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# 2010 Nova Scotia Visitor Exit Survey – Regional Report

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## A Look at Visitors Who Included South 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 South 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:

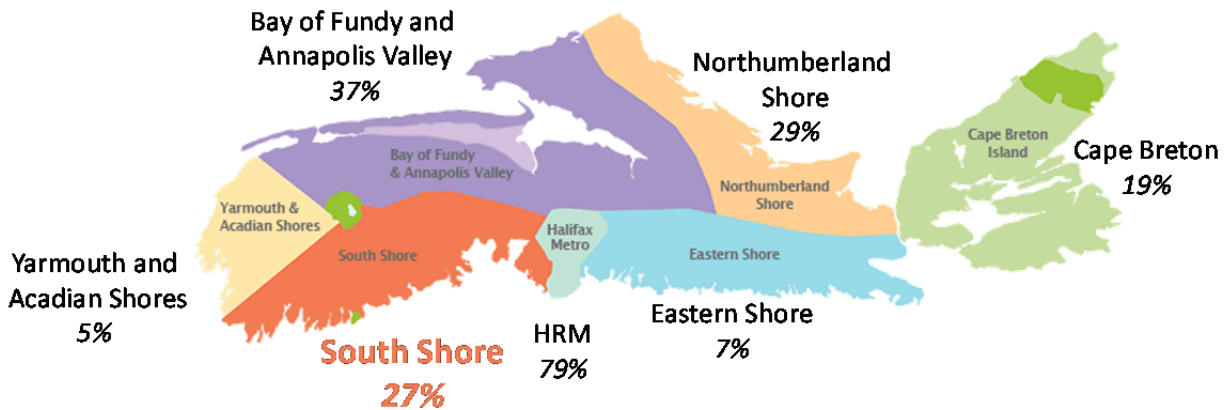
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## A Look at Visitors Who Included South Shore in their Trip to Nova Scotia

This report profiles visitors to South Shore. The map below shows that South Shore was visited by just over one-quarter of all visitors to the province.

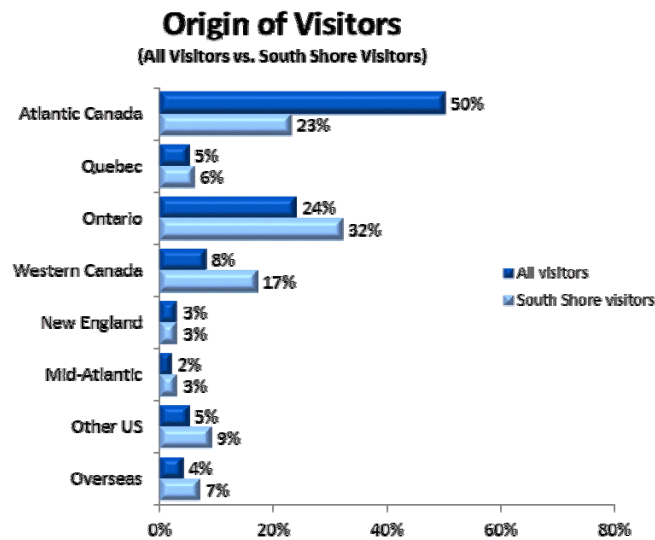


Travellers to each of the tourism regions were identified based on the data collected on the community traffic flow portion of the survey. For this analysis, only those who stopped for at least 30 minutes or stayed overnight in a community within a tourism region were considered to have visited that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



## Overview of South Shore Visitors

Just over one-quarter of visitors to Nova Scotia stopped along South Shore for at least 30 minutes or stayed overnight. Three-quarters of South Shore visitors were Canadian, with one-third originating from Ontario and one-quarter from Atlantic Canada. (Table A3)

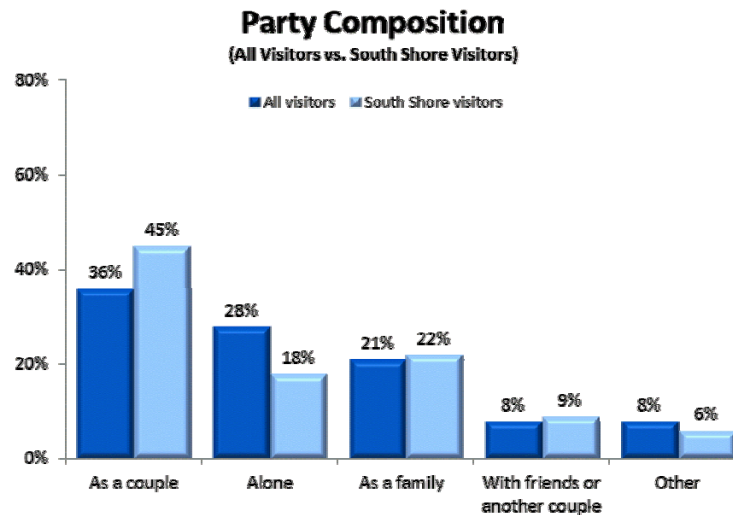


South Shore visitors were less likely than all visitors to Nova Scotia to originate from Atlantic Canada, and more likely to live in Ontario or Western Canada.



