

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Yarmouth and Acadian Shores

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	28	100	0	0	0	38	0	0	0	0	0	44	0	13	55	22	30	42
Quebec	7	0	100	0	0	10	0	0	0	0	0	8	15	5	18	6	6	0
Ontario	24	0	0	100	0	32	0	0	0	0	0	25	22	22	9	21	30	36
Western Canada	15	0	0	0	100	20	0	0	0	0	0	7	30	22	14	14	17	0
All Canada	74	100	100	100	100	100	0	0	0	0	0	85	67	62	96	64	83	78
New England	3	0	0	0	0	0	100	0	0	21	0	6	0	0	0	5	2	7
Mid-Atlantic	3	0	0	0	0	0	0	100	0	18	0	2	0	4	0	4	1	14
Other US	9	0	0	0	0	0	0	0	100	61	0	5	21	13	4	14	5	0
All US	15	0	0	0	0	0	100	100	100	100	0	14	21	16	4	23	8	22
Overseas	10	0	0	0	0	0	0	0	0	0	100	1	13	21	0	14	9	0
TOTAL TRAVEL PARTIES (#)	51,594	14,634	3,787	12,170	7,681	38,272	1,642	1,438	4,867	7,947	5,376	26,747	2,853	21,994	5,084	26,401	19,215	894
UNWEIGHTED SAMPLE SIZE (#)	352	71	31	99	39	240	27	16	54	97	15	240	16	96	27	193	126	6

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Yarmouth and Acadian Shores

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	4	7	0	5	3	5	0	0	0	0	0	3	0	5	8	3	3	0
Feb	3	6	0	0	6	4	7	0	0	1	0	4	0	2	11	1	4	7
Mar	2	3	0	1	3	2	6	0	1	2	0	3	0	0	5	1	2	0
Apr	2	0	0	5	0	2	4	0	6	5	0	1	0	3	3	1	3	0
May	6	7	0	3	6	5	8	4	2	4	20	5	13	7	6	3	11	0
Jun	9	9	0	5	11	7	18	21	15	17	13	11	11	7	15	8	10	21
Jul	19	20	26	22	10	19	19	27	23	23	7	17	0	23	9	20	17	47
Aug	25	30	23	22	23	25	16	17	26	22	27	26	32	22	2	30	24	10
Sep	15	9	19	20	20	16	6	23	18	16	13	15	22	15	6	20	12	0
Oct	8	3	8	7	11	6	4	0	7	5	20	8	11	7	6	10	5	0
Nov	5	5	16	7	0	6	10	9	2	5	0	5	11	5	16	3	5	14
Dec	3	1	6	3	6	3	0	0	0	0	0	2	0	3	14	0	3	0
TOTAL TRAVEL PARTIES (#)	51,594	14,634	3,787	12,170	7,681	38,272	1,642	1,438	4,867	7,947	5,376	26,747	2,853	21,994	5,084	26,401	19,215	894
UNWEIGHTED SAMPLE SIZE (#)	352	71	31	99	39	240	27	16	54	97	15	240	16	96	27	193	126	6

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Yarmouth and Acadian Shores

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	4	14	0	0	0	5	0	0	1	1	0	6	0	2	9	5	1	0
2	9	18	19	4	1	10	10	5	5	6	0	12	15	3	16	6	11	0
3	8	10	17	5	4	8	10	25	4	9	0	12	3	3	23	6	5	29
4	10	9	21	12	7	11	23	9	10	12	0	9	15	11	11	8	13	0
5	7	8	17	8	0	7	10	27	9	12	0	9	0	7	10	7	6	14
6	10	17	5	14	8	13	0	5	5	4	0	12	3	9	11	7	14	21
7	9	11	5	10	9	10	14	0	19	15	0	9	0	11	0	12	9	0
8	5	1	2	3	14	5	0	5	16	10	0	4	14	4	1	6	4	0
9	6	0	2	7	12	5	4	0	9	6	13	3	13	9	7	5	8	0
10	5	4	0	11	1	5	4	12	3	5	7	6	15	2	0	7	4	0
11 or more	27	7	11	26	43	21	23	12	20	19	80	17	22	39	12	30	25	36
TOTAL TRAVEL PARTIES (#)	51,594	14,634	3,787	12,170	7,681	38,272	1,642	1,438	4,867	7,947	5,376	26,747	2,853	21,994	5,084	26,401	19,215	894
UNWEIGHTED SAMPLE SIZE (#)	352	71	31	99	39	240	27	16	54	97	15	240	16	96	27	193	126	6
MEAN # OF NIGHTS	9.4	4.8	6.0	10.2	10.1	7.7	13.8	6.5	8.4	9.2	22.4	7.4	10.3	11.8	5.1	10.8	8.5	13.6

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Yarmouth and Acadian Shores

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	46	32	40	40	49	39	67	72	70	70	67	48	89	39	0	91	0	0
Visit friends or relatives, including weddings, or reunions	37	39	31	47	41	41	20	11	21	19	33	35	8	43	0	0	100	0
Business, including meetings, sales, purchasing, etc.	7	13	25	4	6	10	0	0	1	1	0	8	0	7	74	0	0	0
Other leisure travel	3	2	0	6	0	3	8	9	2	5	0	1	3	4	0	5	0	0
Other business travel	1	5	0	0	0	2	0	0	0	0	0	3	0	0	15	0	0	0
Other travel	1	1	0	3	0	2	0	9	0	2	0	1	0	2	0	0	0	71
Conference, convention or trade show	1	1	0	0	3	1	0	0	3	2	0	2	0	1	11	0	0	0
Shopping	1	2	0	0	0	1	0	0	3	2	0	0	0	2	0	2	0	0
Sporting event/tournament	1	2	0	0	0	1	0	0	0	0	0	0	0	2	0	1	0	0
Personal business (medical appointments, to settle a will/estate, etc.)	0	1	0	0	0	0	4	0	0	1	0	1	0	0	0	0	0	29
Conference, convention, or trade show (personal interest, hobbies, etc.)	0	0	5	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0
TOTAL TRAVEL PARTIES (#)	51,594	14,634	3,787	12,170	7,681	38,272	1,642	1,438	4,867	7,947	5,376	26,747	2,853	21,994	5,084	26,401	19,215	894
UNWEIGHTED SAMPLE SIZE (#)	352	71	31	99	39	240	27	16	54	97	15	240	16	96	27	193	126	6

