

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Eastern Shore

TABLE MARKET REGION:

MARKET REGION - Based on questions A3/A4a/A4b

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
Atlantic	27	100	0	0	0	37	0	0	0	0	0	44	26	7	33	20	34	50
Quebec	5	0	100	0	0	7	0	0	0	0	0	6	14	2	8	6	4	4
Ontario	27	0	0	100	0	37	0	0	0	0	0	29	14	27	40	23	32	12
Western Canada	13	0	0	0	100	18	0	0	0	0	0	5	18	22	6	14	14	10
All Canada	73	100	100	100	100	100	0	0	0	0	0	84	72	59	87	62	84	76
New England	4	0	0	0	0	0	100	0	0	25	0	5	4	2	1	5	2	2
Mid-Atlantic	2	0	0	0	0	0	0	100	0	16	0	2	0	4	3	4	0	6
Other US	8	0	0	0	0	0	0	0	100	58	0	6	17	10	0	12	5	0
All US	14	0	0	0	0	0	100	100	100	100	0	12	21	15	4	21	7	8
Overseas	13	0	0	0	0	0	0	0	0	0	100	3	8	26	9	17	8	16
TOTAL TRAVEL PARTIES (#)	67,950	18,324	3,555	18,462	8,927	49,268	2,478	1,564	5,681	9,723	8,960	33,971	4,716	29,264	4,011	35,616	26,104	2,220
UNWEIGHTED SAMPLE SIZE (#)	451	86	30	146	45	307	39	17	63	119	25	300	24	127	24	257	157	13

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Eastern Shore

TABLE A7:

On what date did you leave Nova Scotia for the final time on this trip [BY MONTH]?

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
Jan	1	1	5	2	3	2	2	0	0	1	0	1	0	2	7	0	2	0
Feb	1	2	0	1	3	2	0	0	0	0	0	1	0	2	6	0	2	0
Mar	3	9	2	1	0	4	4	8	0	2	0	4	0	3	3	2	3	15
Apr	1	1	0	2	0	1	2	0	0	1	0	2	0	0	4	0	0	9
May	3	3	0	4	4	3	5	0	4	4	4	3	2	4	19	2	4	0
Jun	12	12	9	13	12	12	17	3	7	9	16	13	2	14	17	13	10	32
Jul	24	24	32	26	18	24	11	21	20	18	28	22	47	22	14	28	21	0
Aug	25	18	29	27	25	23	12	61	28	29	32	23	24	28	4	28	27	6
Sep	16	19	12	12	24	17	25	0	17	16	12	19	11	14	5	17	17	23
Oct	8	6	0	8	9	7	15	6	22	17	4	7	9	9	14	8	6	16
Nov	4	4	11	3	1	4	4	0	1	2	4	4	5	3	6	2	6	0
Dec	0	0	0	0	3	0	2	0	1	1	0	0	0	1	0	1	0	0
TOTAL TRAVEL PARTIES (#)	67,950	18,324	3,555	18,462	8,927	49,268	2,478	1,564	5,681	9,723	8,960	33,971	4,716	29,264	4,011	35,616	26,104	2,220
UNWEIGHTED SAMPLE SIZE (#)	451	86	30	146	45	307	39	17	63	119	25	300	24	127	24	257	157	13

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Eastern Shore

TABLE D1:

In total, how many nights did you spend in Nova Scotia during this visit?

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
1	5	15	0	2	0	6	3	8	0	2	0	8	0	2	11	3	6	9
2	8	19	17	4	2	10	5	8	4	5	0	13	13	1	17	7	6	15
3	8	19	14	7	0	11	6	3	0	2	0	13	9	2	21	7	8	4
4	7	8	16	8	1	7	13	6	8	9	0	9	4	4	7	8	5	0
5	9	8	2	14	6	9	14	28	2	9	4	7	13	11	15	8	9	0
6	7	7	0	10	10	8	6	8	16	12	0	8	4	8	6	7	10	0
7	12	10	2	15	10	11	8	15	15	13	12	10	12	13	8	13	10	20
8	5	1	10	9	4	5	4	8	9	8	0	4	9	5	0	5	5	6
9	4	1	9	4	2	3	7	0	10	8	4	3	5	4	0	5	3	0
10	5	2	17	5	9	5	5	6	7	6	4	6	9	4	2	5	6	16
11 or more	31	12	12	23	56	24	29	8	29	26	76	21	22	45	12	32	33	31
TOTAL TRAVEL PARTIES (#)	67,950	18,324	3,555	18,462	8,927	49,268	2,478	1,564	5,681	9,723	8,960	33,971	4,716	29,264	4,011	35,616	26,104	2,220
UNWEIGHTED SAMPLE SIZE (#)	451	86	30	146	45	307	39	17	63	119	25	300	24	127	24	257	157	13
MEAN # OF NIGHTS	9.7	4.8	6.6	8.7	13.8	8.0	15.9	6.0	10.3	11.0	17.8	7.6	8.4	12.4	5.0	11.0	8.8	8.3

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Eastern Shore

TABLE D3:

What was your MAIN reason for coming to Nova Scotia for this visit?

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
Vacation or holiday	45	28	47	42	52	39	58	61	69	65	56	42	71	45	0	86	0	0
Visit friends or relatives, including weddings, or reunions	38	48	33	45	40	45	24	3	23	20	24	42	5	40	0	0	100	0
Other leisure travel	6	6	7	2	3	4	15	16	8	11	12	3	24	6	0	12	0	0
Business, including meetings, sales, purchasing, etc.	5	7	9	4	3	5	2	8	0	2	4	5	0	5	77	0	0	0
Other travel	2	3	2	0	3	2	2	8	0	2	4	3	0	2	0	0	0	64
Personal business (medical appointments, to settle a will/estate, etc.)	1	3	0	1	0	2	0	0	0	0	0	1	0	1	0	0	0	36
Other business travel	1	1	0	2	0	1	0	0	0	0	0	1	0	1	12	0	0	0
Conference, convention or trade show	1	0	0	2	0	1	0	0	0	0	0	1	0	1	10	0	0	0
Music/Entertainment event	1	2	0	0	0	1	0	0	0	0	0	1	0	0	0	1	0	0
Sporting event/tournament	0	1	0	0	0	0	0	3	0	1	0	1	0	0	0	1	0	0
Shopping	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0
Conference, convention, or trade show (personal interest, hobbies, etc.)	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL TRAVEL PARTIES (#)	67,950	18,324	3,555	18,462	8,927	49,268	2,478	1,564	5,681	9,723	8,960	33,971	4,716	29,264	4,011	35,616	26,104	2,220
UNWEIGHTED SAMPLE SIZE (#)	451	86	30	146	45	307	39	17	63	119	25	300	24	127	24	257	157	13

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Eastern Shore

TABLE D3:

What was your MAIN reason for coming to Nova Scotia for this visit? - HIGH LEVEL CATEGORIES

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
Pleasure	52	39	56	44	55	45	72	80	77	77	68	48	95	51	0	100	0	0
Visiting Friends and Relatives	38	48	33	46	40	45	24	3	23	20	24	42	5	40	0	0	100	0
Business	6	7	9	9	3	7	2	8	0	2	4	6	0	6	100	0	0	0
Other	3	6	2	1	3	3	2	8	0	2	4	4	0	3	0	0	0	100
TOTAL TRAVEL PARTIES (#)	67,950	18,324	3,555	18,462	8,927	49,268	2,478	1,564	5,681	9,723	8,960	33,971	4,716	29,264	4,011	35,616	26,104	2,220
UNWEIGHTED SAMPLE SIZE (#)	451	86	30	146	45	307	39	17	63	119	25	300	24	127	24	257	157	13

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Eastern Shore

TABLE D8:

[ASK IF CODES 6, 8, 9, OR 92 IN D3b/D3 - LEISURE] What was the MAIN reason you chose Nova Scotia as a vacation destination?

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
Wanted to visit Atlantic Canada	28	0	13	25	47	22	7	21	16	15	65	19	27	38	0	28	0	0
Opportunity to visit friends/relatives	12	12	5	16	24	15	12	0	4	5	6	12	2	14	0	12	0	0
Scenery	10	12	27	7	7	10	3	21	20	16	0	13	11	7	0	10	0	0
Experience Nova Scotia's culture and heritage	10	5	4	15	10	10	10	15	13	12	6	8	15	10	0	10	0	0
To visit a specific area or location of Nova Scotia	10	5	26	19	0	11	15	11	5	8	6	11	0	10	0	10	0	0
Never been to Nova Scotia before	9	6	5	8	9	7	26	11	18	19	0	8	15	7	0	9	0	0
Attend festival or public event	7	23	0	4	0	8	3	4	4	4	6	7	20	3	0	7	0	0
My interests and hobbies	3	2	11	1	2	2	3	0	5	3	6	5	5	1	0	3	0	0
Recommended by others	2	12	0	1	0	4	0	4	0	1	0	6	0	0	0	2	0	0
To do a specific activity	2	6	0	1	0	2	7	0	0	2	0	3	0	1	0	2	0	0
Visit a specific attraction or museum	1	5	0	0	0	1	0	4	0	1	0	2	0	0	0	1	0	0
To research family history	1	0	0	0	0	0	3	0	5	4	0	0	2	1	0	1	0	0
Other	6	13	5	3	2	6	9	4	6	6	6	7	2	6	0	6	0	0
None of the above	1	0	0	0	0	0	3	0	3	2	0	0	0	1	0	1	0	0
No answer	0	0	5	0	0	0	0	4	0	1	0	1	0	0	0	0	0	0
TOTAL TRAVEL PARTIES (#)	34,337	6,099	1,908	8,140	4,870	21,017	1,726	1,205	4,296	7,227	6,093	15,383	4,092	14,862	0	34,337	0	0
UNWEIGHTED SAMPLE SIZE (#)	248	31	16	72	25	144	26	13	48	87	17	160	22	66	0	248	0	0

Note: Due to the small sample sizes associated with certain subgroups shown in this table, caution should be exercised when interpreting the results for these subgroups.

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Eastern Shore

TABLE D10:

Which of the following best describes your travel party? Are you travelling...