## Average Party Size and Composition

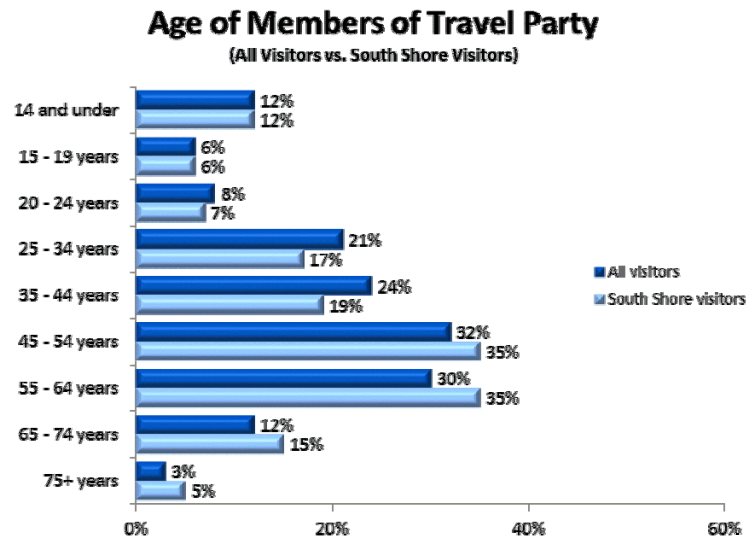
Over four in ten South Shore visitors travelled as a couple, while one-quarter travelled as a family and two in ten travelled solo. By mode of travel, RV travellers were more likely than car and air visitors to travel as a couple. Pleasure travellers and those visiting friends or relatives were most likely to travel as a couple, while business travellers were most likely to travel alone. (Table D10)



South Shore visitors were more likely than all visitors to Nova Scotia to travel as a couple, and less likely to travel alone.



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

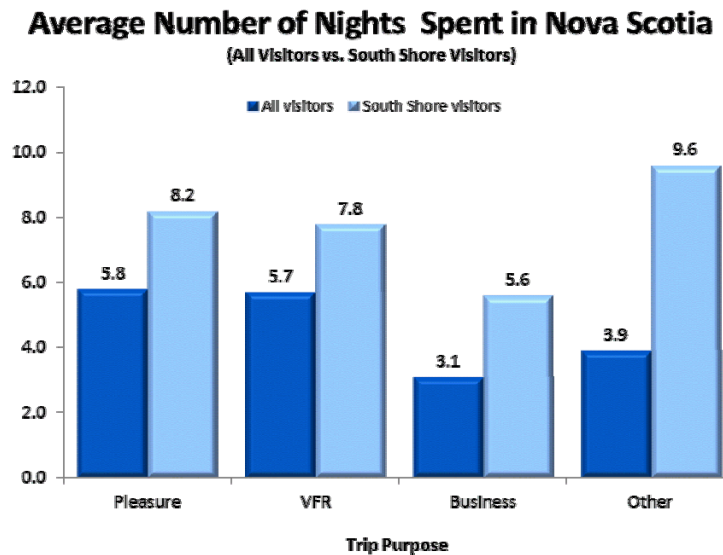


Travellers who visited the South Shore region were more likely than all visitors to the province to include a party member aged 45 years or older.



## Length of Stay

The average length of stay among visitors who visited South Shore during their trip was 7.8 nights. Visitors from overseas spent the most number of nights in the province (14.6), while Atlantic Canadians spent the least number of nights (4.8). By mode of travel, RV (9.3) and air (9.0) travellers spent more nights in Nova Scotia compared with visitors travelling by car (6.5). Business travellers (5.6) spent fewer nights in the province compared with pleasure travellers (8.2) and those visiting friends or relatives (7.8). (Table D1)



South Shore visitors spent, on average, more nights in Nova Scotia than all visitors to the province (7.5 nights compared with 5.1 for all visitors to the province).





