
2010 Nova Scotia Visitor Exit Survey – Regional Report

A Look at Visitors Who Included Northumberland Shore 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 Northumberland 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:

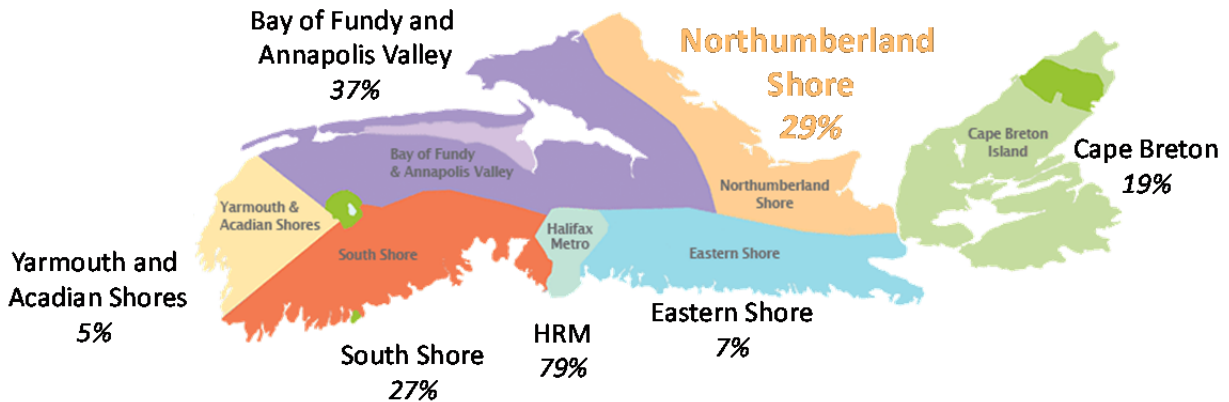
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A Look at Visitors Who Included Northumberland Shore in their Trip to Nova Scotia

This report profiles visitors to Northumberland Shore. The map below shows that Northumberland Shore was visited by three in ten visitors to the province.

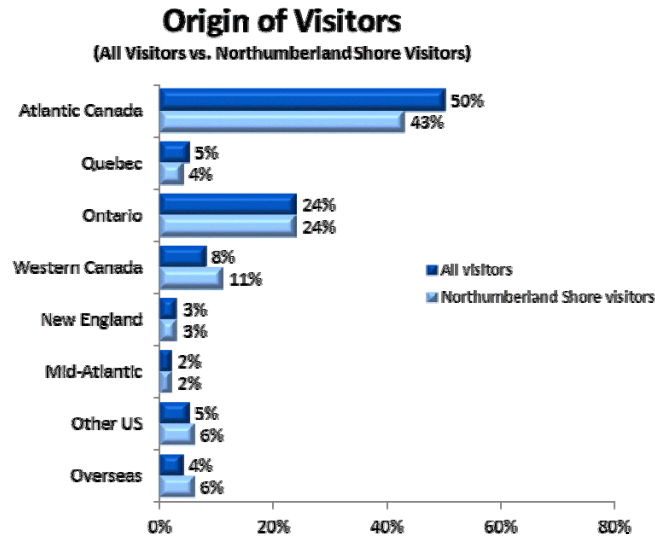


Travellers to each of the tourism regions were identified based on the data collected on the community traffic flow portion of the survey. For this analysis, only those who stopped for at least 30 minutes or stayed overnight in a community within a tourism region were considered to have visited that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



Overview of Northumberland Shore Visitors

Three in ten visitors to Nova Scotia stopped along Northumberland Shore for at least 30 minutes or stayed overnight. Over eight in ten visitors to Northumberland Shore were Canadian, with four in ten originating from Atlantic Canada, and one-quarter from Ontario. (Table A3)

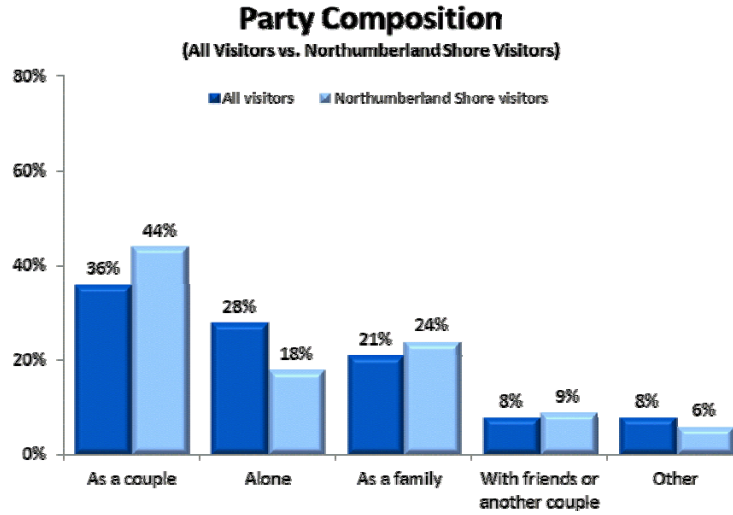


Compared with all visitors to the province, those who included Northumberland Shore in their itinerary were less likely to be Atlantic Canadian.



