
2010 Nova Scotia Visitor Exit Survey – Regional Report

A Look at Visitors Who Included Cape Breton in their Trip to Nova Scotia

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**Nova Scotia Department of Economic and
Rural Development and Tourism**

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Introduction

This report presents regional results of the **2010 Nova Scotia Visitor Exit Survey (VES)**, as prepared by Corporate Research Associates Inc., on behalf of the Nova Scotia Department of Economic and Rural Development and Tourism.

This report profiles visitors who travelled to Cape Breton during their trip to Nova Scotia. Please note that trip characteristics included in this report relate to the entire trip, not just their stay within this tourism region.

Tables referenced within this report are found at <http://www.gov.ns.ca/econ/tourism/research/visitor-exit-survey.asp>, and show detailed results by tourism region (see Regional VES Data Tables).

For more information on visitation to the province, the full VES report and regional reports for the other tourism regions are available online at the above noted address.

For further information on this study, please contact:

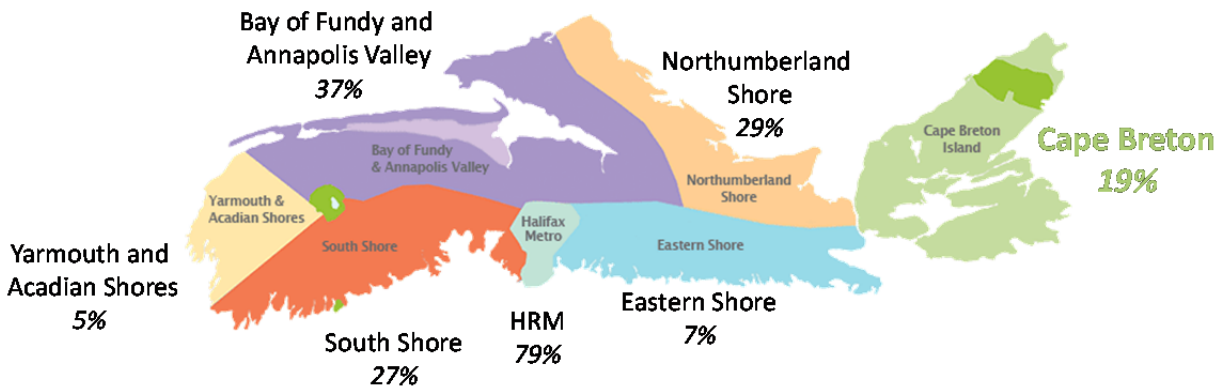
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A Look at Visitors Who Included Cape Breton in their Trip to Nova Scotia

This report profiles visitors to Cape Breton. The map below shows that Cape Breton was visited by two in ten visitors to the province.

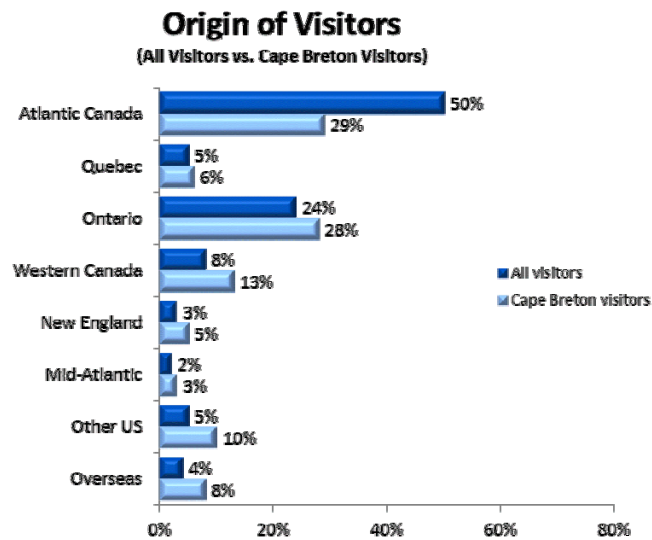


Travellers to each of the tourism regions were identified based on the data collected on the community traffic flow portion of the survey. For this analysis, only those who stopped for at least 30 minutes or stayed overnight in a community within a tourism region were considered to have visited that region. A listing of communities can be found in the Study Methodology section of the Full Report.



Overview of Cape Breton Visitors

Two in ten Nova Scotia visitors stopped in Cape Breton for at least 30 minutes or stayed overnight. Three-quarters of those visiting Cape Breton were Canadian, with three in ten visitors originating from the Atlantic Provinces and a similar number from Ontario. (Table A3)