## Trip Expenditures

Among those who visited South shore, air travellers reported higher average expenditures compared with those travelling by car or RV. Average expenditures for pleasure travellers were higher than expenditures reported by those here on business or to visit with friends or family. Visitors from long-haul markets reported higher average expenditures compared with other visitors. (Table D22/D24)

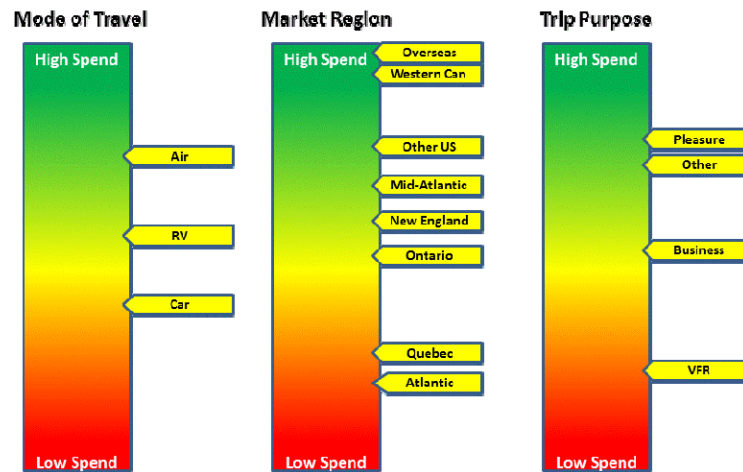
Average Expenditure Per Party (All Visitors vs. South Shore Visitors)		
Type of Expenditure	All visitors	South Shore visitors
Fixed roof accommodations	\$281	\$455
Campgrounds	\$9	\$18
Meals in restaurants/hotels/bars	\$238	\$375
Groceries and liquor	\$81	\$127
Gas, oil and/or auto repair	\$105	\$160
Car rental fees, including insurance	\$75	\$164
Local transportation (taxis, limos, etc.)	\$10	\$11
Bridge/Highway/Ferry tolls in Nova Scotia	\$5	\$5
NS cultural products	\$39	\$81
Clothing	\$70	\$85
Other shopping	\$70	\$97
Culture and entertainment	\$41	\$66
Sport and recreation	\$14	\$18
Parking	\$0	\$0
<b>Total Expenditures</b>	<b>\$1,052</b>	<b>\$1,671</b>

Compared with all visitors to Nova Scotia, those who included South Shore in their trip reported higher party expenditures.



For ease of comparison across key subgroups, total party expenditures (excluding major purchases) were indexed against the average party expenditures among South Shore visitors. The following graph illustrates the position on the expenditure index by mode of travel, market region and trip purpose. Visitors originating from overseas and Western Canada reported the highest party expenditures, while visitors from other Atlantic Provinces, Quebec, and those visiting friends or relatives spent less than others.

### Indexed Party Expenditures by Key Visitor Subgroups



Results among those visiting South Shore were generally consistent with results from all visitors to the province.

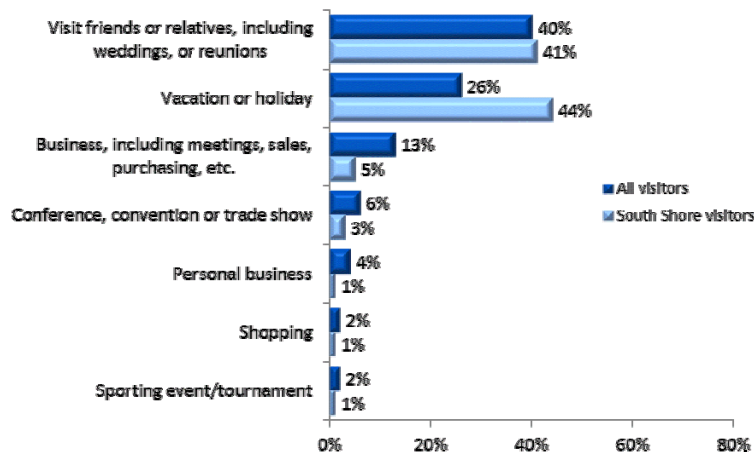


## Trip Purpose

Approximately one-half of visitors to South Shore indicated the main reason they choose Nova Scotia as a vacation destination was simply for pleasure, followed by four in ten who were visiting friends or family, and one in ten who were here for business. RV travellers were most likely to be pleasure travellers, with close to all indicating pleasure was their main reason for choosing Nova Scotia. By origin of visitor, Atlantic Canadians were more likely than others to report being in Nova Scotia for business. (Table D3)

### Main Reason for Visiting Nova Scotia

(All Visitors vs. South Shore Visitors)