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
As a couple	50	40	46	46	57	46	63	44	61	59	60	44	74	52	18	62	39	35
Alone (party of one)	18	24	20	18	9	19	17	6	10	11	24	15	9	24	64	9	25	9
As a family with children	13	20	12	15	14	17	11	6	3	6	4	20	2	8	7	9	20	16
As a family (adults only)	8	4	10	10	7	7	5	11	11	9	8	8	0	8	6	9	7	8
With friend(s)	4	4	0	5	8	5	2	20	3	6	0	5	0	4	0	4	4	25
As two or more couples	4	5	7	1	5	4	0	3	10	7	0	4	13	2	0	5	2	9
As two or more families with children	1	1	0	2	0	1	0	0	0	0	0	1	0	1	0	1	0	0
With an organized group/tour	1	0	0	0	0	0	0	0	2	1	4	0	2	1	0	1	0	0
Grandparents with grandchildren	1	0	0	2	0	1	2	0	0	1	0	1	0	0	0	0	1	0
As a family with grandparents	0	1	0	0	0	1	0	0	0	0	0	1	0	0	0	0	1	0
Business associate/Colleague	0	0	2	0	0	0	0	8	0	1	0	0	0	0	5	0	0	0
Other	0	0	2	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0
TOTAL TRAVEL PARTIES (#)	67,950	18,324	3,555	18,462	8,927	49,268	2,478	1,564	5,681	9,723	8,960	33,971	4,716	29,264	4,011	35,616	26,104	2,220
UNWEIGHTED SAMPLE SIZE (#)	451	86	30	146	45	307	39	17	63	119	25	300	24	127	24	257	157	13

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Eastern Shore

TABLE D11:

[PERCENT] Including yourself, how many in this party were...?

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
Aged 14 and under	13	19	10	17	10	16	11	0	1	3	4	18	2	8	7	7	20	16
Aged 15 to 19	4	5	2	7	1	5	5	10	2	4	0	7	0	1	7	4	3	9
Aged 20 to 24	7	12	9	6	8	9	2	0	2	2	0	7	5	7	2	4	11	9
Aged 25 to 34	13	22	20	9	9	15	9	8	3	6	12	16	9	11	22	10	15	30
Aged 35 to 44	20	29	7	22	18	22	11	31	10	14	16	20	13	22	25	17	23	44
Aged 45 to 54	33	25	53	40	38	35	35	23	27	28	24	35	21	32	48	33	30	27
Aged 55 to 64	37	27	36	37	46	35	34	54	45	44	44	37	55	34	23	44	30	41
Aged 65 to 74	19	10	18	14	13	13	33	23	54	44	24	18	35	17	8	22	17	6
Aged 75 and over	5	0	7	9	1	4	7	8	15	12	4	3	7	7	0	7	4	0
TOTAL TRAVEL PARTIES (#)	67,950	18,324	3,555	18,462	8,927	49,268	2,478	1,564	5,681	9,723	8,960	33,971	4,716	29,264	4,011	35,616	26,104	2,220
UNWEIGHTED SAMPLE SIZE (#)	451	86	30	146	45	307	39	17	63	119	25	300	24	127	24	257	157	13

This table should be read as, for example, x% of parties had at least one person aged 55 to 64.

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Eastern Shore

TABLE D22/D24:

While in Nova Scotia, approximately how much did your party spend on the following, including taxes? Please provide your responses in Canadian dollars.

AVERAGE EXPENDITURE, AMONG ALL TRAVEL PARTIES (i.e., \$0 included)

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
Fixed roof accommodations	\$416	\$104	\$278	\$408	\$534	\$308	\$377	\$819	\$851	\$725	\$669	\$342	\$53	\$559	\$416	\$609	\$146	\$482
Campgrounds	\$30	\$25	\$40	\$16	\$43	\$26	\$17	\$14	\$44	\$32	\$51	\$17	\$200	\$19	\$0	\$55	\$3	\$11
Meals in restaurants/hotels/bars	\$401	\$181	\$291	\$378	\$625	\$343	\$378	\$460	\$607	\$525	\$586	\$303	\$212	\$546	\$319	\$493	\$294	\$335
Groceries and liquor	\$171	\$133	\$128	\$166	\$272	\$170	\$236	\$117	\$124	\$152	\$193	\$153	\$174	\$190	\$28	\$180	\$184	\$123
Gas, oil and/or auto repair	\$202	\$119	\$190	\$176	\$355	\$188	\$194	\$133	\$244	\$213	\$263	\$188	\$429	\$181	\$109	\$260	\$143	\$116
Car rental fees, including insurance	\$186	\$7	\$39	\$152	\$387	\$133	\$26	\$195	\$292	\$209	\$458	\$52	\$16	\$370	\$221	\$271	\$76	\$61
Local transportation (taxi, limos, etc)	\$5	\$2	\$1	\$5	\$5	\$3	\$0	\$6	\$2	\$2	\$17	\$1	\$0	\$10	\$1	\$4	\$3	\$39
Bridge/Highway/Ferry tolls in Nova Scotia	\$6	\$7	\$7	\$6	\$4	\$6	\$7	\$5	\$6	\$6	\$5	\$7	\$7	\$4	\$5	\$6	\$6	\$6
NS cultural products	\$81	\$33	\$77	\$75	\$126	\$69	\$67	\$76	\$118	\$98	\$128	\$76	\$80	\$86	\$27	\$111	\$51	\$41
Clothing	\$84	\$119	\$57	\$49	\$121	\$89	\$12	\$16	\$59	\$40	\$108	\$86	\$29	\$92	\$23	\$69	\$113	\$109
Major purchases (e.g., commercial, real estate, vehicles)	\$5,620	\$0	\$0	\$4,875	\$4,012	\$2,554	\$2	\$0	\$364	\$213	\$28,349	\$108	\$0	\$12,924	\$11,371	\$1,062	\$1,822	\$113,021
Other shopping	\$148	\$100	\$83	\$103	\$373	\$150	\$47	\$56	\$60	\$56	\$241	\$87	\$34	\$238	\$22	\$122	\$172	\$515
Culture and entertainment	\$72	\$46	\$76	\$63	\$115	\$67	\$69	\$66	\$100	\$87	\$82	\$67	\$94	\$73	\$19	\$96	\$49	\$38
Sport and recreation	\$33	\$19	\$11	\$19	\$60	\$26	\$10	\$36	\$32	\$27	\$78	\$34	\$20	\$34	\$13	\$43	\$25	\$0
Parking	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Expenditures - including major purchases	\$7,457	\$896	\$1,278	\$6,493	\$7,031	\$4,133	\$1,505	\$1,999	\$2,902	\$2,401	\$31,227	\$1,521	\$1,348	\$15,333	\$12,573	\$3,386	\$3,090	\$114,896
Total Expenditures - excluding major purchases	\$1,837	\$896	\$1,278	\$1,618	\$3,019	\$1,579	\$1,503	\$1,999	\$2,539	\$2,188	\$2,878	\$1,413	\$1,348	\$2,409	\$1,201	\$2,324	\$1,267	\$1,875
TOTAL TRAVEL PARTIES (#)	67,950	18,324	3,555	18,462	8,927	49,268	2,478	1,564	5,681	9,723	8,960	33,971	4,716	29,264	4,011	35,616	26,104	2,220
UNWEIGHTED SAMPLE SIZE (#)	451	86	30	146	45	307	39	17	63	119	25	300	24	127	24	257	157	13

Note: For those with package expenditures, amount spent on package was apportioned to the categories included in this table. Excludes those with 'unknown' values for any expenditure category. Neither of the two total expenditure figures include the cost of travel to/from Nova Scotia (i.e., from questions D21 or D23).

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Eastern Shore

TABLE D25:

While in Nova Scotia on this trip, how many nights did you spend in each of the following types of accommodations?

AVERAGE PERCENT OF PARTIES SPENDING NIGHTS IN THOSE ACCOMMODATION TYPES

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid- Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
Hotel	37	17	32	38	44	31	38	51	50	47	56	31	8	48	60	46	19	50
Motel	16	6	10	18	19	13	7	11	21	16	32	19	0	14	13	24	4	19
Bed and Breakfast	14	2	5	11	27	10	12	25	38	29	16	9	0	21	2	24	2	10
Staying with friend or relatives	49	64	37	59	50	58	33	3	21	21	32	53	20	50	39	21	90	47
Other fixed roof [NET]	31	9	28	36	47	27	38	39	39	39	40	25	18	39	24	40	19	29
Inn	11	4	2	9	23	9	4	8	19	14	16	9	0	14	6	17	4	4
Resort	5	0	6	6	11	5	4	8	8	7	8	2	5	10	8	7	3	0
Rented cottage, cabin or vacation home	7	2	5	11	5	6	5	11	7	7	8	9	5	4	0	8	5	9
Your own cottage, cabin or vacation home	8	2	7	7	16	7	22	8	6	10	16	5	0	13	8	9	8	10
University	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0	0	1	0
Other (hostel, hunting/fishing lodge, etc)	3	1	15	4	3	3	5	11	3	5	0	1	14	4	8	5	0	6
Campground [NET]	17	24	17	14	10	17	22	15	16	17	16	13	95	9	0	27	6	16
National or provincial park campground	9	8	9	10	6	8	14	8	10	10	12	6	47	7	0	14	3	16
Commercial campground/trailer park	12	19	17	8	8	13	14	6	16	14	8	10	83	3	0	21	3	0
TOTAL TRAVEL PARTIES (#)	67,950	18,324	3,555	18,462	8,927	49,268	2,478	1,564	5,681	9,723	8,960	33,971	4,716	29,264	4,011	35,616	26,104	2,220
UNWEIGHTED SAMPLE SIZE (#)	451	86	30	146	45	307	39	17	63	119	25	300	24	127	24	257	157	13

Note: Excludes those with "unknown" values for any accommodation type.

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Eastern Shore

TABLE D25:

While in Nova Scotia on this trip, how many nights did you spend in each of the following types of accommodations?