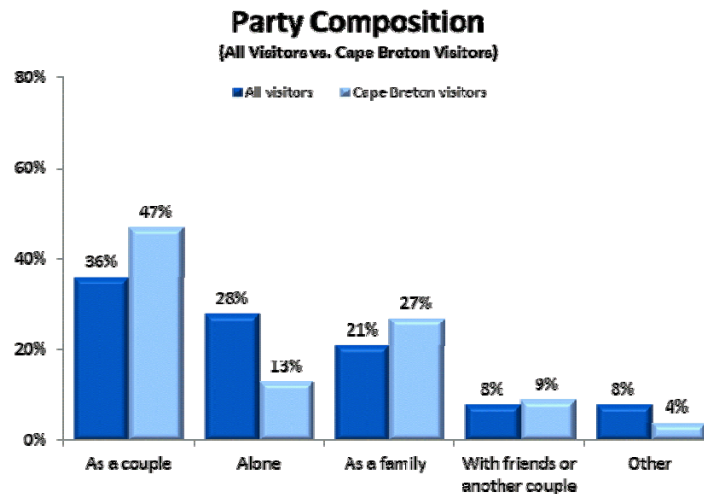


Visitors who included Cape Breton in their trip were less likely than all visitors to the province to be from Atlantic Canada, and more likely to originate from Ontario, Western Canada, the US, and overseas.



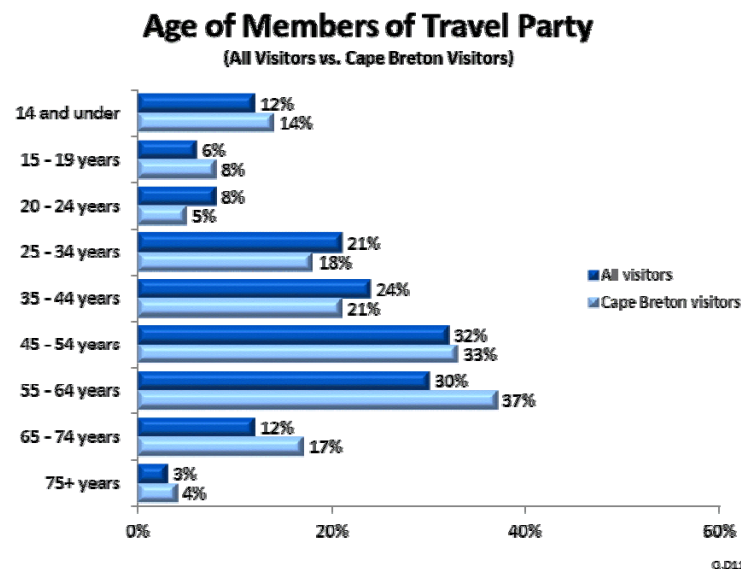
Average Party Size and Composition

Nearly one-half of visitors who visited Cape Breton travelled as a couple, while three in ten travelled as a family. Approximately one in ten each travelled alone or with friends. Pleasure travellers, those visiting friends or family, and those travelling by RV were more likely than their counterparts to have travelled as a couple, while business travellers were most likely to travel alone. (Table D10)



Compared with all visitors to the province, visitors to Cape Breton were more likely to travel as a couple or family, while the percentage of visitors travelling alone was well below that for all visitors.

Among those who visited Cape Breton, parties travelling by RV were generally older compared with those travelling by car or air. In fact, close to nine in ten RV travellers included a party member 55 years of age or older. Pleasure travellers and those visiting friends or relatives were over four times more likely than business travellers to include a party member under the age of 25. (Table D11)

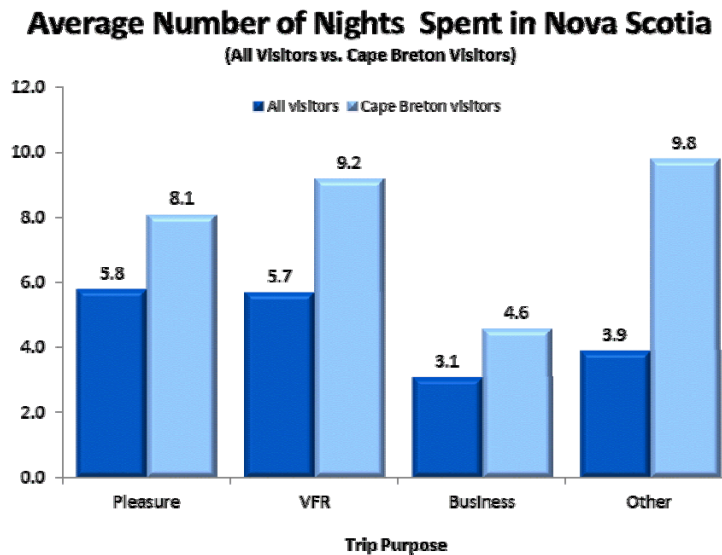


Travellers who visited Cape Breton were more likely than all visitors to the province to include a party member 55 years of age or older, and slightly more likely to include a party member under the age of 20.



Length of Stay

Among travellers who visited Cape Breton, the average length of stay in the province was 8.2 nights. Visitors from Atlantic Canada spent the least number of nights in the province (5.0), while visitors from overseas spent the most number of nights (17.7). By mode of travel, air travellers spent the longest time in Nova Scotia (11.7), followed by those travelling by RV (8.7), while those travelling by car spent the least number of nights (6.4). Business travellers (4.6) spent fewer nights compared with pleasure travellers (8.1) or those visiting friends or relatives (9.2) (Table D1)



Travellers who included Cape Breton in their visit spent more nights in the province compared with all visitors to Nova Scotia (8.2, compared with 5.1 among all visitors).



