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# 2010 Nova Scotia Visitor Exit Survey – Regional Report

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## A Look at Visitors Who Included Eastern Shore in their Trip to Nova Scotia

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

*Prepared for:*

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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 Eastern Shore 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:

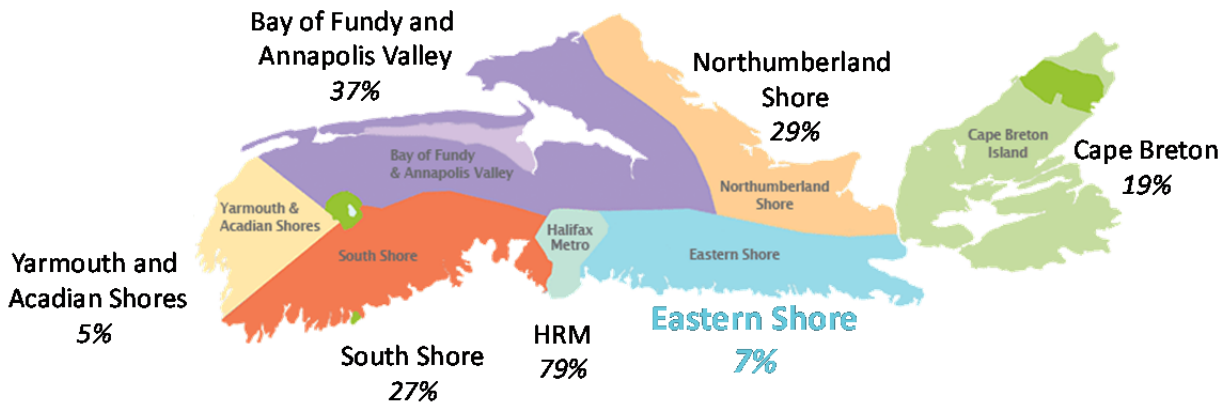
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## A Look at Visitors Who Included Eastern Shore in their Trip to Nova Scotia

This report profiles visitors to Eastern Shore. The map below shows that Eastern Shore was visited by close to one in ten of all visitors to the province.

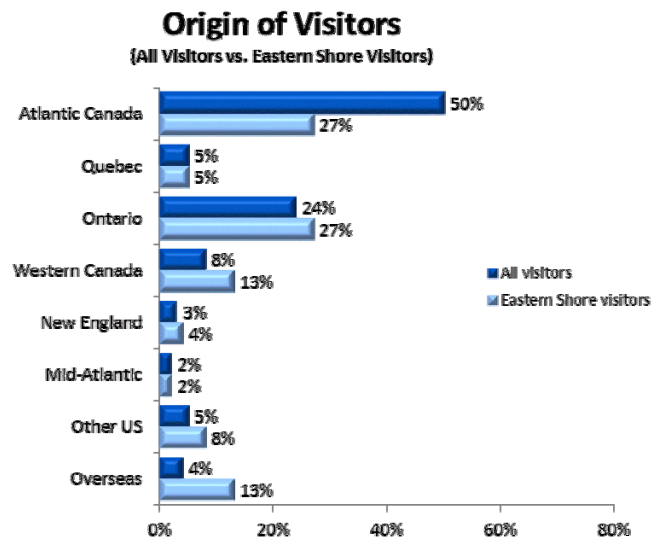


Travellers to each of the tourism regions were identified based on the data collected on the community traffic flow portion of the survey. For this analysis, only those who stopped for at least 30 minutes or stayed overnight in a community within a tourism region were considered to have visited that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



## Overview of Eastern Shore Visitors

Close to one in ten visitors to Nova Scotia stopped for at least 30 minutes or stayed overnight in Eastern Shore. Close to three-quarters of those visiting Eastern Shore were Canadian, with one-quarter of all visitors originating from the Atlantic Provinces and a similar number from Ontario. (Table A3)

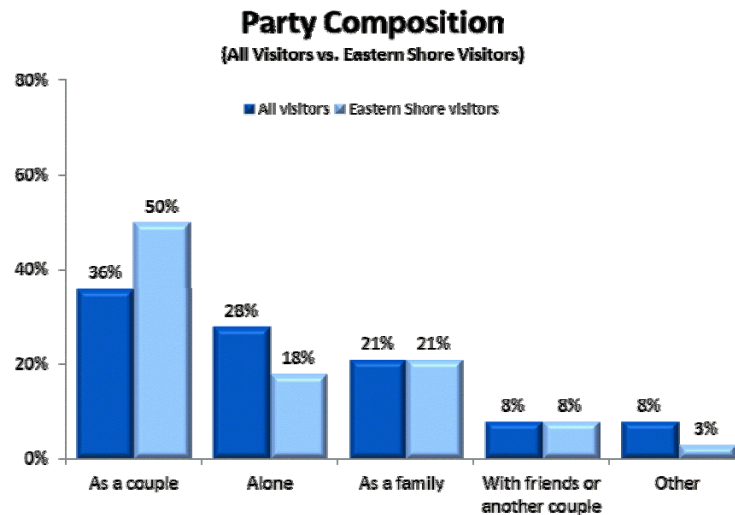


Those who included Eastern Shore in their trip were considerably less likely than all visitors to Nova Scotia to be from Atlantic Canada, and more likely to live elsewhere in Canada or overseas.