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Yarmouth and Acadian Shores

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	51	39	45	46	49	44	75	80	75	76	67	50	92	47	0	100	0	0
Visiting Friends and Relatives	37	39	31	48	41	42	20	11	21	19	33	35	8	43	0	0	100	0
Business	10	19	25	4	9	13	0	0	4	2	0	12	0	8	100	0	0	0
Other	2	3	0	3	0	2	4	9	0	2	0	2	0	2	0	0	0	100
TOTAL TRAVEL PARTIES (#)	51,594	14,634	3,787	12,170	7,681	38,272	1,642	1,438	4,867	7,947	5,376	26,747	2,853	21,994	5,084	26,401	19,215	894
UNWEIGHTED SAMPLE SIZE (#)	352	71	31	99	39	240	27	16	54	97	15	240	16	96	27	193	126	6

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Yarmouth and Acadian Shores

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	23	4	5	21	40	18	17	33	19	21	50	19	40	24	0	23	0	0
Scenery	15	17	45	20	2	17	15	11	21	18	0	19	20	9	0	15	0	0
Opportunity to visit friends/relatives	14	29	11	13	18	19	11	0	7	6	0	15	0	15	0	14	0	0
Never been to Nova Scotia before	9	0	5	10	8	6	5	11	23	17	10	7	25	7	0	9	0	0
To visit a specific area or location of Nova Scotia	9	16	22	4	2	9	18	17	1	8	10	12	8	5	0	9	0	0
Experience Nova Scotia's culture and heritage	8	8	0	5	8	6	11	28	4	10	10	6	0	12	0	8	0	0
Attend festival or public event	5	14	0	7	6	8	0	0	0	0	0	6	0	6	0	5	0	0
Recommended by others	4	10	6	1	0	4	6	0	7	5	0	6	0	3	0	4	0	0
My interests and hobbies	3	0	0	7	2	3	0	0	0	0	10	2	0	6	0	3	0	0
To research family history	2	0	0	0	6	1	6	0	3	3	0	2	4	0	0	2	0	0
To do a specific activity	1	0	0	4	0	1	0	0	4	2	0	0	0	4	0	1	0	0
Visit a specific attraction or museum	1	0	0	3	0	1	0	0	0	0	0	1	0	0	0	1	0	0
Other	5	4	6	0	6	3	12	0	11	9	10	4	4	7	0	5	0	0
No answer	1	0	0	4	0	1	0	0	0	0	0	0	0	2	0	1	0	0
TOTAL TRAVEL PARTIES (#)	25,749	5,361	1,527	5,573	3,796	16,256	1,105	1,157	3,646	5,908	3,584	13,133	2,636	9,979	0	25,749	0	0
UNWEIGHTED SAMPLE SIZE (#)	188	22	15	49	21	107	18	12	41	71	10	127	15	46	0	188	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 - Yarmouth and Acadian Shores

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	49	45	37	43	64	47	47	36	57	51	53	50	65	46	12	56	49	31
Alone (party of one)	17	22	13	22	6	18	14	9	14	13	20	11	3	26	30	9	22	69
As a family with children	12	15	7	17	6	13	16	8	6	8	13	15	7	10	5	13	13	0
As a family (adults only)	7	4	14	5	8	6	18	9	12	13	7	9	11	4	8	8	6	0
With friend(s)	7	6	14	7	6	7	0	16	4	5	7	7	7	7	9	9	4	0
As two or more couples	2	3	0	2	0	2	4	18	6	8	0	3	3	2	0	3	2	0
Business associate/Colleague	2	3	6	2	3	3	0	0	0	0	0	3	0	2	23	0	0	0
With an organized group/tour	1	1	6	0	3	2	0	0	2	1	0	1	3	2	13	0	0	0
As a family with grandparents	1	0	2	1	3	1	0	0	0	0	0	1	0	1	0	1	1	0
As two or more families with children	1	1	0	1	0	1	0	0	0	0	0	1	0	0	0	1	0	0
Other	0	0	0	0	0	0	0	4	0	1	0	0	0	0	0	0	0	0
TOTAL TRAVEL PARTIES (#)	51,594	14,634	3,787	12,170	7,681	38,272	1,642	1,438	4,867	7,947	5,376	26,747	2,853	21,994	5,084	26,401	19,215	894
UNWEIGHTED SAMPLE SIZE (#)	352	71	31	99	39	240	27	16	54	97	15	240	16	96	27	193	126	6

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Yarmouth and Acadian Shores

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	11	13	2	15	9	12	16	8	6	8	13	12	7	11	1	13	13	0
Aged 15 to 19	7	7	13	11	0	8	15	0	4	5	7	10	0	4	4	6	8	26
Aged 20 to 24	9	15	7	12	9	12	0	0	1	1	0	7	0	12	8	4	15	0
Aged 25 to 34	15	21	11	17	13	17	4	4	1	2	20	16	13	14	19	13	18	0
Aged 35 to 44	24	30	30	24	9	24	14	0	12	10	40	23	20	25	42	25	18	0
Aged 45 to 54	34	34	61	31	43	37	36	23	38	35	13	37	18	34	48	33	33	29
Aged 55 to 64	32	22	32	25	40	28	45	70	36	44	40	32	30	31	19	37	28	21
Aged 65 to 74	14	3	12	12	19	10	31	52	35	37	7	16	43	8	6	18	10	24
Aged 75 and over	3	1	15	2	5	4	14	0	3	5	0	6	0	1	5	3	5	0
TOTAL TRAVEL PARTIES (#)	51,594	14,634	3,787	12,170	7,681	38,272	1,642	1,438	4,867	7,947	5,376	26,747	2,853	21,994	5,084	26,401	19,215	894
UNWEIGHTED SAMPLE SIZE (#)	352	71	31	99	39	240	27	16	54	97	15	240	16	96	27	193	126	6