Average Party Size and Composition

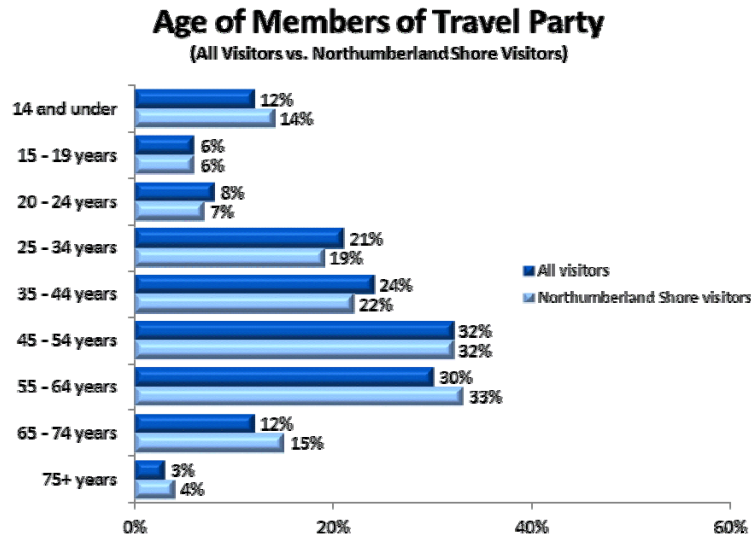
Over four in ten visitors to Northumberland Shore travelled as a couple, while one-quarter travelled as a family and two in ten travelled alone. Visitors here for business were most likely to travel alone, while RV travellers were most likely to travel as a couple. (Table D10)



Visitors who included Northumberland Shore in their trip were more likely than all visitors to Nova Scotia to travel as a couple or as a family, and less likely to travel alone.



Among visitors who included Northumberland Shore in their trip, parties travelling by RV were generally older compared with car and air travellers. Specifically, nine in ten RV travellers included a party member 55 years of age or older. Visitors travelling by car, pleasure travellers, and those visiting friends or relatives were more likely than their counterparts to include a party member under the age of 25. (Table D11)

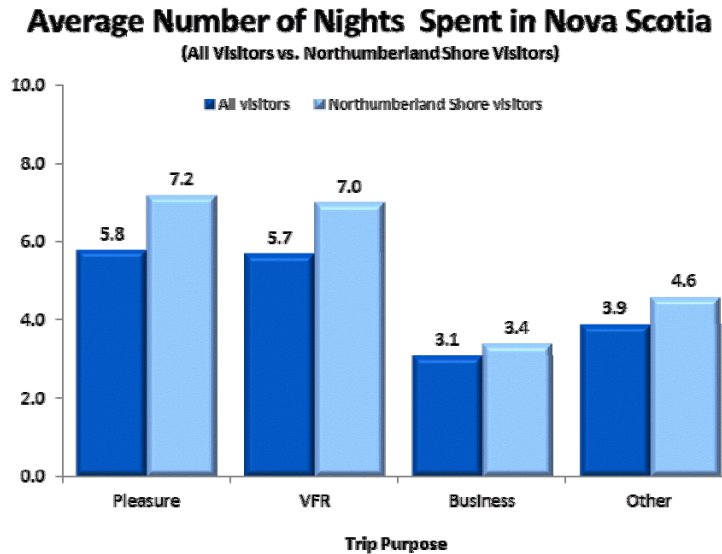


Travellers who visited Northumberland Shore during their visit were more likely than all visitors to Nova Scotia to include a party member 55 years of age or older.



Length of Stay

The average length of stay in the province among visitors to Northumberland Shore was 6.5 nights. Visitors from overseas spent the most number of nights (16.9), while visitors originating from Atlantic Canada spent the least number of nights (3.5). By mode of travel, air travellers spent the longest time in the province (10.2), followed by RV travellers (7.8), while those travelling by car spent the shortest time in Nova Scotia (4.9). Business travellers (3.4) spent fewer nights compared with pleasure travellers (7.2) or those visiting friends or relatives (7.0). (Table D1)



Compared with all visitors to Nova Scotia, visitors to Northumberland Shore spent, on average, more nights in the province (6.5, compared with 5.1 among all visitors).