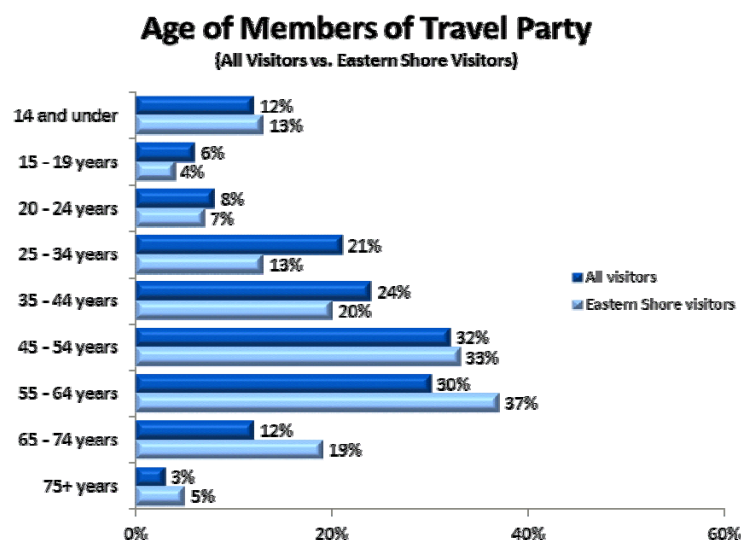
## Average Party Size and Composition

One-half of visitors who included Eastern Shore in their visit to the province travelled as a couple, while two in ten each travelled alone or as a family. Pleasure travellers and those travelling by RV were more likely than their counterparts to have travelled as a couple, while business travellers were most likely to have travelled alone. (Table D10)



Comparing results to all visitors to the province, those who included Eastern Shore in their trip were more likely to have travelled as a couple and less likely to have travelled alone.

Among those who visited Eastern Shore, parties travelling by RV were generally older compared with those travelling by car or air. Nearly all RV travellers included a party member 55 years of age or older. Visitors to Eastern Shore travelling by car or those who were visiting friends or relatives were more likely than their counterparts to include a party member under the age of 25. (Table D11)

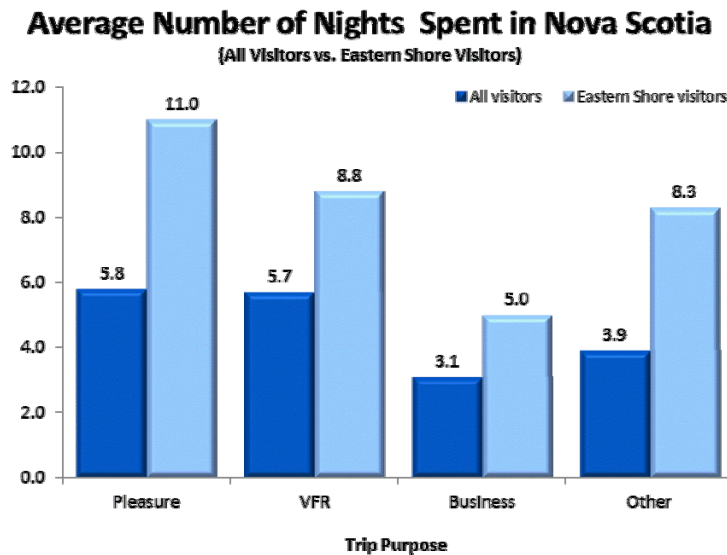


Visitors who included Eastern Shore in their trip were more likely than all visitors to the province to have someone in their travel party aged 55 years or older.



## Length of Stay

Among visitors to Eastern Shore, the average length of stay in the province was 9.7 nights. Visitors from overseas spent the most number of nights (17.8), while visitors originating from Atlantic Canada spent the least number of nights (4.8). By mode of travel, air travellers spent the longest time in the province (12.4), followed by RV travellers (8.4), while those travelling by car spent the shortest time in Nova Scotia (7.6). Business travellers (5.0) spent fewer nights compared with pleasure travellers (11.0) or those visiting friends or relatives (8.8). (Table D1)



Travellers who included Eastern Shore in their visit spent more nights in the province compared with all visitors to Nova Scotia (9.7, compared with 5.1 among all visitors).