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 - Yarmouth and Acadian Shores

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	\$436	\$251	\$345	\$344	\$614	\$363	\$422	\$858	\$755	\$705	\$560	\$403	\$41	\$528	\$626	\$624	\$148	\$15
Campgrounds	\$21	\$9	\$6	\$25	\$44	\$21	\$10	\$0	\$49	\$32	\$11	\$12	\$269	\$1	\$6	\$38	\$3	\$0
Meals in restaurants/hotels/bars	\$344	\$207	\$362	\$302	\$454	\$302	\$301	\$457	\$515	\$461	\$469	\$318	\$180	\$396	\$345	\$428	\$236	\$164
Groceries and liquor	\$136	\$94	\$107	\$124	\$113	\$109	\$197	\$93	\$114	\$128	\$346	\$118	\$195	\$151	\$60	\$179	\$100	\$89
Gas, oil and/or auto repair	\$202	\$131	\$193	\$187	\$264	\$182	\$139	\$154	\$279	\$227	\$308	\$197	\$614	\$154	\$153	\$245	\$162	\$63
Car rental fees, including insurance	\$150	\$32	\$28	\$71	\$339	\$106	\$0	\$183	\$261	\$193	\$404	\$42	\$0	\$301	\$199	\$171	\$114	\$29
Local transportation (taxis, limos, etc)	\$9	\$6	\$0	\$11	\$20	\$10	\$3	\$1	\$10	\$7	\$10	\$3	\$8	\$17	\$10	\$12	\$5	\$5
Bridge/Highway/Ferry tolls in Nova Scotia	\$5	\$5	\$4	\$6	\$4	\$5	\$3	\$5	\$7	\$6	\$5	\$6	\$4	\$5	\$4	\$6	\$4	\$4
NS cultural products	\$71	\$37	\$53	\$66	\$63	\$53	\$84	\$97	\$159	\$132	\$107	\$71	\$153	\$60	\$25	\$95	\$37	\$350
Clothing	\$79	\$101	\$32	\$62	\$89	\$79	\$32	\$10	\$36	\$31	\$150	\$72	\$31	\$94	\$35	\$110	\$48	\$93
Major purchases (e.g., commercial, real estate, vehicles)	\$28	\$4	\$0	\$99	\$0	\$33	\$0	\$0	\$1	\$1	\$35	\$45	\$0	\$11	\$1	\$12	\$59	\$0
Other shopping	\$79	\$41	\$23	\$136	\$77	\$77	\$67	\$88	\$105	\$94	\$72	\$48	\$109	\$113	\$19	\$73	\$99	\$139
Culture and entertainment	\$53	\$33	\$31	\$45	\$70	\$44	\$52	\$36	\$108	\$84	\$67	\$48	\$65	\$56	\$26	\$70	\$38	\$10
Sport and recreation	\$18	\$11	\$6	\$13	\$22	\$13	\$16	\$48	\$11	\$19	\$49	\$13	\$21	\$24	\$1	\$25	\$12	\$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	\$1,634	\$962	\$1,191	\$1,490	\$2,174	\$1,395	\$1,367	\$2,031	\$2,415	\$2,129	\$2,603	\$1,398	\$1,687	\$1,914	\$1,511	\$2,092	\$1,069	\$961
Total Expenditures - excluding major purchases	\$1,606	\$958	\$1,191	\$1,391	\$2,174	\$1,363	\$1,367	\$2,031	\$2,413	\$2,128	\$2,568	\$1,354	\$1,687	\$1,903	\$1,510	\$2,080	\$1,010	\$961
TOTAL TRAVEL PARTIES (#)	51,594	14,634	3,787	12,170	7,681	38,272	1,642	1,438	4,867	7,947	5,376	26,747	2,853	21,994	5,084	26,401	19,215	894
UNWEIGHTED SAMPLE SIZE (#)	352	71	31	99	39	240	27	16	54	97	15	240	16	96	27	193	126	6

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 - Yarmouth and Acadian Shores

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	42	40	34	37	54	41	42	62	51	51	33	42	0	48	74	47	29	0
Motel	22	18	28	18	24	20	22	26	23	23	33	26	0	20	26	31	10	7
Bed and Breakfast	14	1	7	7	17	7	8	23	36	28	40	9	0	21	0	23	5	0
Staying with friend or relatives	43	44	33	64	45	49	29	7	16	17	40	43	22	47	1	20	86	52
Other fixed roof [NET]	28	18	30	30	24	24	42	48	37	40	40	23	20	36	12	38	19	40
Inn	10	7	14	9	9	8	11	9	20	16	13	9	13	12	6	14	6	0
Resort	3	0	6	3	3	2	3	32	0	6	0	2	8	2	0	4	2	0
Rented cottage, cabin or vacation home	7	4	5	11	3	6	12	4	10	9	13	7	0	9	3	10	5	0
Your own cottage, cabin or vacation home	5	4	0	1	9	4	19	12	4	9	13	4	0	8	0	6	6	14
University	1	0	2	5	0	2	0	0	0	0	0	1	0	2	0	1	0	26
Other (hostel, hunting/fishing lodge, etc)	3	4	10	3	0	3	0	0	3	2	0	2	8	3	4	4	0	0
Campground [NET]	9	5	8	12	13	9	7	0	13	10	13	5	92	4	4	17	2	0
National or provincial park campground	3	0	2	4	7	3	7	0	4	4	7	1	29	3	0	6	1	0
Commercial campground/trailer park	8	5	8	10	10	8	3	0	13	9	7	5	85	1	4	14	0	0
TOTAL TRAVEL PARTIES (#)	51,594	14,634	3,787	12,170	7,681	38,272	1,642	1,438	4,867	7,947	5,376	26,747	2,853	21,994	5,084	26,401	19,215	894
UNWEIGHTED SAMPLE SIZE (#)	352	71	31	99	39	240	27	16	54	97	15	240	16	96	27	193	126	6

