
2010 Nova Scotia Visitor Exit Survey – Regional Report

A Look at Visitors Who Included Halifax Regional Municipality (HRM) in their Trip to Nova Scotia

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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 the Halifax Regional Municipality (HRM) 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:

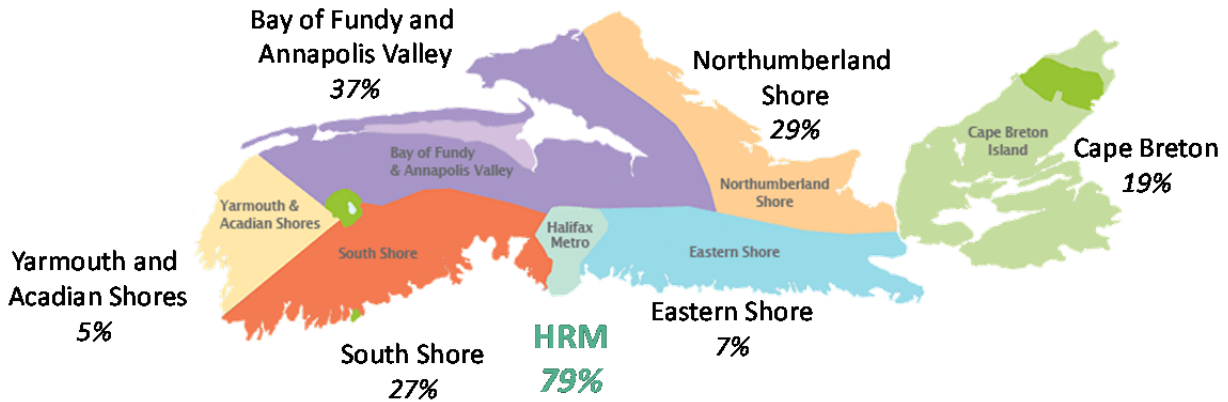
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A Look at Visitors Who Included HRM in their Trip to Nova Scotia

This report profiles visitors to the HRM. The map below shows that visitation to HRM was considerably higher compared with all other regions.

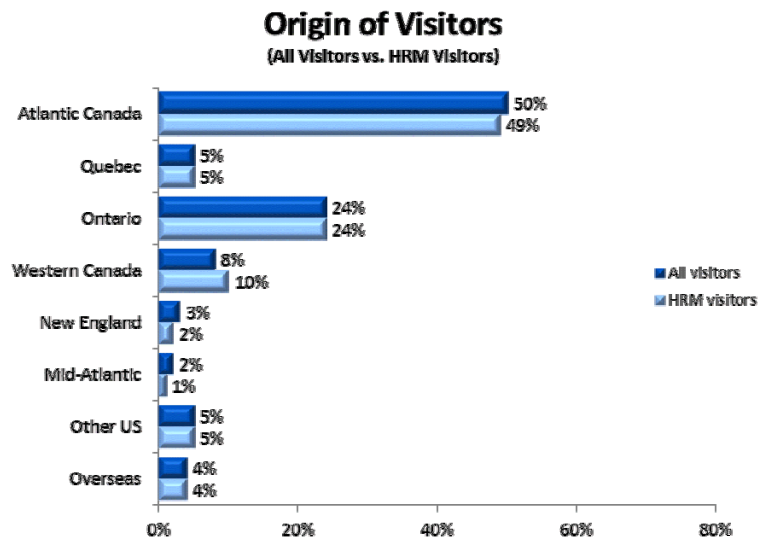


Travellers to each of the tourism regions were identified based on the data collected on the community traffic flow portion of the survey. For this analysis, only those who stopped for at least 30 minutes or stayed overnight in a community within a tourism region were considered to have visited that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



Overview of HRM Visitors

Eight in ten Nova Scotia visitors stopped in HRM for at least 30 minutes or stayed overnight. The vast majority of those visiting HRM were Canadian, with one-half of all visitors originating from the Atlantic Provinces and one-quarter from Ontario. (Table A3)