Trip Expenditures

Among visitors who included Cape Breton in the trip, visitors travelling by air reported higher average expenditures compared with those travelling by car or RV. By trip purpose, pleasure travellers had higher average expenditures compared with those on business or visiting friends or relatives. Visitors from Western Canada reported higher average expenditures compared with others who visited Cape Breton. (Table D22/D24)

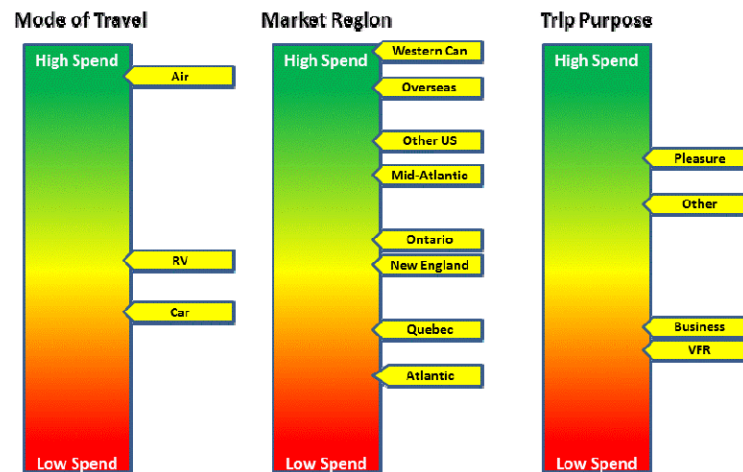
Average Expenditure Per Party (All Visitors vs. Cape Breton Visitors)		
Type of Expenditure	All visitors	Cape Breton visitors
Fixed roof accommodations	\$281	\$470
Campgrounds	\$9	\$33
Meals in restaurants/hotels/bars	\$238	\$369
Groceries and liquor	\$81	\$136
Gas, oil and/or auto repair	\$105	\$214
Car rental fees, including insurance	\$75	\$159
Local transportation (taxis, limos, etc.)	\$10	\$6
Bridge/Highway/Ferry tolls in Nova Scotia	\$5	\$5
NS cultural products	\$39	\$73
Clothing	\$70	\$82
Other shopping	\$70	\$86
Culture and entertainment	\$41	\$74
Sport and recreation	\$14	\$33
Parking	\$0	\$0
Total Expenditures	\$1,052	\$1,747

Total party expenditures among Cape Breton visitors were higher compared with all visitors to Nova Scotia.



For ease of comparison across key subgroups, total party expenditures (excluding major purchases) were indexed against the average party expenditures among Cape Breton visitors. The following graph illustrates the position on the expenditure index by mode of travel, market region and trip purpose. Visitors originating from Western Canada, overseas, and air travellers reported higher party expenditures, while visitors from the Atlantic Provinces spent less.

Indexed Party Expenditures by Key Visitor Subgroups



Compared with all visitors to the province, results among those visiting Eastern Shore were generally consistent.

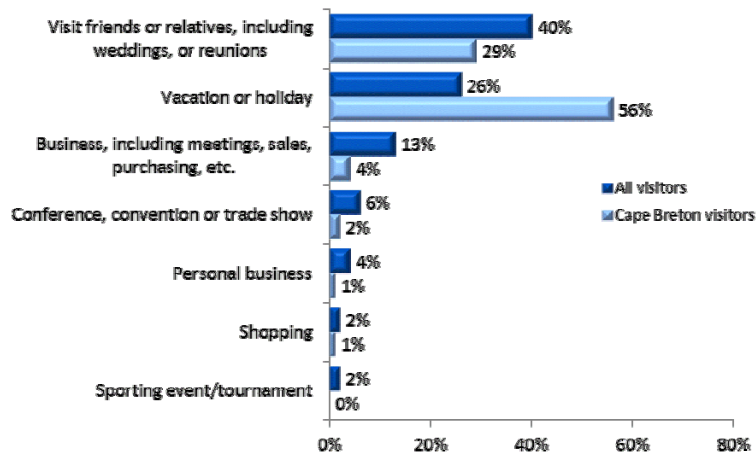


Trip Purpose

Among visitors who included Cape Breton in their visit to Nova Scotia, just over six in ten were pleasure travellers and three in ten were visiting friends or relatives, while few were here on business. Over nine in ten of those travelling by RV were pleasure travellers, while those travelling by car or air were four times more likely than RV travellers to be visiting friends or relatives. Visitors from Atlantic Canada were more likely than others to be here on business, while American and Quebec visitors were more likely to be pleasure travellers, and those visiting from the Atlantic Provinces, Ontario, and overseas were more likely than others to be visiting friends or relatives. (Table D3)