Trip Expenditures

Among travellers who included Northumberland Shore in their trip, visitors originating from Western Canada and overseas reported higher average expenditures compared with other visitors. Air and pleasure travellers reported higher average expenditures than did their counterparts. (Table D22/D24)

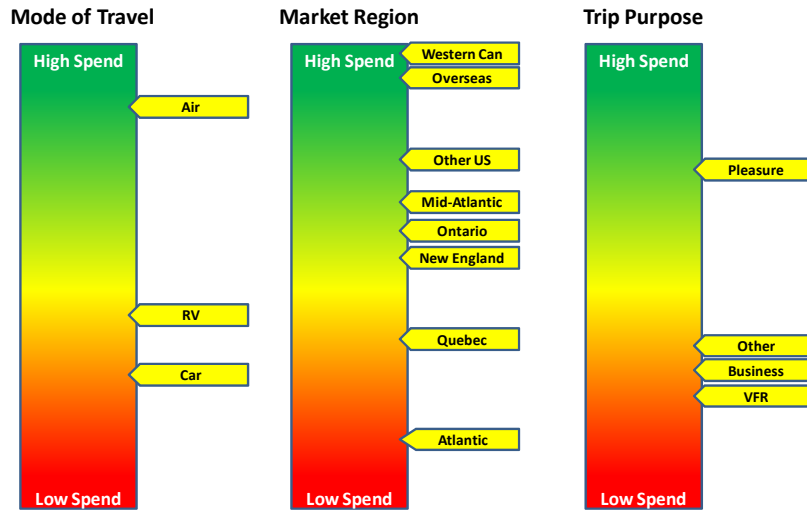
Average Expenditure Per Party (All Visitors vs. Northumberland Shore Visitors)		
Type of Expenditure	All visitors	Northumberland Shore visitors
Fixed roof accommodations	\$281	\$358
Campgrounds	\$9	\$20
Meals in restaurants/hotels/bars	\$238	\$298
Groceries and liquor	\$81	\$113
Gas, oil and/or auto repair	\$105	\$162
Car rental fees, including insurance	\$75	\$121
Local transportation (taxis, limos, etc.)	\$10	\$5
Bridge/Highway/Ferry tolls in Nova Scotia	\$5	\$6
NS cultural products	\$39	\$57
Clothing	\$70	\$70
Other shopping	\$70	\$88
Culture and entertainment	\$41	\$59
Sport and recreation	\$14	\$23
Parking	\$0	\$0
Total Expenditures	\$1,052	\$1,390

Visitors to Northumberland Shore reported higher party expenditures 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 Northumberland Shore visitors. The following graph illustrates the position on the expenditure index by mode of travel, market region and trip purpose. Visitors from Western Canada, overseas, and air travellers were the highest spending visitors. In contrast, those visiting from Atlantic Canada spent considerably less compared with other groups of travellers.

Indexed Party Expenditures by Key Visitor Subgroups

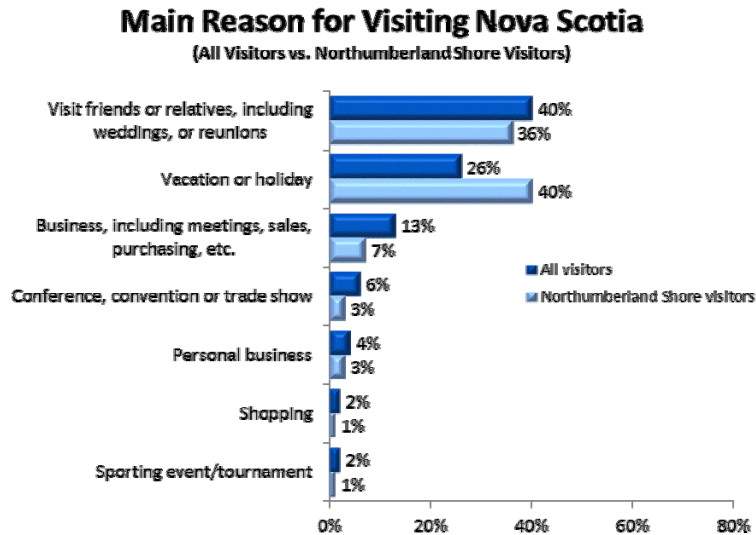


Results among Northumberland Shore visitors were generally consistent with those from all visitors to Nova Scotia.



Trip Purpose

Close to one-half of travellers who visited Northumberland Shore while in Nova Scotia were pleasure travellers and over one-third were visiting friends or relatives. Business travellers accounted for just over one in ten visitors. Among RV travellers, the vast majority were pleasure travellers. Atlantic Canadian visitors were most likely to be visiting friends or family. (Table D3)

