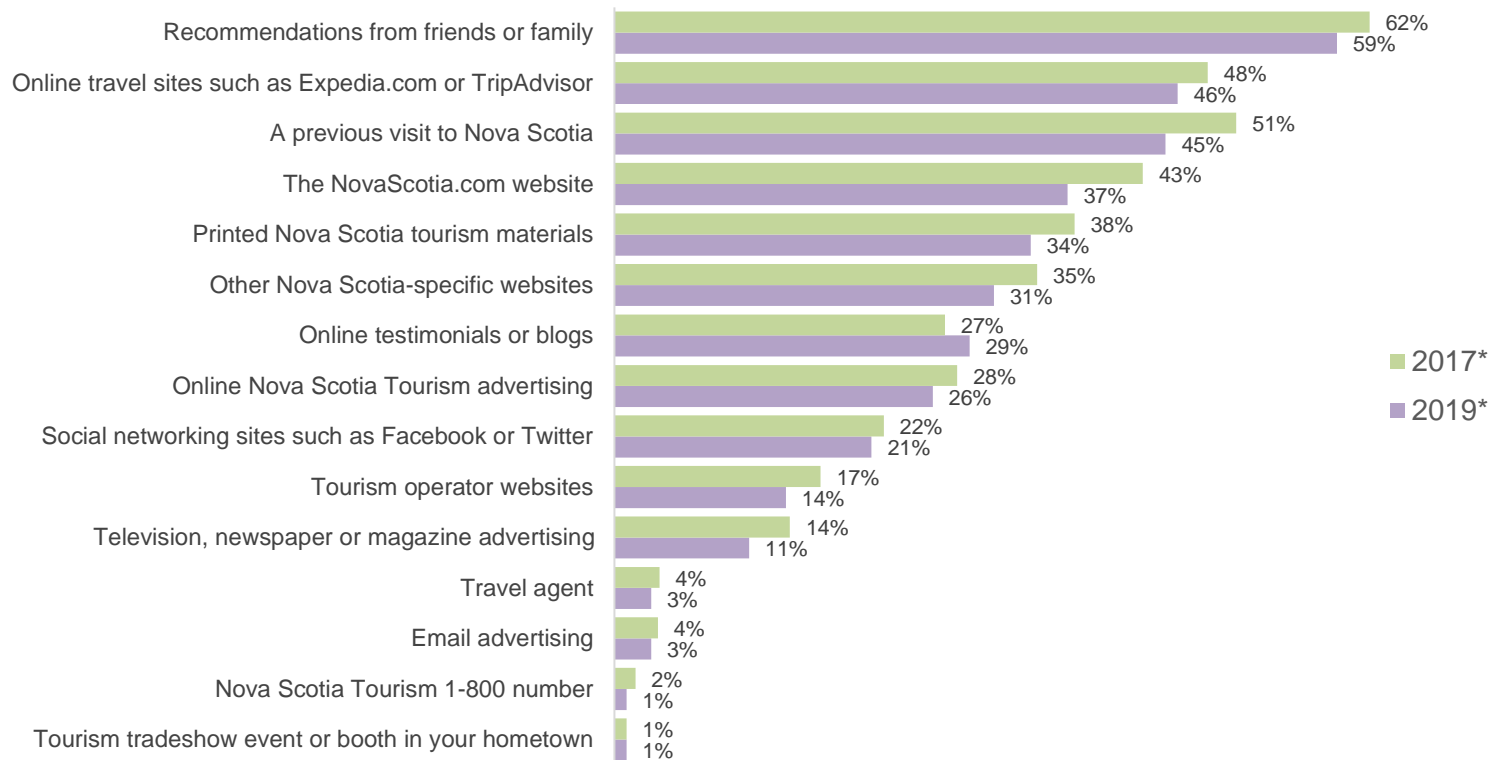
Source: Table T0 Summary

Note: No comparable data for 2010, 2015 or 2017

INFORMATION SOURCES

The most common information sources used to develop trip plans by pleasure visitors who travelled from June to October included a recommendation, online travel sites, and a previous visit to Nova Scotia.