Main Reason for Visiting Nova Scotia

(All Visitors vs. Cape Breton Visitors)

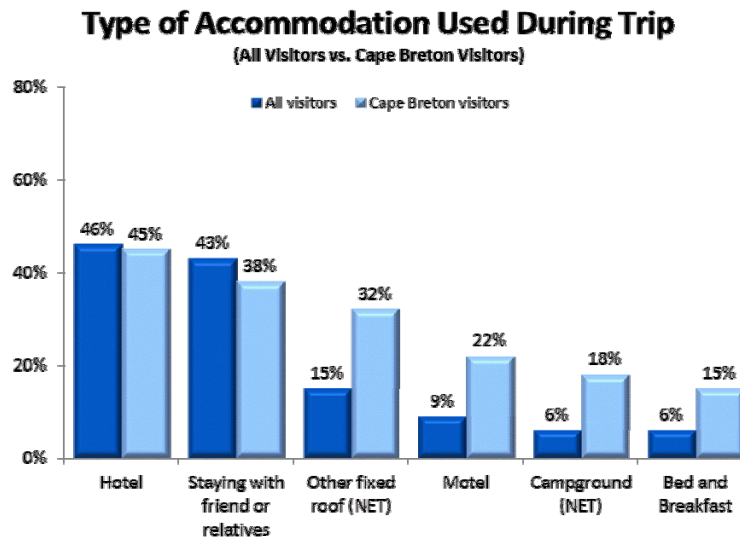


Comparing results to all visitors to the province, those visiting Cape Breton were more than twice as likely as all visitors to be travelling for pleasure, and less likely to indicate their main reason for visiting was business related or to visit friends or relatives.



Accommodations

Close to one-half of Cape Breton visitors reported they stayed in a hotel during their trip to Nova Scotia, while four in ten stayed with friends or relatives. The length of time Cape Breton visitors spent in other fixed roof accommodations was less than the average number of nights stayed with friends or family. Business travellers were most likely to have stayed in a hotel for, on average 4.4 nights, while pleasure travellers were mostly likely to have stayed in a hotel for, on average 3.3 nights. Those visiting friends or relatives were most likely to have stayed with friends or relatives for, on average, 8.3 nights. (Table D25)



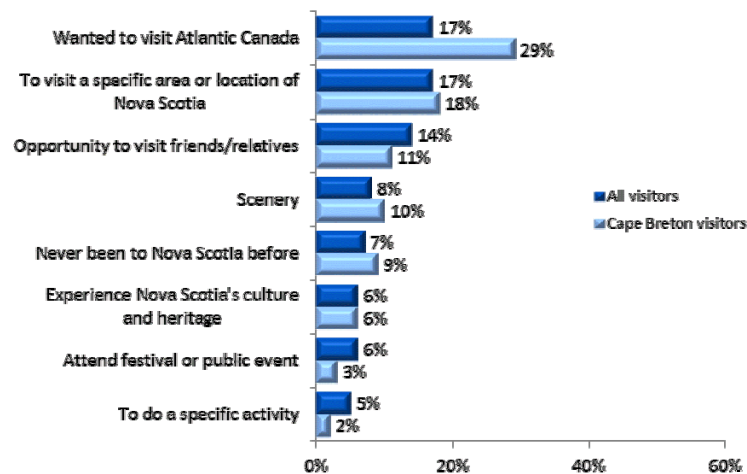
Visitors who included Cape Breton in their trip were more likely than all visitors to Nova Scotia to indicate they stayed in a motel, campground, bed and breakfast, or other fixed roof accommodations, and less likely to have stayed with friends or relatives.



Motivations for Pleasure Travellers

Three in ten travellers who visited Cape Breton indicated they wanted to visit Atlantic Canada, followed by two in ten who wanted to visit a specific area of the province. (Table D8)

Main Reason Why Pleasure Travellers Chose Nova Scotia
(All Visitors vs. Cape Breton Visitors)



Comparing results to all visitors to Nova Scotia, those who visited Cape Breton were nearly twice as likely to indicate they wanted to visit Atlantic Canada.



Participation in Activities

Six in ten visitors to Cape Breton participated in outdoor activities while visiting the province. Top activities included coastal sightseeing, hiking, beach exploring, nature observing, outdoor swimming, and whale watching. Visitors were then asked if they visited any specific places or events, and one-half indicated they visited museums and historic sites and craft shops. Close to one-half included the Halifax waterfront in their visit to Nova Scotia. (Tables N1, N2 and N3)