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 - Yarmouth and Acadian Shores

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	3.7	3.4	2.6	2.7	5.3	3.6	2.4	4.5	3.3	3.4	4.6	3.6	.	3.7	4.7	4.2	1.9	.
Motel	2.8	2.2	2.9	2.8	2.5	2.5	1.9	1.8	3.2	2.6	4.4	2.6	.	3.2	3.6	2.9	2.2	3.0
Bed and breakfast	3.6	2.0	3.3	1.8	2.3	2.2	2.0	1.6	3.9	3.4	5.3	3.0	.	3.9	.	3.9	1.5	.
Staying with friend or relatives	8.2	4.5	8.9	9.5	7.7	7.4	6.0	11.0	8.9	8.1	15.0	7.3	3.7	9.5	6.0	9.3	7.9	7.4
Other fixed roof [NET]	9.0	4.6	2.9	5.9	5.6	5.1	24.5	4.4	3.9	8.5	26.7	6.9	2.0	11.0	3.5	10.7	4.0	23.7
Inn	1.7	1.0	1.8	1.7	2.0	1.6	1.3	2.0	2.1	2.0	2.0	1.9	2.0	1.6	1.0	1.8	1.7	.
Resort	2.9	.	1.0	4.3	1.0	2.4	7.0	3.3	.	3.7	.	4.1	1.0	2.3	.	3.5	1.0	.
Rented cottage, cabin or vacation home	5.9	8.0	2.0	4.7	6.0	5.4	6.0	2.0	5.3	5.2	8.0	5.2	.	6.5	1.0	7.1	3.4	.
Your own cottage, cabin or vacation home	28.8	7.3	.	9.5	10.7	9.2	47.3	6.4	11.0	26.8	70.0	18.9	.	35.7	.	45.5	7.9	5.0
University	15.6	.	3.0	17.5	.	15.6	5.0	.	19.5	.	5.5	3.0	34.0
Other (hostel, hunting/fishing lodge, etc)	3.4	4.5	4.1	1.3	.	3.5	.	.	2.0	2.0	.	7.3	1.0	1.7	9.0	2.5	.	.
Campground [NET]	7.3	3.7	2.9	6.1	11.5	7.0	3.9	.	12.8	11.4	4.5	5.4	9.9	2.6	6.0	7.3	7.9	.
National or provincial park campground	4.4	.	3.0	4.5	7.3	5.6	2.6	.	3.0	2.8	2.0	4.5	5.5	2.8	.	4.0	7.0	.
Commercial campground/trailer park	6.9	3.7	2.0	5.3	10.1	5.9	3.0	.	11.9	11.2	7.0	4.4	8.8	2.0	6.0	6.9	10.0	.

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	51	42	31	55	48	46	62	66	60	61	67	50	67	50	21	58	49	45
No	49	58	69	45	52	54	38	34	40	39	33	50	33	50	79	42	51	55
TOTAL TRAVEL PARTIES (#)	51,594	14,634	3,787	12,170	7,681	38,272	1,642	1,438	4,867	7,947	5,376	26,747	2,853	21,994	5,084	26,401	19,215	894
UNWEIGHTED SAMPLE SIZE (#)	352	71	31	99	39	240	27	16	54	97	15	240	16	96	27	193	126	6

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Yarmouth and Acadian Shores

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	30	19	9	33	30	25	54	40	44	45	47	29	54	28	11	41	22	10
Hiking (in wooded or coastal areas)	30	18	9	31	25	23	38	48	50	47	53	27	67	28	13	39	23	0
Beach exploring	27	18	20	38	25	26	47	31	28	33	20	28	40	23	4	33	24	31
Outdoor swimming/sunbathing - MAR-NOV	18	22	7	17	17	18	22	18	7	12	27	18	18	18	6	22	14	10
Nature observing	21	15	9	28	14	18	23	13	33	27	33	20	29	22	8	26	19	0
Other outdoor activities	5	5	2	7	3	5	16	9	2	6	7	4	0	7	0	6	5	24
Whale watching	7	0	4	8	10	5	4	5	22	15	13	5	10	10	0	12	4	0
Outdoor sporting event	4	0	5	2	9	3	0	0	12	8	7	1	18	6	0	7	1	0
Sail/Boat tour (other than whale watching)	4	6	0	4	0	4	7	9	12	11	0	6	3	3	0	6	4	0
Golfing (not mini-golf) - MAR-NOV	3	2	2	6	3	4	0	9	3	4	0	2	11	3	6	1	6	0
Kayaking	5	3	6	5	0	3	4	9	6	6	13	4	0	6	1	4	7	0
Canoeing - MAR-NOV	4	4	0	4	0	3	0	0	5	3	13	3	0	6	0	4	4	0
Hunting/Fishing	3	4	2	3	3	3	0	0	1	1	7	3	0	4	0	3	5	0
Cycling	5	5	2	2	6	4	12	14	4	7	7	5	7	5	0	7	3	0
Cross-country skiing - JAN-APR	1	0	0	0	0	0	0	0	14	8	0	2	0	0	0	0	2	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)	2	4	0	1	0	2	0	9	5	4	0	3	3	1	0	4	0	0
ATV/Off-roading	2	0	0	5	3	2	4	0	0	1	0	1	0	3	0	0	4	0
Indoor sporting event/tournament	0	0	0	0	0	0	0	0	4	2	0	0	0	1	0	0	0	0
Geocaching	2	4	0	0	3	2	0	0	3	2	0	2	3	1	0	3	0	0
Snowmobiling - JAN-APR	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Surfing	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0	0	0	0
Mountain biking	1	1	0	0	0	0	0	0	4	2	7	1	0	2	0	3	0	0
Did not participate in any of these activities	49	58	69	45	52	54	38	34	40	39	33	50	33	50	79	42	51	55
TOTAL TRAVEL PARTIES (#)	51,594	14,634	3,787	12,170	7,681	38,272	1,642	1,438	4,867	7,947	5,376	26,747	2,853	21,994	5,084	26,401	19,215	894
UNWEIGHTED SAMPLE SIZE (#)	352	71	31	99	39	240	27	16	54	97	15	240	16	96	27	193	126	6