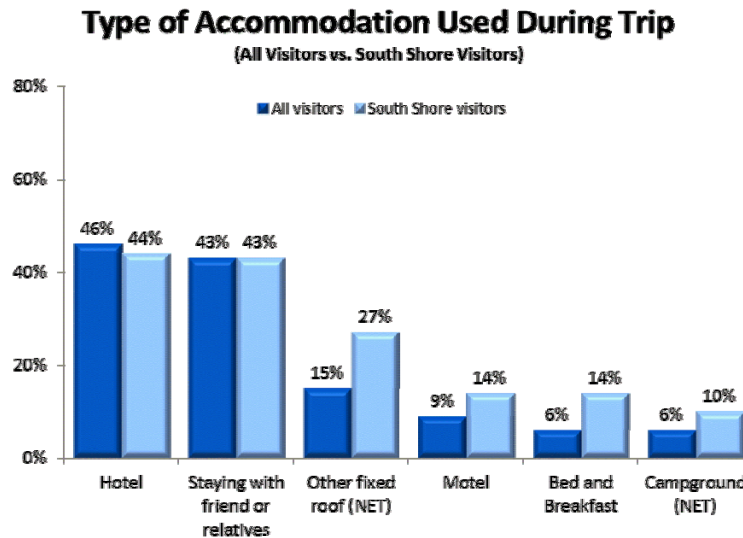


South Shore visitors were more likely than all visitors to Nova Scotia to be pleasure travellers, and less likely to be here on business.



## Accommodations

Just over four in ten South Shore visitors reported they stayed at a hotel, while a similar number stayed with friends or family. Business travellers were most likely to have stayed in a hotel for, on average, 4.0 nights. Travellers visiting friends or family were most likely to have stayed with friends or relatives for, on average, 7.4 nights. (Table D25)



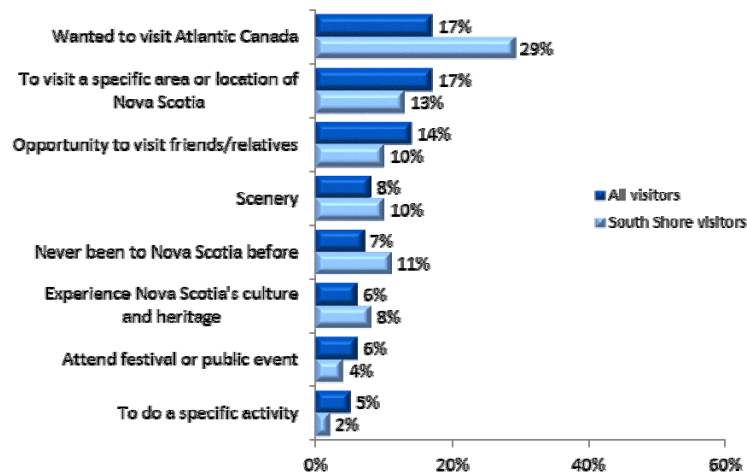
Compared with all visitors to Nova Scotia, those who included South Shore in their trip were as likely to have stayed at a hotel or with friends or family, but more likely to have stayed at other types of paid accommodations.



## Motivations for Pleasure Travellers

A desire to visit Atlantic Canada was the main reason given for choosing Nova Scotia as a vacation destination, named by three in ten South Shore visitors, followed by approximately one in ten each who indicated they wanted to visit a specific location, they had never visited before, the scenery, the opportunity to visit friends or relatives, and to experience Nova Scotia's culture and heritage. (Table D8)

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



South Shore visitors were more likely than all visitors to the province to indicate they wanted to visit Atlantic Canada.



## Participation in Activities

Just under six in ten South visitors participated in outdoor activities while visiting Nova Scotia. Top activities included coastal sightseeing, hiking, and beach exploring. Visitors were then asked if they visited any specific places or events. Close to two-thirds reported visiting the Halifax waterfront, while one-half each named craft shops and museums, and historic sites. Other top sites or events included nightclubs, nature parks, local farms/local food producers, art galleries, live music performances, festivals, and casinos. (Tables N1, N2, and N3)