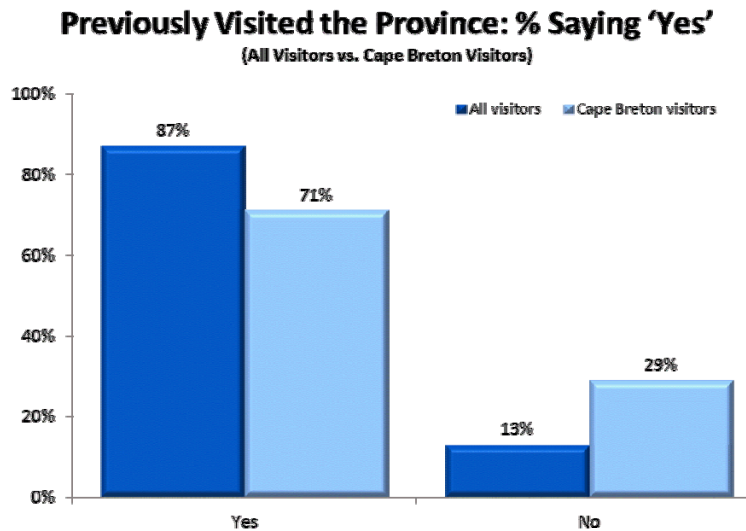
Participation in Outdoor Activities (% Saying Yes)			Places or Events Visited (% Saying Yes)		
	All visitors	Cape Breton visitors		All visitors	Cape Breton visitors
Coastal sightseeing	17%	38%	Halifax waterfront	42%	46%
Hiking (in wooded or coastal areas)	16%	34%	Craft shops/studios	29%	49%
Beach exploring	16%	33%	Nightclubs/Lounges/Pubs	26%	25%
Outdoor swimming/sunbathing – Mar-Nov	12%	21%	Museums/Historic sites	25%	50%
Nature observing	11%	23%	Visit local farms and/or local food producers	14%	19%
Whale watching	4%	14%	Live music performances	13%	22%
Outdoor sporting event	4%	7%	Visit a nature park or fossil/geology site	13%	28%
Sail/Boat tour (other than whale watching)	4%	8%	Casino	10%	10%
Golfing (not mini-golf) – Mar-Nov	3%	6%	Art galleries/Fine art studios	10%	17%
Kayaking	2%	4%	Attend a festival/outdoor event/ community fair	9%	14%
Snowmobiling – Jan-Apr	0%	4%			

Participation in outdoor activities was higher among Cape Breton visitors compared with all visitors to Nova Scotia (62%, compared with 39% for all visitors). In addition, visitors to Cape Breton were more likely than all visitors to the province to have visited places or events, including craft shops/studios, museums/historic sites, local farms/food producers, live music performances, nature parks or fossil/geology sites, art galleries/fine art studios, and festivals/outdoor events/community fairs.



Previous Trips to Nova Scotia

The majority of those who visited Cape Breton indicated their visit to the province in 2010 was not their first, and among these visitors, most previously visited in 2009 or 2010. Business travellers and those visiting friends or relatives were much more likely than pleasure travellers to report visiting the province before. By mode of travel, those travelling by car were most likely to indicate they have previously visited the province. (Table T12)

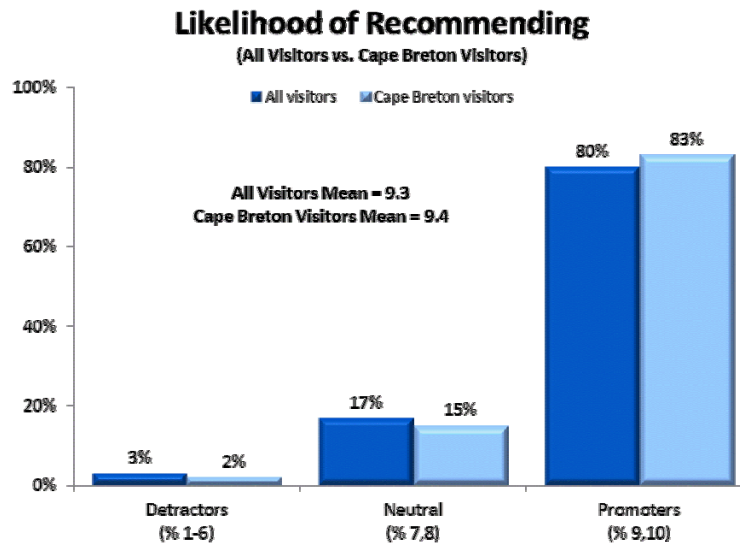


Those who included Cape Breton in their trip were more than twice as likely as all visitors to Nova Scotia to be first time visitors to the province.