AVERAGE NUMBER OF NIGHTS, AMONG ONLY THOSE WHO SPENT NIGHTS IN THOSE ACCOMMODATION TYPES (i.e., 0s excluded)

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
Hotel	3.4	2.8	2.5	2.9	2.9	2.9	3.4	4.1	3.7	3.7	5.0	3.2	2.0	3.6	2.6	3.8	2.2	5.5
Motel	2.9	2.2	3.4	2.7	2.6	2.7	3.1	3.3	2.2	2.4	3.6	2.5	.	3.5	2.0	3.0	2.9	1.6
Bed and breakfast	4.6	1.5	3.0	2.0	4.3	3.1	3.0	1.7	7.2	6.0	7.3	3.0	.	5.5	4.0	4.4	10.9	1.0
Staying with friend or relatives	7.0	4.7	7.2	7.0	10.1	6.5	8.1	10.0	6.6	7.3	11.8	6.1	5.7	8.2	3.4	6.9	7.3	6.5
Other fixed roof [NET]	9.6	4.8	4.6	6.3	9.2	6.9	27.8	5.9	5.7	11.2	18.3	8.4	2.8	11.1	7.3	10.9	6.9	6.8
Inn	2.3	1.8	1.0	2.2	2.5	2.2	1.5	6.0	2.4	2.7	2.0	2.0	.	2.5	9.0	2.2	1.4	2.0
Resort	2.9	.	1.0	3.1	4.3	3.4	3.0	2.0	1.9	2.1	2.0	2.5	1.0	3.1	3.9	2.9	2.5	.
Rented cottage, cabin or vacation home	4.6	8.3	9.0	4.0	7.5	5.3	5.3	1.6	3.4	3.3	3.0	4.8	2.0	4.8	.	5.0	2.4	14.0
Your own cottage, cabin or vacation home	24.1	9.7	3.0	17.5	18.2	16.0	33.2	6.0	19.9	25.3	41.3	24.5	.	23.8	4.3	33.9	14.3	2.0
University	2.0	.	.	2.0	.	2.0	2.0	2.0	.
Other (hostel, hunting/fishing lodge, etc)	7.6	2.0	4.0	5.0	2.0	4.0	55.0	8.6	7.5	20.4	.	5.6	2.7	11.5	7.1	7.7	.	8.0
Campground [NET]	5.8	3.1	7.9	3.8	12.9	4.7	3.8	3.3	10.3	7.2	10.3	4.0	6.9	6.8	.	6.4	2.8	1.0
National or provincial park campground	3.5	1.5	3.0	3.1	7.3	3.1	3.3	2.0	4.6	3.8	4.7	2.5	4.3	3.5	.	3.6	3.6	1.0
Commercial campground/trailer park	5.5	3.3	6.4	2.8	11.8	4.4	2.6	5.0	7.5	6.0	13.5	3.8	5.5	11.2	.	5.9	1.9	.

Note: Excludes those with 'unknown' values for any accommodation type. Sample sizes for this table vary depending on accommodation type. Due to the small sample sizes associated with certain subgroups and accommodation types shown in this table, caution should be exercised when interpreting the results for these subgroups and accommodation types.

TABLE N1:

During your recent trip, did you participate in any outdoor activities?

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
Yes	63	58	64	64	62	62	77	69	66	69	64	61	69	64	38	67	62	58
No	37	42	36	36	38	38	23	31	34	31	36	39	31	36	62	33	38	42
TOTAL TRAVEL PARTIES (#)	67,950	18,324	3,555	18,462	8,927	49,268	2,478	1,564	5,681	9,723	8,960	33,971	4,716	29,264	4,011	35,616	26,104	2,220
UNWEIGHTED SAMPLE SIZE (#)	451	86	30	146	45	307	39	17	63	119	25	300	24	127	24	257	157	13

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Eastern Shore

TABLE N2: SUMMARY

[TOTAL SAMPLE] On this trip to Nova Scotia, did you or anyone in your party participate in any of the following nature, outdoor or sporting activities?

% Yes

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
Coastal sightseeing	36	17	34	40	33	30	59	66	51	55	48	33	45	37	18	43	29	33
Hiking (in wooded or coastal areas)	36	28	21	38	31	32	54	52	50	51	40	34	38	37	29	41	31	10
Beach exploring	36	29	41	40	34	35	54	24	35	38	36	38	44	31	10	39	38	10
Outdoor swimming/sunbathing - MAR-NOV	24	25	27	32	16	26	35	11	7	15	20	22	18	27	12	21	29	21
Nature observing	23	18	25	16	23	19	34	23	44	38	28	22	34	23	6	24	26	0
Other outdoor activities	7	6	9	7	10	7	13	0	4	5	8	7	5	7	6	7	7	10
Whale watching	13	3	5	14	9	9	5	0	26	16	32	8	16	17	0	19	6	16
Outdoor sporting event	6	6	5	5	5	5	6	3	6	5	12	7	6	5	2	4	10	0
Sail/Boat tour (other than whale watching)	6	0	2	6	13	5	13	0	14	11	8	4	4	9	2	8	6	0
Golfing (not mini-golf) - MAR-NOV	6	6	0	6	15	7	6	0	5	5	4	5	7	7	5	5	9	0
Kayaking	6	6	0	6	8	6	13	0	6	7	8	6	2	7	0	7	7	0
Canoeing - MAR-NOV	6	4	0	6	6	5	8	0	5	5	12	4	4	8	2	5	9	0
Hunting/Fishing	5	6	9	5	4	5	10	11	2	5	4	7	7	3	0	3	7	24
Cycling	3	5	5	2	6	4	5	8	1	3	0	3	13	2	0	4	1	16
Cross-country skiing - JAN-APR	4	8	0	0	0	5	0	0	0	0	0	7	0	0	0	0	8	0
Snowboard/Downhill skiing - JAN-APR	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Adventure sports (river rafting, climbing)	3	1	2	4	3	2	4	8	4	5	8	4	4	3	0	5	3	0
ATV/Off-roading	3	3	2	3	1	3	0	3	0	1	4	4	0	2	6	2	4	0
Indoor sporting event/tournament	1	3	5	1	0	2	0	0	0	0	0	3	0	0	0	0	3	0
Geocaching	2	5	0	1	3	3	0	0	6	3	0	3	4	1	0	2	3	0
Snowmobiling - JAN-APR	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Surfing	2	4	6	1	3	3	3	0	0	1	0	3	5	1	0	1	4	0
Mountain biking	0	0	2	0	0	0	2	0	0	1	0	1	0	0	0	0	0	0
Did not participate in any of these activities	37	42	36	36	38	38	23	31	34	31	36	39	31	36	62	33	38	42
TOTAL TRAVEL PARTIES (#)	67,950	18,324	3,555	18,462	8,927	49,268	2,478	1,564	5,681	9,723	8,960	33,971	4,716	29,264	4,011	35,616	26,104	2,220
UNWEIGHTED SAMPLE SIZE (#)	451	86	30	146	45	307	39	17	63	119	25	300	24	127	24	257	157	13

Note: The sample size shown in this table is for all parties who completed the survey. For some activities, asked only in during certain time periods (e.g., snowmobiling), the sample size will be lower.

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Eastern Shore

TABLE N3: SUMMARY

On this trip to Nova Scotia, did you or anyone in your party visit any of the following places or events?

% Yes

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
Halifax waterfront	55	26	65	60	66	49	51	69	73	67	80	44	63	67	40	61	50	52
Craft shops/studios	51	33	42	51	67	46	62	46	69	64	64	43	56	60	25	58	45	55
Nightclubs/Lounges/Pubs	25	19	25	26	34	25	35	6	26	25	28	23	13	30	21	25	26	25
Museums/Historic sites	44	17	49	44	61	37	53	59	74	66	56	40	50	48	28	59	28	16
Visit local farms and/or local food producers	19	14	10	13	20	14	27	31	38	34	28	15	16	24	6	21	17	32
Live music performances	19	17	12	17	16	17	24	20	30	27	24	18	21	20	9	24	14	16
Visit a nature park or fossil/geology site	28	11	26	23	38	21	40	38	46	43	48	22	35	34	16	38	16	26
Casino	7	6	7	6	10	7	9	11	8	9	4	7	9	7	2	6	9	9
Art galleries/Fine art studios	16	6	10	11	21	11	28	8	38	30	32	11	19	23	13	24	7	16
Attend a festival/outdoor event/community fair	19	16	14	18	24	18	33	21	11	18	28	16	36	21	6	20	20	32
Attend the Tim Hortons Brier - MAR1-APR	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Guided tours (not including boat tours)	8	3	2	11	14	8	7	20	20	17	0	6	7	11	8	13	2	0
Visit a winery	9	2	2	10	17	8	13	8	21	17	4	7	20	9	6	10	8	0
Attend Buskers Festival - AUG5-SEP	6	3	0	4	6	4	19	0	2	6	20	4	0	10	0	10	3	0
Live theatre performances	5	3	7	5	5	4	0	0	14	8	8	5	2	7	2	6	4	16
Researching family history	6	3	9	11	9	7	12	3	5	6	0	7	4	6	11	5	7	0
Attend an indoor sporting event	3	6	7	0	3	4	0	0	2	1	0	5	2	1	2	1	5	0
Visit an archive	4	1	11	4	5	4	2	6	10	7	4	4	2	4	2	6	2	0
Attend Celtic Colours International Festival - OCT15-NOV	5	0	0	15	0	7	0	0	0	0	0	3	0	8	0	15	0	0
Attend the ECMAs in Sydney - MAR4-APR	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Motorcycle events	1	0	0	1	1	1	0	0	0	0	0	1	0	0	0	1	0	0
Attend the International Tattoo - JUL1-AUG	0	0	0	0	0	0	0	0	4	2	0	0	3	0	0	0	0	0
TOTAL TRAVEL PARTIES (#)	67,950	18,324	3,555	18,462	8,927	49,268	2,478	1,564	5,681	9,723	8,960	33,971	4,716	29,264	4,011	35,616	26,104	2,220
UNWEIGHTED SAMPLE SIZE (#)	451	86	30	146	45	307	39	17	63	119	25	300	24	127	24	257	157	13

Note: The sample size shown in this table is for all parties who completed the survey. For some events, asked only in during certain time periods (e.g., Buskers Festival), the sample size will be lower.

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Eastern Shore

TABLE O1:

How likely would you be to recommend Nova Scotia to your friends and family as a place to visit? Please use a scale of 1 to 10, where 1 is definitely would not recommend and 10 is definitely would recommend.