Information Sources Used to Develop Travel Plans *Among Pleasure Visitors*



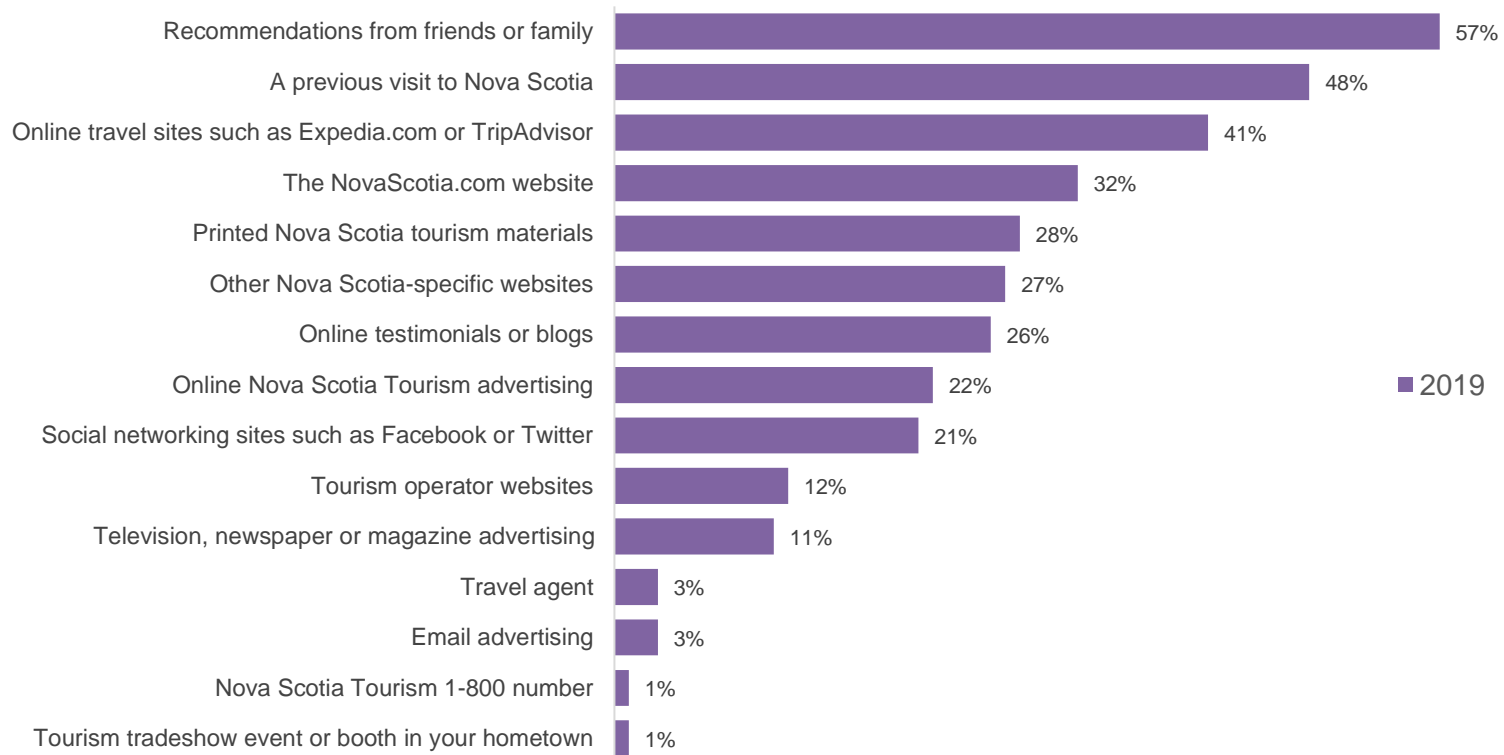
Source: Table T0 Summary
Note: No comparable data for 2010 or 2015

* Responses based on data collected between June and October

INFORMATION SOURCES

Likewise, when considering the entire year, from January to December 2019, pleasure visitors primarily relied on recommendations, a previous visit, and online travel sites to inform their plan development.

Information Sources Used to Develop Travel Plans *Among Pleasure Visitors*

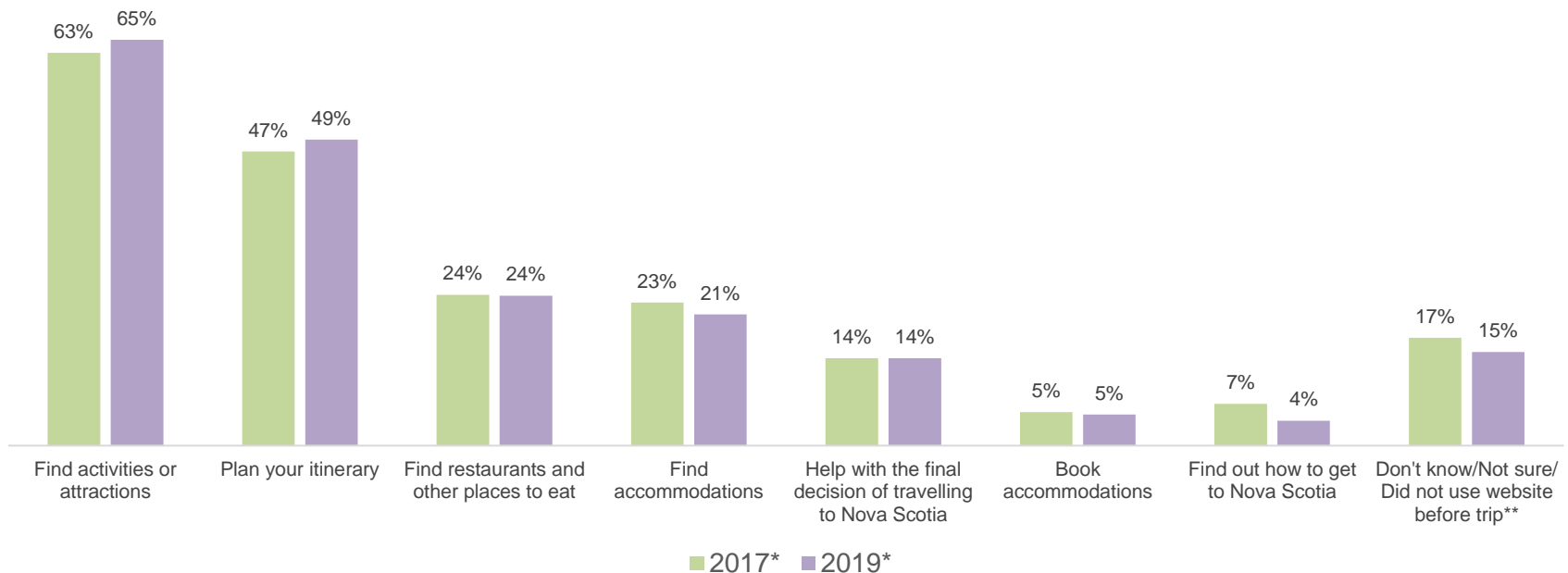


Source: Table T0 Summary
Note: No comparable data for 2010, 2015 or 2017

NOVASCOTIA.COM

Among visitors who travelled from June to October, NovaScotia.com was used before the trip began primarily to find activities or attractions, and to plan the itinerary, similar to 2017.

