

**TOURISM  
NOVA SCOTIA** 

# **2015 Visitor Exit Survey**

November 21, 2016



**NOVA SCOTIA** 



**Background**

# What is the Visitor Exit Survey?

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Key tool to profile Nova Scotia visitors.

Information collected includes:

- Mode of travel/party size/demographics.
- Trip planning time.
- Visitor behaviour.
- Spending.
- Accommodations.

# Methodology

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## VES survey response cards:

- Halifax Stanfield International Airport.
- Cobequid Pass.
- Ferry exit points.

## Online survey.

May 2015-May 2016.

4,230 survey responses in final dataset.

- Data weighted based on entry point and mode of travel.



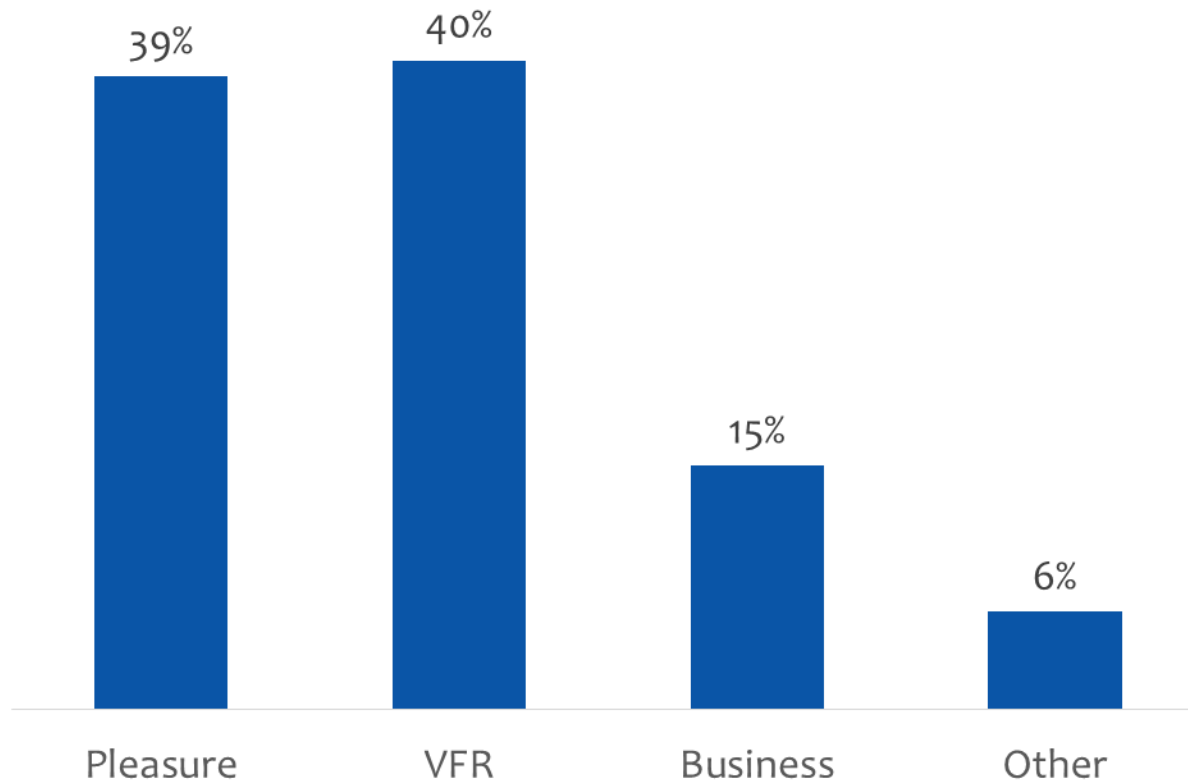
# Results

# Visitor Characteristics



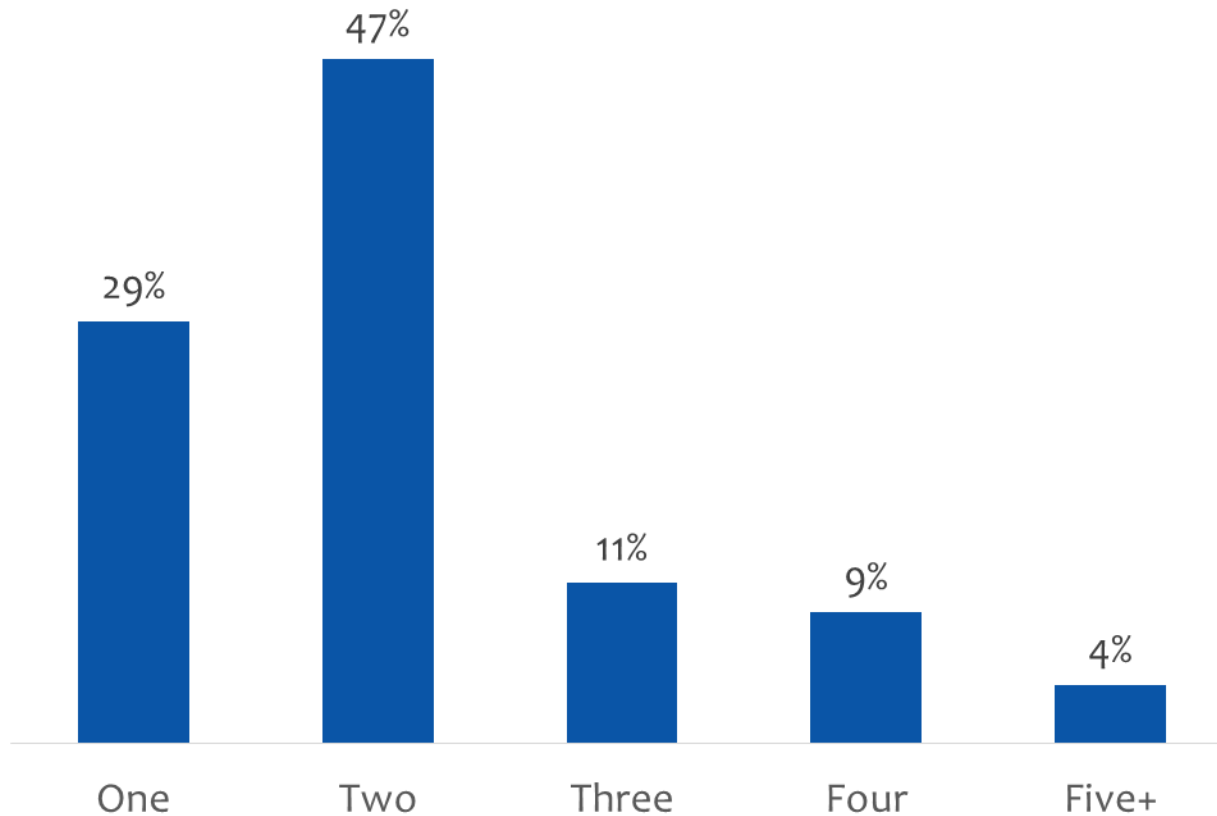
# Purpose of Trip

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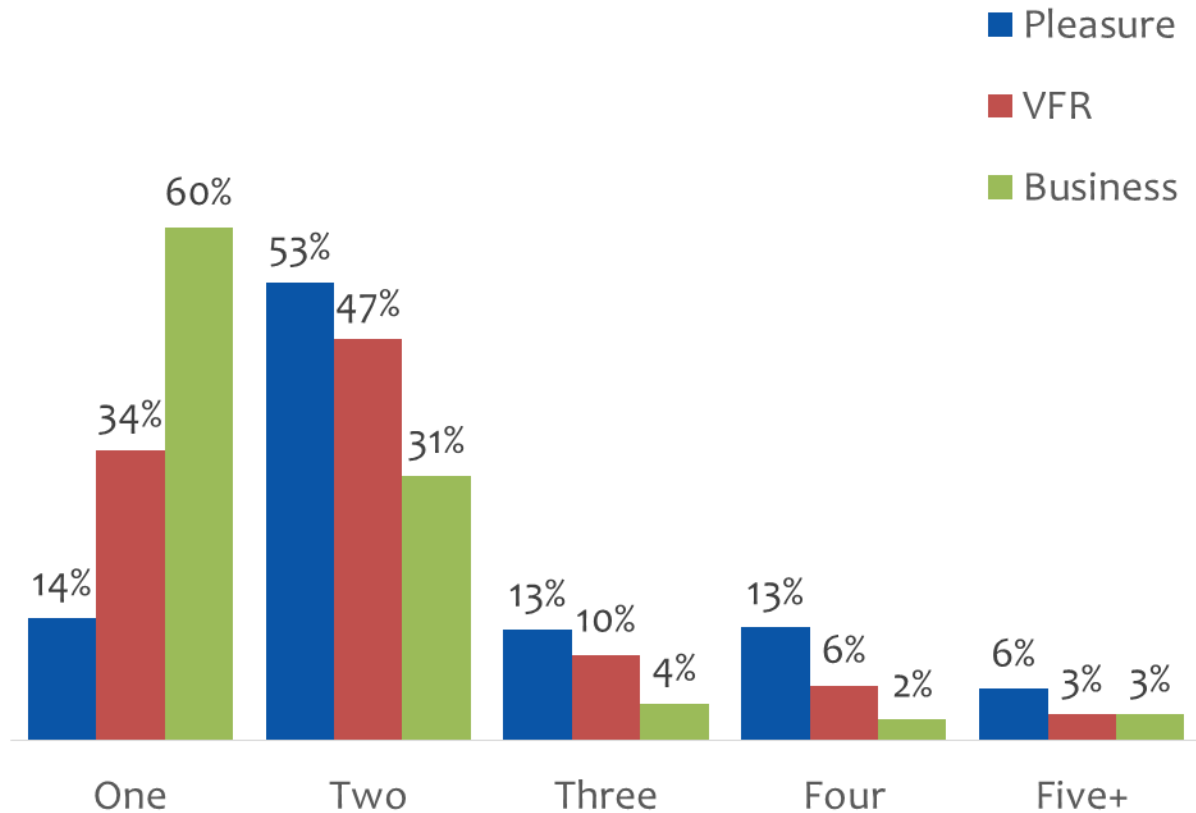
# Party Size

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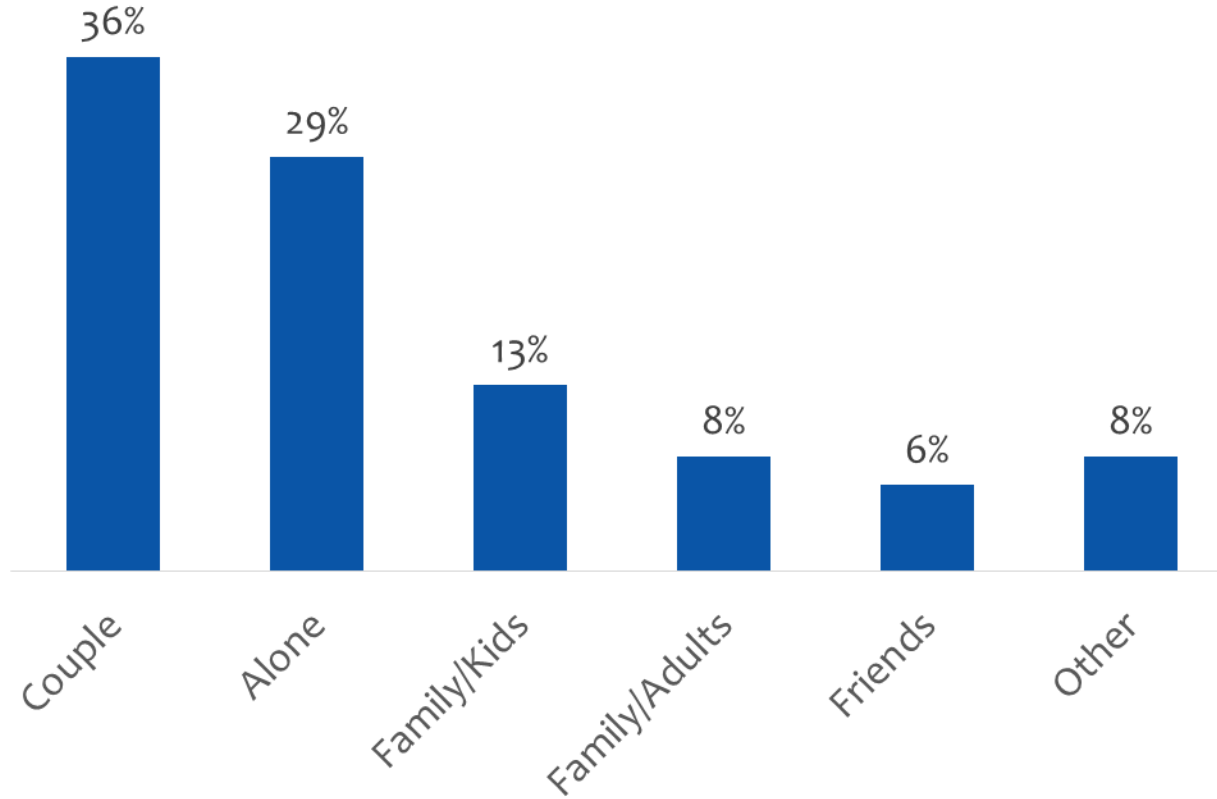