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
1 Definitely would not recommend	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0
4	1	0	9	0	0	1	0	0	0	0	0	0	0	1	5	0	1	0
5	1	0	0	1	0	0	0	0	2	1	4	0	2	1	0	1	1	0
6	1	1	7	1	0	1	4	7	1	3	0	1	5	1	0	2	0	0
7	3	0	2	3	0	1	4	9	6	6	12	2	9	3	2	4	2	5
8	10	11	10	5	0	7	12	19	8	11	24	9	9	10	20	11	6	5
9	17	28	11	17	4	19	15	12	12	13	12	21	7	14	6	15	22	25
10 Definitely would recommend	67	58	60	73	96	70	65	54	70	66	48	65	68	70	68	67	67	65
TOTAL OVERNIGHT VISITORS (#)	130,260	40,603	7,495	35,442	14,839	98,378	5,307	2,669	10,466	18,442	13,440	75,369	10,995	43,896	7,530	68,796	49,682	4,252
UNWEIGHTED SAMPLE SIZE (#)	451	86	30	146	45	307	39	17	63	119	25	300	24	127	24	257	157	13
Promoters (% 9,10)	84	87	71	90	100	89	80	65	82	79	60	86	75	84	74	82	89	91
Neutral (% 7,8)	13	11	13	8	0	9	17	28	15	17	36	12	18	13	22	15	8	9
Detractors (% 1-6)	3	2	16	2	0	3	4	7	3	4	4	3	7	3	5	3	3	0
MEAN	9.4	9.4	8.8	9.6	10.0	9.5	9.3	9.0	9.4	9.3	8.8	9.4	9.2	9.4	9.2	9.4	9.4	9.5

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Eastern Shore

TABLE O2:

On a scale of 1 to 10, where 1 is completely dissatisfied and 10 is completely satisfied, how satisfied were you overall with your recent trip to Nova Scotia?

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
2	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
4	0	0	5	1	0	1	0	0	0	0	0	1	0	0	5	0	0	0
5	2	1	3	1	0	1	4	0	2	2	4	1	2	2	0	2	1	0
6	2	0	7	1	0	1	2	0	4	3	4	1	5	2	9	1	1	0
7	2	0	5	3	1	2	4	16	4	6	0	3	2	1	0	3	1	0
8	18	18	22	14	11	16	18	12	18	17	32	16	30	17	33	20	11	36
9	24	32	21	22	22	26	17	19	14	16	24	28	20	20	8	24	28	21
10 Completely satisfied	52	48	37	59	65	54	55	54	58	56	36	51	41	58	46	49	58	42
TOTAL OVERNIGHT VISITORS (#)	130,260	40,603	7,495	35,442	14,839	98,378	5,307	2,669	10,466	18,442	13,440	75,369	10,995	43,896	7,530	68,796	49,682	4,252
UNWEIGHTED SAMPLE SIZE (#)	451	86	30	146	45	307	39	17	63	119	25	300	24	127	24	257	157	13
TOP 3 BOX (% 8,9,10)	94	98	81	95	99	96	90	84	90	89	92	94	91	95	87	93	97	100
MEAN	9.2	9.2	8.5	9.3	9.5	9.2	9.1	9.1	9.1	9.1	8.8	9.2	8.8	9.3	8.6	9.1	9.4	9.1

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Eastern Shore

TABLE O4a:

[DO NOT ASK IF D5=NO] On a scale of 1 to 10, where 1 is completely dissatisfied and 10 is completely satisfied, how satisfied were you with the following aspects of your trip to Nova Scotia?

Value for money

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
1 Completely dissatisfied	2	1	10	1	0	2	9	5	4	6	4	2	9	2	3	2	3	0
2	1	0	0	0	2	0	9	0	6	6	0	0	2	2	0	2	0	0
3	1	0	3	1	4	1	4	0	0	1	0	1	0	1	0	2	0	0
4	3	1	13	1	7	3	0	0	8	4	4	2	5	4	0	4	2	0
5	10	5	3	7	20	8	17	9	16	16	13	8	9	12	28	10	6	21
6	6	1	11	9	2	5	9	5	10	9	13	5	4	10	8	7	6	0
7	15	16	6	14	10	14	8	5	11	9	29	12	23	16	14	15	15	14
8	20	24	18	21	19	22	19	39	13	18	13	21	20	18	14	21	20	17
9	7	3	9	12	11	8	0	16	4	4	0	7	5	7	13	8	5	5
10 Completely satisfied	22	26	14	25	23	24	17	22	18	18	17	24	20	20	10	21	26	27
Don't Know / Not applicable	13	23	14	10	3	14	7	0	10	8	8	17	2	9	10	8	19	15
TOTAL OVERNIGHT VISITORS (#)	126,514	39,079	6,947	34,498	14,839	95,363	5,307	2,476	10,466	18,249	12,902	72,704	10,995	42,815	4,379	68,796	49,682	3,657
UNWEIGHTED SAMPLE SIZE (#)	439	82	28	142	45	297	39	16	63	118	24	291	24	124	15	257	157	10
TOP 3 BOX (% 8,9,10)	49	53	40	58	53	54	36	77	35	41	29	52	46	45	36	50	50	49
MEAN	7.5	8.1	6.4	7.9	7.2	7.8	6.0	7.8	6.5	6.6	6.9	7.7	6.9	7.3	6.9	7.3	7.8	7.8
GAP %	8	11	0	11	4	9	10	13	5	8	0	12	0	4	14	6	10	0

Note: Gap scores include only those visitors who offered valid responses to both the importance and satisfaction questions. For calculation of the gap, ratings of 9-10 were used to define 'importance' and 'satisfaction'.

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Eastern Shore

TABLE O4b:

[DO NOT ASK IF D5=NO] On a scale of 1 to 10, where 1 is completely dissatisfied and 10 is completely satisfied, how satisfied were you with the following aspects of your trip to Nova Scotia?

Weather

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
1 Completely dissatisfied	2	4	3	3	0	3	2	5	0	1	0	3	0	2	0	1	3	12
2	1	0	0	4	2	2	2	0	0	1	0	0	0	3	13	1	2	0
3	2	1	5	2	2	2	4	0	2	2	0	1	0	3	21	1	1	0
4	1	1	0	3	1	2	0	0	2	1	0	2	2	0	0	2	2	0
5	6	2	3	6	9	5	16	0	6	8	13	6	2	7	0	5	7	10
6	7	9	3	4	7	7	11	0	7	7	8	9	2	5	0	9	5	0
7	12	11	3	16	8	12	15	5	11	11	21	12	13	13	17	15	8	12
8	19	12	22	20	32	19	20	20	14	17	25	13	19	28	35	20	16	26
9	15	14	31	16	7	15	9	44	15	17	13	17	21	10	5	16	16	5
10 Completely satisfied	29	35	27	25	30	30	17	27	39	31	17	29	41	25	10	28	33	20
Don't Know / Not applicable	5	11	3	2	1	6	2	0	5	4	4	7	0	3	0	3	9	15
TOTAL OVERNIGHT VISITORS (#)	126,514	39,079	6,947	34,498	14,839	95,363	5,307	2,476	10,466	18,249	12,902	72,704	10,995	42,815	4,379	68,796	49,682	3,657
UNWEIGHTED SAMPLE SIZE (#)	439	82	28	142	45	297	39	16	63	118	24	291	24	124	15	257	157	10
TOP 3 BOX (% 8,9,10)	63	61	81	61	69	64	47	91	67	65	54	60	80	64	50	63	65	52
MEAN	7.9	8.2	8.3	7.6	7.9	7.9	7.1	8.6	8.3	8.0	7.7	7.9	8.7	7.7	6.3	8.0	8.0	7.1
GAP %	6	7	3	5	6	6	13	0	2	5	9	7	0	7	5	7	5	18

Note: Gap scores include only those visitors who offered valid responses to both the importance and satisfaction questions. For calculation of the gap, ratings of 9-10 were used to define 'importance' and 'satisfaction'.

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Eastern Shore

TABLE O4c:

[DO NOT ASK IF D5=NO] On a scale of 1 to 10, where 1 is completely dissatisfied and 10 is completely satisfied, how satisfied were you with the following aspects of your trip to Nova Scotia?

Your interests and hobbies

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
1 Completely dissatisfied	1	1	0	1	0	1	5	0	0	1	0	1	0	0	0	1	1	0
2	1	0	7	0	5	1	0	0	0	0	0	0	5	2	0	2	0	0
3	1	0	0	2	0	1	0	0	0	0	4	0	0	2	0	1	1	0
4	1	0	0	4	2	2	0	0	2	1	0	1	0	2	0	2	1	0
5	6	1	13	7	8	5	5	0	11	8	8	5	13	6	0	8	4	0
6	6	5	8	6	10	6	6	5	4	5	0	7	0	5	5	3	10	0
7	11	9	9	11	10	10	15	20	7	11	21	8	21	13	27	13	7	0
8	17	16	23	10	22	15	18	20	26	23	17	17	29	13	5	18	15	15
9	13	12	21	16	9	14	6	20	16	13	8	14	18	10	14	13	13	14
10 Completely satisfied	27	37	9	25	27	29	34	30	18	24	21	29	11	29	36	26	27	44
Don't Know / Not applicable	16	18	11	19	6	16	12	5	17	14	21	17	2	18	14	13	20	27
TOTAL OVERNIGHT VISITORS (#)	126,514	39,079	6,947	34,498	14,839	95,363	5,307	2,476	10,466	18,249	12,902	72,704	10,995	42,815	4,379	68,796	49,682	3,657
UNWEIGHTED SAMPLE SIZE (#)	439	82	28	142	45	297	39	16	63	118	24	291	24	124	15	257	157	10
TOP 3 BOX (% 8,9,10)	57	65	52	51	59	58	58	70	59	60	46	60	59	52	54	57	56	73
MEAN	8.1	8.7	7.2	7.9	7.7	8.1	8.0	8.5	7.9	8.0	7.8	8.2	7.5	8.0	8.6	7.9	8.2	9.4
GAP %	8	9	20	6	9	9	9	0	10	8	5	7	32	4	0	13	3	0

Note: Gap scores include only those visitors who offered valid responses to both the importance and satisfaction questions. For calculation of the gap, ratings of 9-10 were used to define 'importance' and 'satisfaction'.