How did you Use NovaScotia.com Before Your Trip *Among Those Who Used the Website*



Source: Table T2a

Note: No comparable data for 2010 or 2015

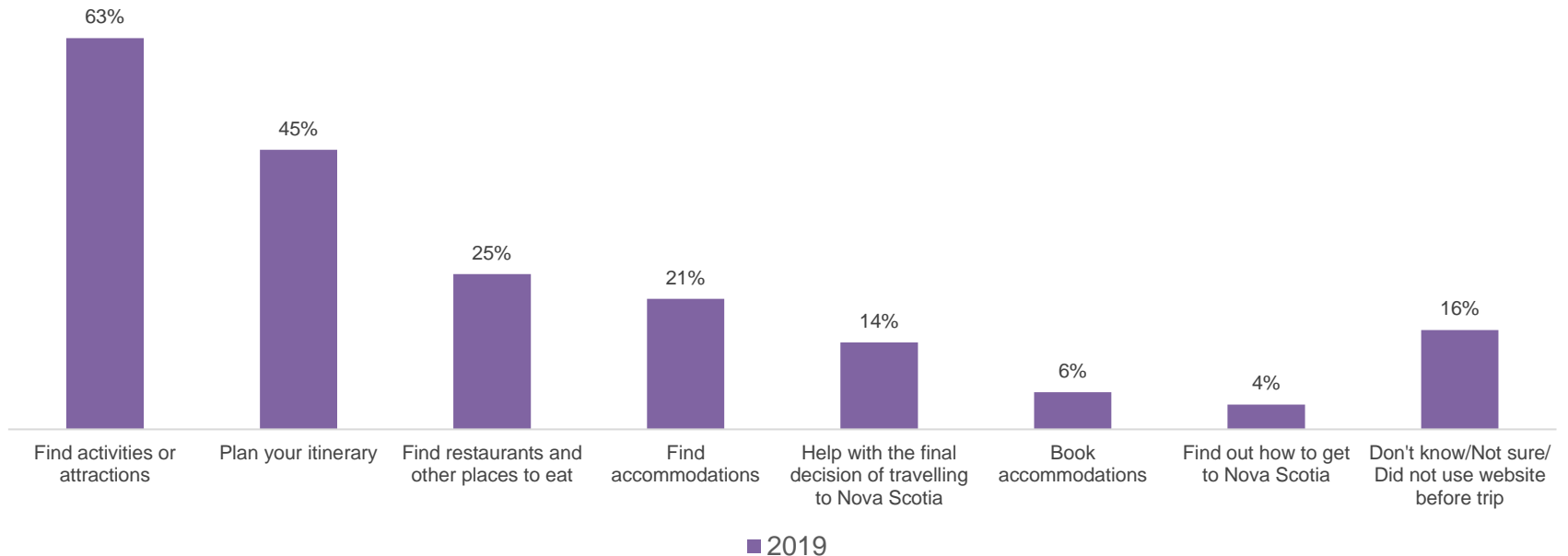
* Responses based on data collected between June and October

** Did not use website added 2019

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How did you Use NovaScotia.com Before Your Trip *Among Those Who Used the Website*