## Trip Expenditures

Pleasure visitors reported higher average expenditures than those visiting on business or visiting friends or relatives. By mode of travel, air travellers reported higher average expenditures than those travelling by car or RV. Visitors originating from Western Canada reported higher average expenditures compared with others who included Eastern Shore in their trip to Nova Scotia. (Table D22/D24)

Average Expenditure Per Party (All Visitors vs. Eastern Shore Visitors)		
Type of Expenditure	All visitors	Eastern Shore visitors
Fixed roof accommodations	\$281	\$416
Campgrounds	\$9	\$30
Meals in restaurants/hotels/bars	\$238	\$401
Groceries and liquor	\$81	\$171
Gas, oil and/or auto repair	\$105	\$202
Car rental fees, including insurance	\$75	\$186
Local transportation (taxis, limos, etc.)	\$10	\$5
Bridge/Highway/Ferry tolls in Nova Scotia	\$5	\$6
NS cultural products	\$39	\$81
Clothing	\$70	\$84
Other shopping	\$70	\$148
Culture and entertainment	\$41	\$72
Sport and recreation	\$14	\$33
Parking	\$0	\$0
<b>Total Expenditures</b>	<b>\$1,052</b>	<b>\$1,837</b>

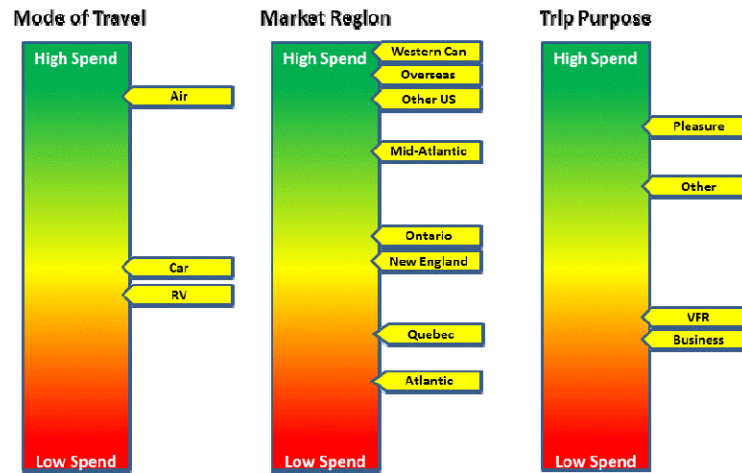
Among Eastern Shore visitors, total party expenditures reported were higher compared with all visitors to the province.





For ease of comparison across key subgroups, total party expenditures (excluding major purchases) were indexed against the average party expenditures among Eastern Shore 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 average expenditures, while Atlantic Canadians spent the least.

## Indexed Party Expenditures by Key Visitor Subgroups

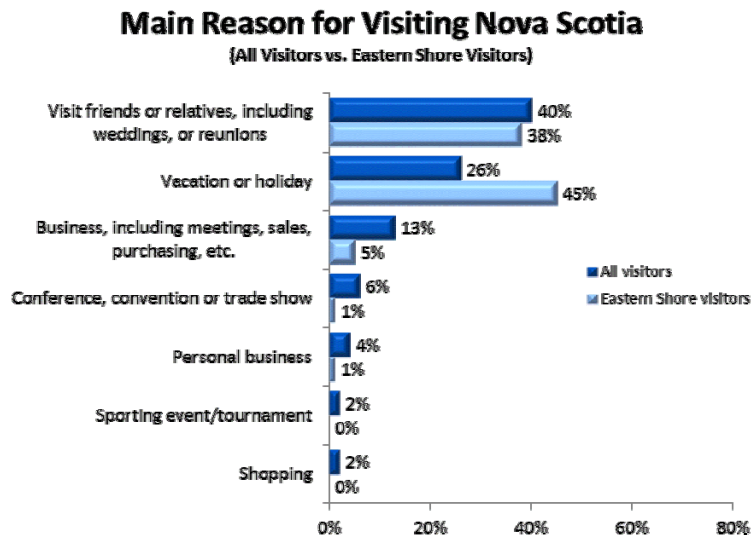


Results among those visiting Eastern Shore were generally consistent with indexed party expenditures among all visitors to the province.



## Trip Purpose

Among visitors who included Eastern Shore in their visit to Nova Scotia, close to one-half were pleasure travellers and four in ten were visiting friends or family. Few were here on business. Nearly all RV travellers were pleasure travellers. Canadian visitors were more likely than those originating from outside of Canada to be visiting friends or relatives. American and overseas visitors were more likely than their Canadian counterparts to be pleasure travellers. (Table D3)