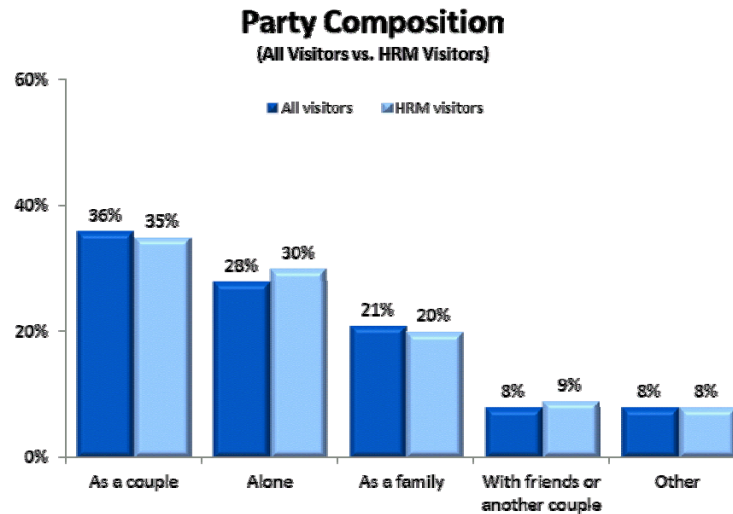


Results for those who included HRM in their itinerary were consistent with results from all visitors to the province.



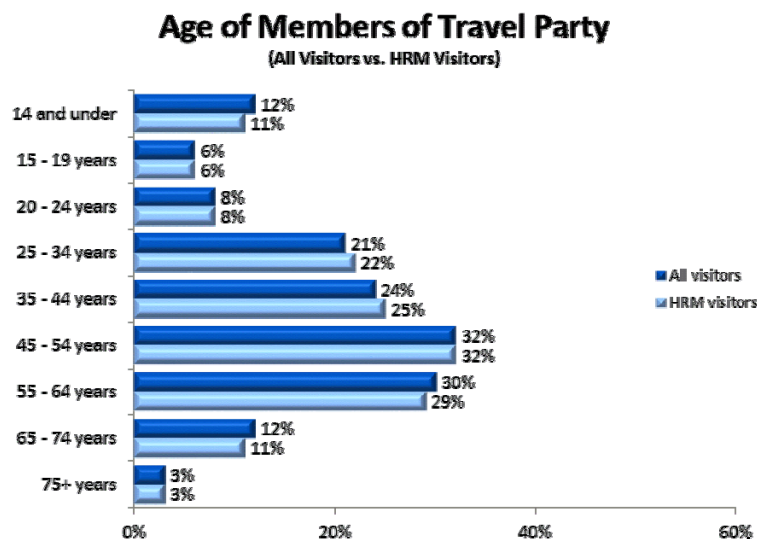
Average Party Size and Composition

Over one-third of visitors who stopped in HRM travelled as a couple, while three in ten travelled alone and over one in ten travelled as a family with children. 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 travel alone. (Table D10)



Given that the vast majority of visitors to Nova Scotia included HRM in their itinerary, it is not surprising that HRM results were on par with results from all visitors.

Among those visiting HRM, parties travelling by RV were generally older than those travelling by car or airplane, and over eight in ten parties travelling by RV had a member 55 years of age or older. Perhaps not surprisingly, pleasure travellers and those visiting friends or relatives were much more likely than business travellers to include a party member under the age of 25. (Table D11)

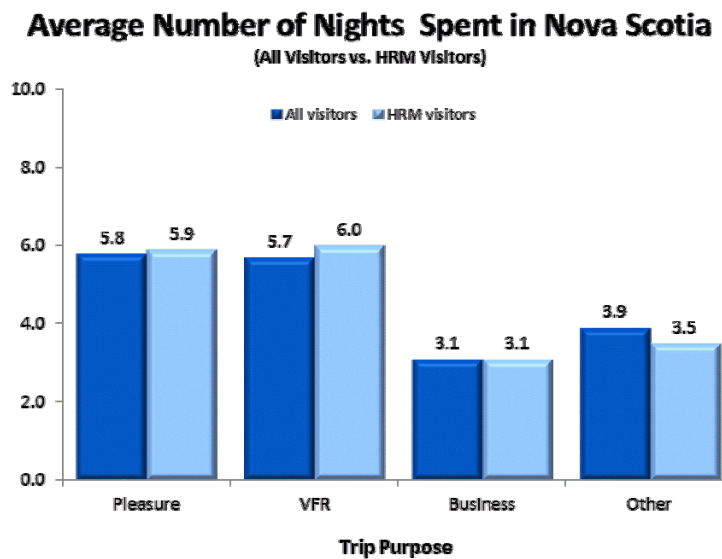


The age distribution among travellers who visited HRM was virtually identical to the age distribution of all visitors to Nova Scotia.



Length of Stay

Among travellers visiting HRM, the average length of stay in the province was 5.1 nights. Visitors from Atlantic Canada spent the least number of nights in the province (2.9), while visitors from overseas spent the most number of nights (14.6). By mode of travel, RV travellers spent the longest time in Nova Scotia (8.9), followed by air travellers (6.8), while those travelling by car spent the least number of nights (3.8). Business travellers (3.1) spent fewer nights compared with pleasure travellers (5.9) or those visiting friends or relatives (6.0). (Table D1)



The average number of nights spent in the province among HRM visitors was consistent when compared with all visitors to Nova Scotia.