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Eastern Shore

TABLE O4d:

[DO NOT ASK IF D5=NO] On a scale of 1 to 10, where 1 is completely dissatisfied and 10 is completely satisfied, how satisfied were you with the following aspects of your trip to Nova Scotia?

The opportunity to visit friends and family

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
1 Completely dissatisfied	6	5	19	5	2	5	9	25	9	11	4	6	16	4	3	11	0	0
2	1	0	0	2	2	1	0	0	0	0	0	0	0	2	0	1	0	0
3	1	0	0	0	6	1	2	8	2	3	4	0	4	3	8	2	0	0
4	1	1	0	1	4	1	0	0	0	0	0	1	5	0	0	1	0	0
5	2	1	3	1	2	1	0	16	2	3	4	2	2	2	0	3	0	10
6	1	0	3	1	2	1	4	0	1	2	0	1	0	1	0	2	0	0
7	2	3	3	3	0	2	0	0	0	0	0	3	0	1	13	3	0	0
8	5	6	5	5	6	6	8	0	0	2	0	5	5	4	17	5	3	0
9	7	6	6	11	4	7	4	0	7	5	4	8	7	5	15	6	7	14
10 Completely satisfied	52	62	36	58	50	57	41	20	24	28	50	54	16	57	40	27	87	61
Don't Know / Not applicable	23	16	26	15	22	18	31	31	55	45	33	21	45	22	5	40	2	15
TOTAL OVERNIGHT VISITORS (#)	126,514	39,079	6,947	34,498	14,839	95,363	5,307	2,476	10,466	18,249	12,902	72,704	10,995	42,815	4,379	68,796	49,682	3,657
UNWEIGHTED SAMPLE SIZE (#)	439	82	28	142	45	297	39	16	63	118	24	291	24	124	15	257	157	10
TOP 3 BOX (% 8,9,10)	63	74	46	74	59	70	53	20	31	36	54	67	28	66	72	38	97	75
MEAN	8.6	9.1	7.0	8.9	8.2	8.7	8.0	4.8	7.4	7.2	8.6	8.8	5.8	8.7	8.3	7.1	9.8	9.3
GAP %	2	3	0	2	0	2	5	0	0	2	0	2	0	2	0	0	3	0

Note: Gap scores include only those visitors who offered valid responses to both the importance and satisfaction questions. For calculation of the gap, ratings of 9-10 were used to define 'importance' and 'satisfaction'.

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Eastern Shore

TABLE O4e:

[DO NOT ASK IF D5=NO] On a scale of 1 to 10, where 1 is completely dissatisfied and 10 is completely satisfied, how satisfied were you with the following aspects of your trip to Nova Scotia?

The chance to do interesting activities

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
1 Completely dissatisfied	1	0	0	0	0	0	2	0	0	1	4	0	0	1	0	0	1	0
2	0	0	7	0	0	1	0	0	0	0	0	0	5	0	0	1	0	0
3	1	0	0	2	5	1	0	0	2	1	0	0	2	0	2	0	0	0
4	1	0	6	2	2	1	4	0	0	1	0	2	0	1	3	1	2	0
5	5	0	3	4	10	3	16	0	7	9	8	3	7	8	8	5	5	0
6	7	8	21	8	5	8	7	13	3	6	0	8	12	5	9	7	7	12
7	9	6	14	10	6	8	7	5	6	6	17	8	5	11	13	11	6	0
8	18	21	11	15	17	18	18	20	22	21	13	18	29	14	30	17	19	0
9	16	15	11	19	13	16	12	8	15	13	17	16	23	12	14	17	14	14
10 Completely satisfied	29	31	11	27	33	29	26	55	36	36	21	31	18	28	13	29	30	32
Don't Know / Not applicable	14	19	16	12	8	14	7	0	8	7	21	14	0	17	10	10	18	42
TOTAL OVERNIGHT VISITORS (#)	126,514	39,079	6,947	34,498	14,839	95,363	5,307	2,476	10,466	18,249	12,902	72,704	10,995	42,815	4,379	68,796	49,682	3,657
UNWEIGHTED SAMPLE SIZE (#)	439	82	28	142	45	297	39	16	63	118	24	291	24	124	15	257	157	10
TOP 3 BOX (% 8,9,10)	62	67	34	62	63	62	57	83	73	70	50	65	70	55	57	63	62	46
MEAN	8.2	8.7	6.9	8.2	8.0	8.3	7.6	8.9	8.5	8.3	7.8	8.4	7.7	8.0	7.7	8.2	8.3	8.9
GAP %	7	7	7	6	9	7	9	0	9	8	5	7	9	6	10	8	5	0

Note: Gap scores include only those visitors who offered valid responses to both the importance and satisfaction questions. For calculation of the gap, ratings of 9-10 were used to define 'importance' and 'satisfaction'.

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Eastern Shore

TABLE O4f:

[DO NOT ASK IF D5=NO] On a scale of 1 to 10, where 1 is completely dissatisfied and 10 is completely satisfied, how satisfied were you with the following aspects of your trip to Nova Scotia?

The culture and people

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
1 Completely dissatisfied	1	1	0	1	0	1	2	0	0	1	0	1	0	0	0	0	1	0
3	0	0	0	0	0	0	0	0	2	1	0	0	2	0	0	0	0	0
4	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	1	0	0
5	4	4	3	1	2	3	15	0	2	6	13	5	2	3	3	3	6	0
6	4	2	13	5	0	4	7	0	7	6	4	4	5	5	0	5	3	0
7	11	13	19	13	3	12	9	5	7	7	13	13	5	10	17	11	10	14
8	16	14	9	17	20	16	17	33	10	15	21	15	29	15	15	20	11	17
9	16	14	20	19	12	16	4	13	15	11	21	17	16	13	35	20	9	12
10 Completely satisfied	38	34	21	37	57	38	41	42	51	47	25	34	41	43	20	34	45	27
Don't Know / Not applicable	10	17	16	7	6	12	4	8	5	5	4	11	0	11	10	6	15	30
TOTAL OVERNIGHT VISITORS (#)	126,514	39,079	6,947	34,498	14,839	95,363	5,307	2,476	10,466	18,249	12,902	72,704	10,995	42,815	4,379	68,796	49,682	3,657
UNWEIGHTED SAMPLE SIZE (#)	439	82	28	142	45	297	39	16	63	118	24	291	24	124	15	257	157	10
TOP 3 BOX (% 8,9,10)	70	62	50	73	89	69	63	88	76	74	67	67	86	71	70	74	65	56
MEAN	8.6	8.5	8.1	8.7	9.2	8.7	8.0	9.0	8.8	8.6	8.1	8.5	8.7	8.8	8.6	8.6	8.7	8.7
GAP %	8	14	7	5	10	10	9	0	0	3	4	10	13	3	17	9	6	0

Note: Gap scores include only those visitors who offered valid responses to both the importance and satisfaction questions. For calculation of the gap, ratings of 9-10 were used to define 'importance' and 'satisfaction'.

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Eastern Shore

TABLE O4g:

[DO NOT ASK IF D5=NO] On a scale of 1 to 10, where 1 is completely dissatisfied and 10 is completely satisfied, how satisfied were you with the following aspects of your trip to Nova Scotia?

The heritage and history

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
1 Completely dissatisfied	1	1	0	1	0	1	2	0	0	1	0	1	0	0	0	0	1	0
2	1	3	0	0	0	1	0	0	2	1	0	2	0	0	0	2	0	0
3	1	0	0	1	0	0	0	8	0	1	4	1	0	0	0	0	1	0
4	1	1	0	1	2	1	0	0	2	1	0	1	0	1	0	0	1	12
5	5	4	18	4	5	5	4	0	5	4	8	5	9	5	3	4	7	10
6	6	11	6	4	5	7	7	0	1	3	0	7	9	3	0	4	8	14
7	8	6	3	10	5	7	13	5	10	10	13	8	7	8	14	10	5	0
8	17	14	19	14	19	16	26	33	12	19	25	14	31	18	0	21	14	0
9	15	11	17	16	12	14	10	16	22	18	17	15	14	14	13	19	9	5
10 Completely satisfied	31	23	25	37	48	32	28	34	38	35	21	29	30	35	35	29	34	44
Don't Know / Not applicable	14	24	13	12	4	16	9	5	8	8	13	16	0	15	36	9	20	15
TOTAL OVERNIGHT VISITORS (#)	126,514	39,079	6,947	34,498	14,839	95,363	5,307	2,476	10,466	18,249	12,902	72,704	10,995	42,815	4,379	68,796	49,682	3,657
UNWEIGHTED SAMPLE SIZE (#)	439	82	28	142	45	297	39	16	63	118	24	291	24	124	15	257	157	10
TOP 3 BOX (% 8,9,10)	63	49	61	68	80	61	64	83	72	71	63	59	75	67	47	69	57	49
MEAN	8.3	7.8	8.0	8.6	8.7	8.3	8.1	8.4	8.6	8.4	8.0	8.1	8.2	8.6	8.9	8.3	8.2	7.9
GAP %	5	6	3	8	3	6	2	0	2	2	5	7	0	3	0	4	7	0

Note: Gap scores include only those visitors who offered valid responses to both the importance and satisfaction questions. For calculation of the gap, ratings of 9-10 were used to define 'importance' and 'satisfaction'.

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Eastern Shore

TABLE O4h:

[DO NOT ASK IF D5=NO] On a scale of 1 to 10, where 1 is completely dissatisfied and 10 is completely satisfied, how satisfied were you with the following aspects of your trip to Nova Scotia?