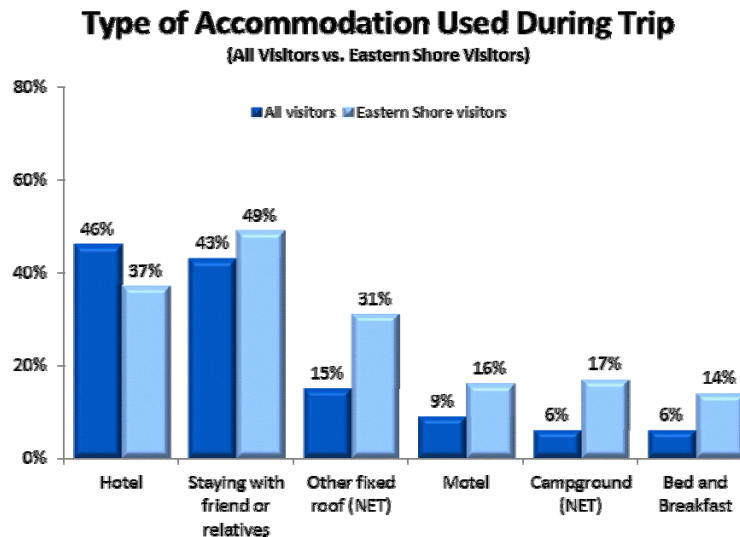


Comparing results to all visitors to Nova Scotia, those who included Eastern Shore in their trip were more likely to indicate they were pleasure travellers, and less likely to report they were visiting the province on business.



## Accommodations

One-half of Eastern Shore visitors reported they stayed with friends or family, while close to four in ten stayed in a hotel. Less than two in ten of those visiting Eastern Shore each stayed in a motel, a campground, or bed and breakfast, while three in ten stayed at other fixed roof accommodations. Eastern Shore visitors stayed with friends or relatives for, on average, 7.0 nights. Business travellers were most likely to have stayed in a hotel for, on average, 2.6 nights. Pleasure travellers were also most likely to have stayed in a hotel for, on average, 3.8 nights. Most of those whose main trip purpose was to visit friends and relatives stayed with friends and relatives for, on average, 7.3 nights. (Table D25)



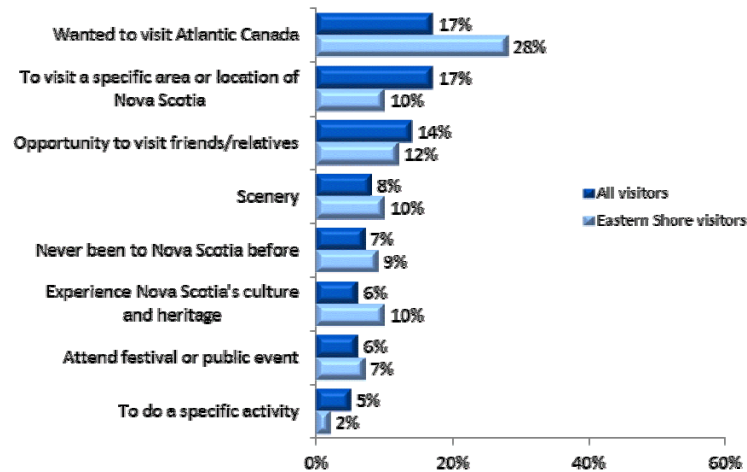
Travellers who included Eastern Shore in their visit were less likely than all visitors to Nova Scotia to indicate they stayed in a hotel while travelling in the province. They were more likely to report staying at another type of paid accommodations or with friends or relatives.



## Motivations for Pleasure Travellers

Among Eastern Shore visitors, the main reason given for choosing Nova Scotia as a vacation destination was a desire to visit Atlantic Canada. Visitors originating from overseas and Western Canada were more likely than others to offer this reason. (Table D8)

### Main Reason Why Pleasure Travellers Chose Nova Scotia (All Visitors vs. Eastern Shore Visitors)



Visitors who included Eastern Shore in their trip were more likely than all visitors to the province to indicate they wanted to visit Atlantic Canada.



## Participation in Activities

Just over six in ten visitors to Eastern Shore participated in outdoor activities while visiting the province. Top activities included coastal sightseeing, hiking, and beach exploring, outdoor swimming, and nature observing. Visitors were then asked if they visited any specific places or events, and approximately one-half each indicated they visited the Halifax waterfront or craft shops. Other top sites or events visited included visiting museums, a nature park, nightclubs, local farms or food producers, live music performances, and festivals. (Table N1); (Table N2); (Table N3)