Trip Expenditures

Visitors travelling by RV reported higher average expenditures compared with those travelling by car, business travellers or those visiting with friends or relatives. In addition, visitors from overseas and the Western provinces reported higher average expenditures compared with others who visited HRM. (Table D22/D24)

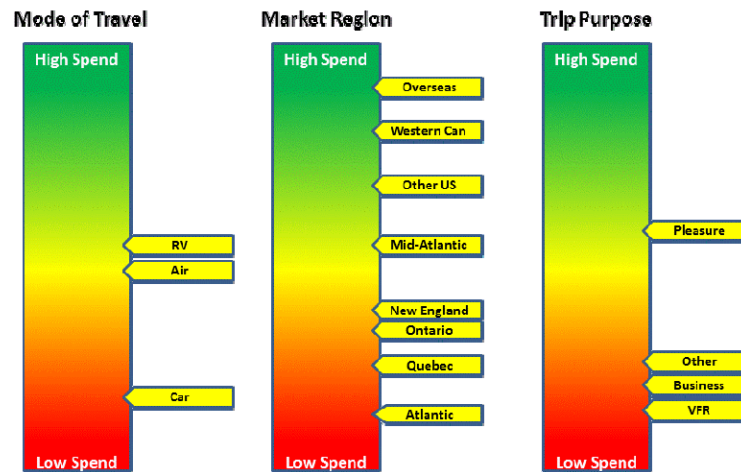
Average Expenditure Per Party (All Visitors vs. HRM Visitors)		
Type of Expenditure	All visitors	HRM visitors
Fixed roof accommodations	\$281	\$309
Campgrounds	\$9	\$8
Meals in restaurants/hotels/bars	\$238	\$261
Groceries and liquor	\$81	\$81
Gas, oil and/or auto repair	\$105	\$100
Car rental fees, including insurance	\$75	\$86
Local transportation (taxis, limos, etc.)	\$10	\$12
Bridge/Highway/Ferry tolls in Nova Scotia	\$5	\$5
NS cultural products	\$39	\$40
Clothing	\$70	\$80
Other shopping	\$70	\$78
Culture and entertainment	\$41	\$45
Sport and recreation	\$14	\$13
Parking	\$0	\$0
Total Expenditures	\$1,052	\$1,135

Total party expenditures among HRM visitors were somewhat 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 visitors to HRM. The following graph illustrates the position on the expenditure index by mode of travel, market region and trip purpose. As is evident in the graph, visitors originating from overseas or Western Canada reported the highest expenditures, while those visiting by car, originating from other Atlantic Provinces, and those visiting friends or relatives spent less than others.

Indexed Party Expenditures by Key Visitor Subgroups

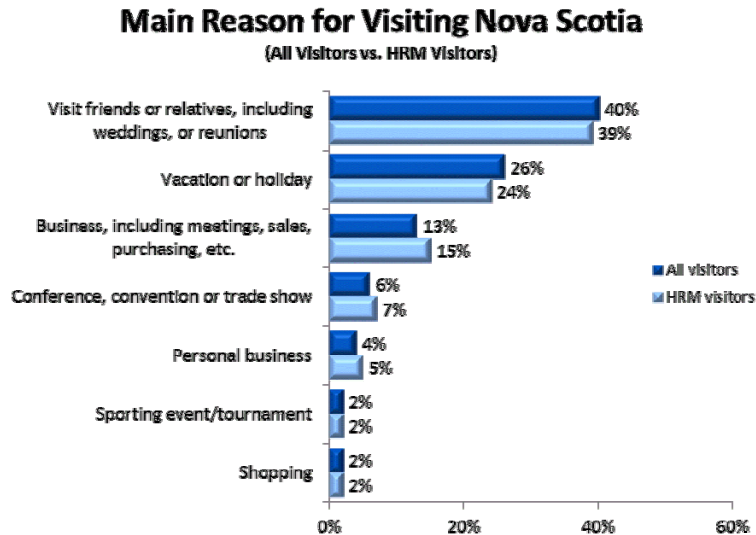


Results among those visiting HRM were generally consistent with all visitors to the province.