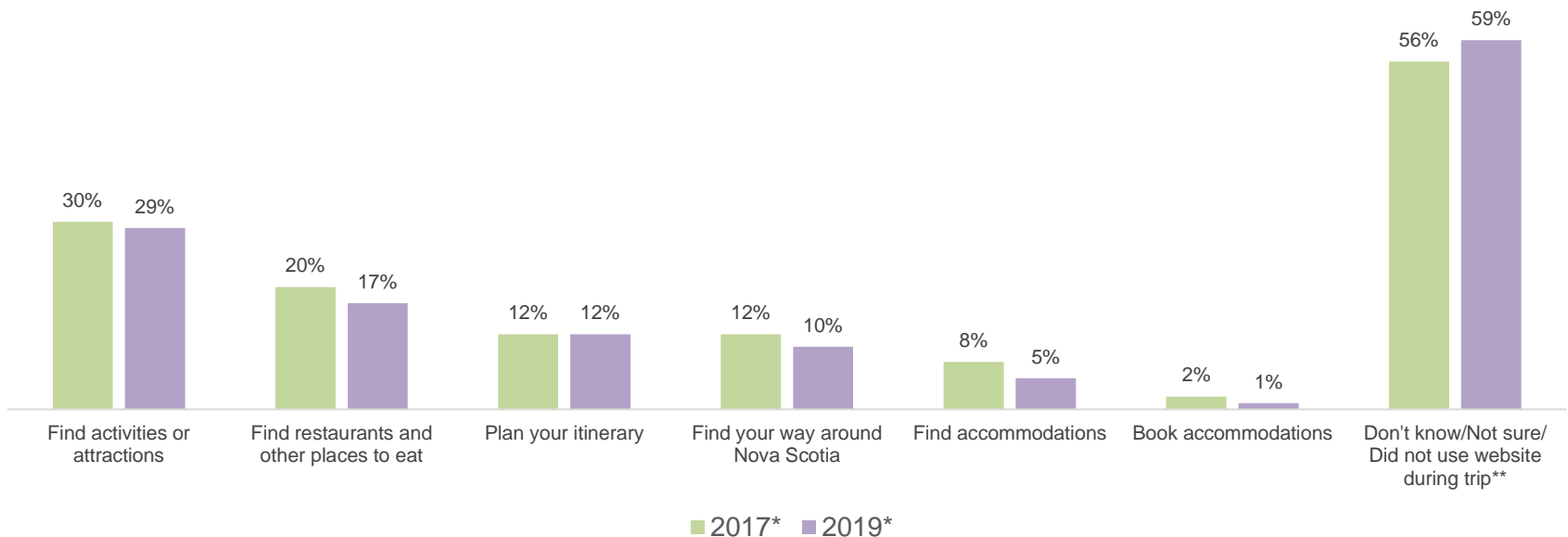
Source: Table T2a

Note: No comparable data for 2010, 2015 or 2017

NOVASCOTIA.COM

Travellers to Nova Scotia between June to October who visited NovaScotia.com, used the website during their trip primarily to find activities or attractions, to find restaurants, to plan their itinerary and to find their way around Nova Scotia.

How did You Use NovaScotia.com During Your Trip *Among Those Who Used the Website*



Source: Table T2b

Note: No comparable data for 2010 or 2015

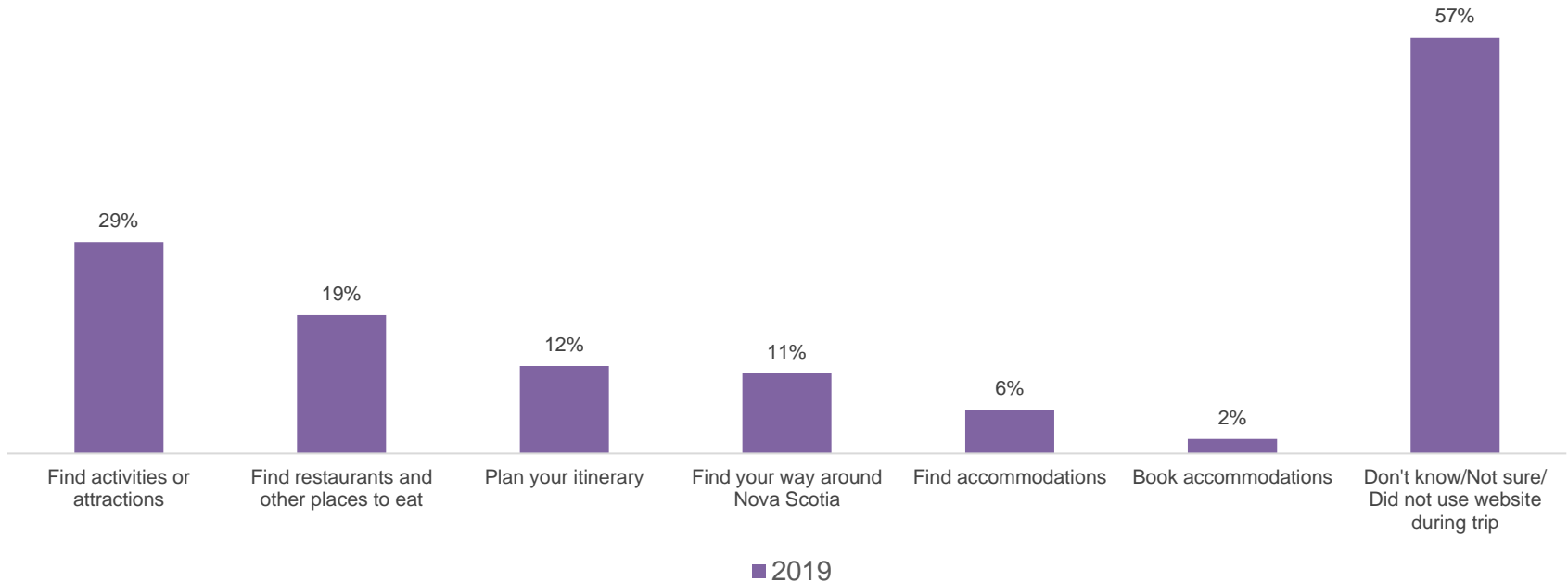
* Responses based on data collected between June and October

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Travellers to Nova Scotia between January and December who visited NovaScotia.com, used the website during their trip primarily to find activities or attractions, to find restaurants, to plan their itinerary and to find their way around Nova Scotia.