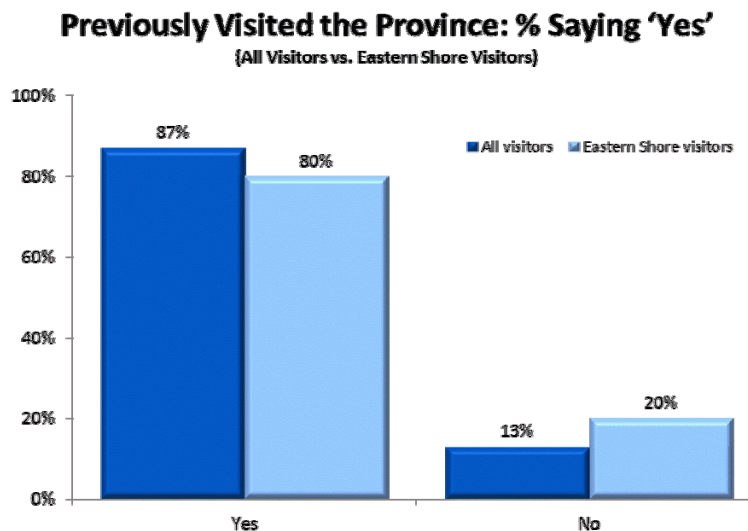
Participation in Outdoor Activities (% Saying Yes)			Places or Events Visited (% Saying Yes)		
	All visitors	Eastern Shore visitors		All visitors	Eastern Shore visitors
Coastal sightseeing	17%	36%	Halifax waterfront	42%	55%
Hiking (in wooded or coastal areas)	16%	36%	Craft shops/studios	29%	51%
Beach exploring	16%	36%	Nightclubs/Lounges/Pubs	26%	25%
Outdoor swimming/sunbathing – Mar-Nov	12%	24%	Museums/Historic sites	25%	44%
Nature observing	11%	23%	Visit local farms and/or local food producers	14%	19%
Whale watching	4%	13%	Live music performances	13%	19%
Outdoor sporting event	4%	6%	Visit a nature park or fossil/geology site	13%	28%
Sail/Boat tour (other than whale watching)	4%	6%	Casino	10%	7%
Golfing (not mini-golf) – Mar-Nov	3%	6%	Art galleries/Fine art studios	10%	16%
Kayaking	2%	6%	Attend a festival/outdoor event/ community fair	9%	19%
Canoeing – Mar-Nov	2%	6%			
Hunting/Fishing	2%	5%			
Cross-country skiing – Jan-Apr	1%	4%			

Visitors who included Eastern Shore in their trip were considerably more likely than all visitors to the province to have participated in outdoor activities (63%, compared with 39% of all visitors to Nova Scotia). They were also more likely to have visited specific places or events, including the Halifax waterfront, craft shops/studios, museums/historic sites, local farms/food producers, live music performances, nature parks or fossil/geology sites, art galleries/fine arts studios, and festivals/outdoor events/community fairs.



## Previous Trips to Nova Scotia

Most Eastern Shore visitors indicated that their visit to Nova Scotia in 2010 was not their first, with two-thirds previously visiting in 2009 or 2010. Virtually all visitors originating from Atlantic Canada indicated previously visiting the province. By mode of travel, visitors travelling by car were most likely to indicate they had previously visited Nova Scotia, while RV travellers were least likely. Those visiting friends or relatives and those here on business were more likely than pleasure travellers to report visiting the province before. (Table T12)

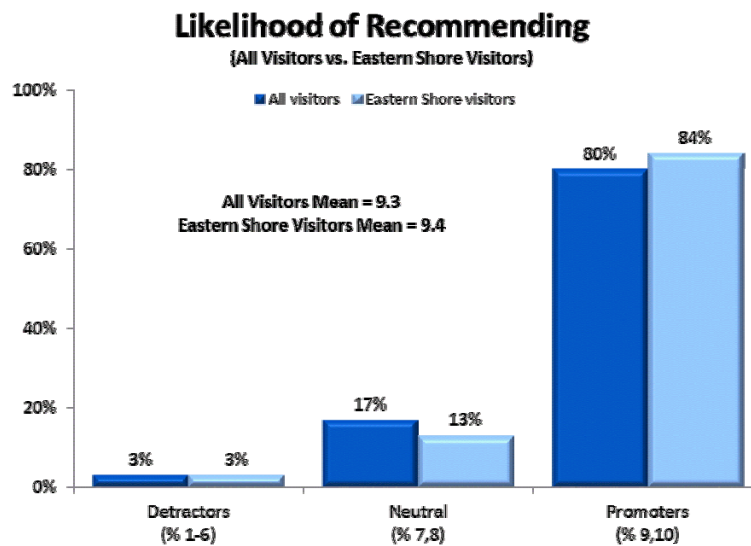


Visitors who included Eastern Shore in their trip were more likely than all visitors to Nova Scotia to be visiting the province for the first time.



## Likelihood of Recommending

Among travellers who included Eastern Shore in their trip, the vast majority would recommend (rating 9 or 10 on 10-point scale) Nova Scotia to friends or family as a place to visit, with two-thirds indicating they would definitely recommend the province. Visitors originating from Western Canada were most likely to indicate they would recommend visiting Nova Scotia, while overseas travellers were least likely. Those travelling on business were less likely than pleasure travellers or those visiting friends or family to indicate they would recommend the province as a vacation destination. By mode of travel, those travelling by car or air were more likely than RV travellers to indicate they would recommend Nova Scotia to friends or relatives. (Table O1)