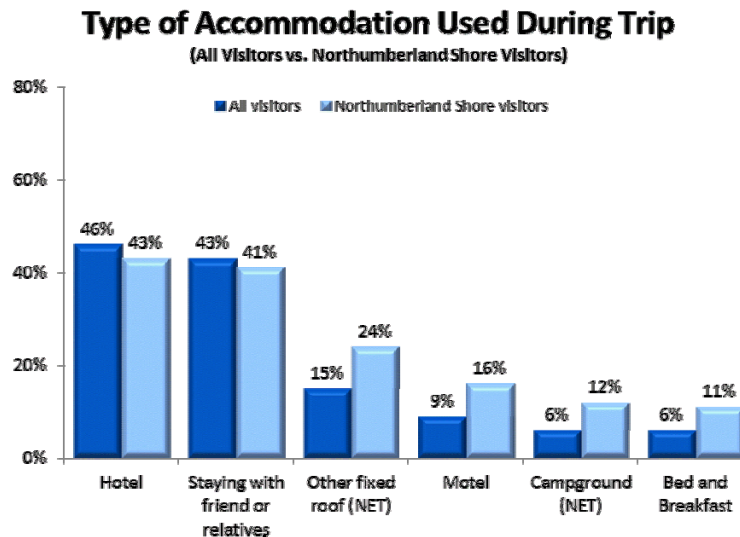


Compared to all visitors to Nova Scotia, those who included Northumberland Shore on their trip were more likely to be pleasure travellers, and less likely to be here on business or visiting friends or family.



Accommodations

Among Northumberland Shore visitors, four in ten each stayed at a hotel or with friends or relatives. Visitors stayed at a hotel for, on average, 2.6 nights, while those staying with friends or family stayed, on average, for 6.0 nights. Business travellers were most likely to have stayed in a hotel for, on average, 2.6 nights, while pleasure travellers were most likely to have stayed in a hotel for, on average, 2.9 nights. The vast majority of those visiting friends or relatives stayed with friends or relatives for, on average, 6.6 nights. (Table D25)



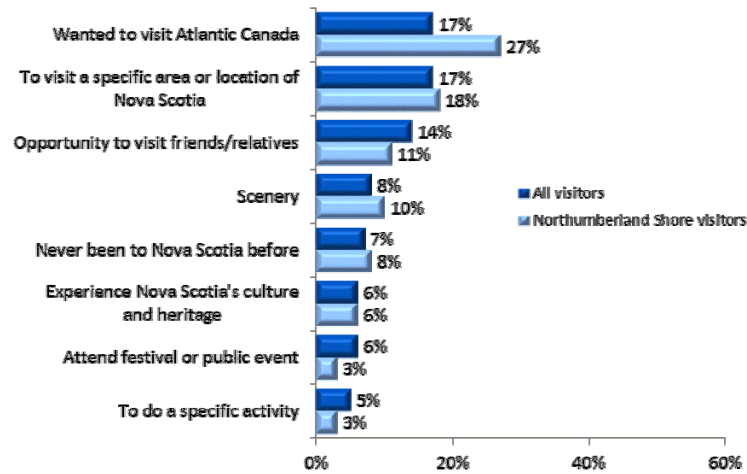
Compared with all visitors to the province, those who included Northumberland Shore in their trip were more likely to have stayed in paid accommodations other than a hotel.



Motivations for Pleasure Travellers

Among visitors to Northumberland Shore, the main reason given for choosing Nova Scotia as a vacation destination was a desire to visit Atlantic Canada. Two-thirds of overseas visitors offered this as their main reason for choosing Nova Scotia. (Table D8)

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



Northumberland Shore visitors were more likely than all visitors to Nova Scotia to indicate they wanted to visit Atlantic Canada.



Participation in Activities

Over one-half of Northumberland Shore visitors participated in outdoor activities while visiting Nova Scotia. Top activities included coastal sightseeing, beach exploring, hiking, nature observing, and outdoor swimming. Visitors were then asked if they visited any specific places or events, and approximately four in ten each named the Halifax waterfront, craft shops, or museums/historic sites. (Tables N1, N2 and N3)

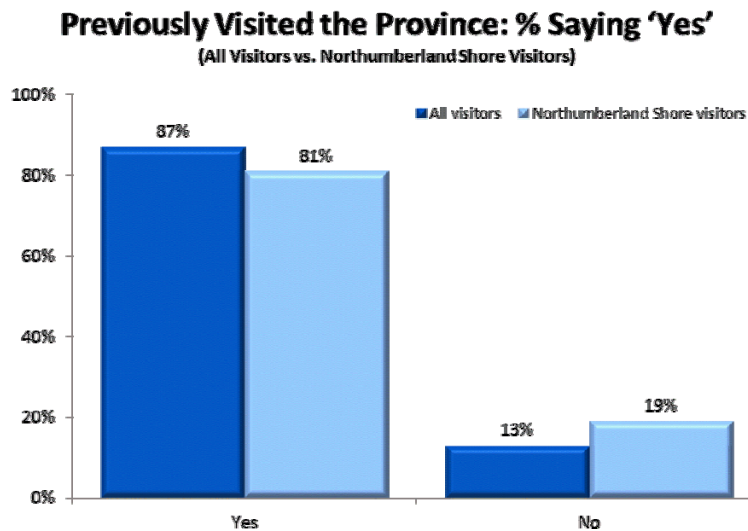
Participation in Outdoor Activities (% Saying Yes)			Places or Events Visited (% Saying Yes)		
	All visitors	Northumberland Shore visitors		All visitors	Northumberland Shore visitors
Coastal sightseeing	17%	29%	Halifax waterfront	42%	45%
Hiking (in wooded or coastal areas)	16%	24%	Craft shops/studios	29%	40%
Beach exploring	16%	27%	Nightclubs/Lounges/Pubs	26%	24%
Outdoor swimming/sunbathing – Mar-Nov	12%	18%	Museums/Historic sites	25%	36%
Nature observing	11%	18%	Visit local farms and/or local food producers	14%	18%
Whale watching	4%	9%	Visit a nature park or fossil/geology site	13%	22%
Outdoor sporting event	4%	6%	Live music performances	13%	17%
Sail/Boat tour (other than whale watching)	4%	6%	Art galleries/Fine art studios	10%	13%
Golfing (not mini-golf) – Mar-Nov	3%	5%	Casino	10%	9%
			Attend a festival/outdoor event/ community fair	9%	12%