# Party Size

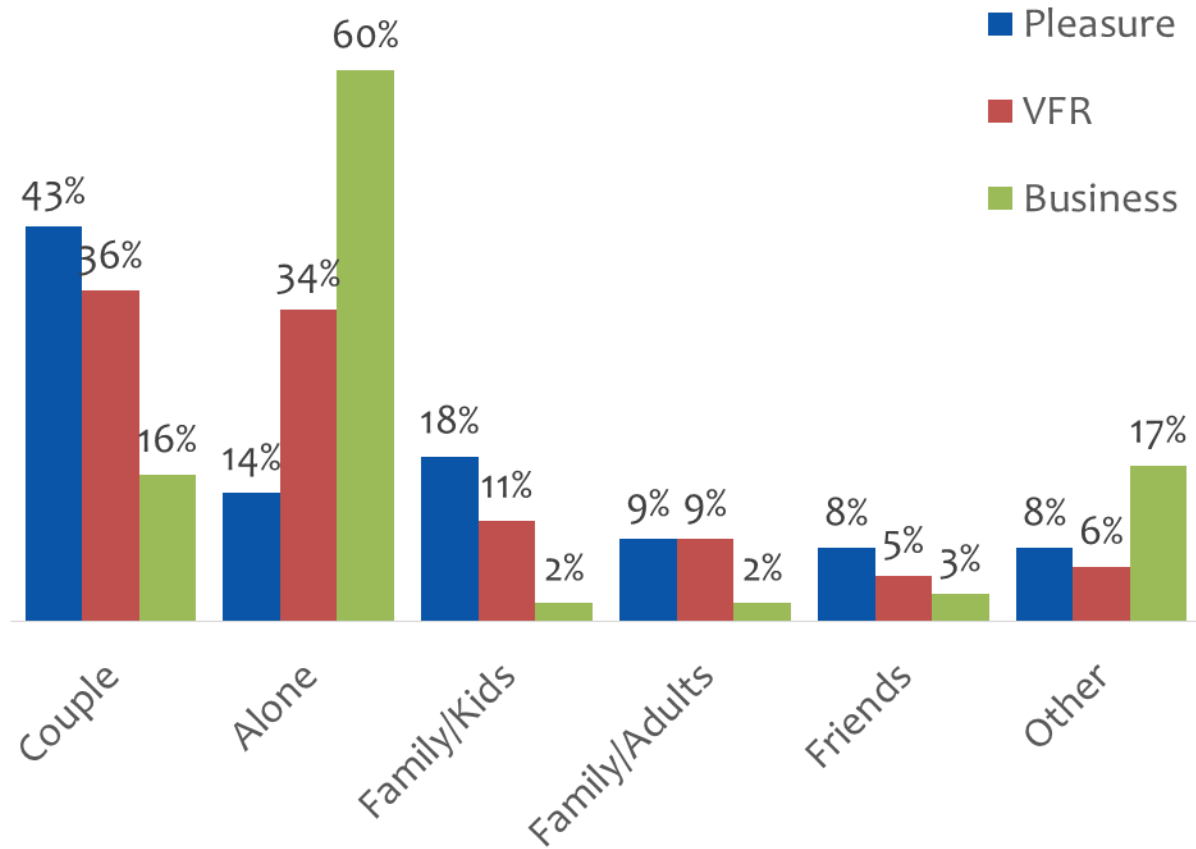


# Party Composition

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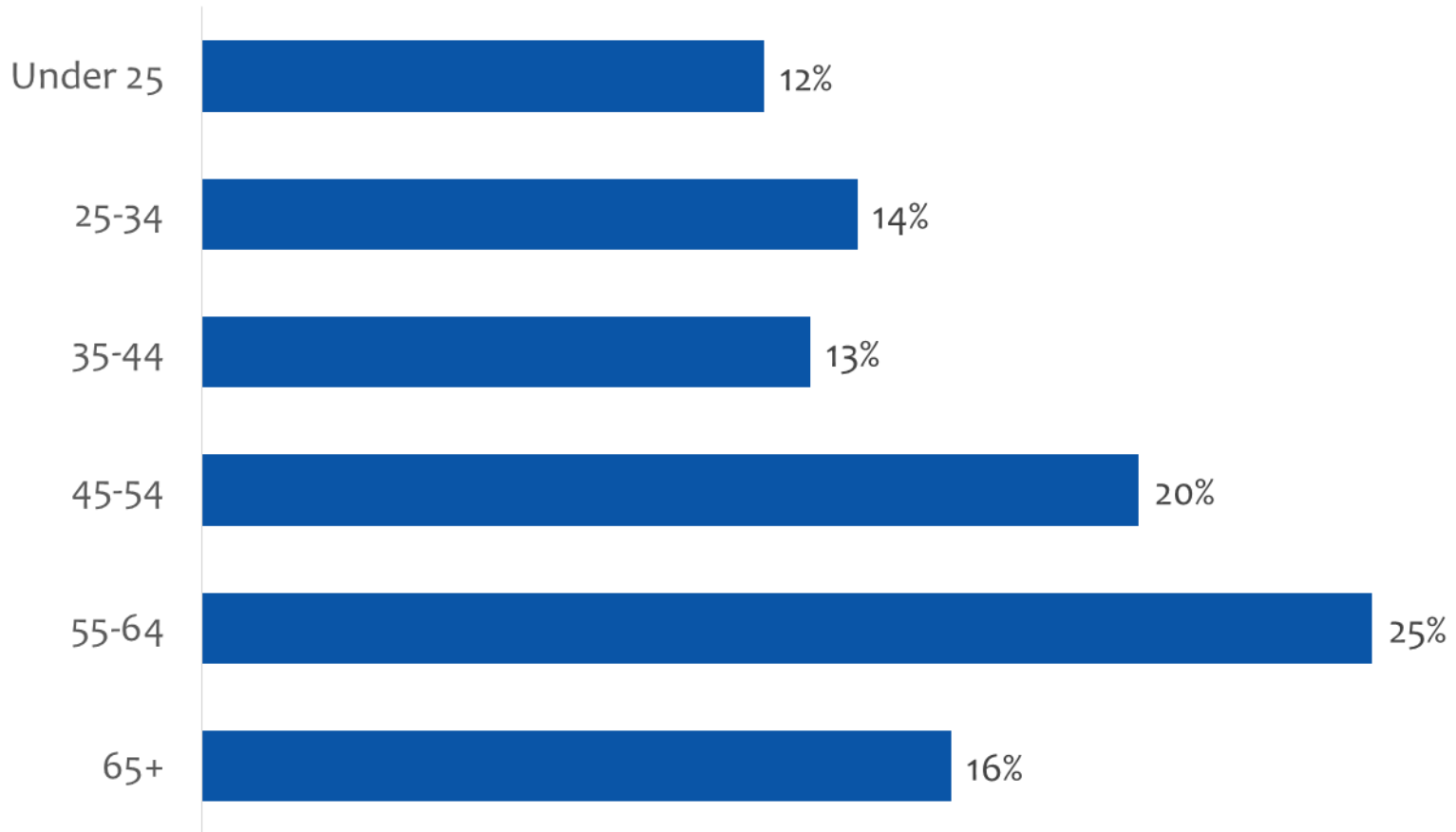


# Party Composition

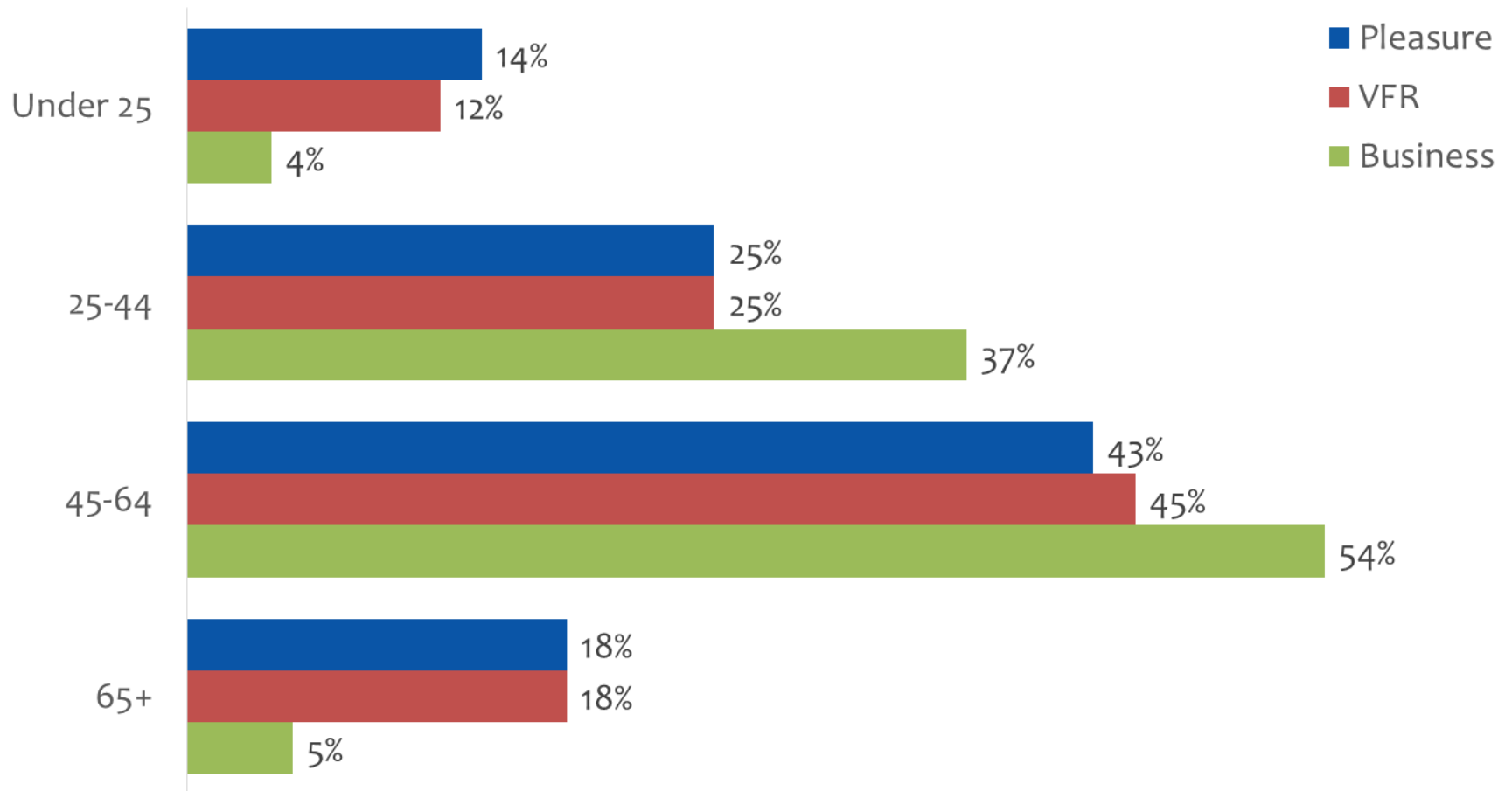


# Visitor Age

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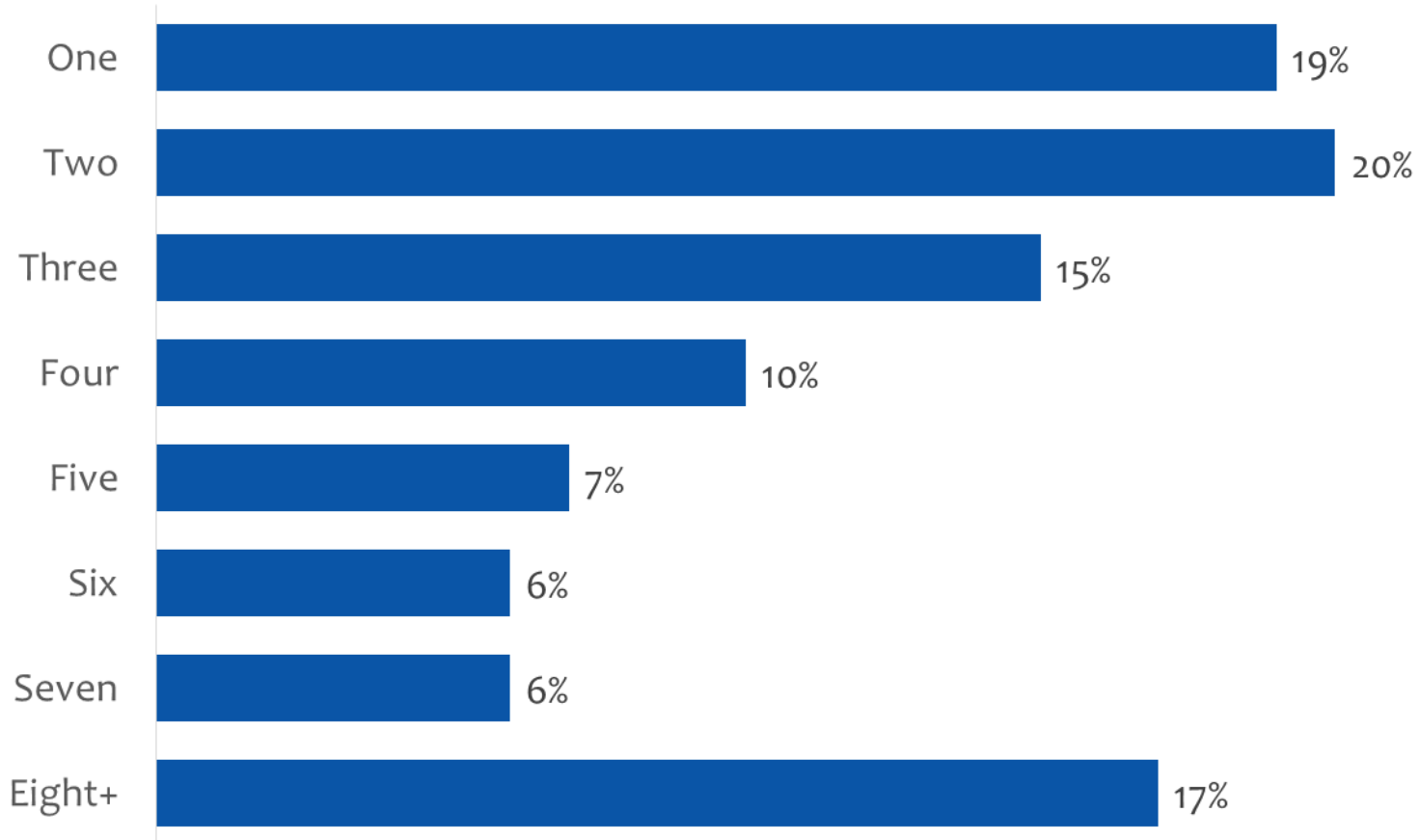