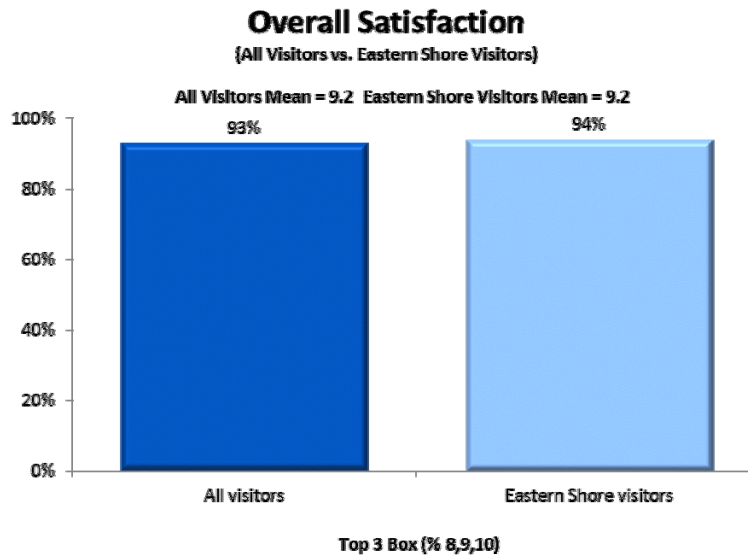


Visitors who included Eastern Shore in their trip were slightly more likely than all visitors to the province to indicate they would recommend visiting Nova Scotia to friends or family.



## Overall Satisfaction

Among Eastern Shore visitors, overall satisfaction with visitors' trip to Nova Scotia was extremely high, with over nine in ten offering a rating of eight, nine, or ten on a 10-point scale. Visitors originating from Quebec offered the lowest satisfaction ratings. (Table O2)



Satisfaction among travellers who included Eastern Shore in their trip was consistent compared with all visitors to the province.





## Satisfaction with Aspects of Visit

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

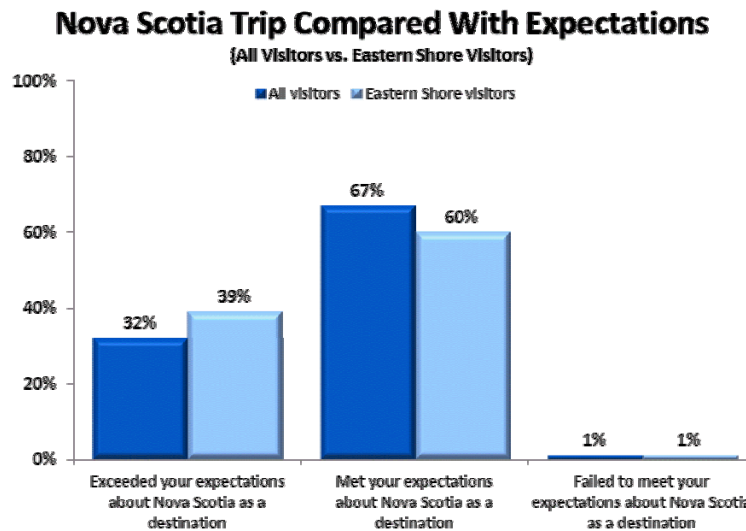
Satisfaction With Aspects of Trip to Eastern Shore (All Visitors vs. Eastern Shore Visitors)		
Aspects of Trip	All visitors	Eastern Shore visitors
The seacoast	67%	84%
The opportunity to visit friends and family	67%	63%
The natural landscape and wildlife	63%	77%
The culture and people	60%	70%
Weather	58%	63%
The chance to do interesting activities	57%	62%
The local Nova Scotian food	56%	62%
The opportunity to rejuvenate	56%	55%
Your interests and hobbies	53%	57%
Both city and country experiences within easy reach	52%	56%
Value for money	50%	49%
The heritage and history	48%	63%
The mix of traditional and contemporary	39%	45%
The local Nova Scotian wine	18%	22%

Travellers who visited Eastern Shore during their trip offered higher satisfaction ratings across most aspects of their visit, compared with all visitors to Nova Scotia.



## Meeting Expectations

Four in ten travellers who included Eastern Shore in their visit to the province indicated their trip exceeded their expectations, while six in ten indicated their expectations were met. Visitors originating from outside of Canada were more likely than Canadian visitors to report their expectations were exceeded. By mode of travel, RV travellers were more likely than car and air travellers to report their expectations were exceeded. (Table O5)