Participation in outdoor activities among Northumberland Shore visitors was higher compared with all visitors to Nova Scotia (53%, compared with 39% among all visitors). Those who included Northumberland Shore in their trip were more likely than all visitors to the province to have visited craft shops/studios, museums/historic sites, local farms/food producers, nature parks or fossil/geology sites, or live music performances.



Previous Trips to Nova Scotia

Eight in ten visitors who included Northumberland Shore in their trip report that their 2010 visit to the province was not their first, with seven in ten previously visiting in 2009 or 2010. Nearly all Atlantic Canadian visitors indicated they had previously visited the province. American visitors were least likely to report visiting Nova Scotia before. Over nine in ten business travellers and those visiting friends or family indicated previously visiting the province, while two-thirds of pleasure travellers had visited before. By mode of travel, RV and air travellers were less likely than those travelling by car to indicate previously visiting the province. (Table T12)

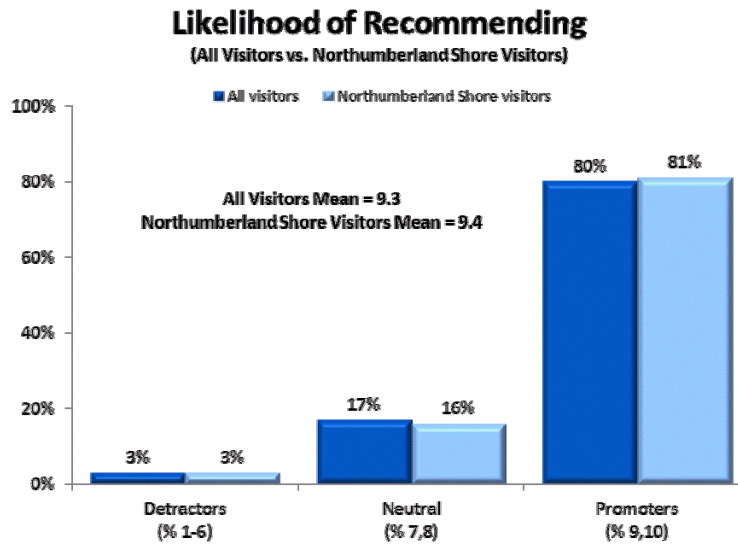


Compared to all visitors to Nova Scotia, Northumberland Shore visitors were less likely to have previously visited the province.



Likelihood of Recommending

Among Northumberland Shore visitors, eight in ten indicated they would recommend (rating 9 or 10 on 10-point scale) Nova Scotia as a vacation destination to friends or family, with two-thirds indicating they would definitely recommend. Western Canadians were most likely to indicate they would recommend Nova Scotia, while overseas visitors were least likely. By mode of travel, visitors arriving by car or air were more likely than RV travellers to indicate they would recommend the province as a vacation destination. Pleasure travellers and those visiting friends or family were more likely than business travellers to indicate they would recommend Nova Scotia to friends or relatives. (Table O1)

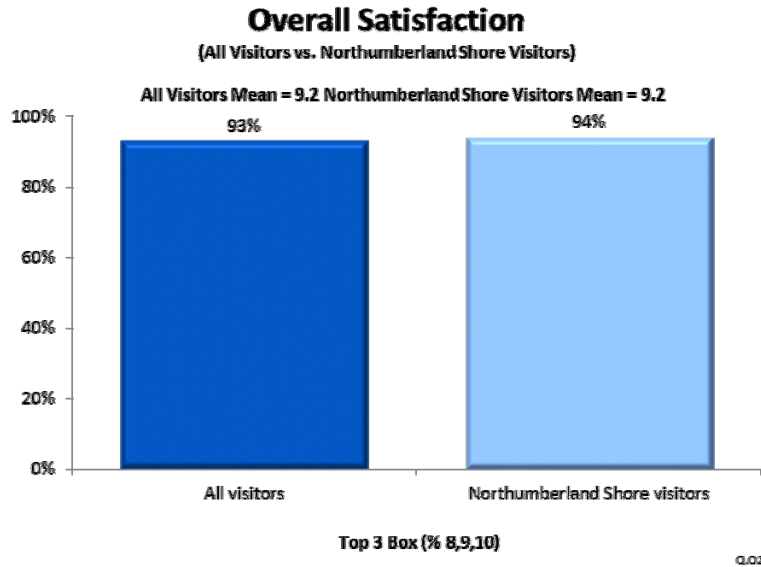


Results among visitors including Northumberland Shore in their trip were consistent compared with all visitors to the province.