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 - Yarmouth and Acadian Shores

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	47	27	38	50	61	42	38	66	62	58	60	39	86	50	23	61	33	31
Craft shops/studios	43	31	35	44	40	37	41	54	56	53	67	41	47	44	19	52	36	36
Nightclubs/Lounges/Pubs	24	22	15	22	25	22	27	5	22	20	47	19	11	32	31	27	18	38
Museums/Historic sites	47	16	42	54	63	40	57	76	67	66	67	42	71	50	27	60	35	36
Visit local farms and/or local food producers	20	13	20	20	18	17	34	40	22	28	27	19	22	20	13	30	7	24
Live music performances	21	13	11	24	21	18	20	27	22	23	40	14	19	30	7	28	15	31
Visit a nature park or fossil/geology site	27	6	14	29	32	19	41	44	33	37	67	22	52	30	3	39	18	0
Casino	8	6	17	7	16	9	4	5	11	9	0	9	11	7	9	8	7	21
Art galleries/Fine art studios	19	7	7	18	20	13	22	18	25	23	53	13	11	27	0	23	19	10
Attend a festival/outdoor event/community fair	15	9	7	19	14	13	32	27	13	19	20	13	3	18	2	20	11	10
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)	10	9	5	15	7	10	19	9	13	14	0	12	3	7	0	16	3	26
Visit a winery	10	6	0	8	13	7	12	9	33	24	7	10	21	8	8	14	5	0
Attend Buskers Festival - AUG5-SEP	3	0	0	0	7	1	0	0	3	2	17	3	0	4	0	5	0	0
Live theatre performances	5	1	5	5	10	4	7	0	4	4	7	6	3	4	6	5	4	0
Researching family history	7	5	5	13	7	8	14	0	9	8	0	10	3	4	0	7	10	0
Attend an indoor sporting event	2	2	0	3	3	2	4	0	5	4	0	1	3	4	0	3	3	0
Visit an archive	7	3	2	8	14	7	0	0	6	3	20	6	19	8	5	8	7	10
Attend Celtic Colours International Festival - OCT15-NOV	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	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	2	4	0	1	1	2	0	5	0	1	0	4	0	0	0	3	1	0
Attend the International Tattoo - JUL1-AUG	1	0	0	0	0	0	0	0	8	5	0	0	22	0	0	1	0	0
TOTAL TRAVEL PARTIES (#)	51,594	14,634	3,787	12,170	7,681	38,272	1,642	1,438	4,867	7,947	5,376	26,747	2,853	21,994	5,084	26,401	19,215	894
UNWEIGHTED SAMPLE SIZE (#)	352	71	31	99	39	240	27	16	54	97	15	240	16	96	27	193	126	6

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 - Yarmouth and Acadian Shores

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	1	0	0	1	0	0	0	0	2	1	7	0	0	3	0	1	1	0
2	1	0	0	0	0	0	4	0	0	1	7	0	0	2	0	0	1	0
3	0	1	0	0	0	1	0	0	0	0	0	1	0	0	0	0	1	0
4	0	0	0	0	0	0	4	0	0	1	0	0	0	0	0	0	0	9
5	0	1	0	0	0	1	0	0	0	0	0	1	0	0	0	0	1	0
6	1	0	0	1	4	1	0	7	0	1	0	0	8	2	0	2	0	0
7	3	3	5	1	4	3	3	0	5	4	0	4	4	1	15	1	2	0
8	10	11	14	11	3	10	0	6	8	6	13	9	23	9	10	10	9	0
9	16	20	18	16	16	18	11	7	19	15	0	18	0	16	20	15	17	0
10 Definitely would recommend	68	63	63	69	73	67	78	79	66	71	73	68	65	68	55	70	68	91
TOTAL OVERNIGHT VISITORS (#)	98,875	31,161	7,633	23,764	12,904	75,463	3,776	2,586	8,986	15,348	8,064	59,360	6,524	32,991	9,635	51,454	36,021	1,766
UNWEIGHTED SAMPLE SIZE (#)	352	71	31	99	39	240	27	16	54	97	15	240	16	96	27	193	126	6
Promoters (% 9,10)	84	83	81	85	89	84	89	87	85	86	73	86	65	84	75	84	85	91
Neutral (% 7,8)	12	14	19	12	7	13	3	6	13	9	13	12	27	9	25	12	10	0
Detractors (% 1-6)	4	3	0	3	4	3	8	7	2	5	13	2	8	7	0	4	5	9
MEAN	9.3	9.3	9.4	9.4	9.5	9.4	9.2	9.5	9.3	9.3	8.6	9.4	9.1	9.2	9.2	9.4	9.3	9.5

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Yarmouth and Acadian Shores

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
1 Completely dissatisfied	1	2	0	0	0	1	0	0	0	0	0	0	0	2	0	1	0	0
2	0	0	0	0	0	0	0	0	2	1	0	0	0	1	0	0	0	0
3	0	1	0	0	0	1	0	0	0	0	0	1	0	0	5	0	0	0
4	1	0	0	0	4	1	0	0	0	0	0	0	8	0	0	1	0	0
5	1	1	0	0	0	1	8	0	0	2	0	1	0	0	0	0	1	9
6	2	3	0	1	3	2	0	0	1	1	0	2	0	2	5	2	1	0
7	4	1	3	7	4	4	3	13	4	5	0	3	8	4	13	4	1	0
8	16	16	36	15	7	16	11	0	13	10	27	16	38	11	25	18	11	0
9	24	24	20	19	26	22	19	34	31	29	27	22	7	30	21	25	23	0
10 Completely satisfied	52	51	42	57	56	53	58	52	49	52	47	55	39	50	32	48	62	91
TOTAL OVERNIGHT VISITORS (#)	98,875	31,161	7,633	23,764	12,904	75,463	3,776	2,586	8,986	15,348	8,064	59,360	6,524	32,991	9,635	51,454	36,021	1,766
UNWEIGHTED SAMPLE SIZE (#)	352	71	31	99	39	240	27	16	54	97	15	240	16	96	27	193	126	6
TOP 3 BOX (% 8,9,10)	92	91	97	91	89	91	89	87	93	91	100	93	84	91	78	92	96	91
MEAN	9.1	9.0	9.0	9.2	9.1	9.1	9.1	9.3	9.1	9.1	9.2	9.2	8.4	9.1	8.4	9.0	9.4	9.6