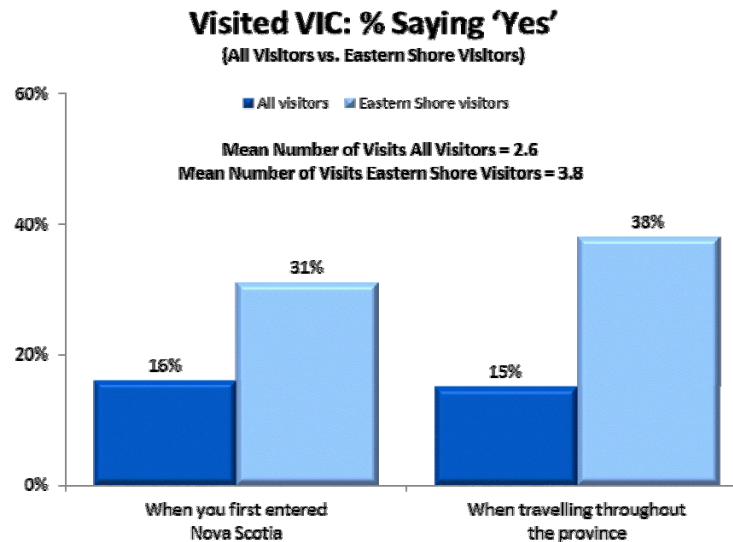


Eastern Shore visitors were more likely than all visitors to Nova Scotia to report their visit exceeded their expectations.



## Visitor Information Centres/Tourist Bureaus

One-half of visitors who included Eastern Shore in their trip visited a Visitor Information Centre either when they first entered or while travelling throughout the province. Atlantic Canadians were less likely than their counterparts to report visiting a VIC. Pleasure travellers and those travelling by RV were much more likely than their counterparts to have visited a VIC during their travels in Nova Scotia. (Tables T9 and T9ct)

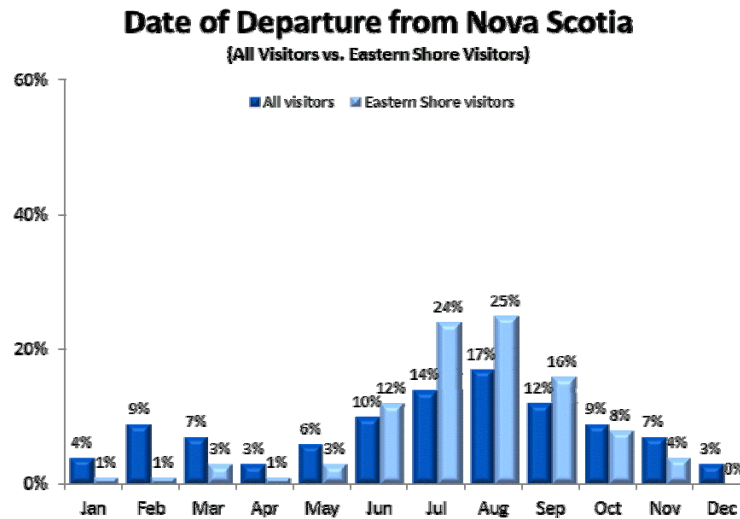


Travellers who included Eastern Shore in their trip were twice as likely as all visitors to the province to have visited a VIC. Among those who visited a VIC, those who included Eastern Shore in their trip were more frequent visitors to a VIC compared with all visitors to Nova Scotia.



## Time of Visit

Three-quarters of visitors to Eastern Shore visited the province between June and September. RV travellers were most likely to have visited during this four-month period, while those here on business were least likely. (Table A7)



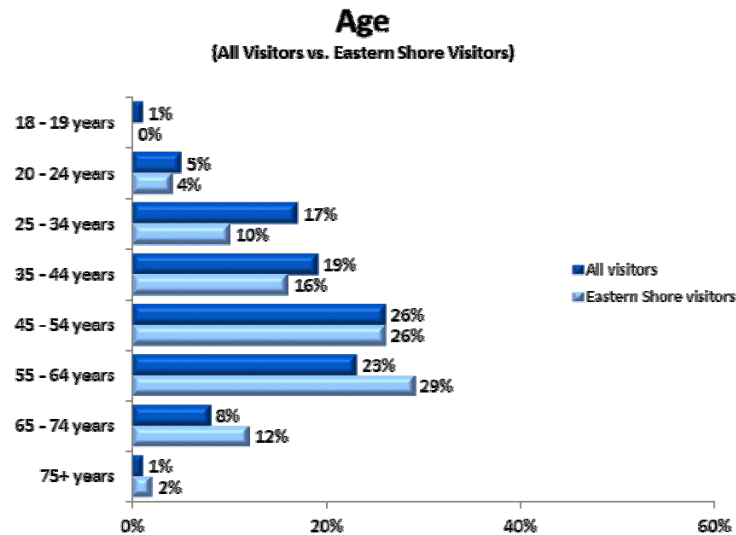
Compared with all visitors to Nova Scotia, those who included Eastern Shore during their visit were considerably more likely to have visited between June and September, especially July and August.