Overall Satisfaction

Overall satisfaction with visitors' trip to Nova Scotia was extremely high among visitors who included Northumberland Shore in their trip, with over nine in ten offering a rating of eight, nine, or ten on a 10-point scale. Business and RV travellers offered lower satisfaction ratings compared with their counterparts. (Table O2)



Northumberland Shore visitors offered similar ratings of satisfaction compared with all visitors to Nova Scotia.



Satisfaction with Aspects of Visit

Among those who visited Northumberland 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 money. (Table O4a-O4n)

Satisfaction With Aspects of Trip to Nova Scotia (All Visitors vs. Northumberland Shore Visitors)		
Aspects of Trip	All visitors	Northumberland Shore visitors
The opportunity to visit friends and family	67%	61%
The seacoast	67%	76%
The natural landscape and wildlife	63%	74%
The culture and people	60%	66%
Weather	58%	62%
The chance to do interesting activities	57%	62%
The local Nova Scotian food	56%	59%
The opportunity to rejuvenate	56%	60%
Your interests and hobbies	53%	56%
Both city and country experiences within easy reach	52%	56%
Value for money	50%	50%
The heritage and history	48%	56%
The mix of traditional and contemporary	39%	43%
The local Nova Scotian wine	18%	18%

Compared with all visitors to Nova Scotia, travellers visiting Northumberland Shore offered higher satisfaction ratings across most aspects of their visit. A notable exception is the opportunity to visit friends and family, which received a lower satisfaction rating from Northumberland Shore visitors.

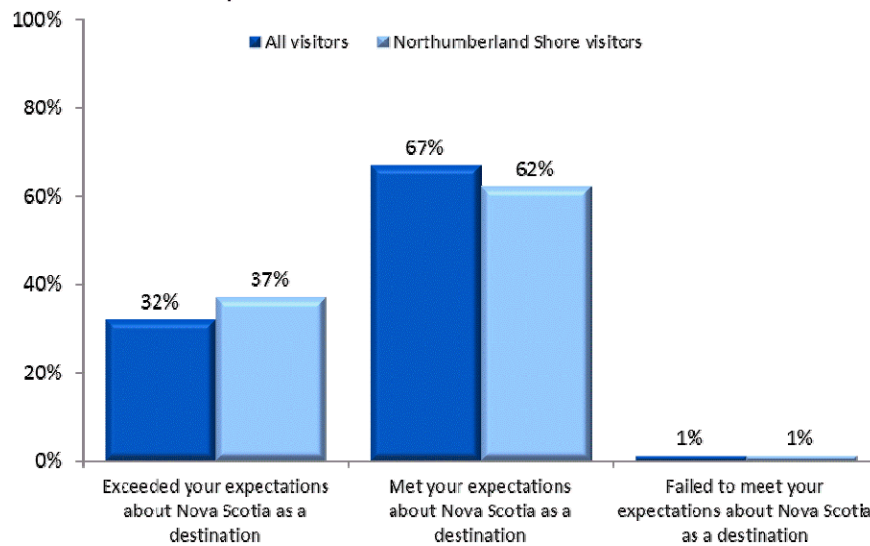


Meeting Expectations

Close to four in ten visitors to Northumberland Shore indicated their visit to Nova Scotia exceeded their expectations, while just over six in ten indicated their expectations were met. American visitors were more likely than others to report their expectations were exceeded. Business travellers were less likely than pleasure travellers or those visiting friends or family to report their visit exceeded their expectations. By mode of travel, air travellers were somewhat more likely than car or RV travellers to indicate their trip exceeded their expectations. (Table O5)

Nova Scotia Trip Compared With Expectations

(All Visitors vs. Northumberland Shore Visitors)