The mix of traditional and contemporary

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
1 Completely dissatisfied	2	1	3	1	0	1	4	13	0	3	4	2	0	2	0	1	3	0
2	1	0	0	0	2	0	2	0	3	3	0	0	2	1	3	1	0	0
3	1	1	0	2	2	1	0	0	0	0	0	1	0	2	10	1	0	0
4	1	2	0	1	0	1	4	0	5	4	0	2	0	1	0	1	1	12
5	7	5	15	4	7	6	11	16	5	8	13	6	7	8	0	7	8	0
6	9	8	16	9	4	8	10	9	4	7	21	9	12	10	0	11	7	14
7	12	8	13	17	4	11	7	5	14	11	21	13	16	10	17	13	11	12
8	14	16	3	13	18	14	12	13	19	16	13	13	29	13	17	18	11	0
9	11	8	9	14	16	12	12	16	7	10	8	11	14	11	17	12	10	0
10 Completely satisfied	19	18	17	18	34	21	17	9	20	18	13	19	16	22	0	18	22	27
Don't Know / Not applicable	22	32	24	20	13	24	20	20	21	21	8	25	4	21	36	17	27	35
TOTAL OVERNIGHT VISITORS (#)	126,514	39,079	6,947	34,498	14,839	95,363	5,307	2,476	10,466	18,249	12,902	72,704	10,995	42,815	4,379	68,796	49,682	3,657
UNWEIGHTED SAMPLE SIZE (#)	439	82	28	142	45	297	39	16	63	118	24	291	24	124	15	257	157	10
TOP 3 BOX (% 8,9,10)	45	42	28	46	67	47	42	38	47	44	33	42	59	46	34	48	43	27
MEAN	7.6	7.7	7.1	7.8	8.3	7.8	7.1	6.5	7.6	7.3	7.0	7.6	7.7	7.6	7.0	7.6	7.7	7.5
GAP %	6	5	10	5	4	5	6	0	10	7	14	5	12	7	0	8	4	0

Note: Gap scores include only those visitors who offered valid responses to both the importance and satisfaction questions. For calculation of the gap, ratings of 9-10 were used to define 'importance' and 'satisfaction'.

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Eastern Shore

TABLE O4i:
[DO NOT ASK IF D5=NO] On a scale of 1 to 10, where 1 is completely dissatisfied and 10 is completely satisfied, how satisfied were you with the following aspects of your trip to Nova Scotia?

The natural landscape and wildlife

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
1 Completely dissatisfied	1	1	0	1	0	1	2	0	0	1	0	1	0	0	0	0	1	0
4	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5	2	6	3	1	0	3	2	0	4	3	0	2	11	0	0	3	3	0
6	4	6	8	5	2	5	4	0	0	1	4	5	0	5	5	4	4	20
7	6	6	5	6	8	6	11	5	5	7	4	6	16	4	19	7	4	0
8	12	10	3	11	18	11	13	28	6	11	21	10	11	16	5	11	14	12
9	19	14	40	21	12	18	23	20	23	23	17	18	32	16	32	25	10	0
10 Completely satisfied	47	39	33	50	58	45	41	47	58	52	50	47	30	51	30	45	50	53
Don't Know / Not applicable	9	19	8	5	3	11	4	0	4	3	4	11	0	9	10	5	14	15
TOTAL OVERNIGHT VISITORS (#)	126,514	39,079	6,947	34,498	14,839	95,363	5,307	2,476	10,466	18,249	12,902	72,704	10,995	42,815	4,379	68,796	49,682	3,657
UNWEIGHTED SAMPLE SIZE (#)	439	82	28	142	45	297	39	16	63	118	24	291	24	124	15	257	157	10
TOP 3 BOX (% 8,9,10)	77	63	76	82	87	74	77	95	87	85	88	75	73	83	67	82	73	65
MEAN	8.9	8.6	8.8	9.0	9.2	8.9	8.7	9.1	9.3	9.1	9.1	8.9	8.4	9.1	8.7	9.0	8.9	8.8
GAP %	8	8	0	10	4	7	8	0	5	5	13	7	16	7	14	9	6	0

Note: Gap scores include only those visitors who offered valid responses to both the importance and satisfaction questions. For calculation of the gap, ratings of 9-10 were used to define 'importance' and 'satisfaction'.

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Eastern Shore

TABLE O4j:
[DO NOT ASK IF D5=NO] On a scale of 1 to 10, where 1 is completely dissatisfied and 10 is completely satisfied, how satisfied were you with the following aspects of your trip to Nova Scotia?
Both city and country experiences within easy reach

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
1 Completely dissatisfied	2	2	0	1	2	1	4	0	0	1	4	2	0	2	0	1	3	0
2	0	0	0	1	0	0	2	0	2	2	0	0	2	0	3	0	0	0
3	1	0	0	1	2	1	4	5	2	3	0	1	2	1	0	1	0	0
4	0	0	0	2	0	1	0	0	0	0	0	0	0	1	0	1	0	0
5	6	6	8	3	9	6	15	0	5	7	8	7	7	5	10	6	6	12
6	8	8	10	7	7	8	15	13	13	14	0	9	11	6	0	8	9	0
7	10	7	13	12	7	9	6	9	7	7	21	8	23	10	5	14	5	14
8	17	9	22	21	12	15	20	31	13	17	33	16	14	21	22	20	14	17
9	11	11	17	13	13	13	5	13	10	9	4	12	16	8	17	12	10	5
10 Completely satisfied	28	30	17	27	34	29	24	22	28	26	25	28	11	31	26	23	34	27
Don't Know / Not applicable	16	26	13	13	12	18	4	8	20	14	4	17	14	15	18	13	20	25
TOTAL OVERNIGHT VISITORS (#)	126,514	39,079	6,947	34,498	14,839	95,363	5,307	2,476	10,466	18,249	12,902	72,704	10,995	42,815	4,379	68,796	49,682	3,657
UNWEIGHTED SAMPLE SIZE (#)	439	82	28	142	45	297	39	16	63	118	24	291	24	124	15	257	157	10
TOP 3 BOX (% 8,9,10)	56	50	56	62	59	56	49	66	50	52	63	56	41	60	65	55	57	49
MEAN	8.0	8.2	7.9	8.2	8.0	8.1	7.0	8.0	7.9	7.6	7.8	8.0	7.4	8.2	8.2	7.9	8.2	8.1
GAP %	6	5	9	7	3	6	3	0	10	6	5	8	8	2	12	6	5	0

Note: Gap scores include only those visitors who offered valid responses to both the importance and satisfaction questions. For calculation of the gap, ratings of 9-10 were used to define 'importance' and 'satisfaction'.

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Eastern Shore

TABLE O4k:

[DO NOT ASK IF D5=NO] On a scale of 1 to 10, where 1 is completely dissatisfied and 10 is completely satisfied, how satisfied were you with the following aspects of your trip to Nova Scotia?

The local Nova Scotian wine

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
1 Completely dissatisfied	9	8	21	7	12	9	16	13	7	10	8	9	23	6	3	10	9	12
2	2	2	0	2	2	2	0	8	0	1	4	1	0	3	0	2	1	12
3	5	2	8	4	9	4	2	0	0	1	17	4	0	8	0	8	2	0
4	1	1	0	2	2	1	2	0	4	3	0	1	2	2	5	1	1	0
5	4	0	5	6	11	4	7	8	8	8	0	3	7	6	0	5	4	0
6	4	2	3	7	2	4	10	0	8	8	0	3	2	7	8	4	5	0
7	5	2	3	6	4	4	4	0	7	5	13	4	7	7	0	7	3	0
8	7	4	14	5	11	6	7	20	10	11	8	7	11	6	0	6	9	0
9	7	11	6	6	4	7	2	0	7	4	4	7	14	5	9	7	5	20
10 Completely satisfied	8	8	3	11	11	9	8	5	4	5	4	8	0	10	8	7	10	0
Don't Know / Not applicable	47	61	38	44	33	49	42	47	45	44	42	53	34	40	67	43	50	56
TOTAL OVERNIGHT VISITORS (#)	126,514	39,079	6,947	34,498	14,839	95,363	5,307	2,476	10,466	18,249	12,902	72,704	10,995	42,815	4,379	68,796	49,682	3,657
UNWEIGHTED SAMPLE SIZE (#)	439	82	28	142	45	297	39	16	63	118	24	291	24	124	15	257	157	10
TOP 3 BOX (% 8,9,10)	22	23	23	22	25	23	17	25	21	20	17	22	25	21	17	20	24	20
MEAN	5.9	6.5	4.8	6.3	5.5	6.1	5.3	5.2	6.3	5.8	5.1	6.1	5.2	5.9	7.1	5.7	6.3	4.9
GAP %	2	7	0	1	0	2	4	0	0	1	0	2	0	2	0	0	5	0

Note: Gap scores include only those visitors who offered valid responses to both the importance and satisfaction questions. For calculation of the gap, ratings of 9-10 were used to define 'importance' and 'satisfaction'.

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Eastern Shore

TABLE O4I:

[DO NOT ASK IF D5=NO] On a scale of 1 to 10, where 1 is completely dissatisfied and 10 is completely satisfied, how satisfied were you with the following aspects of your trip to Nova Scotia?

The seacoast

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
1 Completely dissatisfied	0	1	0	0	0	0	2	0	0	1	0	1	0	0	0	0	1	0
3	0	0	0	0	0	0	0	0	2	1	0	0	2	0	0	0	0	0
4	0	0	6	0	0	0	0	0	0	0	0	1	0	0	0	0	0	5
5	1	0	0	1	0	0	2	0	0	1	4	0	0	2	0	0	2	0
6	2	4	3	2	0	3	0	0	0	0	0	4	0	0	0	3	1	12
7	5	5	0	6	0	4	11	0	11	10	0	5	11	3	3	5	5	0
8	13	16	8	10	19	14	7	25	2	7	21	12	22	14	17	12	15	14
9	19	23	27	18	10	20	19	28	8	14	25	22	5	18	32	20	18	12
10 Completely satisfied	52	34	47	60	70	50	54	47	73	64	46	48	60	56	38	56	47	41
Don't Know / Not applicable	7	16	9	3	1	8	4	0	4	3	4	9	0	6	10	4	11	15
TOTAL OVERNIGHT VISITORS (#)	126,514	39,079	6,947	34,498	14,839	95,363	5,307	2,476	10,466	18,249	12,902	72,704	10,995	42,815	4,379	68,796	49,682	3,657
UNWEIGHTED SAMPLE SIZE (#)	439	82	28	142	45	297	39	16	63	118	24	291	24	124	15	257	157	10
TOP 3 BOX (% 8,9,10)	84	74	83	88	99	83	80	100	83	84	92	82	87	88	87	88	80	68
MEAN	9.1	8.8	9.0	9.3	9.5	9.1	9.0	9.2	9.4	9.2	9.1	9.1	9.0	9.3	9.2	9.2	9.0	8.6
GAP %	5	8	3	4	7	6	2	5	3	3	0	7	4	2	0	6	4	6

Note: Gap scores include only those visitors who offered valid responses to both the importance and satisfaction questions. For calculation of the gap, ratings of 9-10 were used to define 'importance' and 'satisfaction'.