How did You Use NovaScotia.com During Your Trip *Among Those Who Used the Website*



Source: Table T2b

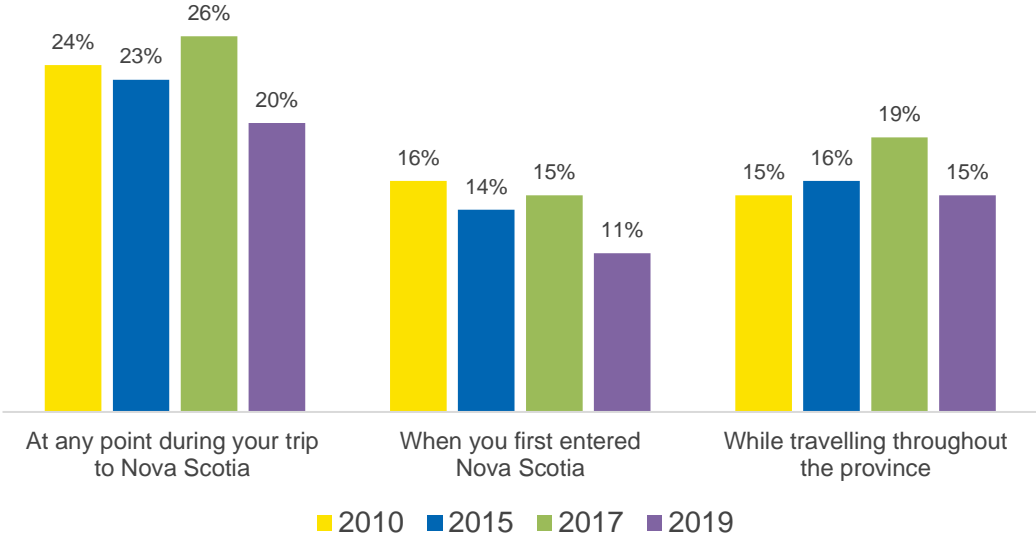
Note: No comparable data for 2010, 2015 or 2017

VISITOR INFORMATION CENTRES

VISITOR INFORMATION CENTRES

The incidence of stopping at a provincial or local Visitor Information Centre (VIC) in 2019 decreased from 2017 on all fronts. Overall, two in 10 visitors reported stopping at a VIC while in Nova Scotia.

Visited a Visitor Information Centre *Among All Visitors*

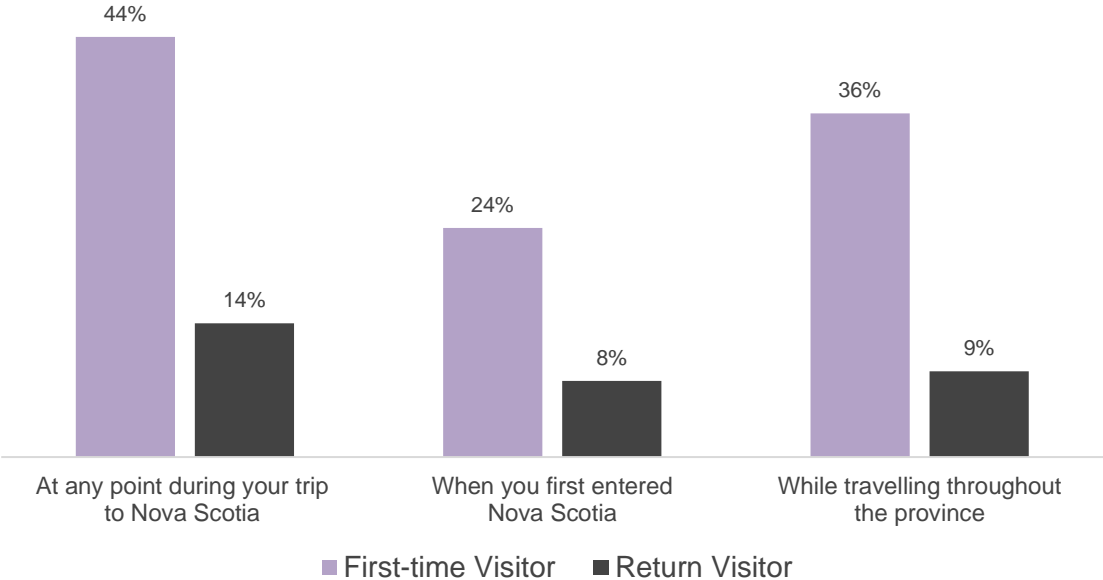


Source: Table T9

VISITOR INFORMATION CENTRES

Visitation to VICs was largely driven by first-time visitors to the province. Notably, more than four in 10 first-time visitors reported stopping at a Visitor Information Centre at some point during their Nova Scotia visit.