Trip Purpose

Among visitors who included HRM in their visit to Nova Scotia, four in ten were visiting friends or relatives, one-third were pleasure travellers, and one-quarter were here on business. The majority of those travelling by RV were pleasure travellers, while air travellers were more likely than others to be visiting for business. Those travelling by car were primarily either visiting friends or relatives or travelling for pleasure. Visitors from Quebec were more likely than others to be here on business, while American visitors were more likely to be pleasure travellers, and those visiting from Ontario were more likely to be visiting friends or relatives. (Table D3)

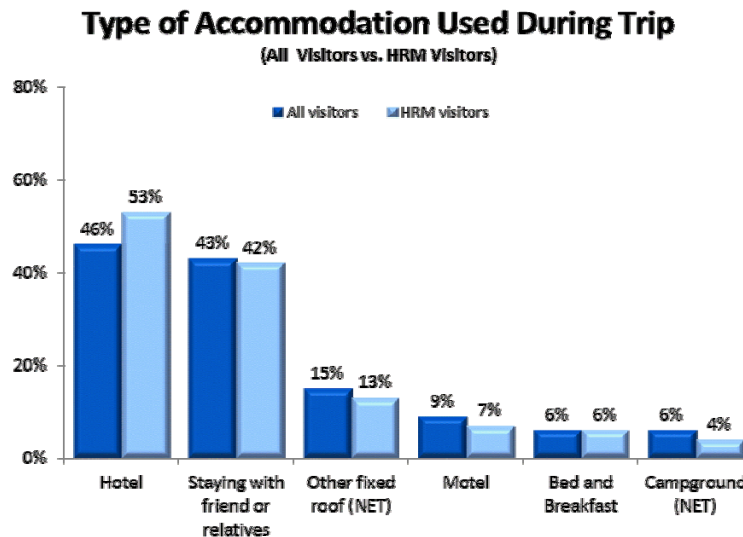


Those visiting HRM were somewhat more likely than all visitors to Nova Scotia to indicate their main reason for visiting was business related.



Accommodations

More than one-half of HRM 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 HRM visitors spent in hotels was less than the average number of nights stayed with friends or relatives. 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 (average 2.7 nights), while those visiting friends or relatives were most likely to have stayed with friends or relatives (average 5.8 nights). (Table D25)



Visitors who visited HRM were more likely than all visitors to Nova Scotia to indicate they stayed in hotels while visiting the province.

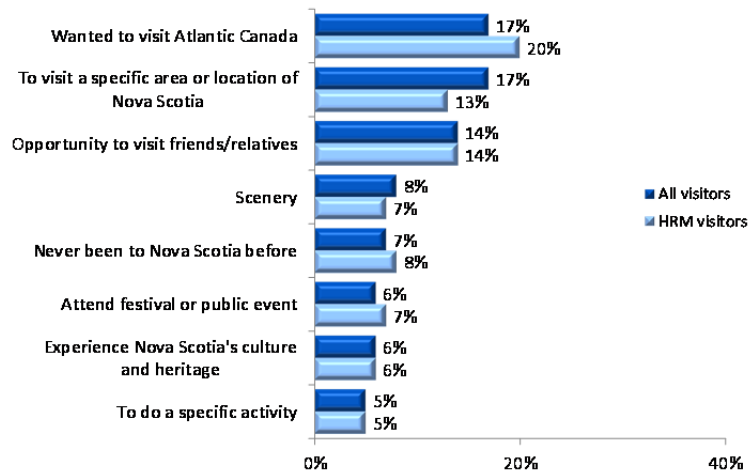


Motivations for Pleasure Travellers

Two in ten travellers who visited HRM indicated they wanted to visit Atlantic Canada, followed closely by over one in ten who were visiting friends or relatives, or visiting a specific Nova Scotia area or location. (Table D8)

Main Reason Why Pleasure Travellers Chose Nova Scotia

(All Visitors vs. HRM Visitors)



Results for visitors to HRM were on par with the findings for all visitors to Nova Scotia.



Participation in Activities

Close to four in ten visitors to HRM participated in outdoor activities while visiting the province. Top activities included coastal sightseeing, hiking, beach exploring, outdoor swimming, and nature observing. Visitors were then asked if they visited any specific places or events, and approximately one-half indicated they visited the Halifax waterfront. Other top sites or events visited included craft shops, nightclubs, and museums. (Tables N1, N2, and N3)