# Visitor Age



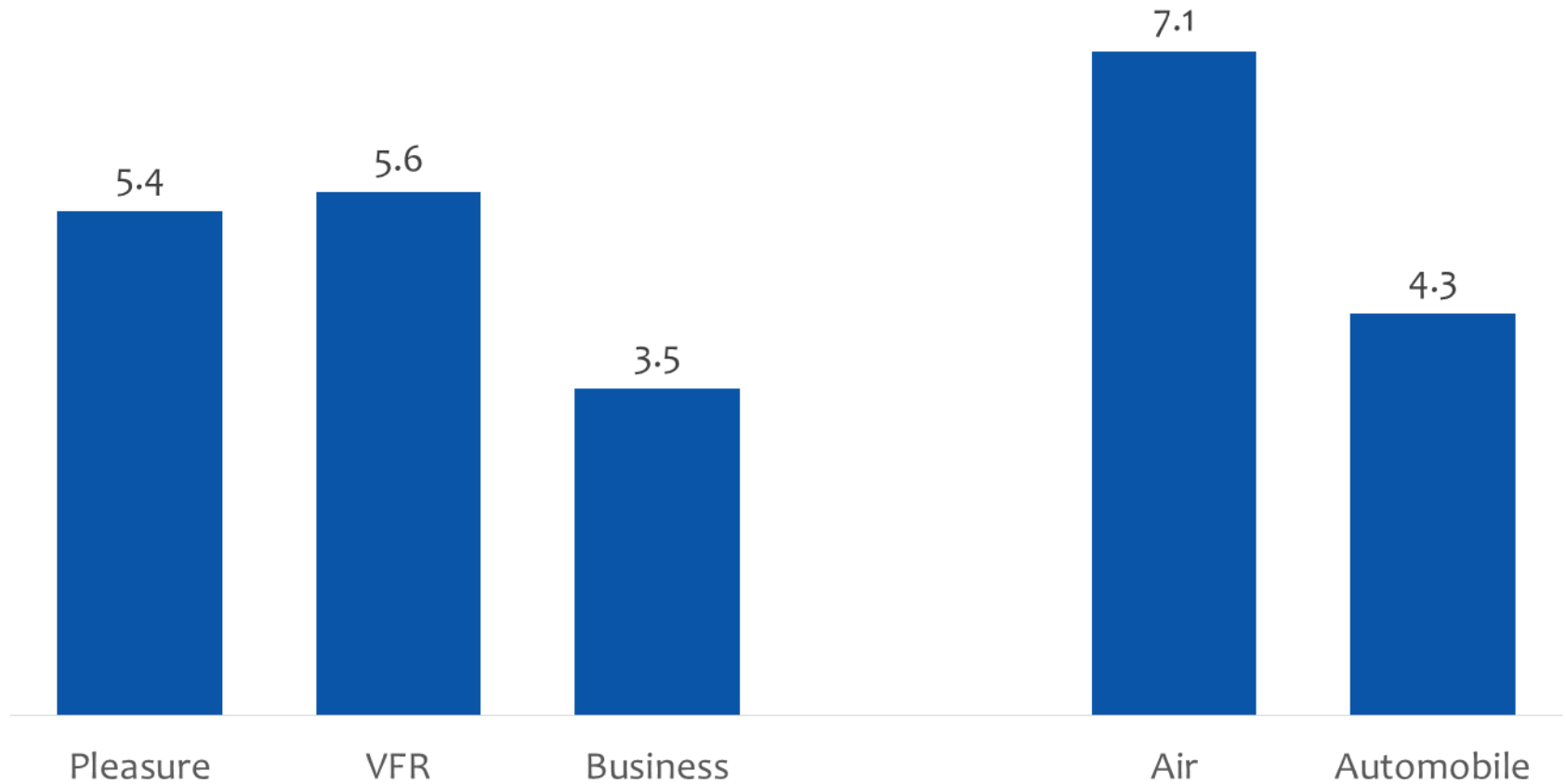
# Length of Stay

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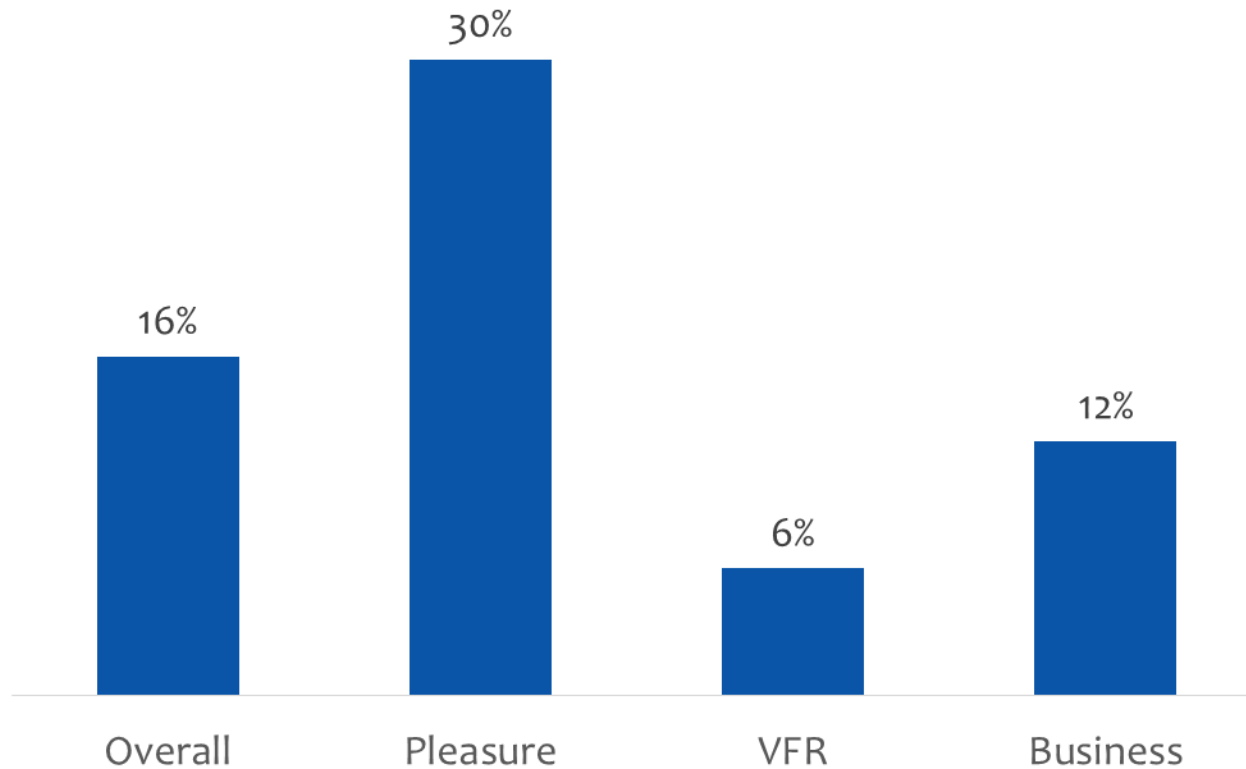
# Average Length of Stay

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# First-time Visitors

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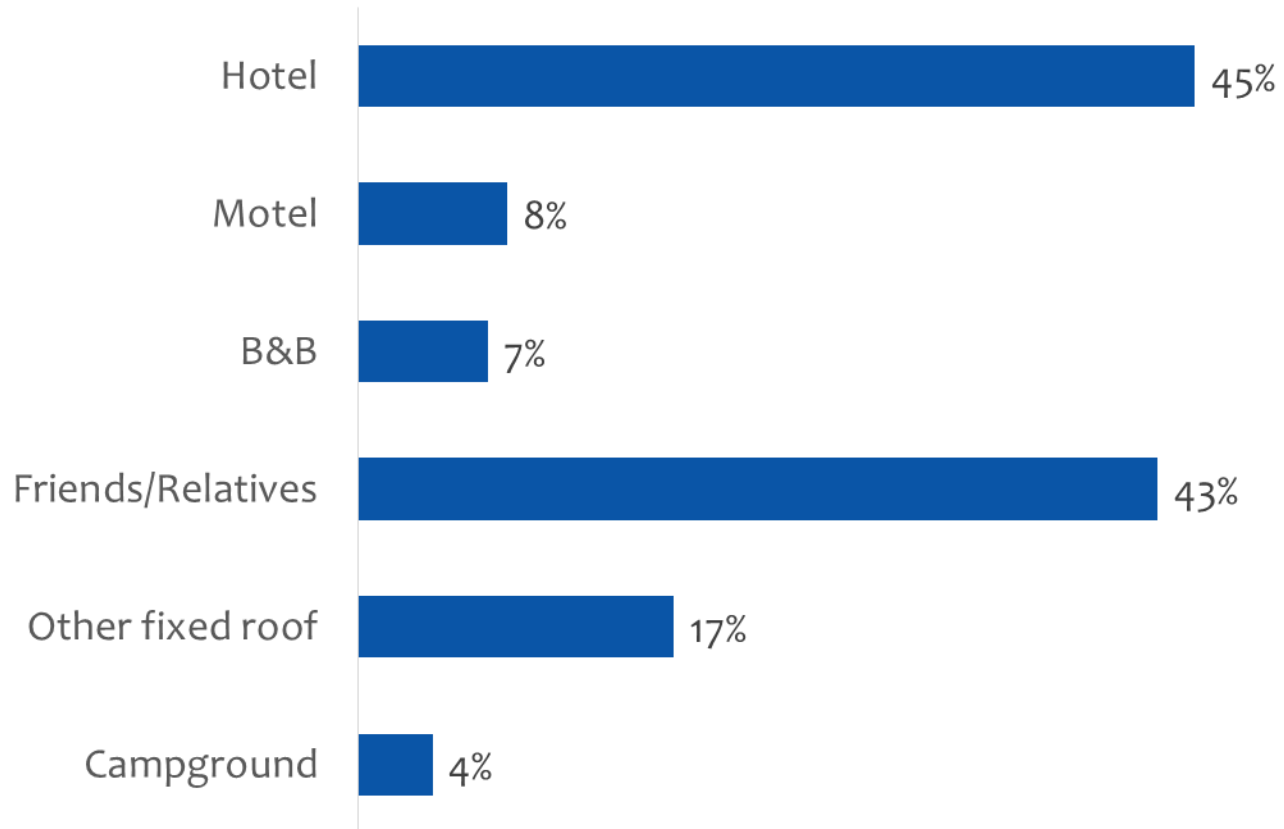