Visited a Visitor Information Centre *First-time vs. Return Visitors*

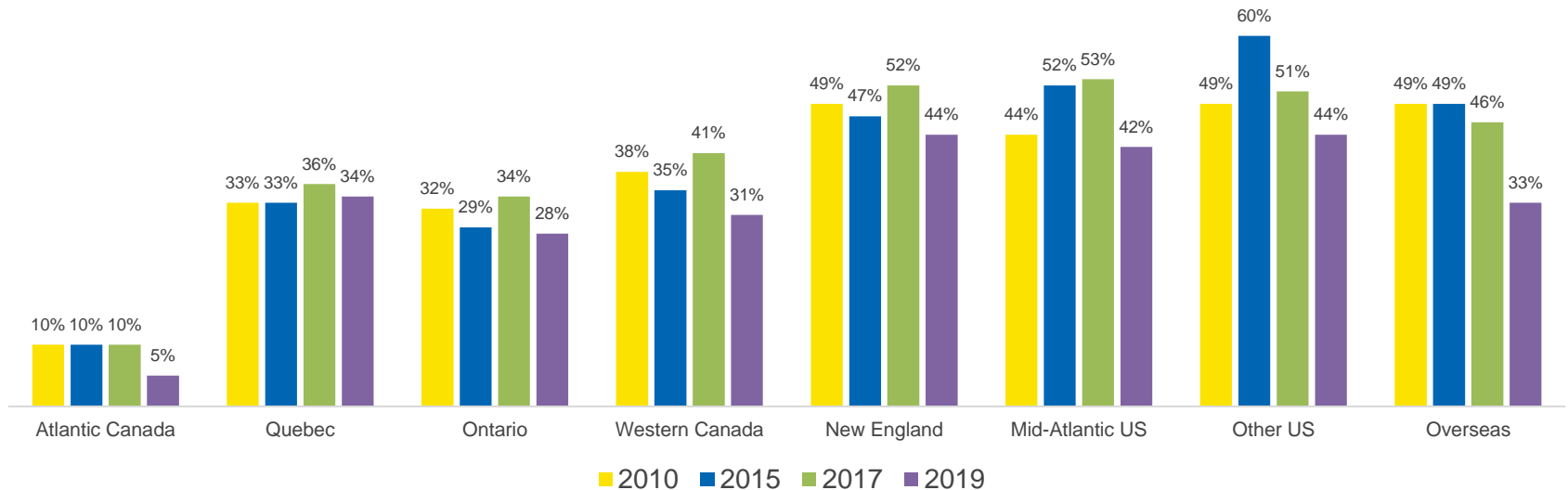


Source: Table T9

VISITOR INFORMATION CENTRES

In general, fewer visitors stopped at a VIC at any time during their trip compared with 2017. Those visiting from Other US locations, New England and Mid Atlantic US were more likely to have stopped at a VIC in 2019.

Visited a Visitor Information Centre at Any Time During Trip
by Market Region

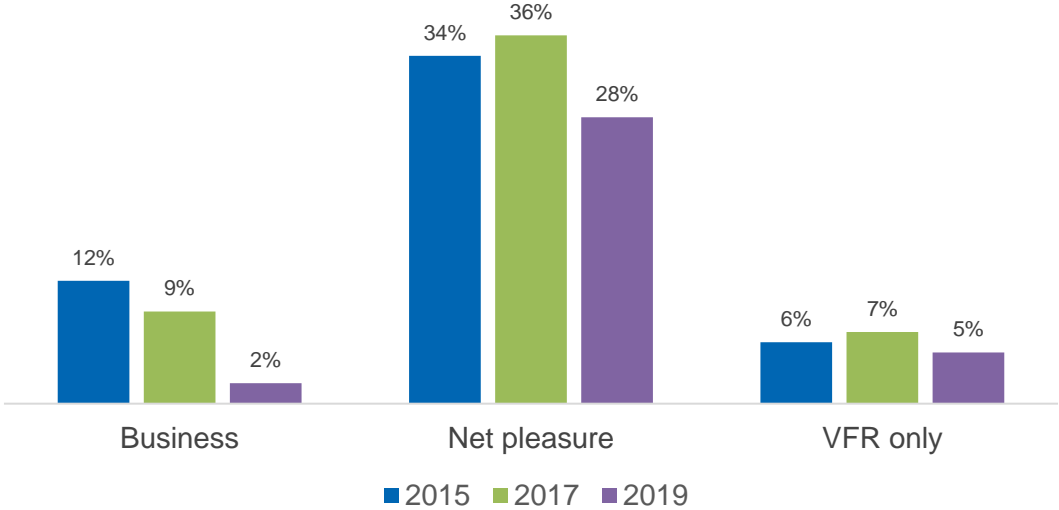


Source: Table T9

VISITOR INFORMATION CENTRES

In 2019, net pleasure visitors were much more likely than business or VFR only visitors to have stopped at a Visitor Information Centre during their trip to Nova Scotia. However, fewer stopped than in 2017.