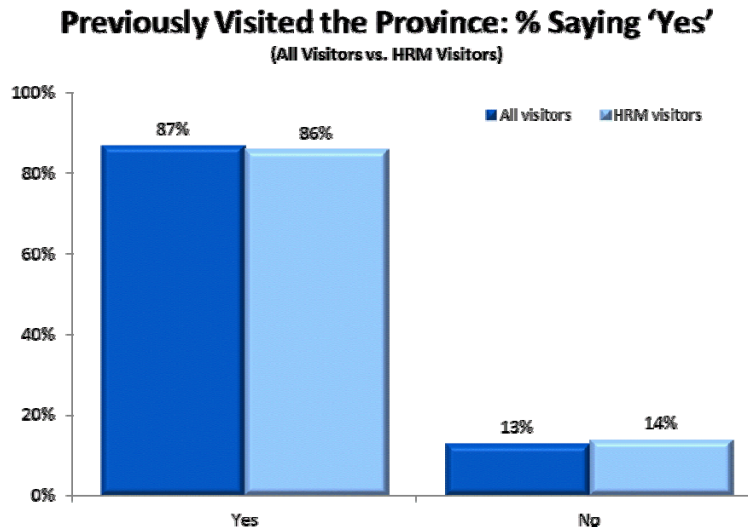
Participation in Outdoor Activities (% Saying Yes)			Places or Events Visited (% Saying Yes)		
	All visitors	HRM visitors		All visitors	HRM visitors
Coastal sightseeing	17%	17%	Halifax waterfront	42%	52%
Hiking (in wooded or coastal areas)	16%	14%	Craft shops/studios	29%	29%
Beach exploring	16%	14%	Nightclubs/Lounges/Pubs	26%	29%
Outdoor swimming/sunbathing – Mar-Nov	12%	11%	Museums/Historic sites	25%	26%
Nature observing	11%	10%	Visit local farms and/or local food producers	14%	13%
Whale watching	4%	5%	Live music performances	13%	14%
Outdoor sporting event	4%	4%	Visit a nature park or fossil/geology site	13%	13%
Sail/Boat tour (other than whale watching)	4%	4%	Casino	10%	12%
			Art galleries/Fine art studios	10%	11%
			Attend a festival/outdoor event/ community fair	9%	9%

Participation in outdoor activities among HRM visitors was similar to that for all visitors to the province. Visitation of the Halifax waterfront was somewhat higher among HRM visitors compared with all visitors to Nova Scotia.



Previous Trips to Nova Scotia

A large majority of those visiting HRM indicated their visit to the province in 2010 was not their first, with most previously visiting in 2009 or 2010. (Table T12)

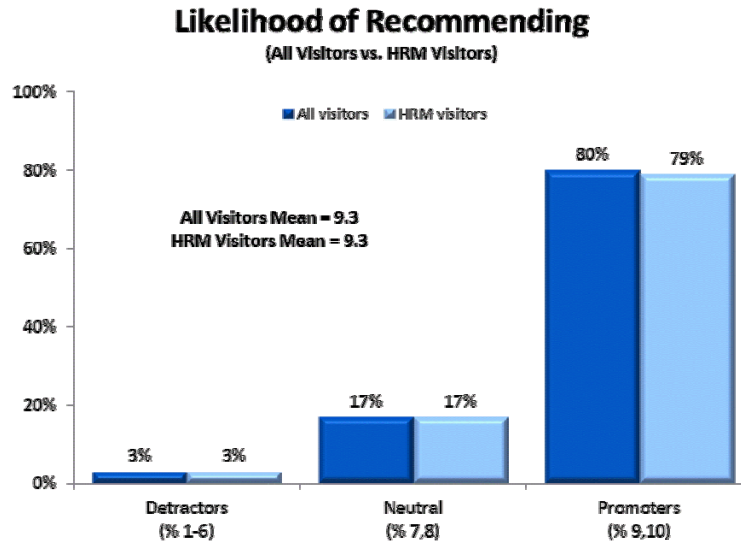


Results were generally consistent compared to all visitors to Nova Scotia.



Likelihood of Recommending

Most visitors to the HRM would recommend (rating 9 or 10 on 10-point scale) Nova Scotia to friends or family as a place to visit, with nearly 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 by RV or on business were somewhat less likely than their counterparts to recommend Nova Scotia. (Table O1)

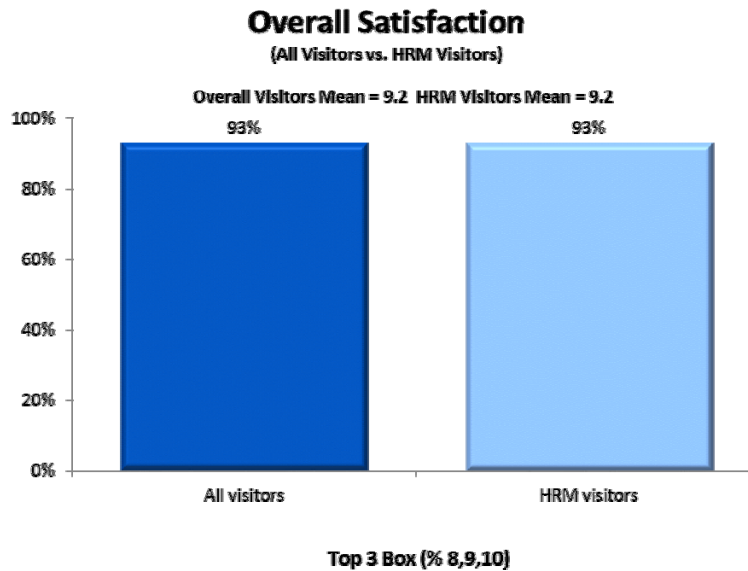


Results among HRM visitors were similar to all visitors to the province.