# Accommodations

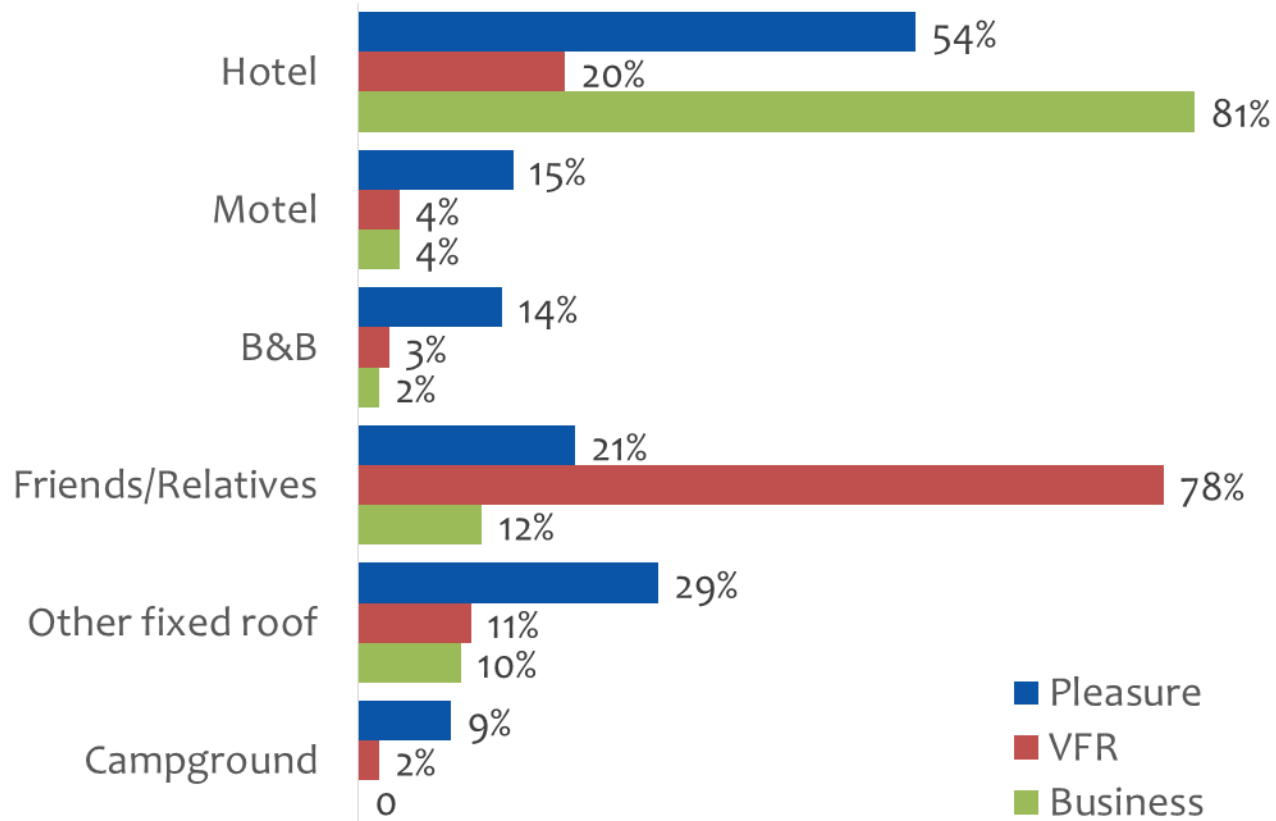


# Accommodations

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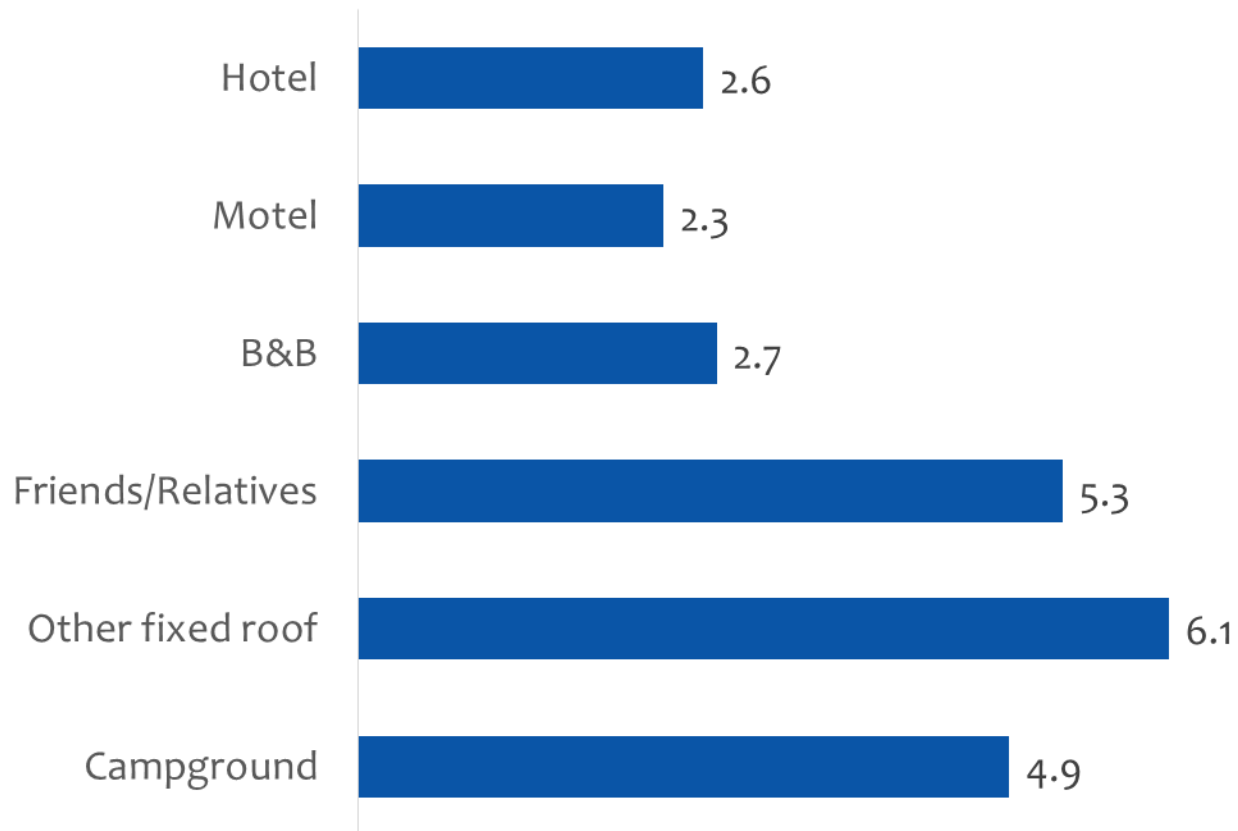


# Accommodations



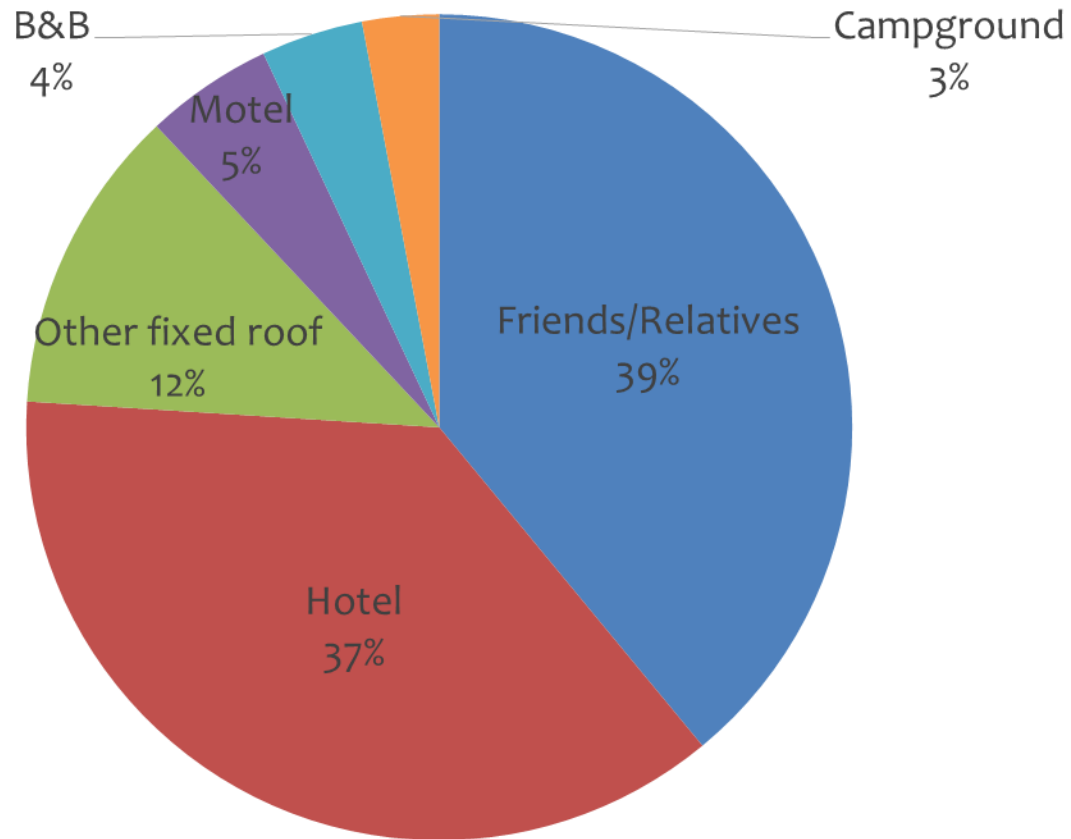
# Accommodations: Average Stay

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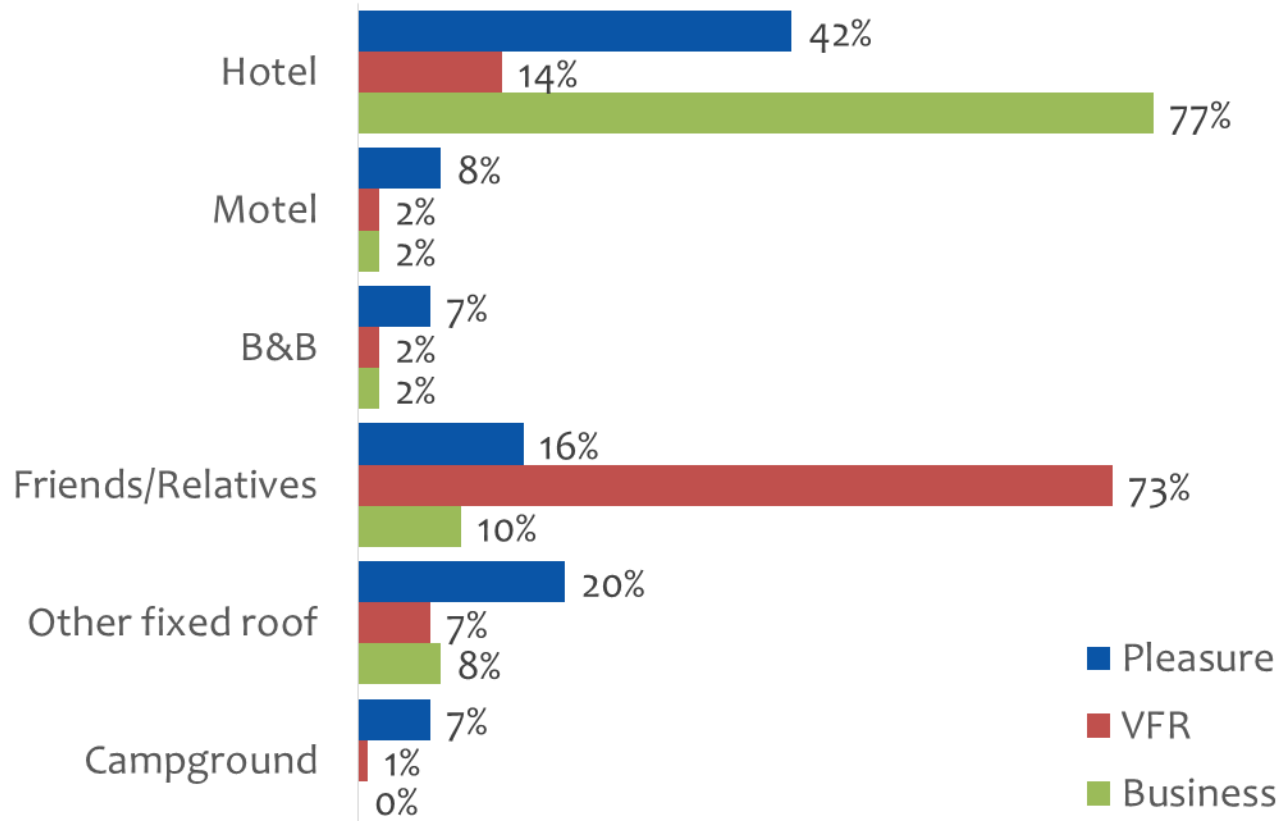


# Accommodations: Share of Nights

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# Accommodations: Share of Nights