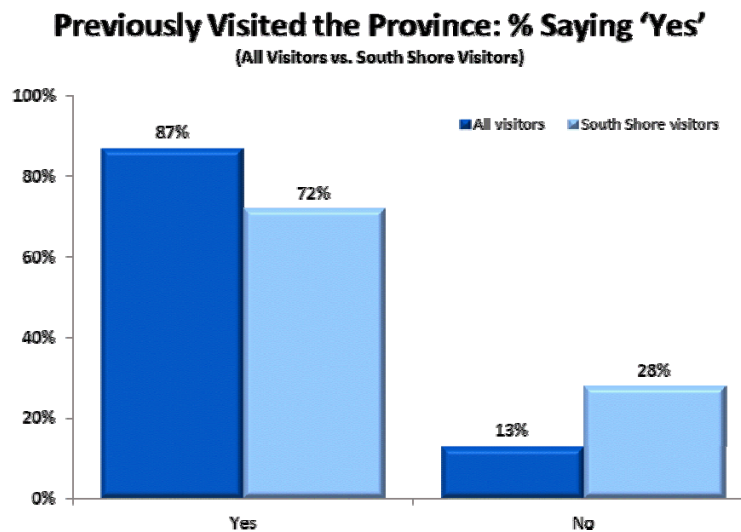
Participation in Outdoor Activities (% Saying Yes)			Places or Events Visited (% Saying Yes)		
	All visitors	South Shore visitors		All visitors	South Shore visitors
Coastal sightseeing	17%	35%	Halifax waterfront	42%	64%
Hiking (in wooded or coastal areas)	16%	29%	Craft shops/studios	29%	52%
Beach exploring	16%	28%	Nightclubs/Lounges/Pubs	26%	27%
Outdoor swimming/sunbathing – Mar-Nov	12%	19%	Museums/Historic sites	25%	50%
Nature observing	11%	19%	Visit local farms and/or local food producers	14%	22%
Whale watching	4%	11%	Visit a nature park or fossil/geology site	13%	26%
Outdoor sporting event	4%	6%	Live music performances	13%	18%
Sail/Boat tour (other than whale watching)	4%	7%	Art galleries/Fine art studios	10%	20%
Golfing (not mini-golf) – Mar-Nov	3%	4%	Casino	10%	10%
Kayaking	2%	4%	Attend a festival/outdoor event/ community fair	9%	16%
Canoeing – Mar-Nov	2%	4%			

Compared with all visitors to Nova Scotia, travellers who included South Shore in their trip were more likely to report participating in outdoor activities while in the province (57%, compared with 39% of all visitors). In addition, visitors to South Shore were more likely to report visiting specific places or events, including the Halifax waterfront, craft shops/studios, museums/historic sites, local farms/food producers, nature parks or fossil/geology sites, live music performances, art galleries/fine art studios, and festivals/outdoor events/community fairs.



## Previous Trips to Nova Scotia

Approximately seven in ten South Shore visitors indicated their visit to Nova Scotia in 2010 was not their first, with six in ten previously visiting in 2009 or 2010. (Table T12)

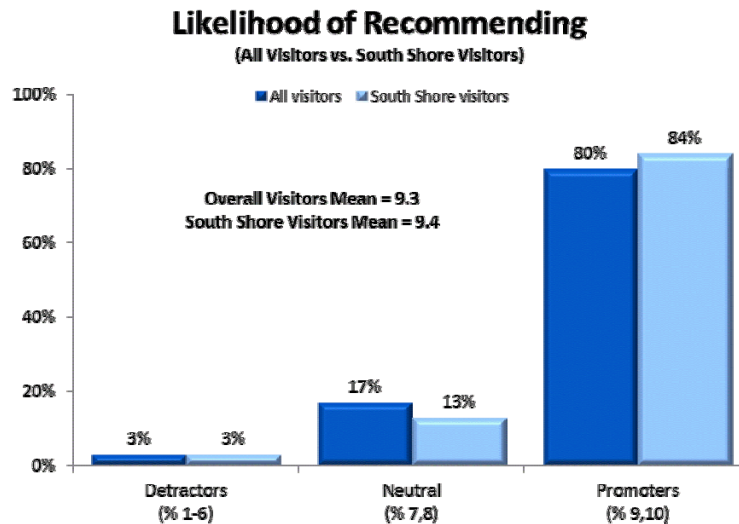


Compared with all visitors to the province, those who visited South Shore were twice as likely to be visiting for the first time. Among those who had visited Nova Scotia before, travellers who visited South Shore were more likely than all visitors to the province to report their last visit was prior to 2005 (23%, compared with 12% of all visitors).



## Likelihood of Recommending

The vast majority of travellers who included South Shore on their trip would recommend (rating 9 or 10 on 10-point scale) Nova Scotia to friends and family as a vacation destination, with seven in ten indicating they would definitely recommend. Canadians and Americans were more likely than visitors from overseas to indicate they would recommend visiting the province. By purpose of travel, those visiting friends or relatives and pleasure travellers were more likely than business travellers to recommend visiting. RV travellers were less likely than visitors travelling by air or car to indicate they would recommend the province. (Table O1)