Visited a Visitor Information Centre at Any Time During Trip
by Trip Purpose



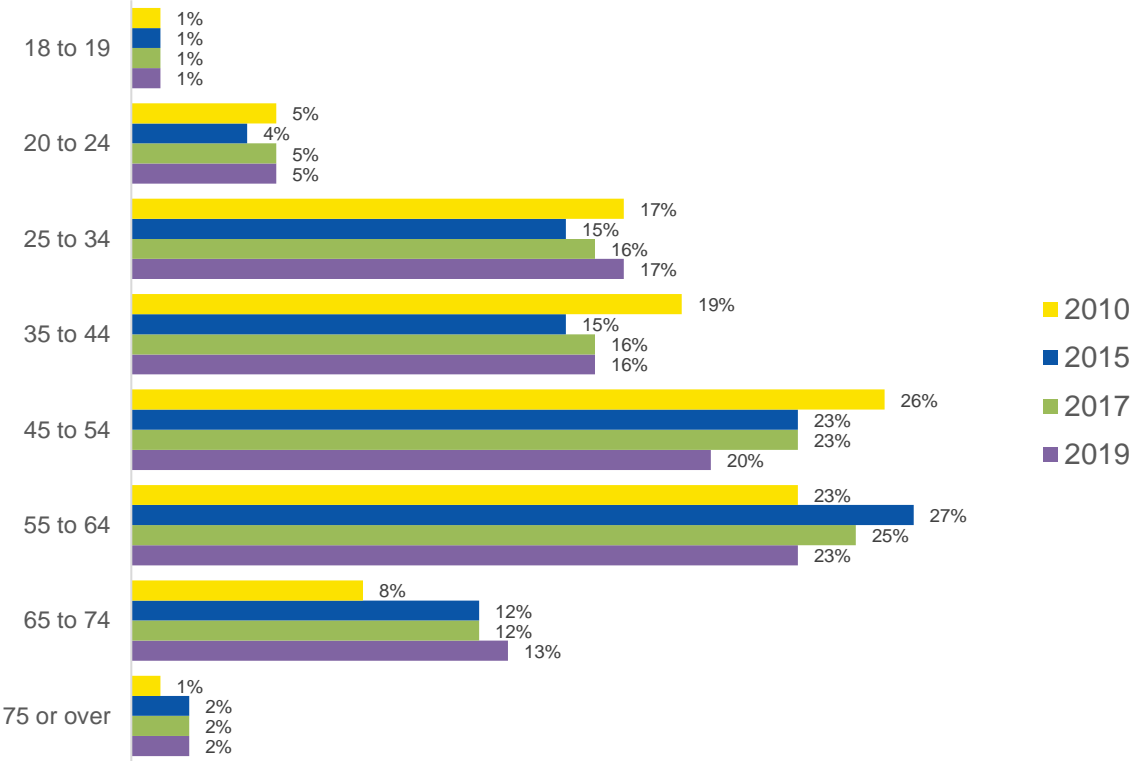
Source: Table T9

DEMOGRAPHICS

AGE

The single largest age group among survey respondents was 55 to 64 years. Nearly two in 10 respondents were aged 55 or older.

Respondent Age

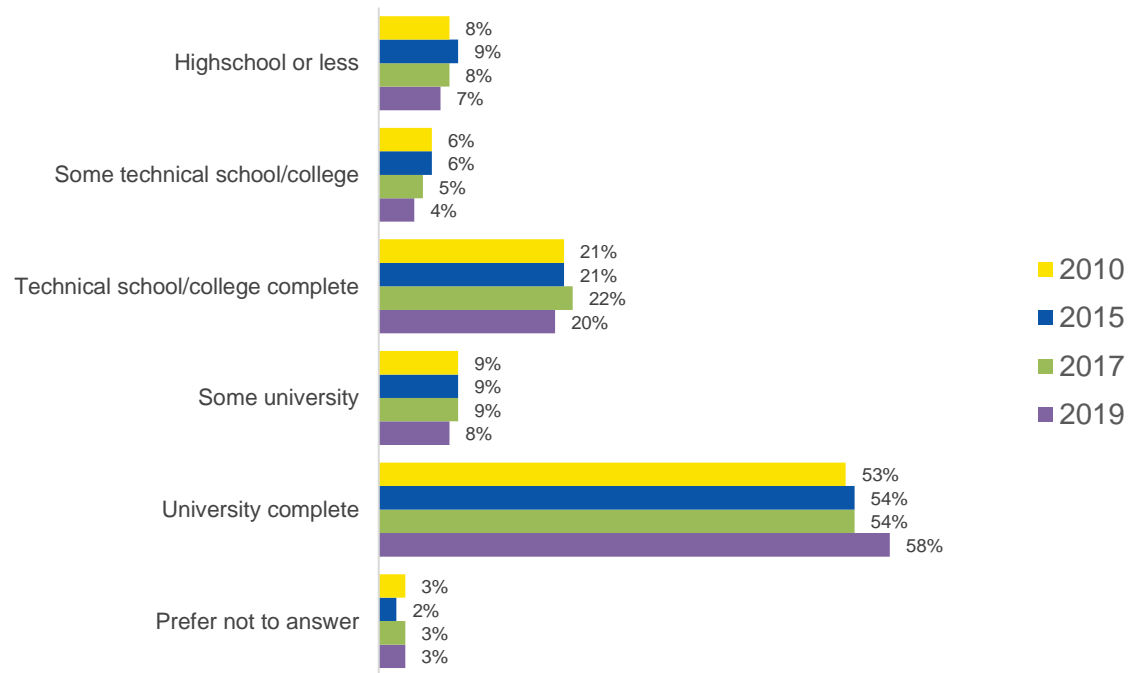


Source: Table V2

EDUCATION

The majority of travel parties included at least one member that has completed university, an increase since 2017.

Highest Level of Education in Household in Visiting Party

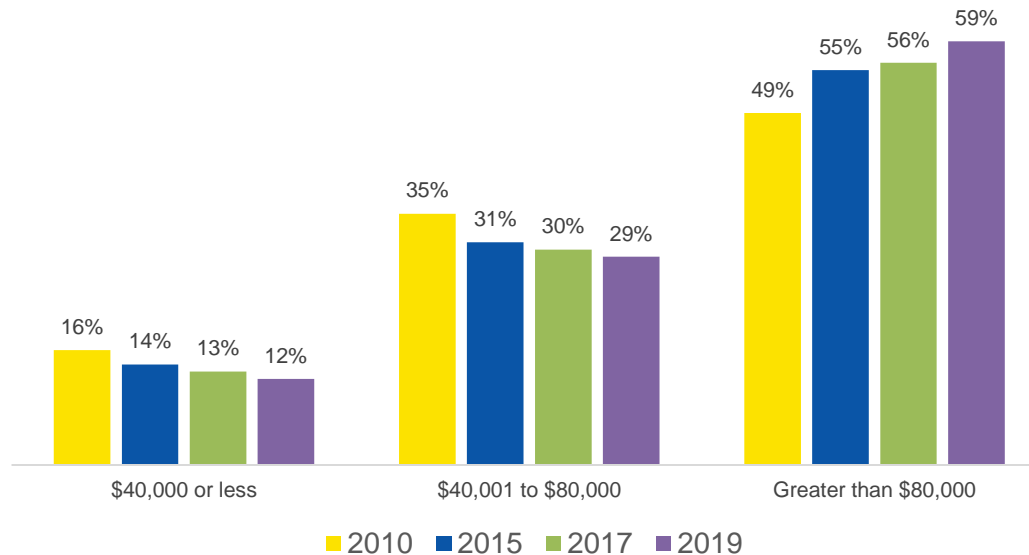


Source: Table V4

HOUSEHOLD INCOME

Consistent with 2017, the majority of visitors to Nova Scotia reported annual household incomes higher than \$80,000.