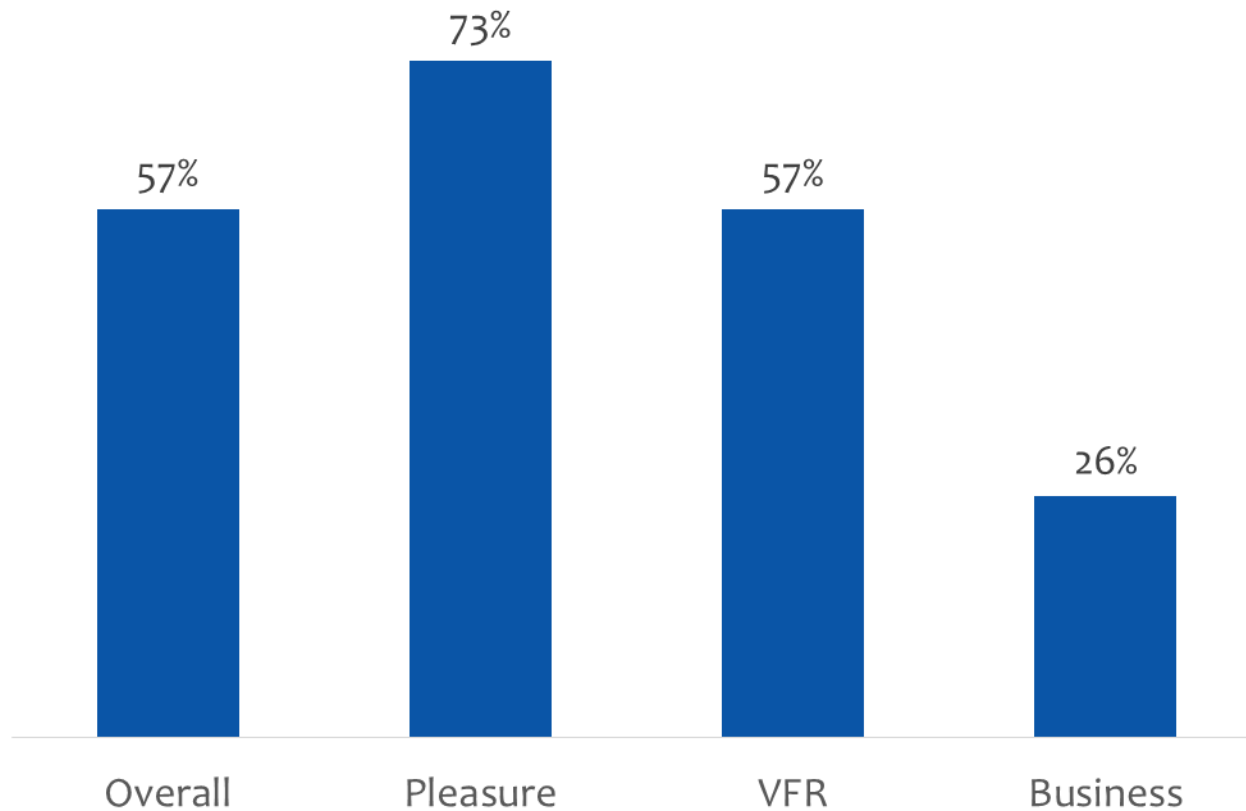


# Activities



# Outdoor Activities: % Participation

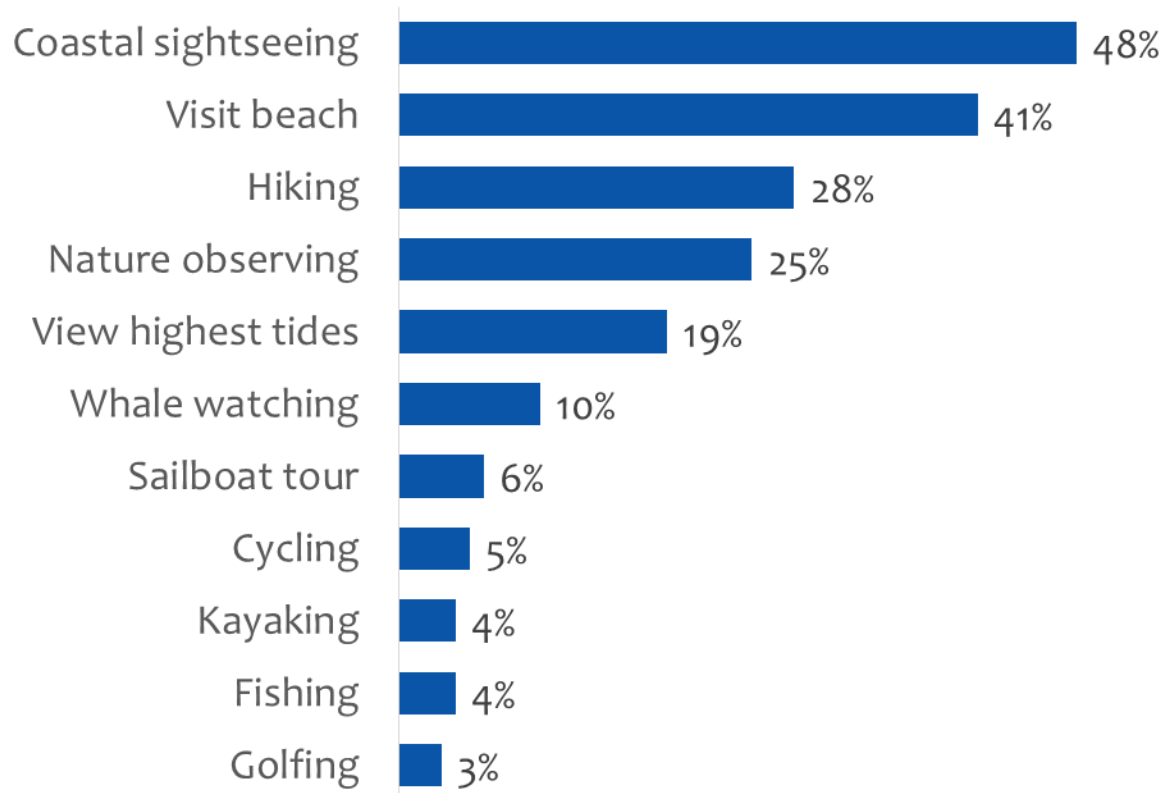
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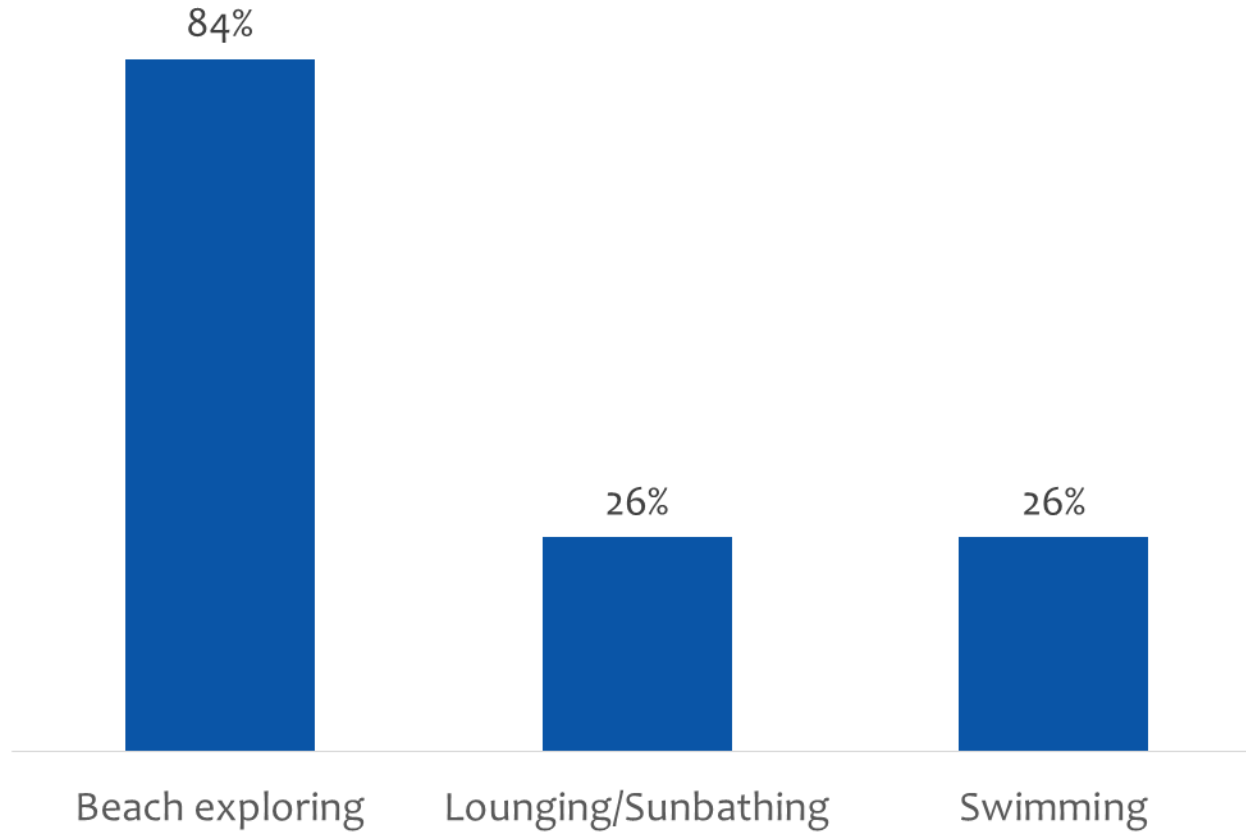
# Outdoor Activities: Pleasure Visitors

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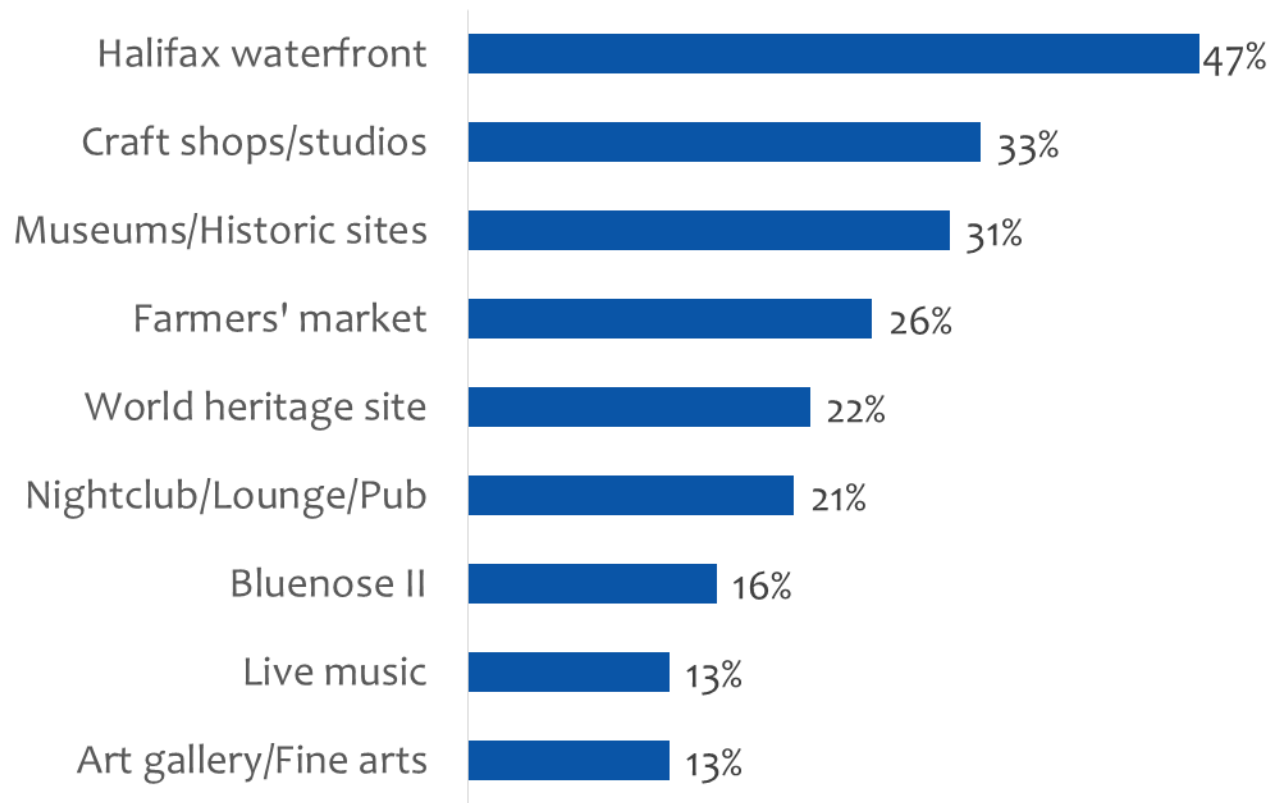
# Outdoor Activities: Beaches

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# Attractions: Pleasure Visitors

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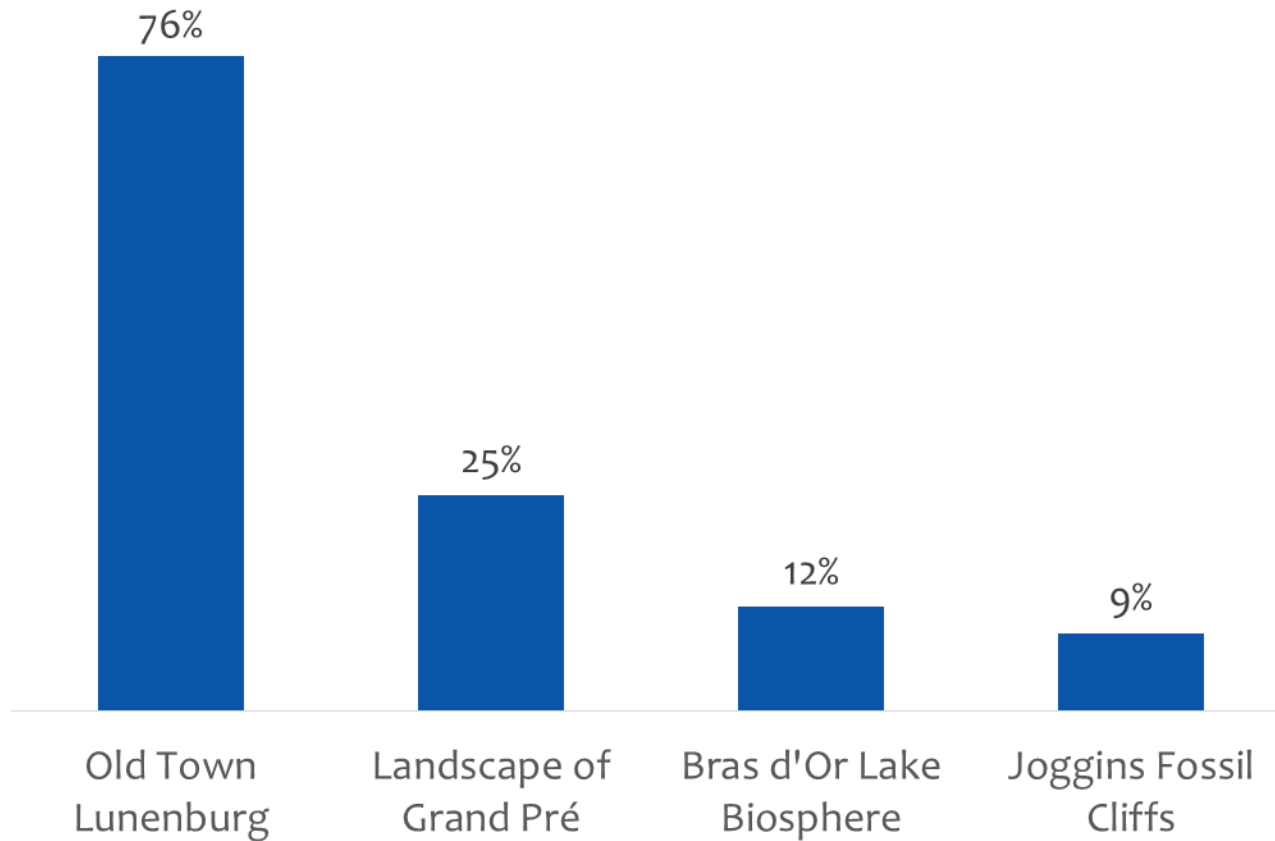
# Attractions: Pleasure Visitors

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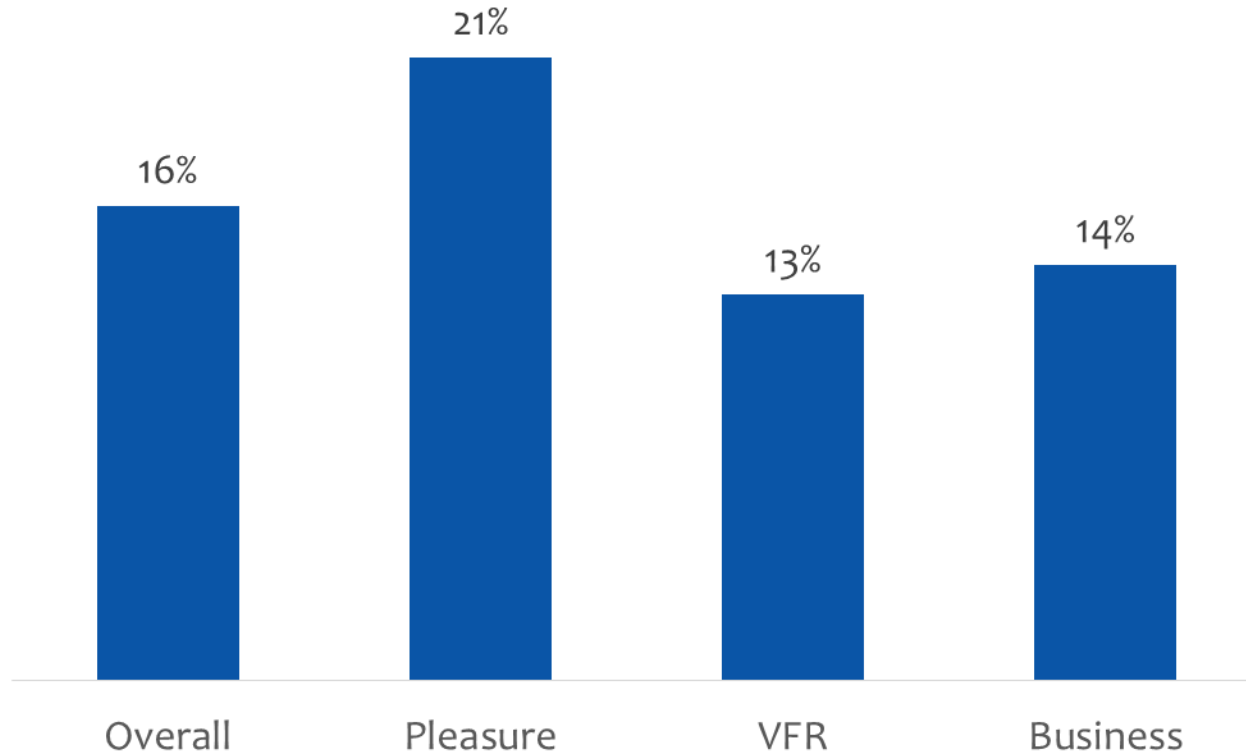
# UNESCO World Heritage Sites