Overall Satisfaction

Overall satisfaction with visitors' trip to Nova Scotia was extremely high among those who included HRM in their trip, with over nine in ten offering a rating of nine or ten on a 10-point scale. Satisfaction levels were generally consistent across the visitor population. (Table O2)



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



Satisfaction with Aspects of Visit

Among those visiting HRM, satisfaction ratings were high for most aspects of the visit. Areas that received lower satisfaction scores included local Nova Scotia wine, the mix of traditional and contemporary, the heritage and history, and the value for the money spent. As expected, nearly all of those visiting for the purpose of visiting friends and family were completely satisfied (rating of 8 or higher) with this aspect of their trip. (Table O4a-O4n)

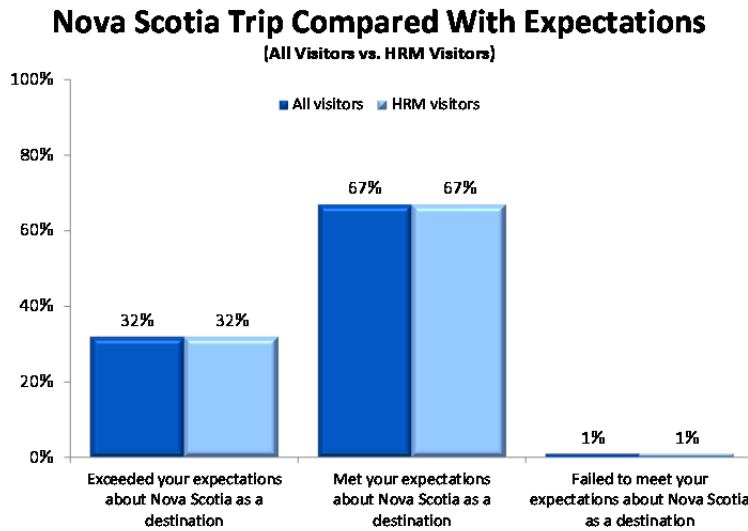
Satisfaction With Aspects of Trip to Nova Scotia (All Visitors vs. HRM Visitors)		
Aspects of Trip	All visitors	HRM visitors
The opportunity to visit friends and family	67%	67%
The seacoast	67%	65%
The natural landscape and wildlife	63%	60%
The culture and people	60%	59%
Weather	58%	57%
The chance to do interesting activities	57%	57%
The local Nova Scotian food	56%	57%
The opportunity to rejuvenate	56%	55%
Your interests and hobbies	53%	53%
Both city and country experiences within easy reach	52%	55%
Value for money	50%	50%
The heritage and history	48%	48%
The mix of traditional and contemporary	39%	39%
The local Nova Scotian wine	18%	18%

Results among those who visited HRM were generally consistent with satisfaction ratings among all visitors to Nova Scotia.



Meeting Expectations

Two-thirds of visitors who included HRM in their trip indicated their expectations for their visit to Nova Scotia were met, while one-third indicated their expectations were exceeded. Visitors originating from western regions of the country, the US, or overseas were more likely than local visitors to have their expectations exceeded. Those travelling by RV or air, and pleasure travellers were more likely than others to indicate their expectations were exceeded. (Table O5)

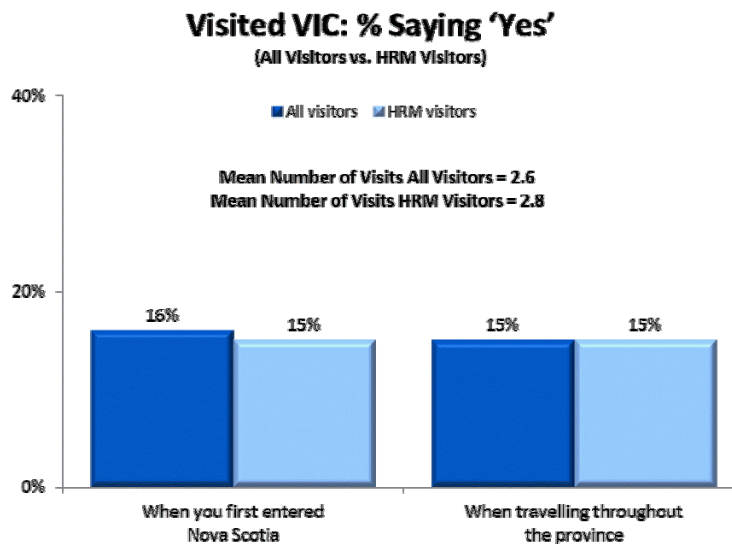


Results among those visiting HRM were consistent compared with all visitors to the province.