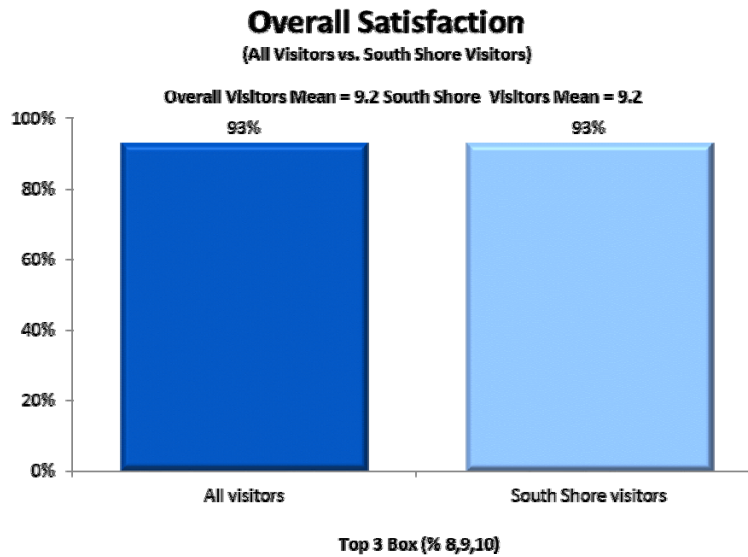
South Shore visitors were slightly more likely than all visitors to Nova Scotia to recommend visiting the province to friends or relatives.





## Overall Satisfaction

Overall satisfaction with visitors' trip to Nova Scotia was extremely high among those who included South Shore in their visit, with over nine in ten offering a rating of eight, nine, or ten on a 10-point scale. By mode of travel, RV travellers reported lower satisfaction ratings than other visitors. (Table O2)



Satisfaction among visitors to South Shore was generally consistent compared with all visitors to Nova Scotia.



## Satisfaction with Aspects of Visit

Among those who visited South Shore, 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)

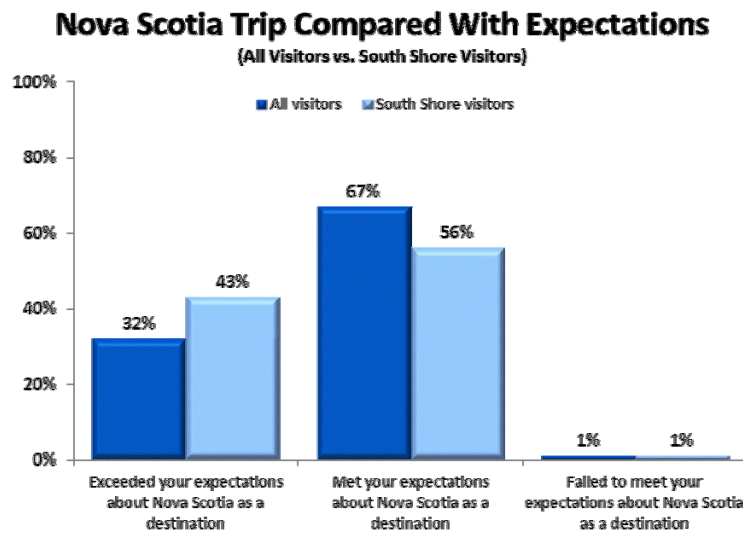
Satisfaction With Aspects of Trip to Nova Scotia (All Visitors vs. South Shore Visitors)		
Aspects of Trip	All visitors	South Shore visitors
The opportunity to visit friends and family	67%	62%
The seacoast	67%	86%
The natural landscape and wildlife	63%	80%
The culture and people	60%	70%
Weather	58%	65%
The chance to do interesting activities	57%	64%
The local Nova Scotian food	56%	66%
The opportunity to rejuvenate	56%	60%
Your interests and hobbies	53%	57%
Both city and country experiences within easy reach	52%	63%
Value for money	50%	52%
The heritage and history	48%	62%
The mix of traditional and contemporary	39%	47%
The local Nova Scotian wine	18%	20%

Compared with all visitors to the province, South Shore visitors offered higher satisfaction ratings across nearly all aspects of their visit.



## Meeting Expectations

Over four in ten travellers who visited South Shore indicated their visit to Nova Scotia exceeded their expectations, while over one-half indicated their expectations were met. Visitors originating from the Mid-Atlantic US were most likely to report their expectations were exceeded. (Table O5)

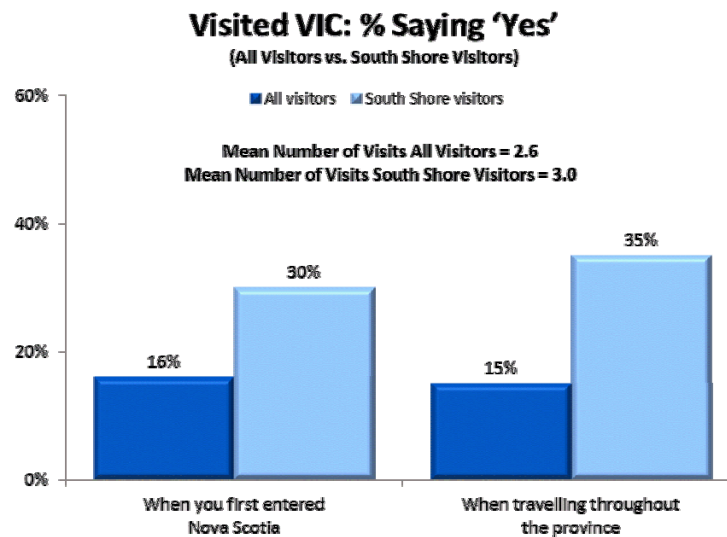


Travellers who visited South Shore were more likely than all visitors to indicate their visit exceeded their expectations.