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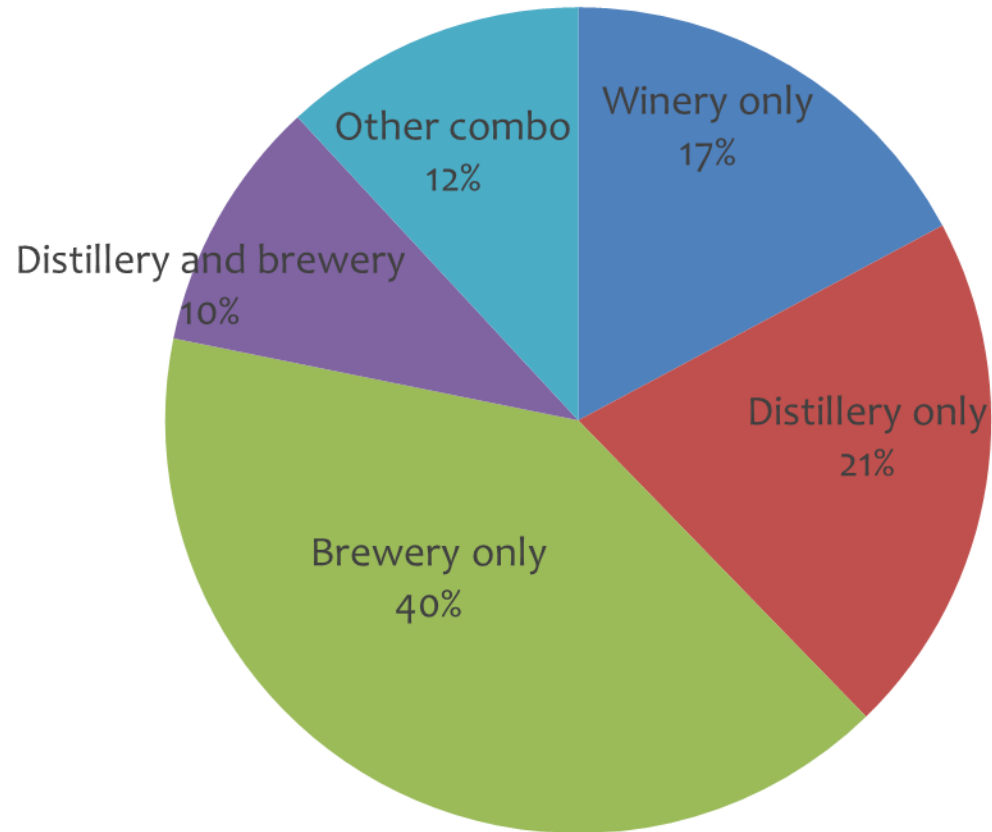
# Beer, Wine & Spirits

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# Beer, Wine & Spirits

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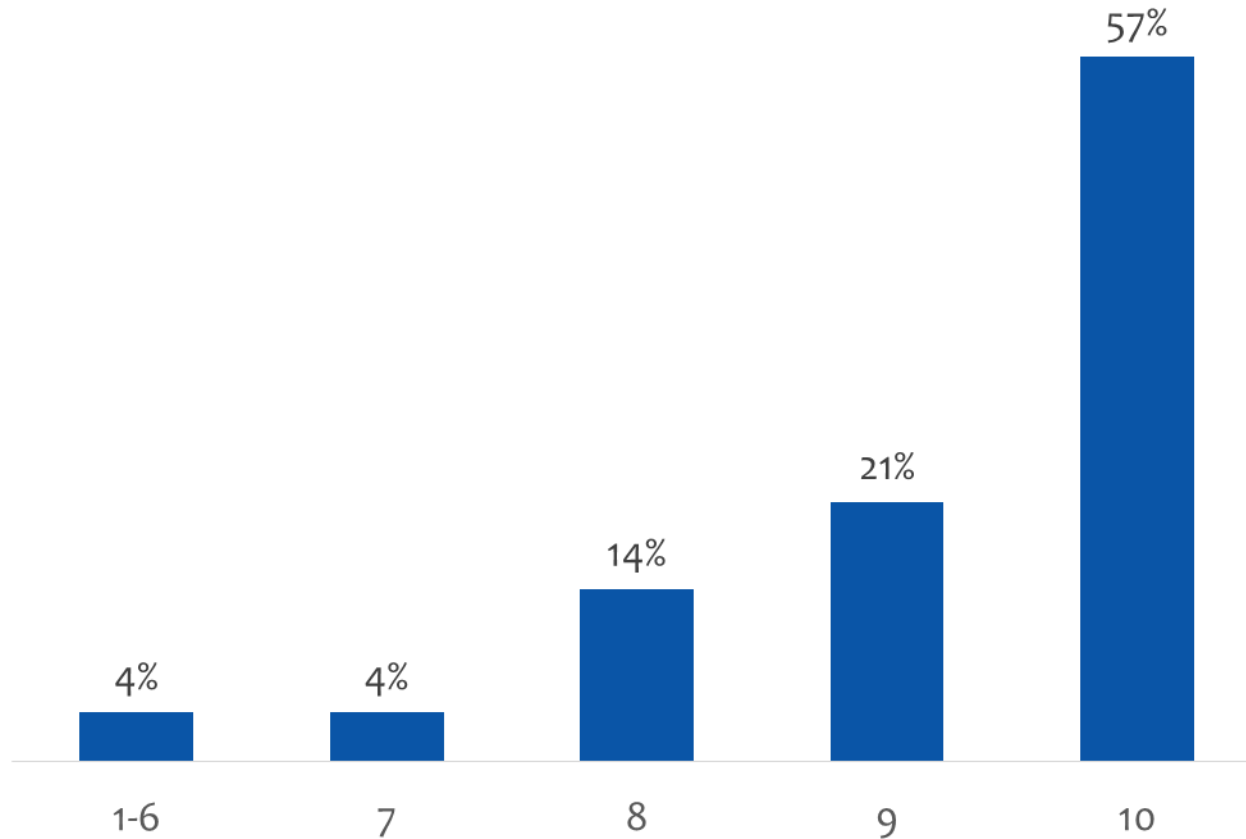
# Satisfaction





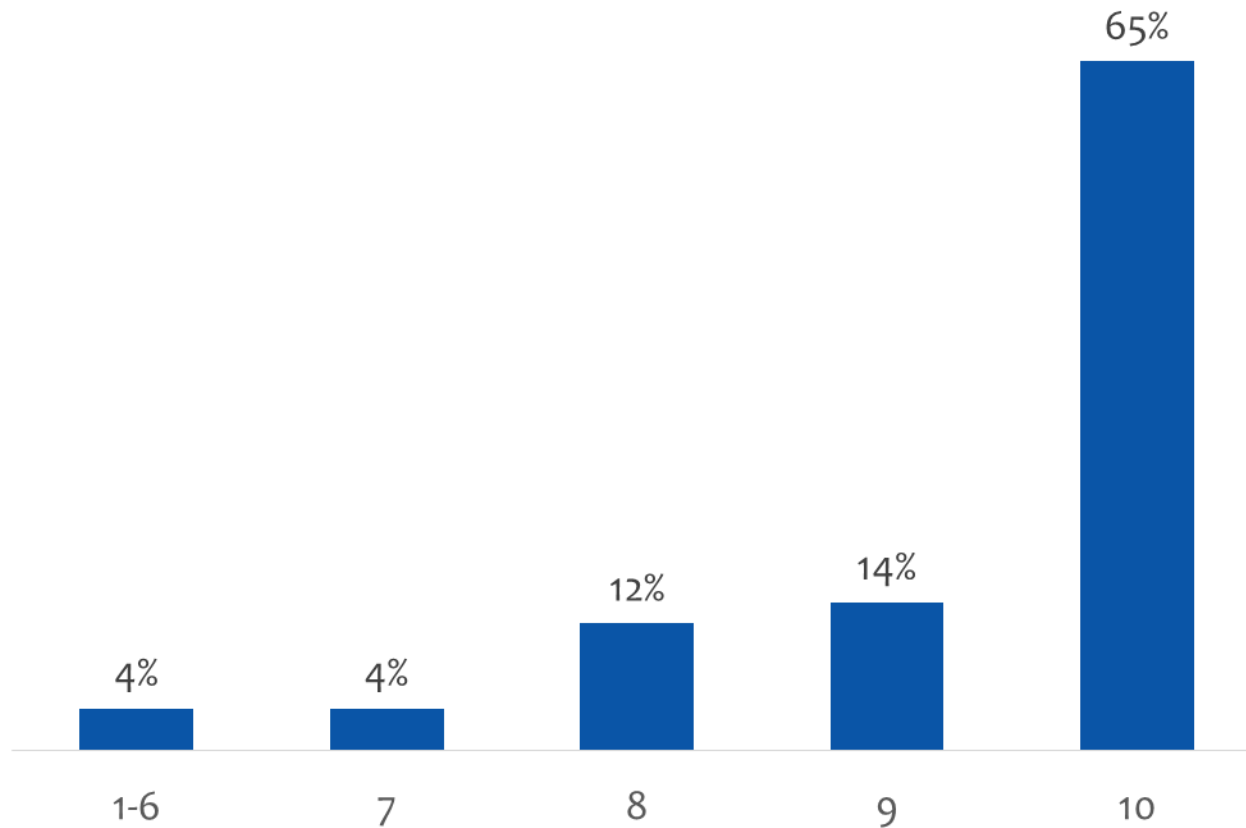
# Satisfaction with Nova Scotia Experience

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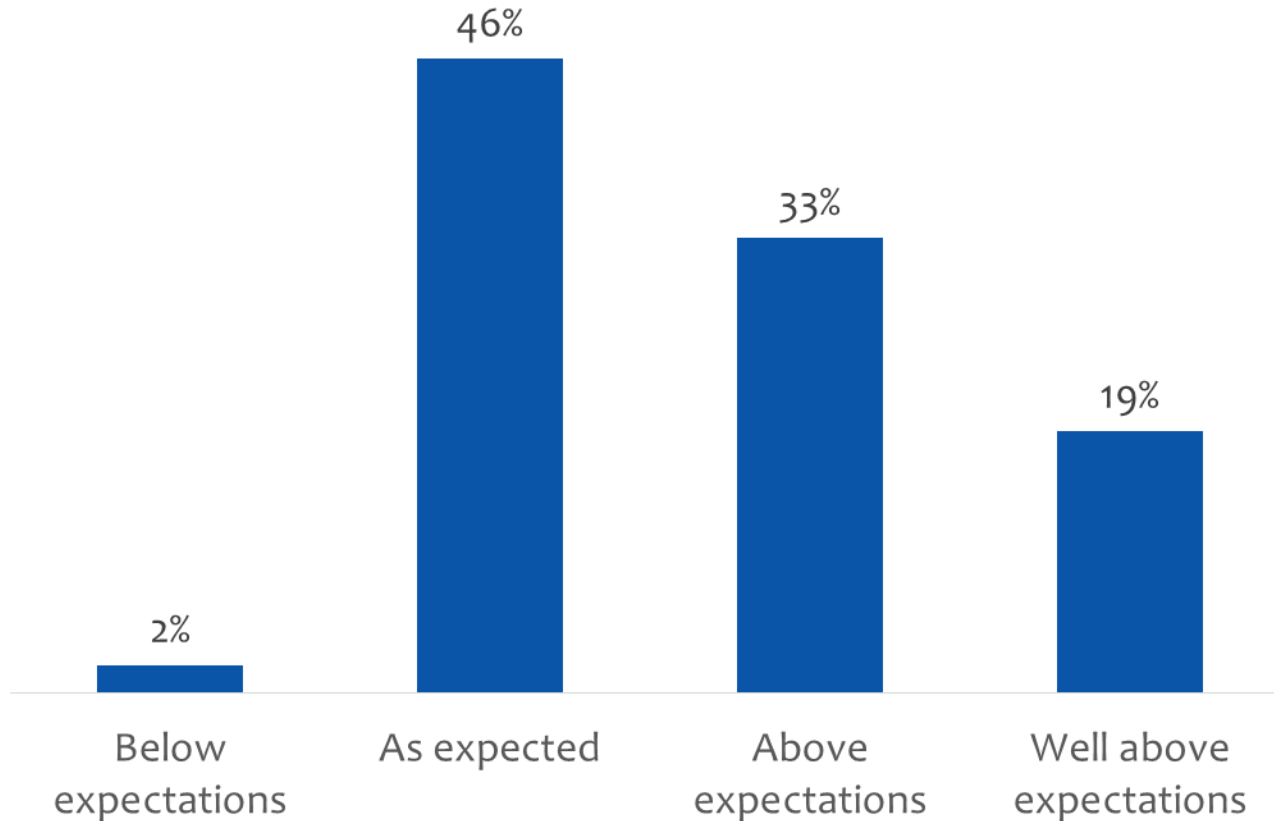
# Likely to Recommend