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Eastern Shore

TABLE O4m:

[DO NOT ASK IF D5=NO] On a scale of 1 to 10, where 1 is completely dissatisfied and 10 is completely satisfied, how satisfied were you with the following aspects of your trip to Nova Scotia?

The opportunity to rejuvenate

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
1 Completely dissatisfied	3	5	0	2	0	3	0	0	6	3	4	3	2	3	0	2	5	0
2	0	0	3	0	2	1	0	0	0	0	0	0	0	1	0	1	0	0
3	1	1	3	0	0	1	0	0	4	2	0	1	2	0	0	1	0	12
4	1	0	0	2	2	1	2	0	0	1	4	0	0	3	3	2	1	0
5	5	3	6	3	9	4	13	8	6	8	8	5	4	5	0	7	4	0
6	5	1	8	7	10	5	9	5	3	5	8	4	4	7	9	5	5	0
7	10	14	5	11	7	11	12	5	4	7	8	11	9	10	30	10	9	0
8	9	7	14	11	7	9	9	16	15	13	8	10	7	9	5	9	10	12
9	11	11	9	14	9	12	9	13	9	10	4	14	5	7	14	13	9	0
10 Completely satisfied	35	31	22	41	34	34	41	39	37	39	33	31	45	38	16	34	39	27
Don't Know / Not applicable	19	27	31	10	19	20	4	16	15	12	21	20	21	17	22	17	19	50
TOTAL OVERNIGHT VISITORS (#)	126,514	39,079	6,947	34,498	14,839	95,363	5,307	2,476	10,466	18,249	12,902	72,704	10,995	42,815	4,379	68,796	49,682	3,657
UNWEIGHTED SAMPLE SIZE (#)	439	82	28	142	45	297	39	16	63	118	24	291	24	124	15	257	157	10
TOP 3 BOX (% 8,9,10)	55	49	44	66	50	55	60	67	61	62	46	55	57	55	35	56	57	39
MEAN	8.1	8.1	7.8	8.5	8.0	8.2	8.1	8.6	7.9	8.1	7.7	8.1	8.5	8.1	7.8	8.1	8.2	7.9
GAP %	6	6	4	7	8	7	7	0	8	6	0	7	5	5	6	7	5	0

Note: Gap scores include only those visitors who offered valid responses to both the importance and satisfaction questions. For calculation of the gap, ratings of 9-10 were used to define 'importance' and 'satisfaction'.

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Eastern Shore

TABLE O4n:

[DO NOT ASK IF D5=NO] On a scale of 1 to 10, where 1 is completely dissatisfied and 10 is completely satisfied, how satisfied were you with the following aspects of your trip to Nova Scotia?

The local Nova Scotian food

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
1 Completely dissatisfied	2	1	0	2	0	1	7	8	3	5	8	2	2	3	3	2	3	0
2	2	3	7	0	0	2	2	5	0	1	0	2	5	0	0	1	2	0
3	1	0	0	0	5	1	2	0	0	1	0	0	0	2	0	1	1	0
4	1	1	3	0	0	0	9	0	3	4	0	1	2	0	5	1	0	0
5	6	7	10	5	2	6	13	0	6	7	4	6	14	3	0	7	4	12
6	5	3	6	5	4	4	7	13	7	8	8	5	2	6	0	7	3	0
7	10	11	3	7	1	8	13	0	9	9	25	10	18	6	9	13	5	14
8	17	18	19	14	28	18	14	33	10	14	17	17	25	16	22	20	13	15
9	14	12	19	20	9	15	3	8	15	11	8	14	7	15	27	13	13	5
10 Completely satisfied	31	22	22	36	50	31	24	30	39	33	25	28	25	37	24	27	36	39
Don't Know / Not applicable	12	22	11	12	1	14	7	5	7	6	4	15	0	11	10	7	19	15
TOTAL OVERNIGHT VISITORS (#)	126,514	39,079	6,947	34,498	14,839	95,363	5,307	2,476	10,466	18,249	12,902	72,704	10,995	42,815	4,379	68,796	49,682	3,657
UNWEIGHTED SAMPLE SIZE (#)	439	82	28	142	45	297	39	16	63	118	24	291	24	124	15	257	157	10
TOP 3 BOX (% 8,9,10)	62	52	60	69	87	64	41	70	64	58	50	59	57	68	73	61	63	59
MEAN	8.1	7.9	7.6	8.5	8.7	8.2	6.7	7.6	8.1	7.6	7.4	8.0	7.4	8.3	8.3	7.9	8.3	8.4
GAP %	18	24	18	14	15	18	18	16	11	14	22	18	40	11	5	20	17	0

Note: Gap scores include only those visitors who offered valid responses to both the importance and satisfaction questions. For calculation of the gap, ratings of 9-10 were used to define 'importance' and 'satisfaction'.

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Eastern Shore

TABLE O4:

[DO NOT ASK IF D5=NO] On a scale of 1 to 10, where 1 is completely dissatisfied and 10 is completely satisfied, how satisfied were you with the following aspects of your trip to Nova Scotia?

MEAN SCORE (excluding 'don't know' responses)

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
Value for money	7.5	8.1	6.4	7.9	7.2	7.8	6.0	7.8	6.5	6.6	6.9	7.7	6.9	7.3	6.9	7.3	7.8	7.8
Weather	7.9	8.2	8.3	7.6	7.9	7.9	7.1	8.6	8.3	8.0	7.7	7.9	8.7	7.7	6.3	8.0	8.0	7.1
Your interests and hobbies	8.1	8.7	7.2	7.9	7.7	8.1	8.0	8.5	7.9	8.0	7.8	8.2	7.5	8.0	8.6	7.9	8.2	9.4
The opportunity to visit friends and family	8.6	9.1	7.0	8.9	8.2	8.7	8.0	4.8	7.4	7.2	8.6	8.8	5.8	8.7	8.3	7.1	9.8	9.3
The chance to do interesting activities	8.2	8.7	6.9	8.2	8.0	8.3	7.6	8.9	8.5	8.3	7.8	8.4	7.7	8.0	7.7	8.2	8.3	8.9
The culture and people	8.6	8.5	8.1	8.7	9.2	8.7	8.0	9.0	8.8	8.6	8.1	8.5	8.7	8.8	8.6	8.6	8.7	8.7
The heritage and history	8.3	7.8	8.0	8.6	8.7	8.3	8.1	8.4	8.6	8.4	8.0	8.1	8.2	8.6	8.9	8.3	8.2	7.9
The mix of traditional and contemporary	7.6	7.7	7.1	7.8	8.3	7.8	7.1	6.5	7.6	7.3	7.0	7.6	7.7	7.6	7.0	7.6	7.7	7.5
The natural landscape and wildlife	8.9	8.6	8.8	9.0	9.2	8.9	8.7	9.1	9.3	9.1	9.1	8.9	8.4	9.1	8.7	9.0	8.9	8.8
Both city and country experiences within easy reach	8.0	8.2	7.9	8.2	8.0	8.1	7.0	8.0	7.9	7.6	7.8	8.0	7.4	8.2	8.2	7.9	8.2	8.1
The local Nova Scotian wine	5.9	6.5	4.8	6.3	5.5	6.1	5.3	5.2	6.3	5.8	5.1	6.1	5.2	5.9	7.1	5.7	6.3	4.9
The seacoast	9.1	8.8	9.0	9.3	9.5	9.1	9.0	9.2	9.4	9.2	9.1	9.1	9.0	9.3	9.2	9.2	9.0	8.6
The opportunity to rejuvenate	8.1	8.1	7.8	8.5	8.0	8.2	8.1	8.6	7.9	8.1	7.7	8.1	8.5	8.1	7.8	8.1	8.2	7.9
The local Nova Scotian food	8.1	7.9	7.6	8.5	8.7	8.2	6.7	7.6	8.1	7.6	7.4	8.0	7.4	8.3	8.3	7.9	8.3	8.4
TOTAL OVERNIGHT VISITORS (#)	126,514	39,079	6,947	34,498	14,839	95,363	5,307	2,476	10,466	18,249	12,902	72,704	10,995	42,815	4,379	68,796	49,682	3,657
UNWEIGHTED SAMPLE SIZE (#)	439	82	28	142	45	297	39	16	63	118	24	291	24	124	15	257	157	10

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Eastern Shore

TABLE O4:

[DO NOT ASK IF D5=NO] On a scale of 1 to 10, where 1 is completely dissatisfied and 10 is completely satisfied, how satisfied were you with the following aspects of your trip to Nova Scotia?

TOP 3 BOX (% rating 8, 9 or 10, including 'don't know' responses)

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
Value for money	49	53	40	58	53	54	36	77	35	41	29	52	46	45	36	50	50	49
Weather	63	61	81	61	69	64	47	91	67	65	54	60	80	64	50	63	65	52
Your interests and hobbies	57	65	52	51	59	58	58	70	59	60	46	60	59	52	54	57	56	73
The opportunity to visit friends and family	63	74	46	74	59	70	53	20	31	36	54	67	28	66	72	38	97	75
The chance to do interesting activities	62	67	34	62	63	62	57	83	73	70	50	65	70	55	57	63	62	46
The culture and people	70	62	50	73	89	69	63	88	76	74	67	67	86	71	70	74	65	56
The heritage and history	63	49	61	68	80	61	64	83	72	71	63	59	75	67	47	69	57	49
The mix of traditional and contemporary	45	42	28	46	67	47	42	38	47	44	33	42	59	46	34	48	43	27
The natural landscape and wildlife	77	63	76	82	87	74	77	95	87	85	88	75	73	83	67	82	73	65
Both city and country experiences within easy reach	56	50	56	62	59	56	49	66	50	52	63	56	41	60	65	55	57	49
The local Nova Scotian wine	22	23	23	22	25	23	17	25	21	20	17	22	25	21	17	20	24	20
The seacoast	84	74	83	88	99	83	80	100	83	84	92	82	87	88	87	88	80	68
The opportunity to rejuvenate	55	49	44	66	50	55	60	67	61	62	46	55	57	55	35	56	57	39
The local Nova Scotian food	62	52	60	69	87	64	41	70	64	58	50	59	57	68	73	61	63	59
TOTAL OVERNIGHT VISITORS (#)	126,514	39,079	6,947	34,498	14,839	95,363	5,307	2,476	10,466	18,249	12,902	72,704	10,995	42,815	4,379	68,796	49,682	3,657
UNWEIGHTED SAMPLE SIZE (#)	439	82	28	142	45	297	39	16	63	118	24	291	24	124	15	257	157	10

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Eastern Shore

TABLE O5:

Overall, would you say that your experience on this trip . . .