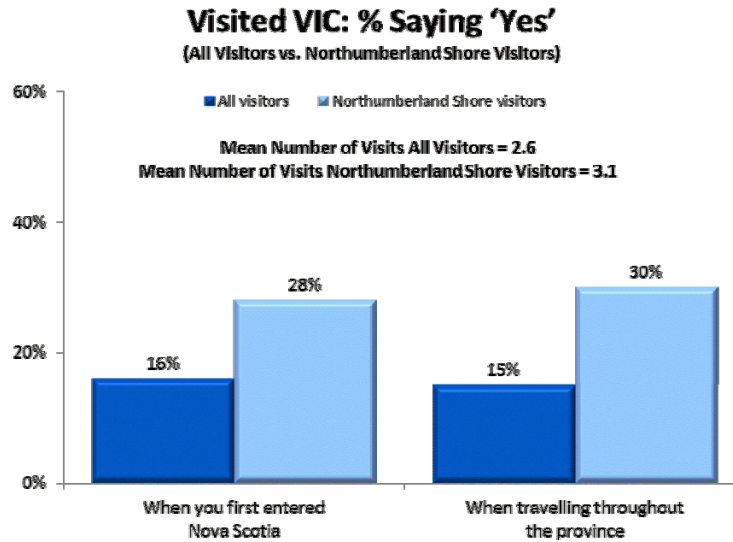


Northumberland Shore visitors were more likely than all visitors to Nova Scotia to report their visit exceeded their expectations.



Visitor Information Centres/Tourist Bureaus

Four in ten visitors to Northumberland Shore visited a Visitor Information Centre either when they first entered or while travelling throughout the province. Atlantic Canadians were least likely to stop at a VIC, while Americans and overseas visitors were most likely to visit. RV and pleasure travellers were more likely than their counterparts to report visiting a VIC during their trip to Nova Scotia. (Tables T9 and T9ct)

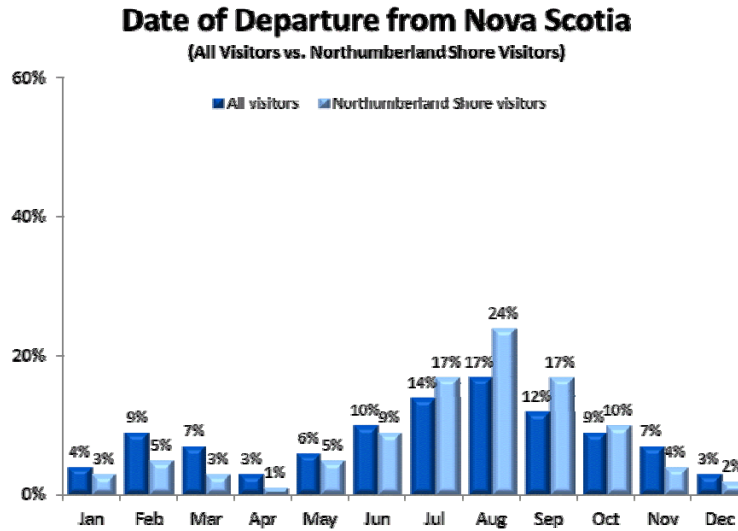


Northumberland Shore visitors were more likely to stop at a VIC compared with all visitors to Nova Scotia.



Time of Visit

Two-thirds of visitors to Northumberland Shore visited Nova Scotia between June and September. Business travellers were least likely to visit during this four-month period, while RV travellers were most likely. (Table A7)



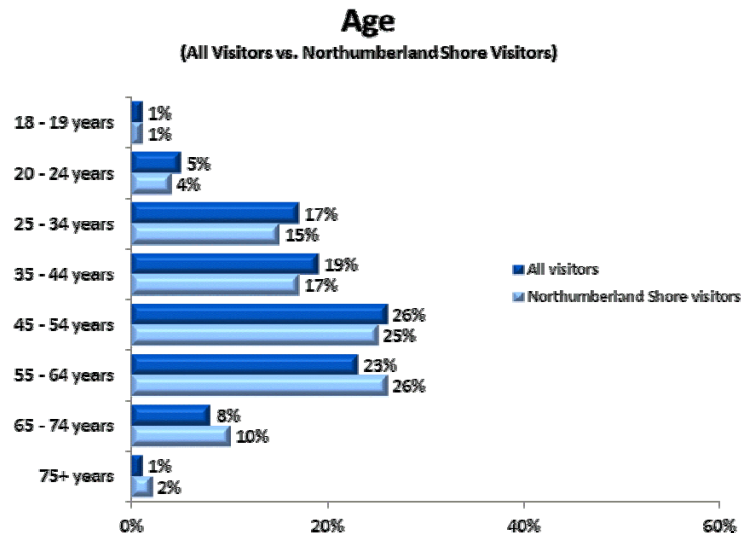
Compared with all visitors to the province, Northumberland Shore visitors were more likely to visit between June and September, especially August and September.