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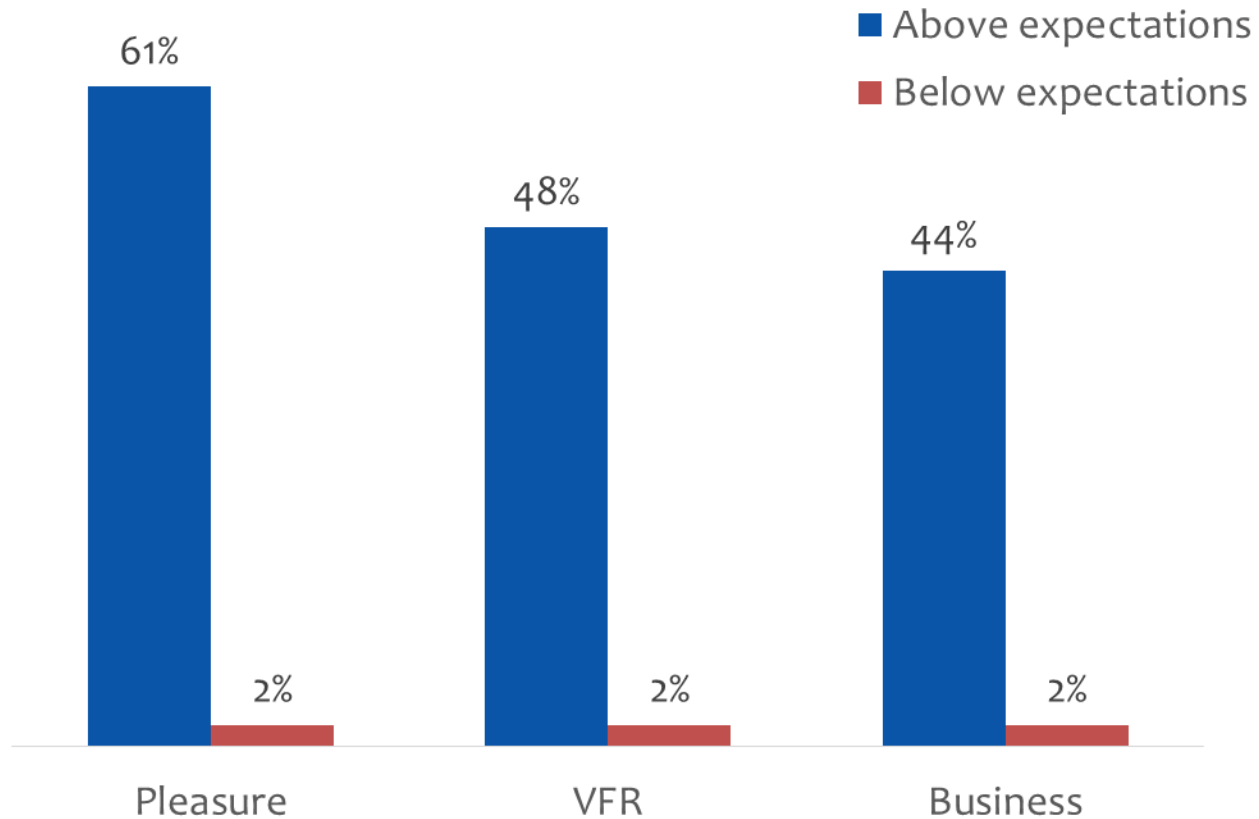


# Experience vs. Expectations

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# Experience vs. Expectations

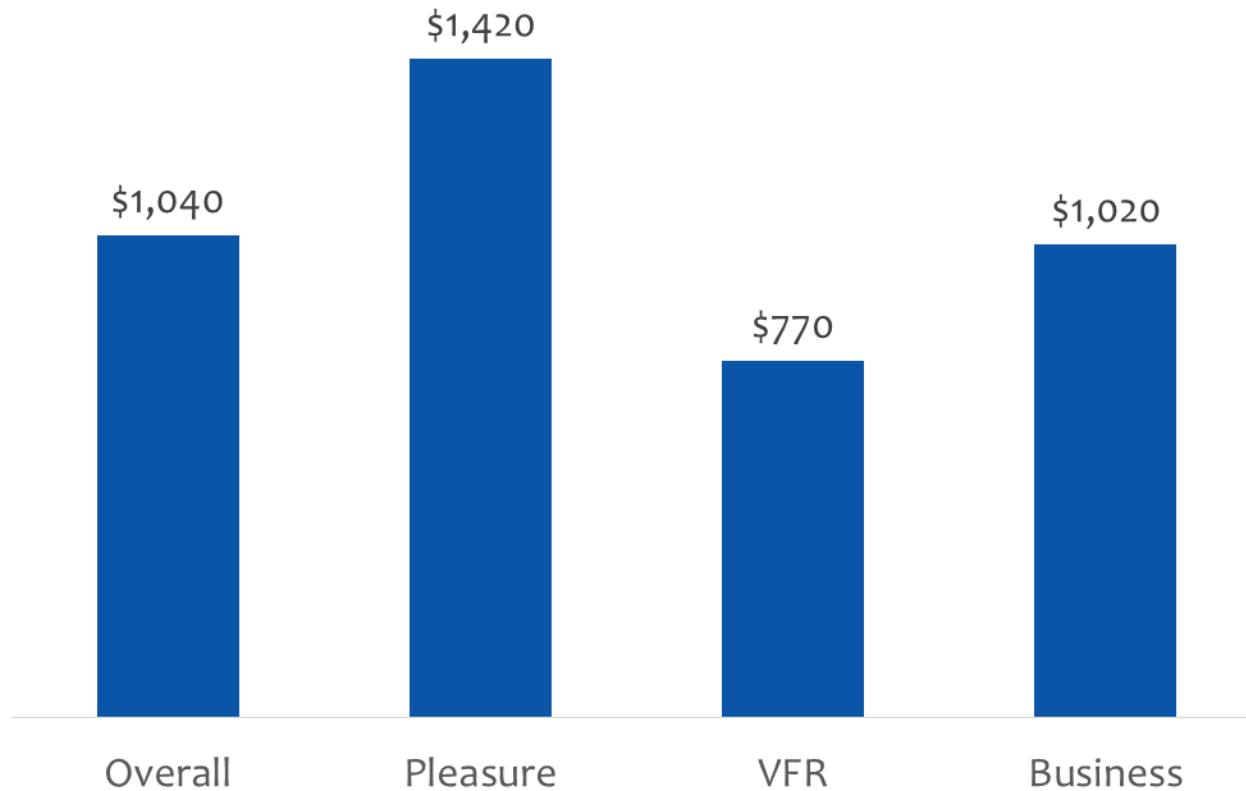


# Visitor Spending



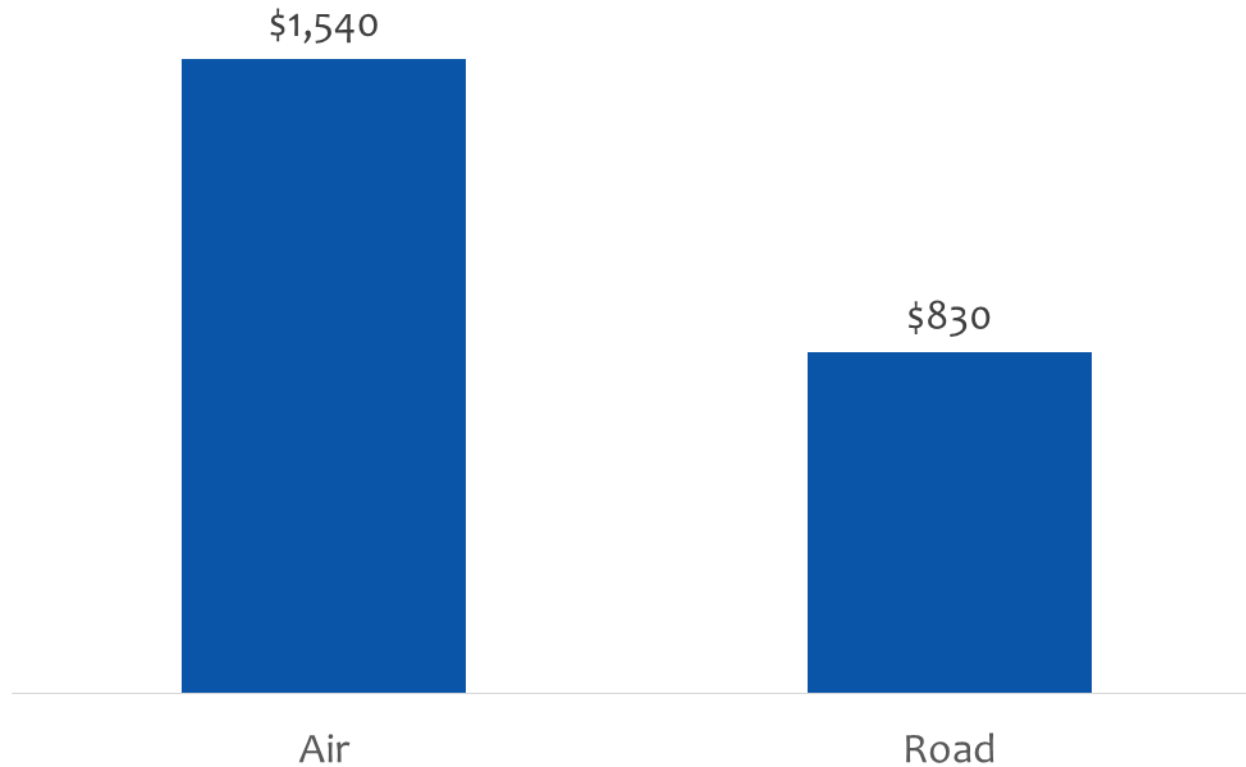
# Visitor Party Spend

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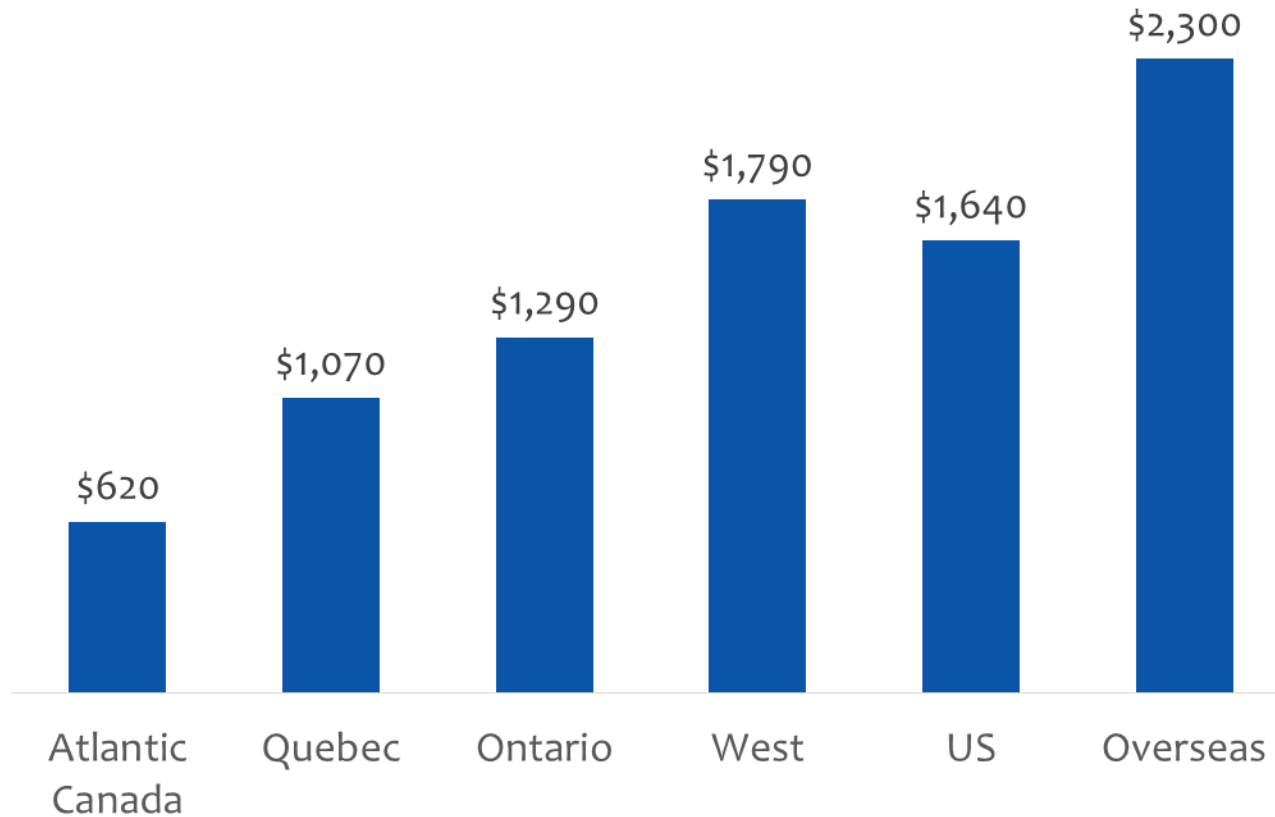
# Visitor Party Spend