## Demographics

### Age

The most frequently represented age groups among visitors to Eastern Shore were 55 to 64 years (29%) and 45 to 54 years (26%), followed by those aged 35 to 44 years (16%). Fourteen percent of Eastern Shore visitors were over the age of 65, and four percent were under the age of 25. (Table V2)

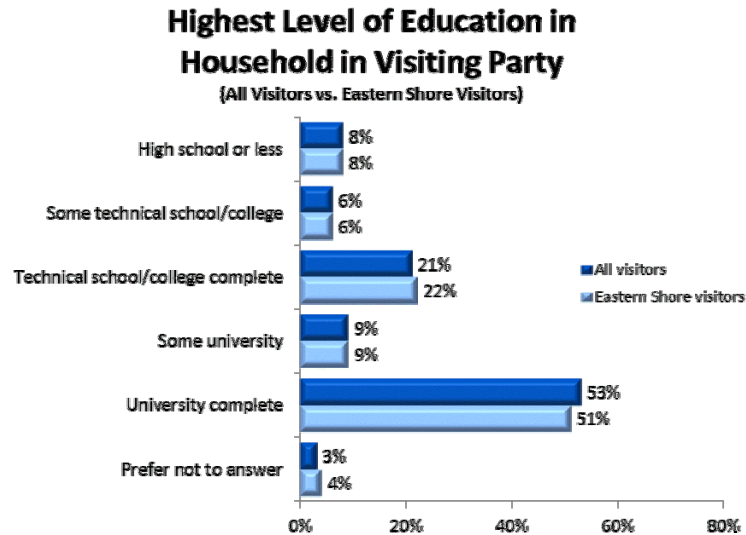


Visitors who included Eastern Shore were generally older compared with all visitors to Nova Scotia.



## Education

One-half of Eastern Shore visitors have completed a university education, while just over two in ten have a college completion. Those most likely to have completed university included American visitors and air travellers. (Table V4)

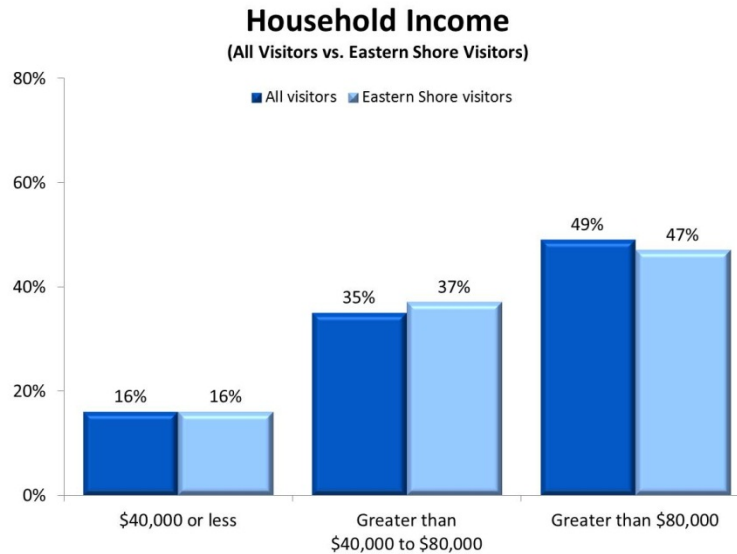


Education levels among those who included Eastern Shore were generally consistent with those reported by all visitors to Nova Scotia.



## Household Income

Close to one-half of visitors to Eastern Shore reported a household income of greater than \$80K, while nearly four in ten had a household income of more than \$40K, up to \$80K. The remainder were in the lowest income category of up to \$40K. Visitors originating from the Mid-Atlantic US, those travelling by air, and business travellers reported a higher household income compared with their counterparts. (Table V5/V6)

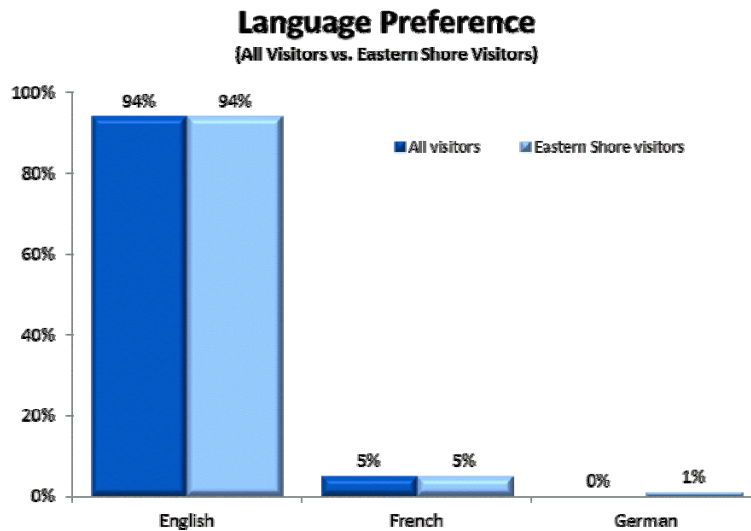


Reported household income among those who visited Eastern Shore during their trip was somewhat lower compared with all visitors to the province.



## Language Preference

English was the preferred language among nearly all visitors who visited Eastern Shore. Quebecers were the only exception, with over four in ten indicating they preferred French. (Table T11)



Results among those who included Eastern Shore in their visit were on par with findings among all visitors to the province.