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
Failed to meet your expectations about Nova Scotia as a destination?	1	0	5	1	0	1	4	0	4	3	0	1	2	1	5	1	0	0
Met your expectations about Nova Scotia as a destination?	60	68	75	60	55	64	46	49	46	46	52	64	48	57	77	55	65	44
Exceeded your expectations about Nova Scotia as a destination?	39	32	20	39	45	36	50	51	50	50	48	35	50	42	18	44	34	56
TOTAL OVERNIGHT VISITORS (#)	130,260	40,603	7,495	35,442	14,839	98,378	5,307	2,669	10,466	18,442	13,440	75,369	10,995	43,896	7,530	68,796	49,682	4,252
UNWEIGHTED SAMPLE SIZE (#)	451	86	30	146	45	307	39	17	63	119	25	300	24	127	24	257	157	13

TABLE T9:

Did you or anyone in your party visit a Visitor Information Centre or Tourist Bureau to get information about Nova Scotia....

% YES

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
When you first entered Nova Scotia?	31	18	45	27	29	25	38	52	56	51	40	31	66	25	7	47	13	29
While travelling throughout the province?	38	11	31	37	50	29	46	59	53	52	72	32	59	42	17	54	21	27
At any point during your trip to NS (T9a and/or T9b)?	49	23	48	49	52	40	61	72	76	72	76	46	80	48	23	69	27	39
TOTAL TRAVEL PARTIES (#)	67950	18324	3555	18462	8927	49268	2478	1564	5681	9723	8960	33971	4716	29264	4011	35616	26104	2220
UNWEIGHTED SAMPLE SIZE (#)	451	86	30	146	45	307	39	17	63	119	25	300	24	127	24	257	157	13

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Eastern Shore

TABLE T9ct:

[IF VISITED VICs WHILE TRAVELLING THROUGHOUT THE PROVINCE] Number of times visited VICs while travelling throughout the province?

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
1	17	28	16	27	11	21	16	14	9	11	11	24	11	12	46	10	37	0
2	24	37	21	29	16	25	25	39	30	30	17	29	16	22	41	24	24	0
3	18	9	8	12	30	17	22	14	16	17	22	11	19	24	13	17	19	61
4	14	26	20	13	25	19	9	19	12	13	6	15	42	8	0	14	15	39
5 or more visits	26	0	35	19	18	17	29	14	33	29	44	21	11	34	0	34	5	0
TOTAL TRAVEL PARTIES (#)	25,950	2,039	1,098	6,813	4,453	14,404	1,135	924	3,036	5,095	6,451	10,927	2,769	12,254	689	19,137	5,532	591
UNWEIGHTED SAMPLE SIZE (#)	173	10	8	58	22	98	15	9	33	57	18	103	16	54	5	129	37	2
MEAN # OF VISITS	3.8	2.3	4.4	3.0	3.5	3.2	3.2	4.9	3.8	3.8	5.1	3.1	3.6	4.4	1.7	4.3	2.3	3.4

Note: Due to the small sample sizes associated with certain subgroups shown in this table, caution should be exercised when interpreting the results for these subgroups.

TABLE T11:

When travelling in Nova Scotia, what language do you most prefer to be served in?

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
English	94	95	57	99	97	94	100	100	100	100	84	93	91	95	95	92	96	100
French	5	5	43	1	0	6	0	0	0	0	4	6	9	1	5	6	4	0
German	1	0	0	0	0	0	0	0	0	0	8	0	0	2	0	2	0	0
English and/or French	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	1	0	0	0	0	0	4	0	0	1	0	1	0	0
TOTAL OVERNIGHT VISITORS (#)	130,260	40,603	7,495	35,442	14,839	98,378	5,307	2,669	10,466	18,442	13,440	75,369	10,995	43,896	7,530	68,796	49,682	4,252
UNWEIGHTED SAMPLE SIZE (#)	451	86	30	146	45	307	39	17	63	119	25	300	24	127	24	257	157	13

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Eastern Shore

TABLE T12:

Apart from this trip, have you visited Nova Scotia before?

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
Yes	80	99	75	85	64	87	73	28	45	51	64	84	66	75	90	67	94	92
No	20	1	25	15	36	13	27	72	55	49	36	16	34	25	10	33	6	8
TOTAL OVERNIGHT VISITORS (#)	130,260	40,603	7,495	35,442	14,839	98,378	5,307	2,669	10,466	18,442	13,440	75,369	10,995	43,896	7,530	68,796	49,682	4,252
UNWEIGHTED SAMPLE SIZE (#)	451	86	30	146	45	307	39	17	63	119	25	300	24	127	24	257	157	13

TABLE T13:

[IF YES IN T12] In what year was your most recent visit?

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
2005 or earlier	21	10	53	22	30	19	17	32	30	25	31	16	48	23	8	33	10	16
2006	3	0	4	4	6	2	0	0	13	7	6	2	0	5	0	3	3	0
2007	3	1	4	7	0	3	0	0	8	4	6	4	0	3	0	4	4	0
2008	6	3	13	9	7	6	0	0	11	5	0	5	0	9	10	5	5	0
2009	32	36	13	34	31	33	47	26	20	32	25	35	3	34	24	28	37	41
2010	35	51	14	25	26	37	36	42	18	27	31	38	48	27	58	26	41	43
TOTAL OVERNIGHT VISITORS (#)	103,565	40,167	5,657	30,291	9,513	85,629	3,873	735	4,725	9,334	8,601	63,322	7,277	32,967	6,789	46,108	46,765	3,902
UNWEIGHTED SAMPLE SIZE (#)	337	85	23	121	28	257	29	5	30	64	16	233	13	91	21	158	146	12

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Eastern Shore

TABLE V2:

Into which of the following categories does your age fall?

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
18 to 19	0	0	0	0	0	0	2	0	0	1	0	0	0	0	0	0	0	0
20 to 24	4	7	0	4	5	5	2	0	0	1	0	3	0	6	3	1	7	10
25 to 34	10	16	17	7	6	12	6	0	2	3	12	12	9	8	25	8	11	12
35 to 44	16	24	5	15	12	17	12	19	7	10	16	17	13	15	20	16	16	23
45 to 54	26	22	45	33	29	29	18	28	13	17	16	28	12	26	39	23	28	9
55 to 64	29	25	23	28	34	27	35	38	34	35	32	29	41	27	14	33	24	43
65 to 74	12	6	10	9	14	8	22	9	37	28	20	11	20	14	0	15	12	3
75 and over	2	0	0	5	0	2	2	7	5	4	4	1	5	4	0	3	1	0
Prefer not to answer	0	0	0	0	0	0	0	0	2	1	0	0	0	0	0	0	0	0
TOTAL OVERNIGHT VISITORS (#)	130,260	40,603	7,495	35,442	14,839	98,378	5,307	2,669	10,466	18,442	13,440	75,369	10,995	43,896	7,530	68,796	49,682	4,252
UNWEIGHTED SAMPLE SIZE (#)	451	86	30	146	45	307	39	17	63	119	25	300	24	127	24	257	157	13

TABLE V4:

Please indicate which of the following best describes the highest level of education attained within your household.

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
High school incomplete	1	1	0	2	0	1	0	4	0	1	0	1	0	1	0	1	1	0
High school complete	7	6	3	10	0	6	9	9	6	7	16	8	5	6	3	9	6	5
Some technical school/college	6	3	5	6	16	6	12	13	9	10	0	5	18	5	0	7	7	0
Technical school/college complete	22	24	34	21	34	25	4	12	11	9	16	24	16	20	35	22	20	23
Some university	9	12	5	8	12	10	4	0	4	4	4	9	18	5	10	9	9	0
University complete	51	49	47	51	38	48	70	62	69	68	52	47	42	60	52	49	54	52
Prefer not to answer	4	5	5	2	0	3	0	0	1	1	12	4	0	4	0	4	3	20
TOTAL OVERNIGHT VISITORS (#)	130,260	40,603	7,495	35,442	14,839	98,378	5,307	2,669	10,466	18,442	13,440	75,369	10,995	43,896	7,530	68,796	49,682	4,252
UNWEIGHTED SAMPLE SIZE (#)	451	86	30	146	45	307	39	17	63	119	25	300	24	127	24	257	157	13

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2010 Visitor Exit Survey - Tourism Region Tables - Eastern Shore

TABLE V5/V6:

Is your total annual household income (before taxes)...

	OVERALL %	MARKET REGION										MODE OF EXIT			TRIP PURPOSE			
		Atlantic	Quebec	Ontario	Western Canada	All Canada	New England	Mid-Atlantic	Other US	All US	Overseas	Car	RV	Air	Business	Pleasure	VFR	Other
\$40,000 or less	16	20	15	15	10	16	4	9	11	9	24	18	5	15	24	14	16	31
\$40,001 to \$80,000	37	40	43	30	44	37	43	28	40	39	32	39	46	32	23	38	37	39
Greater than \$80,000	47	40	42	55	47	47	53	64	49	52	44	43	50	53	52	48	46	30
TOTAL OVERNIGHT VISITORS (#)	130,260	40,603	7,495	35,442	14,839	98,378	5,307	2,669	10,466	18,442	13,440	75,369	10,995	43,896	7,530	68,796	49,682	4,252
UNWEIGHTED SAMPLE SIZE (#)	451	86	30	146	45	307	39	17	63	119	25	300	24	127	24	257	157	13