Visitor Information Centres/Tourist Bureaus

One-quarter of travellers who included HRM in their trip visited a Visitor Information Centre either when they first entered or while travelling throughout the province. Visitors travelling from long-haul markets were more likely than others to stop at a VIC. In addition, RV and pleasure travellers were more likely than their counterparts to have visited a VIC. Those visiting a VIC did so 2.8 times, on average. Overseas visitors stopped the most frequently, with an average of 4.1 visits. (Tables T9 and T9ct)

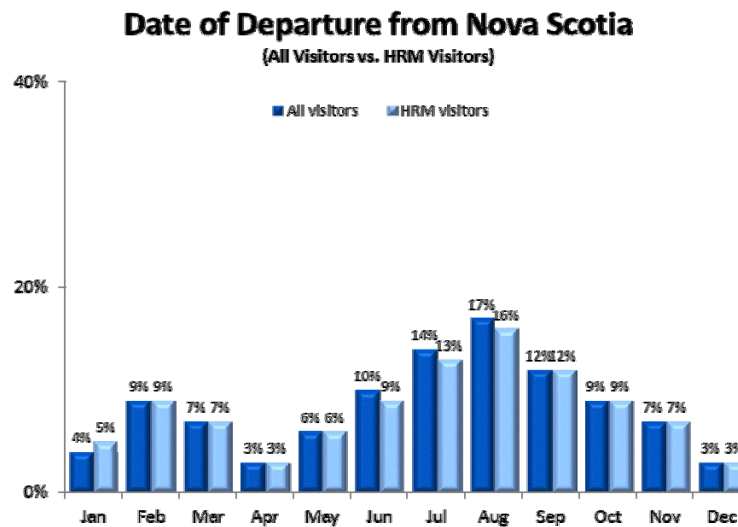


HRM visitors were as likely as all visitors to Nova Scotia to stop at a VIC.



Time of Visit

One-half of visitors to HRM visited the province between June and September. Business travellers and those from Atlantic Canada were less likely than others to have visited during this four-month period. (Table A7)



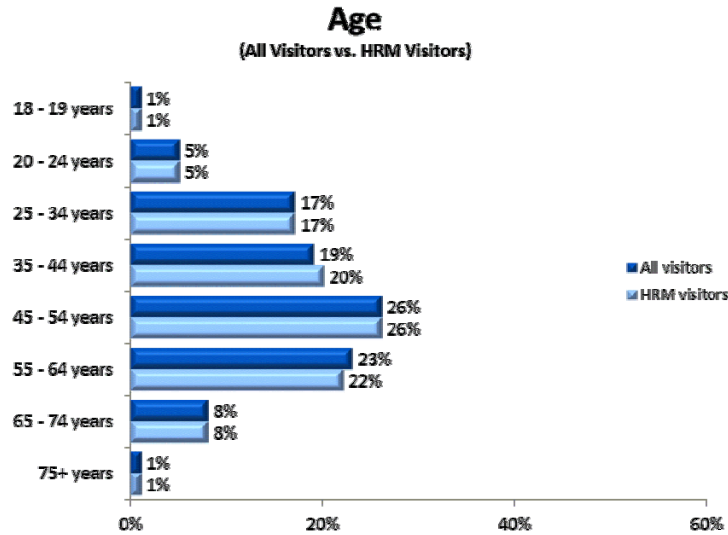
Visitors to HRM were somewhat less likely than all visitors to Nova Scotia to have visited between June and September.