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# Visitor Party Spend

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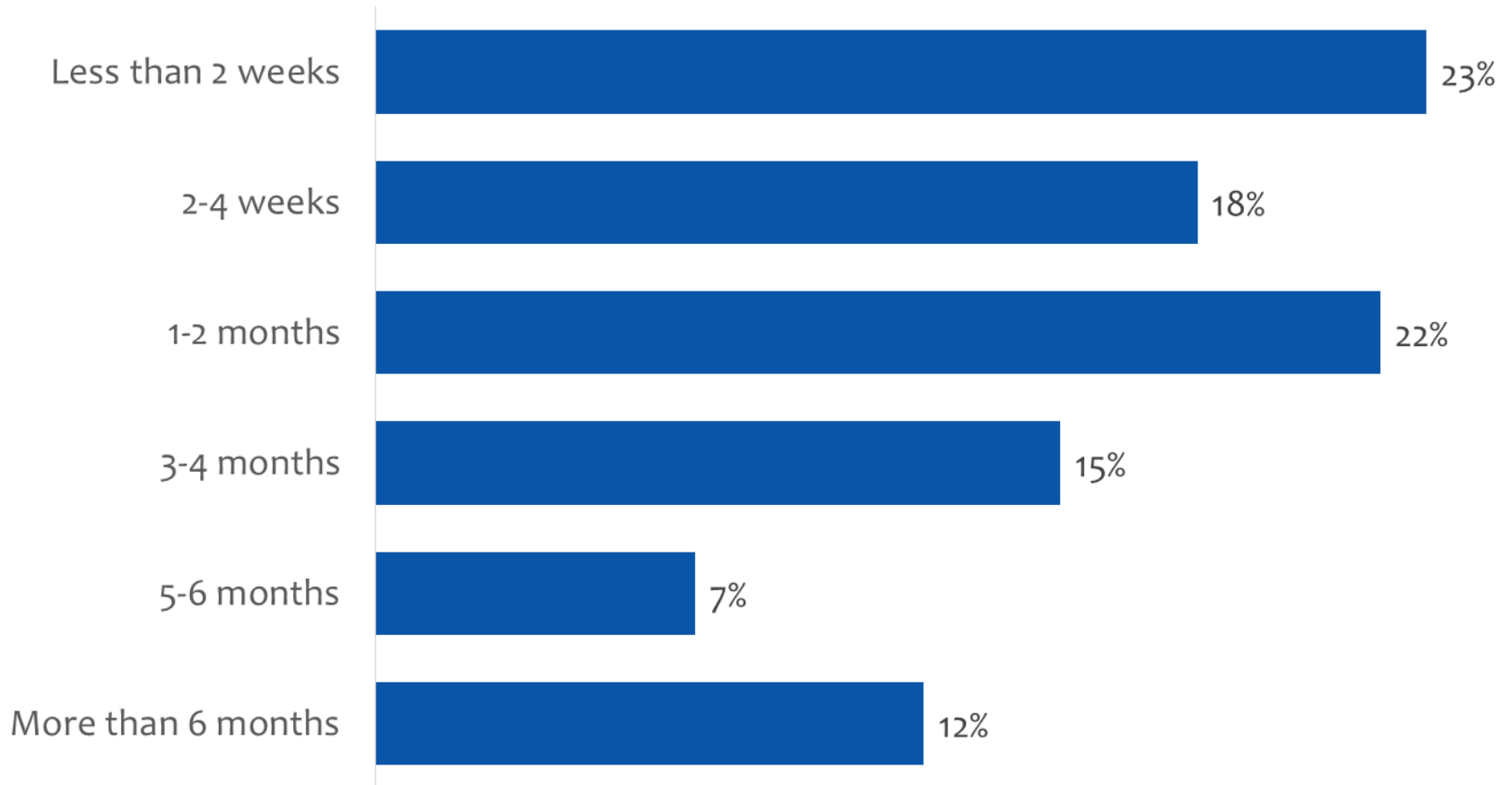


# Trip Planning



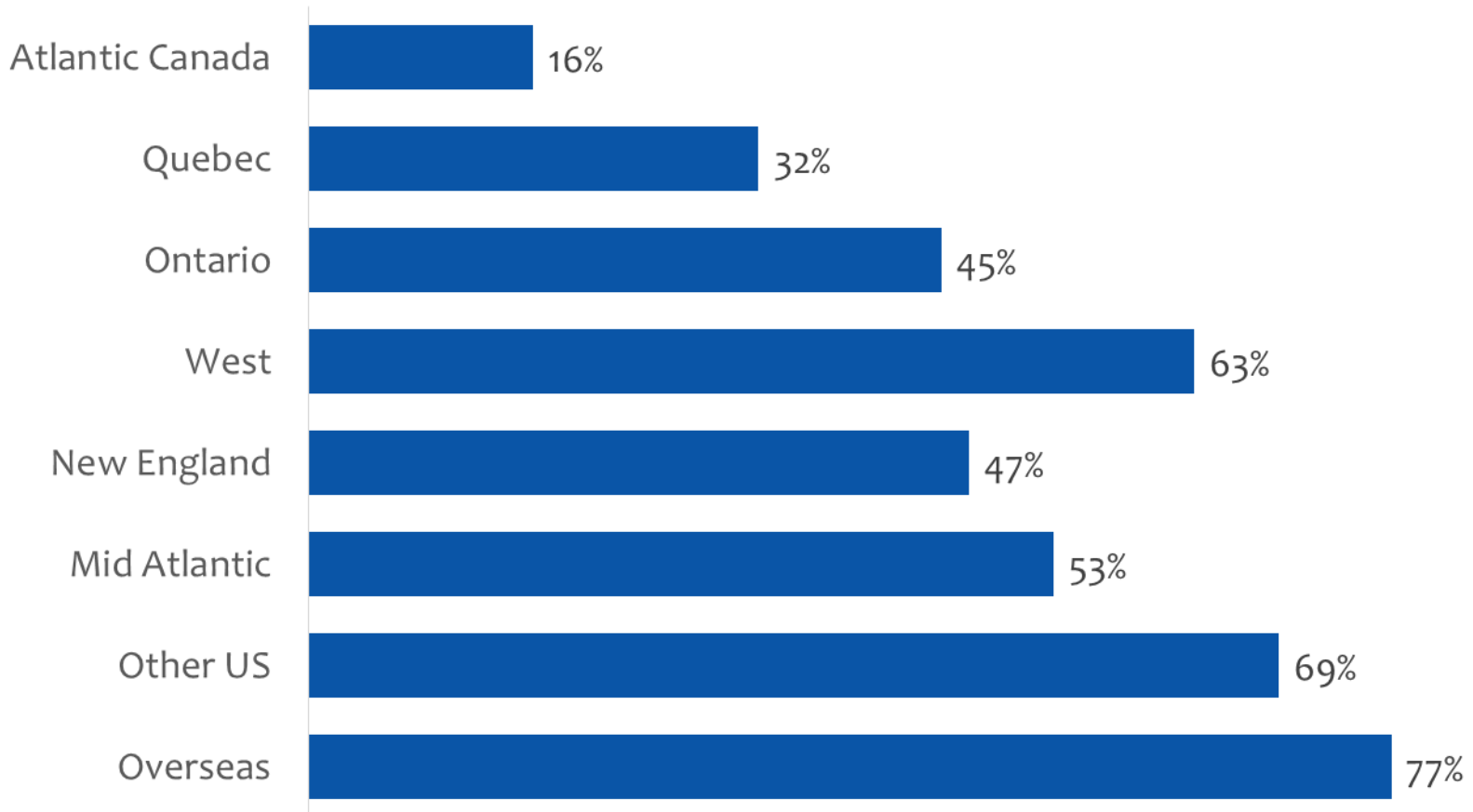
# Time of Decision

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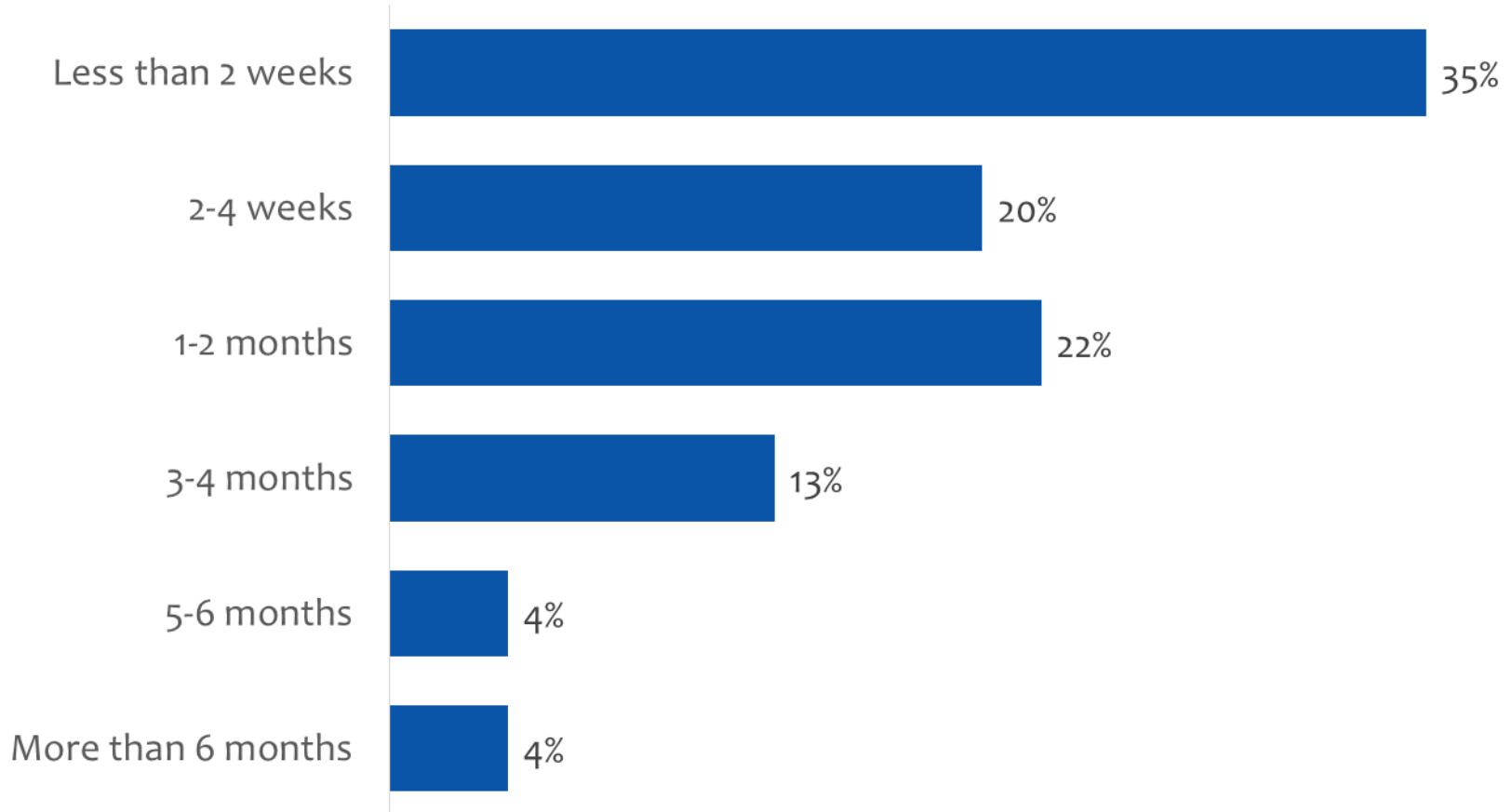
# Time of Decision: 3+ Months Before Trip

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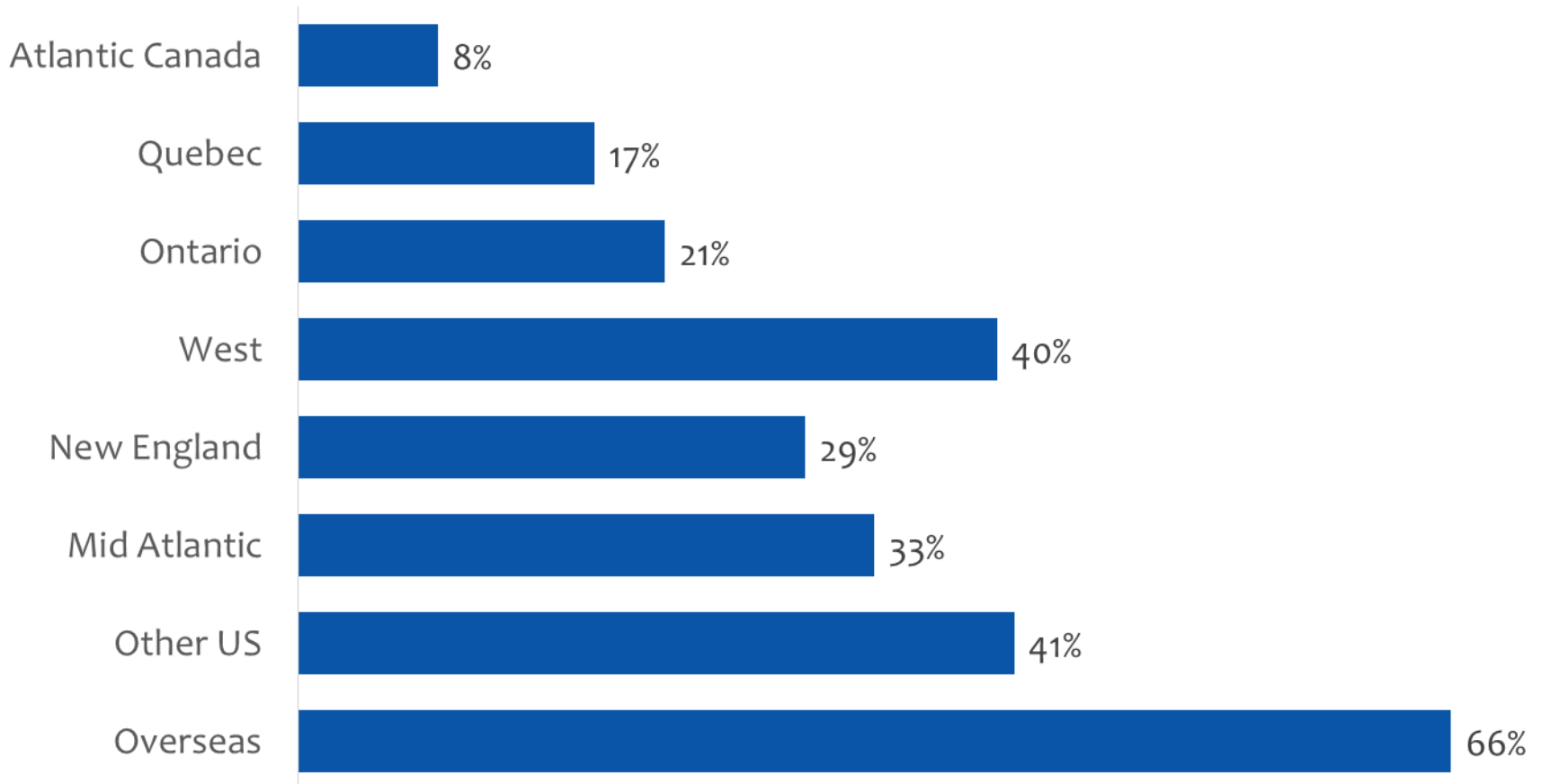
# Time of First Booking

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# Time of 1st Booking: 3+ Months Before Trip

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# Reports



# Stay Tuned...

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- Overall report
- Communities report
- Market bulletins
- Explorer Quotient segment bulletins.
- Update tourism revenues.
- Specialized analysis.

Anna Moran  
Research, Planning & Decision Support  
Tourism Nova Scotia  
902-798-6764  
Anna.Moran@novascotia.ca

## Contact

[www.tourismns.ca](http://www.tourismns.ca)  
[www.novascotia.com](http://www.novascotia.com)