Likelihood of Recommending

The vast majority of visitors to Cape Breton would recommend (rating 9 or 10 on 10-point scale) Nova Scotia to friends or family as a place to visit, with over two-thirds indicating they would definitely recommend the province. Visitors from overseas were least likely to indicate they would recommend visiting Nova Scotia. Those travelling on business or by RV were somewhat less likely than their counterparts to recommend Nova Scotia. (Table O1)

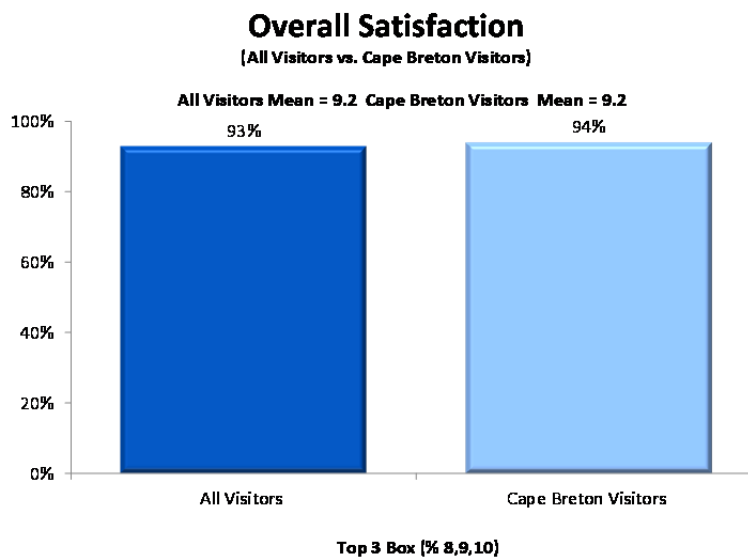


Results among visitors to Cape Breton were similar to those from all visitors to Nova Scotia.



Overall Satisfaction

Overall satisfaction with visitors' trip to Nova Scotia was very high among those who included Cape Breton in their trip, with over nine in ten offering a rating of eight, nine, or ten on a 10-point scale. Satisfaction results were consistently high across the population. (Table O2)



Results for visitors to Cape Breton were generally consistent compared with all visitors to Nova Scotia.



Satisfaction with Aspects of Visit

Among those who visited Cape Breton, satisfaction ratings were high for most aspects of their visit. Areas that received lower satisfaction scores included local Nova Scotia wine, the mix of traditional and contemporary, and value for money. (Table O4a-O4n)

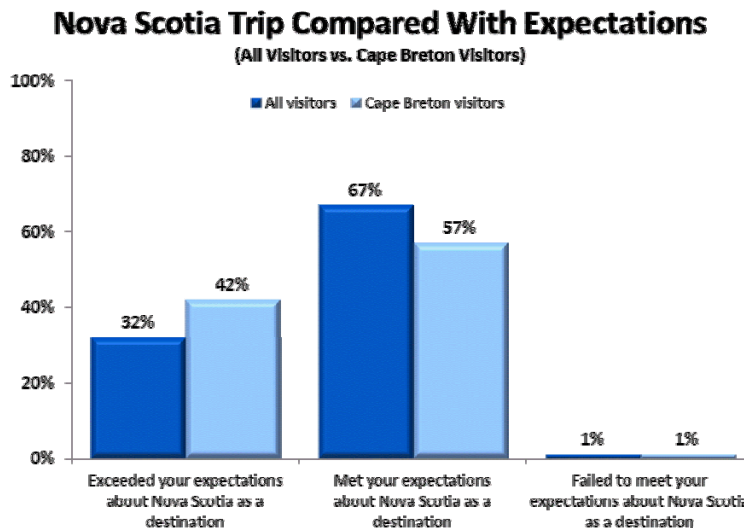
Satisfaction With Aspects of Trip to Cape Breton (All Visitors vs. Cape Breton Visitors)		
Aspects of Trip	All visitors	Cape Breton visitors
The seacoast	67%	83%
The opportunity to visit friends and family	67%	50%
The natural landscape and wildlife	63%	82%
The culture and people	60%	70%
Weather	58%	63%
The chance to do interesting activities	57%	63%
The local Nova Scotian food	56%	60%
The opportunity to rejuvenate	56%	60%
Your interests and hobbies	53%	59%
Both city and country experiences within easy reach	52%	55%
Value for money	50%	51%
The heritage and history	48%	62%
The mix of traditional and contemporary	39%	44%
The local Nova Scotian wine	18%	18%

Compared with all visitors to the province, travellers visiting Cape Breton tended to offer higher satisfaction ratings across most aspects of their visit. An exception was ratings for the opportunity to visit friends or relatives, which received lower ratings from Cape Breton visitors, compared with all visitors to the province.



Meeting Expectations

Just over four in ten visitors who included Cape Breton in their trip indicated their expectations for their visit to Nova Scotia were exceeded, while close to six in ten indicated their expectations were met. Visitors originating from Ontario and westward, the US, or overseas were more likely than visitors from Atlantic Canada to have their expectations exceeded on their trip to Nova Scotia. Those who were travelling for pleasure or to visit friends or relatives were more likely than business travellers to state their expectations were exceeded. (Table O5)