Demographics

Age

Visitors aged 45 to 54 years comprised one-quarter of all those visiting HRM. Other age categories included 25 to 34 (17%), 35 to 44 (20%), and 55 to 64 (22%). Nine percent of visitors were over the age of 65, and six percent were under the age of 25. (Table V2)

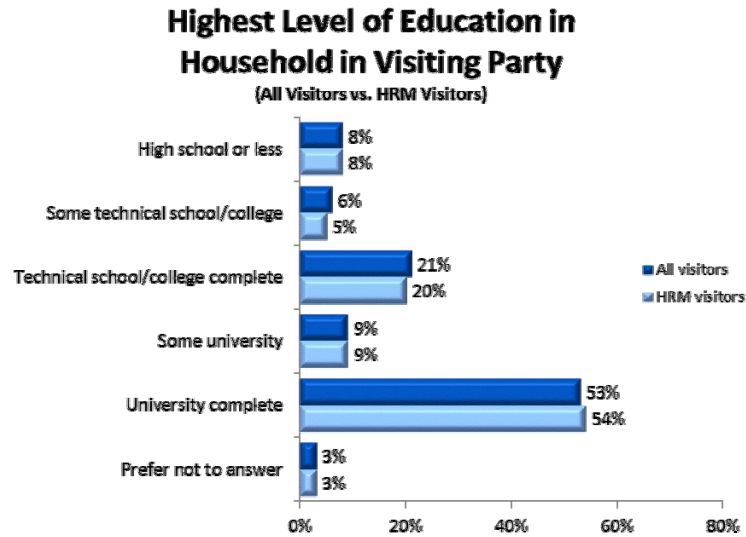


Results among HRM visitors were consistent compared with all visitors to the province.



Education

Over one-half of visitors to HRM have completed a university education, while two in ten have a college completion. Those travelling a further distance, by air, or for business purposes were most likely to have completed university. (Table V4)

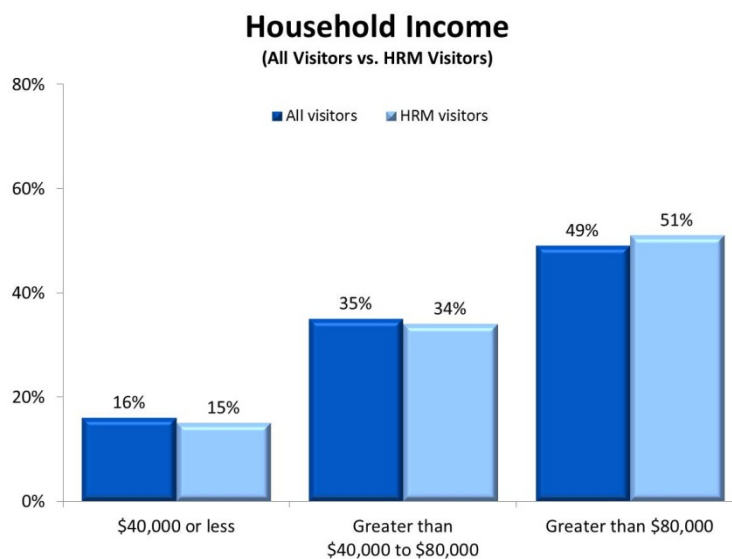


Results were generally consistent compared with all visitors to Nova Scotia.



Household Income

One-half of HRM visitors reported a household income of more than \$80K, while one-third indicated their household income was greater than \$40K, up to \$80K. The remainder were in the lowest income category of up to \$40K. A higher household income was reported among American visitors, those travelling by air, or visiting for business purposes. (Table V5/V6)

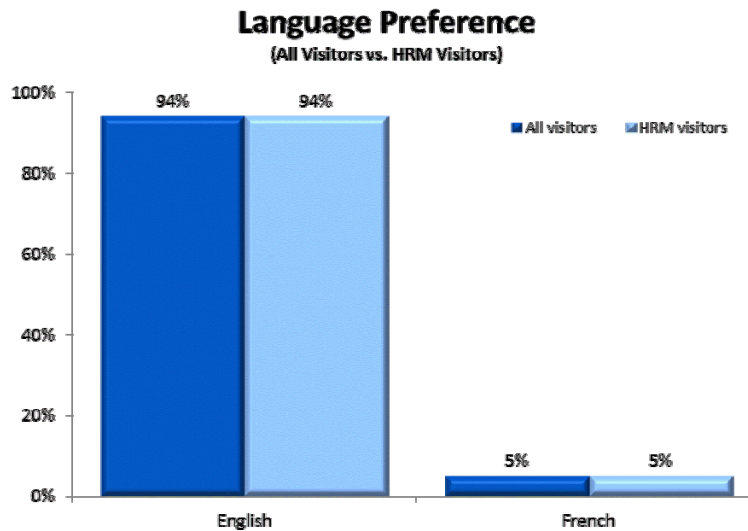


Results among visitors to HRM were generally consistent with those reported by all visitors to the province.



Language Preference

English was the preferred language among nearly all visitors who stopped in HRM. Quebecers were the only exception, with one-third indicating they preferred French. (Table T11)



Results for visitors to HRM were on par with all visitors to Nova Scotia.