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Yarmouth and Acadian Shores

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	1	2	10	0	0	2	0	4	0	1	0	1	8	0	0	1	2	0
2	1	0	0	0	0	0	3	0	4	3	7	1	0	2	0	2	1	0
3	3	2	0	0	3	1	4	0	6	4	13	1	0	6	0	3	3	0
4	4	1	8	3	7	3	3	7	6	5	7	3	8	5	0	4	5	0
5	8	3	3	9	11	7	27	7	4	10	13	7	16	7	0	10	4	0
6	12	13	16	10	6	11	17	0	19	16	7	11	18	11	10	12	11	0
7	16	20	5	11	20	16	15	12	7	10	27	15	20	15	35	13	18	0
8	19	18	31	21	11	19	16	45	21	24	7	19	0	22	25	21	14	34
9	9	9	3	11	13	10	12	12	6	9	0	10	12	6	0	10	6	39
10 Completely satisfied	20	23	14	26	18	22	0	4	16	10	20	23	8	17	16	18	23	27
Don't Know / Not applicable	9	10	11	9	11	10	3	7	11	9	0	9	11	7	14	6	12	0
TOTAL OVERNIGHT VISITORS (#)	91,314	25,851	6,934	23,065	12,205	68,056	3,623	2,586	8,986	15,195	8,064	53,547	6,524	31,243	2,228	51,454	36,021	1,612
UNWEIGHTED SAMPLE SIZE (#)	332	58	29	97	37	221	26	16	54	96	15	225	16	91	8	193	126	5
TOP 3 BOX (% 8,9,10)	47	49	47	58	42	51	28	61	43	43	27	51	19	46	41	48	44	100
MEAN	7.3	7.7	6.7	7.9	7.3	7.6	6.2	7.2	7.0	6.8	6.3	7.6	6.2	7.1	7.7	7.2	7.4	8.9
GAP %	8	5	6	13	3	8	7	0	11	8	13	7	0	12	18	8	8	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 - Yarmouth and Acadian Shores

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	0	0	0	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0
2	2	2	0	2	4	2	0	0	0	0	0	0	8	3	0	1	2	0
3	1	2	5	2	0	2	0	0	0	0	0	2	0	1	0	0	2	27
4	3	5	0	5	4	4	0	0	0	0	0	2	8	4	0	2	5	0
5	5	7	6	3	3	5	7	7	6	7	0	6	0	4	29	3	5	12
6	7	3	9	9	10	7	3	6	13	9	7	7	8	7	18	8	6	0
7	11	16	21	6	7	12	12	12	15	14	0	12	11	9	16	13	9	0
8	16	11	28	16	17	15	15	24	21	20	13	15	15	18	16	15	17	22
9	16	18	8	11	29	17	24	13	9	13	13	16	12	16	0	17	14	27
10 Completely satisfied	36	31	24	44	20	33	35	37	32	34	60	37	39	33	16	38	34	12
Don't Know / Not applicable	4	5	0	3	4	4	3	0	3	3	7	4	0	5	5	2	6	0
TOTAL OVERNIGHT VISITORS (#)	91,314	25,851	6,934	23,065	12,205	68,056	3,623	2,586	8,986	15,195	8,064	53,547	6,524	31,243	2,228	51,454	36,021	1,612
UNWEIGHTED SAMPLE SIZE (#)	332	58	29	97	37	221	26	16	54	96	15	225	16	91	8	193	126	5
TOP 3 BOX (% 8,9,10)	67	60	60	72	67	65	74	75	62	67	87	68	65	68	31	71	65	61
MEAN	8.2	8.0	7.8	8.3	7.9	8.1	8.6	8.4	8.1	8.2	9.3	8.3	7.8	8.1	6.9	8.4	8.0	6.8
GAP %	5	3	9	5	3	4	3	19	11	11	0	5	4	6	0	5	5	12

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 - Yarmouth and Acadian Shores

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	0	0	2	2	1	4	0	3	3	0	1	4	0	0	1	1	0
2	1	0	0	0	3	1	0	0	2	1	0	0	0	2	0	1	0	0
3	1	0	0	1	2	1	0	0	2	1	0	1	0	1	0	1	1	0
4	1	0	0	1	0	0	0	0	2	1	7	0	0	2	0	1	1	0
5	7	7	10	6	7	7	12	6	4	6	7	6	16	7	9	7	7	0
6	7	4	10	11	9	8	7	0	12	9	0	4	16	11	16	7	7	0
7	12	22	14	7	6	13	8	6	6	7	7	16	8	5	25	14	9	0
8	16	17	16	12	16	15	8	25	18	17	20	16	12	17	29	16	13	49
9	14	12	11	11	17	12	16	25	20	20	20	11	23	18	0	16	14	0
10 Completely satisfied	25	23	30	30	17	25	33	19	15	20	33	26	4	27	16	25	25	51
Don't Know / Not applicable	16	15	9	18	22	17	11	18	16	15	7	18	19	12	5	12	22	0
TOTAL OVERNIGHT VISITORS (#)	91,314	25,851	6,934	23,065	12,205	68,056	3,623	2,586	8,986	15,195	8,064	53,547	6,524	31,243	2,228	51,454	36,021	1,612
UNWEIGHTED SAMPLE SIZE (#)	332	58	29	97	37	221	26	16	54	96	15	225	16	91	8	193	126	5
TOP 3 BOX (% 8,9,10)	55	51	57	54	50	53	57	70	53	57	73	54	39	61	45	56	52	100
MEAN	8.0	8.1	8.1	8.1	7.6	8.0	7.9	8.5	7.5	7.8	8.4	8.1	7.0	8.0	7.5	7.9	8.1	9.0
GAP %	11	16	18	9	7	12	9	0	9	7	7	12	24	7	0	13	8	22