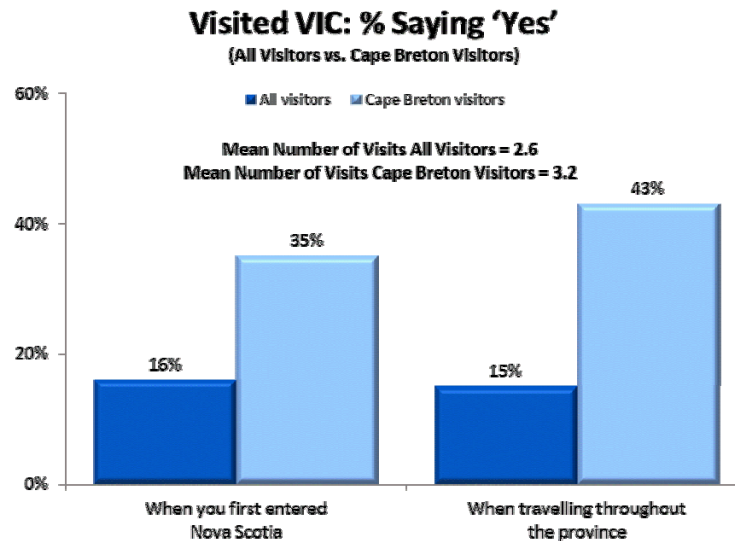


Travellers who visited Cape Breton were more likely than all visitors to the province to indicate their trip expectations were exceeded.



Visitor Information Centres/Tourist Bureaus

Over one-half of travellers including Cape Breton in the trip visited a Visitor Information Centre either when they first entered or while travelling throughout the province. Visitors from Atlantic Canada were least likely to have stopped at a VIC. By mode of travel, RV travellers were most likely to have visited a VIC, while those travelling by car were least likely. Pleasure travellers were more than twice as likely as business travellers and those visiting friends or family to visit a VIC during their travels in the province. (Tables T9 and T9ct)

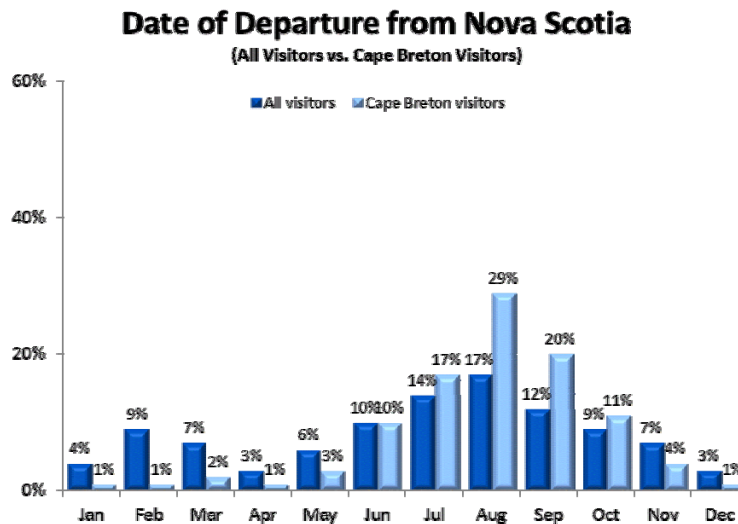


Cape Breton visitors were more than twice as likely as all visitors to the province to visit a VIC. Among those who visited a VIC, Cape Breton visitors made more visits, on average, compared with all visitors to Nova Scotia.



Time of Visit

Three-quarters of visitors to Cape Breton visited the province between June and September. Visitors travelling on business were least likely to have visited during this four-month period. (Table A7)



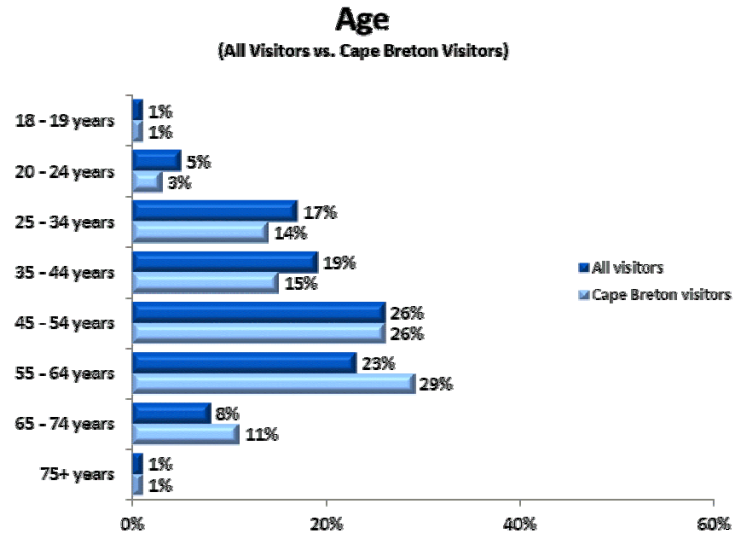
Visitors to Cape Breton were more likely than all visitors to Nova Scotia to have visited between June and September, especially August and September.