## Visitor Information Centres/Tourist Bureaus

Close to one-half of South Shore visitors stopped at a Visitor Information Centre, either when they first entered or while travelling throughout the province. Visitors from Atlantic Canada were least likely to visit a VIC, while overseas visitors were most likely. RV and pleasure travellers were more likely than their counterparts to indicate they stopped at a VIC while visiting Nova Scotia. Visitors stopped, on average, 3.0 times during their trip, with overseas visitors stopping most frequently, on average, 4.2 times. (Tables T9 and T9ct)

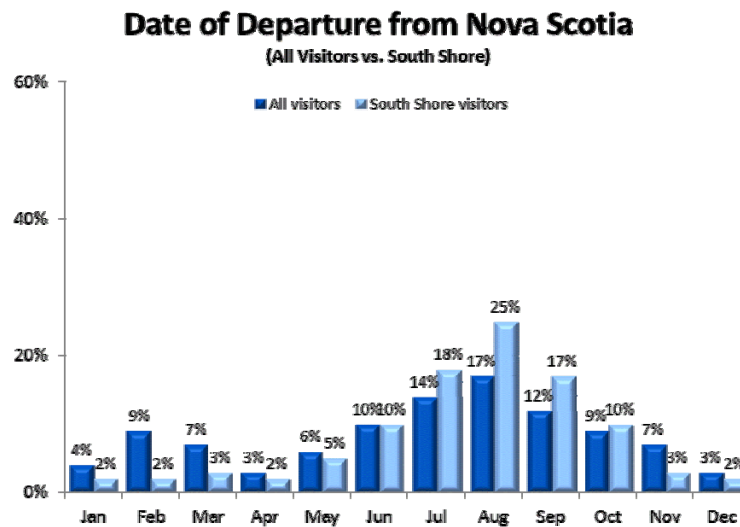


South Shore visitors were more likely than all visitors to Nova Scotia to report stopping at a VIC.



## Time of Visit

Among travellers who included South Shore in their trip, seven in ten visited between June and September. Business travellers and those originating from Atlantic Canada were less likely than others to have visited during this four-month period. (Table A7)



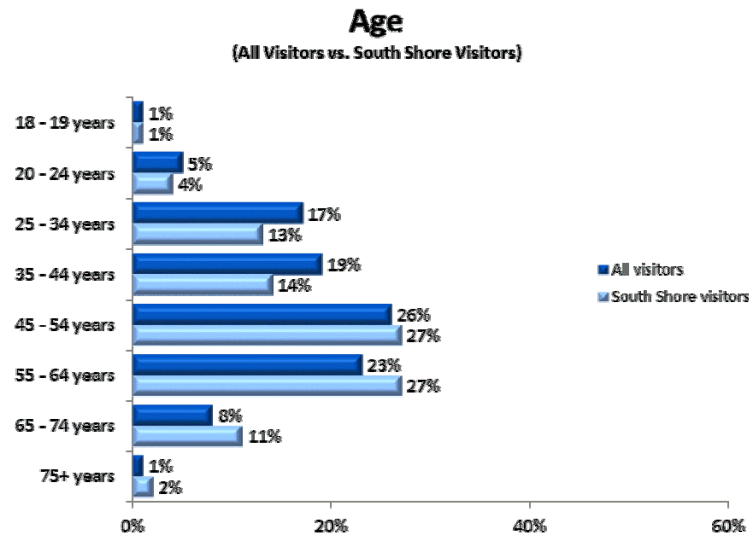
Visitors to South Shore were more likely than all visitors to Nova Scotia to have visited during the months of July, August and September.