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 - Yarmouth and Acadian Shores

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	7	4	20	6	4	6	12	7	19	16	0	5	23	7	0	13	0	0
2	1	0	5	0	0	1	0	0	4	3	0	0	0	2	16	1	0	0
3	1	0	0	1	4	1	0	0	0	0	0	0	8	0	1	0	0	0
5	1	1	0	2	0	1	4	6	0	2	0	1	0	1	0	2	0	0
6	1	0	0	3	0	1	0	0	0	0	0	1	0	1	0	1	0	0
7	4	12	0	1	6	6	0	0	0	0	0	7	0	0	25	6	1	0
8	6	9	0	7	7	7	0	0	0	0	13	5	16	7	0	8	4	22
9	6	11	3	6	3	7	0	0	5	3	0	5	4	7	10	4	8	0
10 Completely satisfied	53	55	44	60	56	56	49	21	28	32	67	54	16	59	5	31	85	78
Don't Know / Not applicable	20	9	27	14	20	14	35	66	44	45	20	22	35	14	44	32	2	0
TOTAL OVERNIGHT VISITORS (#)	91,314	25,851	6,934	23,065	12,205	68,056	3,623	2,586	8,986	15,195	8,064	53,547	6,524	31,243	2,228	51,454	36,021	1,612
UNWEIGHTED SAMPLE SIZE (#)	332	58	29	97	37	221	26	16	54	96	15	225	16	91	8	193	126	5
TOP 3 BOX (% 8,9,10)	65	75	47	73	66	70	49	21	33	35	80	63	35	74	15	44	97	100
MEAN	8.5	8.9	6.9	8.8	8.7	8.7	8.1	7.2	6.2	6.8	9.7	8.8	5.5	8.6	6.2	7.3	9.8	9.6
GAP %	3	6	0	1	4	3	7	0	0	2	0	4	0	2	0	3	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 - Yarmouth and Acadian Shores

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	0	1	0	1	0	1	0	0	0	0	0	1	0	0	0	0	1	0
2	1	0	13	0	0	1	0	0	2	1	0	0	8	2	16	1	0	0
3	1	2	0	1	3	1	0	0	0	0	0	1	0	1	0	1	2	0
4	1	1	5	1	0	1	0	0	0	0	0	1	0	0	0	0	1	0
5	6	3	13	2	7	4	7	6	6	6	20	4	15	8	0	7	6	0
6	6	3	3	9	9	6	7	0	10	8	0	4	8	8	9	6	6	0
7	12	18	11	9	6	12	8	0	8	7	13	12	0	12	10	11	14	0
8	18	18	17	17	13	16	19	25	16	18	27	17	12	21	0	17	19	22
9	18	13	13	19	27	17	16	33	24	24	7	14	23	22	41	18	16	0
10 Completely satisfied	27	27	20	32	19	27	34	36	31	33	20	32	18	20	0	29	23	78
Don't Know / Not applicable	11	14	6	11	16	12	7	0	3	3	13	13	16	7	25	10	13	0
TOTAL OVERNIGHT VISITORS (#)	91,314	25,851	6,934	23,065	12,205	68,056	3,623	2,586	8,986	15,195	8,064	53,547	6,524	31,243	2,228	51,454	36,021	1,612
UNWEIGHTED SAMPLE SIZE (#)	332	58	29	97	37	221	26	16	54	96	15	225	16	91	8	193	126	5
TOP 3 BOX (% 8,9,10)	62	58	50	67	59	60	69	94	71	75	53	63	53	62	41	65	58	100
MEAN	8.1	8.2	7.0	8.4	8.1	8.1	8.4	8.9	8.3	8.4	7.7	8.3	7.4	7.9	6.9	8.2	8.0	9.6
GAP %	4	1	0	4	0	2	5	6	13	10	8	3	4	4	0	4	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 - Yarmouth and Acadian Shores

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	0	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
2	0	0	0	0	0	0	0	0	2	1	0	0	0	1	0	0	0	0
3	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0
5	2	3	0	4	3	3	4	6	0	2	0	3	0	2	10	2	3	0
6	6	5	7	7	13	7	0	0	3	2	0	4	16	6	0	8	2	0
7	10	20	3	6	10	12	0	4	5	4	13	11	8	11	10	12	8	0
8	18	20	27	15	6	16	6	15	24	18	33	18	11	20	24	17	19	22
9	20	19	17	20	16	18	32	37	26	29	13	20	4	22	40	18	21	27
10 Completely satisfied	36	23	37	42	39	34	57	31	39	42	40	35	46	34	16	36	36	51
Don't Know / Not applicable	7	11	6	6	13	9	0	6	1	2	0	8	16	4	0	6	9	0
TOTAL OVERNIGHT VISITORS (#)	91,314	25,851	6,934	23,065	12,205	68,056	3,623	2,586	8,986	15,195	8,064	53,547	6,524	31,243	2,228	51,454	36,021	1,612
UNWEIGHTED SAMPLE SIZE (#)	332	58	29	97	37	221	26	16	54	96	15	225	16	91	8	193	126	5
TOP 3 BOX (% 8,9,10)	73	61	81	76	61	68	96	84	88	89	87	73	61	76	81	71	76	100
MEAN	8.6	8.3	8.6	8.7	8.6	8.5	9.3	8.8	8.8	8.9	8.8	8.6	8.7	8.6	8.3	8.6	8.7	9.3
GAP %	7	12	6	1	10	7	3	0	8	5	13	7	9	8	0	9	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 - Yarmouth and Acadian Shores