Demographics

Age

Three in ten visitors including Cape Breton in their trip were aged 55 to 64 years, followed by 45 to 54 (26%), 35 to 44 (15%), and 25 to 34 (14%). One in ten Cape Breton visitors were over the age of 65, and four percent were under the age of 25. (Table V2)

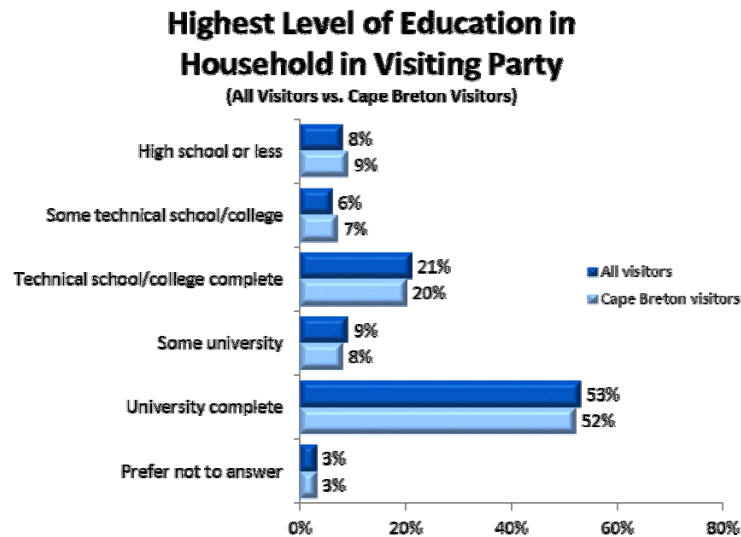


Cape Breton visitors had an older age profile compared with all visitors to the province.



Education

Just over one-half of Cape Breton visitors have completed a university education, while two in ten have completed college. Those travelling from the US or overseas, by air, or for business purposes were more likely than others to have completed university. (Table V4)

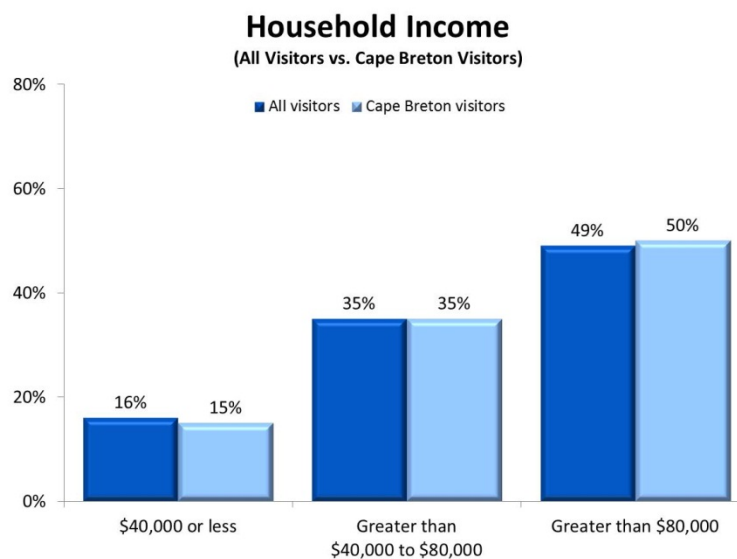


Results for Cape Breton visitors were generally consistent compared with all visitors to Nova Scotia.



Household Income

One-half of visitors to Cape Breton reported a household income that is greater than \$80K, with one-third reporting a household income that is greater than \$40K, up to \$80K. The remainder reported a household income in the lowest income category, up to \$40K. A higher household income was reported among American visitors, air travellers, and business travellers. (Table V5/V6)

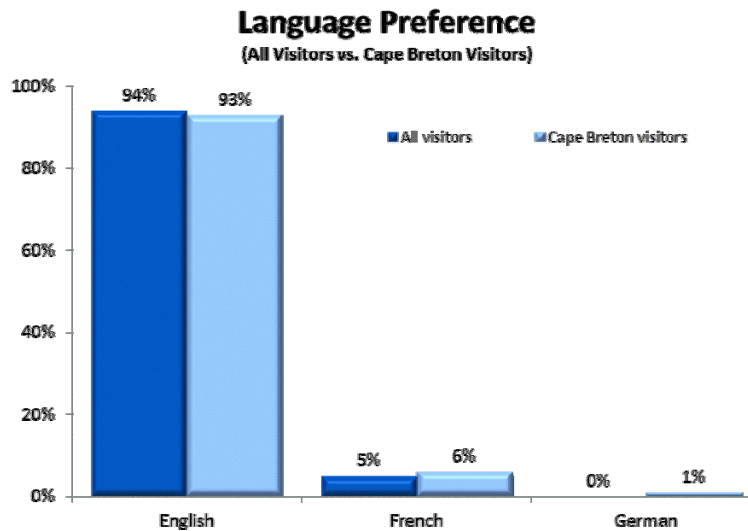


Results among those who included Cape Breton in their trip were generally consistent compared with all visitors to the province.



Language Preference

English was the preferred language for nearly all visitors to Cape Breton. Quebecers were the only exception, with six in ten indicating they preferred French. (Table T11)



Findings among those who visited Cape Breton were on par with results from all visitors to Nova Scotia.