Demographics

Age

One-quarter of Northumberland Shore visitors were aged 55 to 64 years and an additional one-quarter were aged 45 to 54 years. Seventeen percent of visitors to Northumberland Shore were aged 35 to 44 years, followed by 25 to 34 years (15%) and 65 years or older (12%), while five percent were under the age of 25. (Table V2)

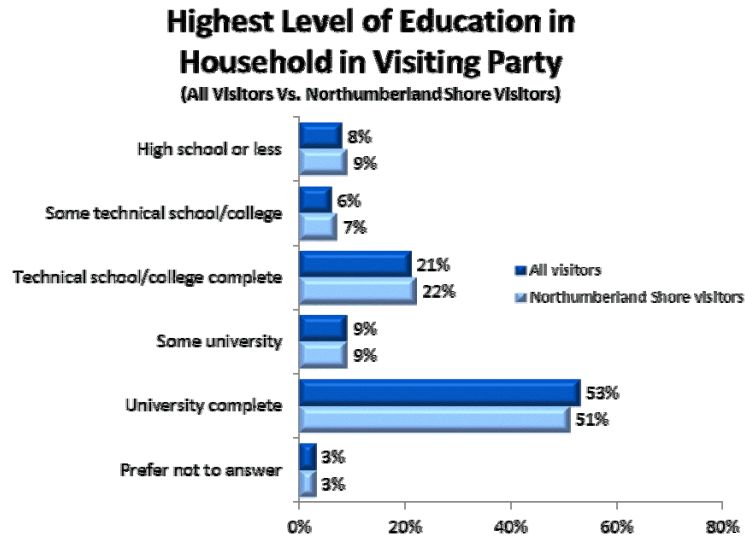


Northumberland Shore visitors had a slightly older age profile compared with all visitors to the province.



Education

One-half of visitors who included Northumberland Shore in their trip to Nova Scotia have completed a university education, while an additional two in ten have completed college. American and overseas visitors were more likely than Canadian visitors to have completed university. Those visiting for business purposes and air travellers were more likely than their counterparts to report completing a university degree. (Table V4)

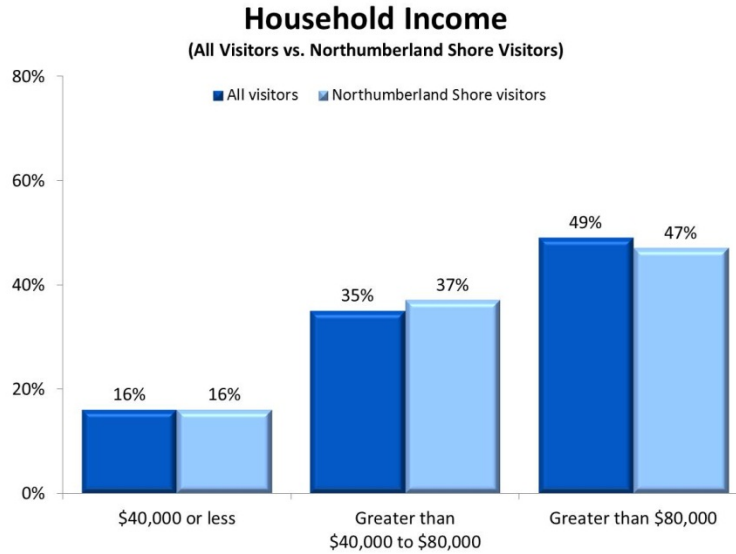


Compared with all visitors to the province, results among those who visited Northumberland Shore were generally consistent.



Household Income

Close to one-half of visitors who visited Northumberland Shore reported a household income greater than \$80K, while close to four in ten reported a household income that is greater than \$40K, up to \$80K. The remainder were in the lowest income category of up to \$40K. Air and business travellers reported a higher household income compared with their counterparts. (Table V5/V6)

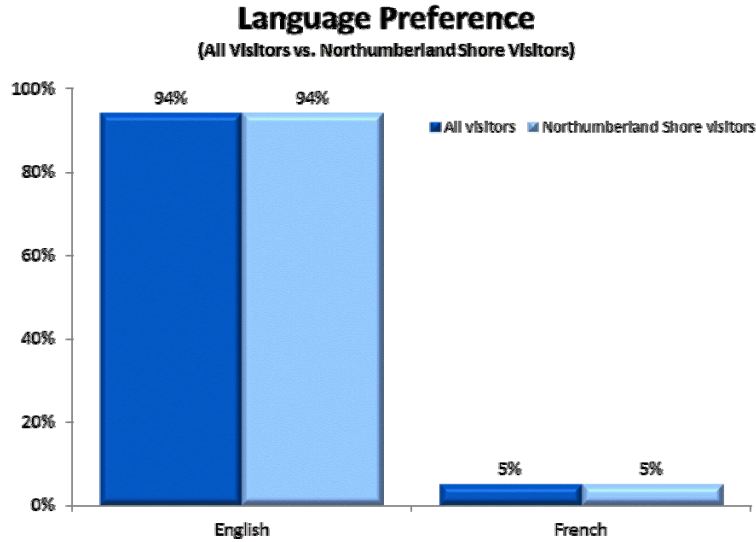


Reported household income among Northumberland Shore visitors was generally consistent compared with all visitors to the province.



Language Preference

The vast majority of visitors to Northumberland Shore preferred English. Residents of Quebec were the only exception, with close to six in ten indicating they preferred French. (Table T11)



Results among those who included Northumberland Shore in their visit were similar to results from all visitors to the province.