## Demographics

### Age

Visitors aged 45 to 54 years and 55 to 64 each comprised approximately one-quarter of all South Shore visitors. Other age categories included 35 to 44 (14%), 25 to 34 (13%), and 65 or older (13%). Five percent of visitors were under the age of 25. (Table V2)

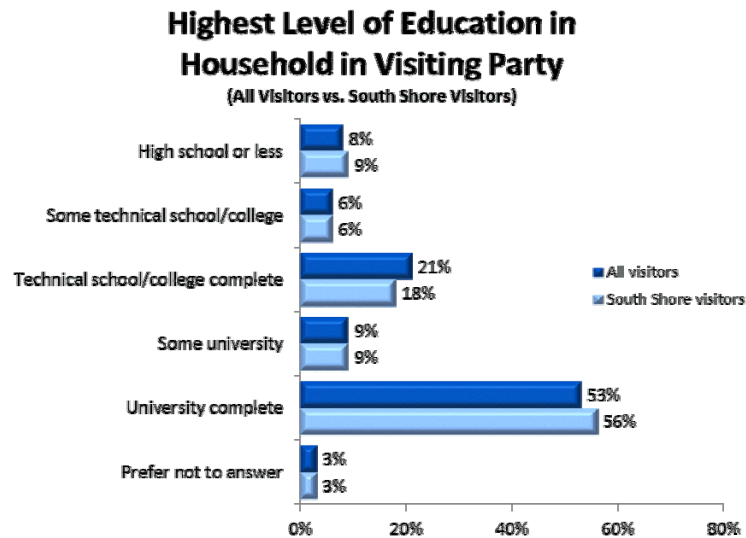


Travellers who included South Shore in their trip were generally older compared with all visitors to the province.



## Education

Over one-half of South Shore visitors reported they have completed a university education, and two in ten have completed college. Visitors originating from overseas and the US were more likely than Canadians to report they have completed university. Air travellers and those here for business were more likely than their counterparts to report they completed university education. (Table V4)

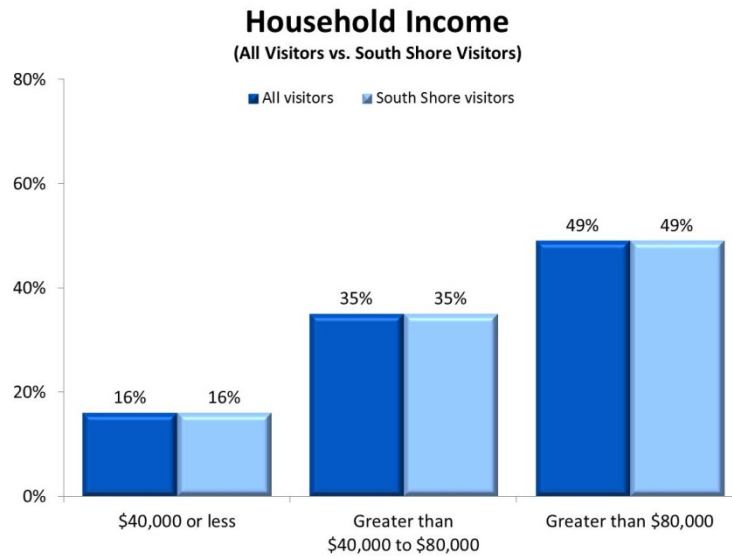


The education profile of visitors to South Shore was similar to that of all visitors to Nova Scotia.



## Household Income

One-half of visitors to South Shore reported a household income of more than \$80K, while over 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. American, air, and business travellers reported a higher household income compared with their counterparts. (Table V5/V6)



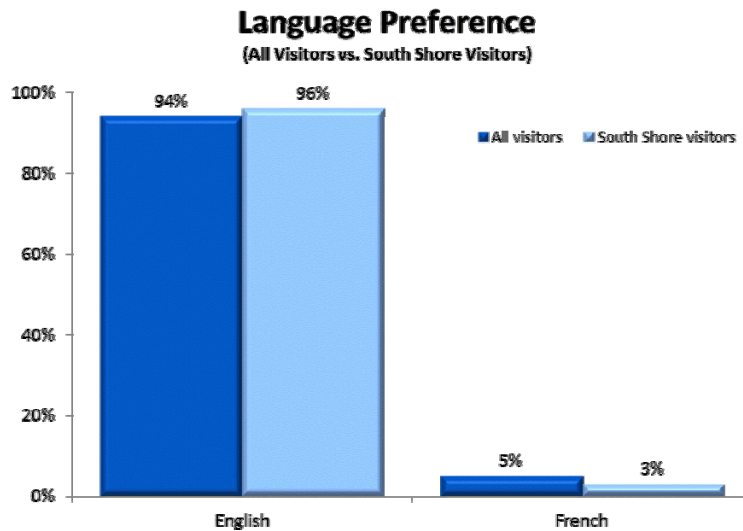
The average household income reported by those who visited South Shore was similar to that reported by all visitors to the province.





## Language Preference

Among South Shore visitors, English was the preferred language for nearly all visitors. Quebecers were the only exception, with over four in ten indicating they preferred French. (Table T11)



Results among those who visited South Shore were on par with all visitors to the province.