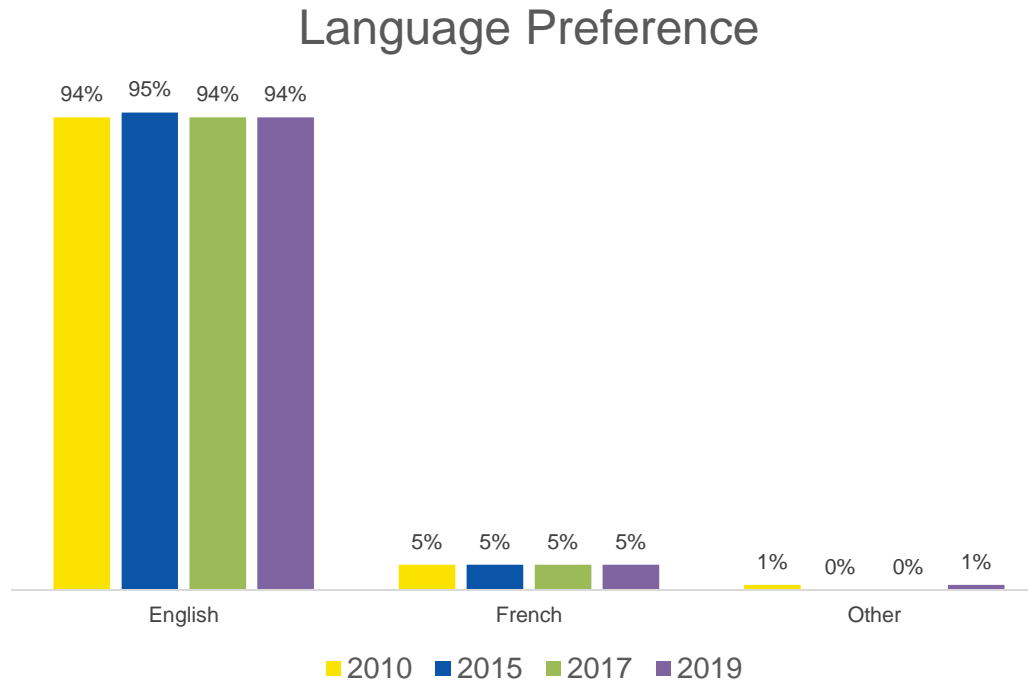
Household Income



Source: Table V5/V6

LANGUAGE PREFERENCE

Since 2010, the overwhelming majority of visitors to Nova Scotia prefer to be served in English. This is consistent across all market regions except Quebec, from where 35% of visitors would prefer to be served in French.

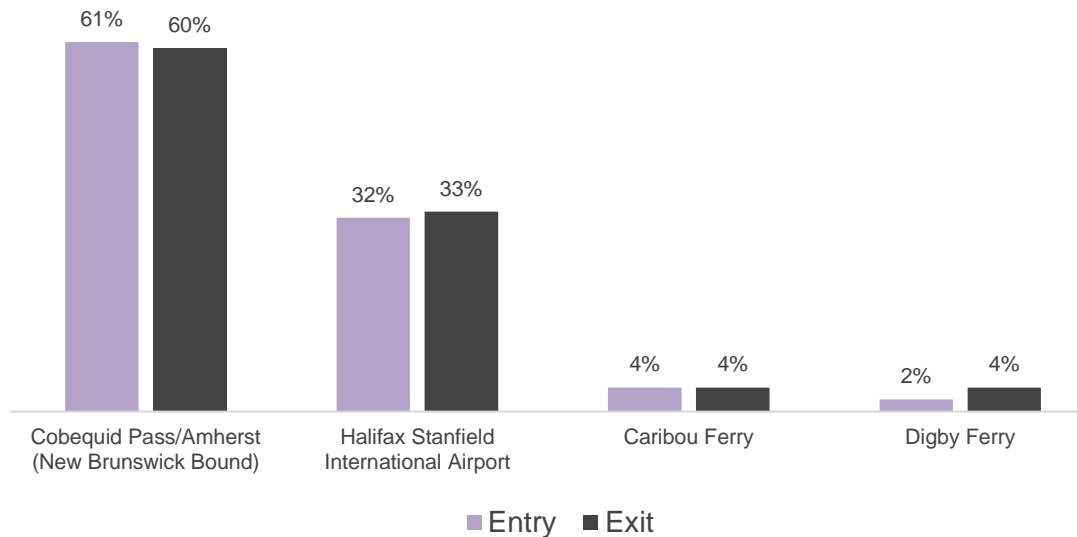


Source: Table T11

ENTRY/EXIT

Six in 10 survey respondents arrived in Nova Scotia via New Brunswick, while about one-third arrived via the Halifax Stanfield International Airport. Exit patterns were virtually the same.

Entry and Exit Points During Trip to Nova Scotia



Source: Tables A5/A8