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
2	2	5	0	0	3	2	0	0	2	1	0	2	0	2	0	3	0	0
3	1	2	0	1	0	1	0	7	0	1	0	0	0	2	0	0	2	0
4	1	0	12	2	0	2	0	0	0	0	0	1	8	1	0	2	1	0
5	3	1	13	3	3	3	0	0	2	1	7	3	8	3	10	4	2	0
6	3	1	0	6	9	4	0	0	2	1	0	2	0	5	10	4	2	0
7	11	13	16	10	4	11	6	13	6	7	13	10	8	11	16	11	10	0
8	18	21	9	18	7	16	20	25	22	22	27	17	15	20	9	18	18	49
9	16	20	14	14	16	17	18	7	32	24	0	16	15	17	40	19	12	0
10 Completely satisfied	33	20	27	38	44	31	51	36	31	37	40	34	38	29	16	32	35	51
Don't Know / Not applicable	12	18	9	8	15	13	4	10	3	4	13	14	8	8	0	8	18	0
TOTAL OVERNIGHT VISITORS (#)	91,314	25,851	6,934	23,065	12,205	68,056	3,623	2,586	8,986	15,195	8,064	53,547	6,524	31,243	2,228	51,454	36,021	1,612
UNWEIGHTED SAMPLE SIZE (#)	332	58	29	97	37	221	26	16	54	96	15	225	16	91	8	193	126	5
TOP 3 BOX (% 8,9,10)	67	61	50	70	66	64	89	69	85	83	67	67	69	67	65	68	65	100
MEAN	8.4	8.1	7.6	8.5	8.6	8.3	9.2	8.3	8.7	8.7	8.5	8.5	8.3	8.2	8.1	8.3	8.6	9.0
GAP %	8	13	6	5	5	8	8	0	7	6	8	8	0	9	9	8	6	27

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 - Yarmouth and Acadian Shores

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	1	0	3	2	0	1	0	7	0	1	0	1	0	1	0	1	1	0
2	1	0	0	0	3	1	0	0	0	0	7	0	0	3	0	1	1	0
4	2	4	5	1	3	3	0	0	0	0	0	2	0	3	0	1	4	0
5	6	5	7	4	7	5	15	0	7	8	7	6	8	5	18	7	4	0
6	10	8	11	14	10	11	4	6	21	14	0	10	16	10	25	11	9	0
7	14	20	22	12	6	15	8	7	13	11	13	15	15	13	20	17	11	0
8	19	17	14	13	17	16	26	37	19	24	33	17	11	22	16	18	18	49
9	11	10	8	10	14	11	8	7	12	11	7	10	24	9	0	13	7	0
10 Completely satisfied	21	18	19	28	24	22	23	24	14	18	20	24	11	19	16	20	22	51
Don't Know / Not applicable	15	17	11	15	16	16	15	10	14	14	13	15	15	15	5	11	22	0
TOTAL OVERNIGHT VISITORS (#)	91,314	25,851	6,934	23,065	12,205	68,056	3,623	2,586	8,986	15,195	8,064	53,547	6,524	31,243	2,228	51,454	36,021	1,612
UNWEIGHTED SAMPLE SIZE (#)	332	58	29	97	37	221	26	16	54	96	15	225	16	91	8	193	126	5
TOP 3 BOX (% 8,9,10)	50	46	41	52	55	49	57	69	46	52	60	51	47	50	31	52	47	100
MEAN	7.8	7.8	7.3	8.0	7.8	7.8	7.9	7.8	7.6	7.7	7.7	7.9	7.7	7.6	7.0	7.8	7.7	9.0
GAP %	7	8	15	7	5	8	9	0	13	10	0	4	22	9	0	8	6	27

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 - Yarmouth and Acadian Shores

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
2	0	0	0	0	0	0	0	0	2	1	0	0	0	1	0	0	0	0
4	1	3	0	0	0	1	0	0	0	0	0	2	0	0	0	1	1	0
5	1	0	0	4	2	2	0	0	0	0	0	1	8	0	0	2	1	0
6	4	7	3	2	3	4	3	6	6	5	0	5	0	3	10	5	2	0
7	6	12	0	4	3	6	12	7	5	7	0	7	0	5	0	5	8	0
8	15	19	20	15	10	16	7	7	10	9	20	15	8	18	40	14	16	22
9	19	14	23	19	23	18	16	15	23	20	20	16	19	23	35	19	17	27
10 Completely satisfied	50	39	49	52	53	47	62	64	54	58	60	51	65	45	0	52	50	51
Don't Know / Not applicable	4	5	5	5	6	5	0	0	0	0	0	4	0	5	16	2	6	0
TOTAL OVERNIGHT VISITORS (#)	91,314	25,851	6,934	23,065	12,205	68,056	3,623	2,586	8,986	15,195	8,064	53,547	6,524	31,243	2,228	51,454	36,021	1,612
UNWEIGHTED SAMPLE SIZE (#)	332	58	29	97	37	221	26	16	54	96	15	225	16	91	8	193	126	5
TOP 3 BOX (% 8,9,10)	84	72	92	86	87	81	85	87	88	87	100	82	92	86	75	85	83	100
MEAN	9.0	8.6	9.2	9.1	9.2	8.9	9.2	9.2	9.0	9.1	9.4	8.9	9.3	9.0	8.2	9.0	9.0	9.3
GAP %	7	7	0	4	8	5	4	13	10	9	13	7	0	9	19	9	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 - Yarmouth and Acadian Shores

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	0	0	3	1	0	1	0	0	0	0	0	1	0	0	0	0	1	0
2	1	0	0	0	3	1	0	4	0	1	0	0	0	1	0	1	0	0
3	1	0	0	2	3	1	0	0	0	0	0	0	0	2	0	1	1	0
4	1	1	0	2	0	1	4	0	0	1	0	1	0	1	0	1	0	0
5	7	4	6	8	7	6	16	6	7	9	13	7	16	6	10	6	9	0
6	10	15	5	6	10	10	12	6	17	14	0	10	15	9	34	10	8	0
7	11	16	8	7	7	11	0	0	15	9	20	10	20	11	20	10	13	0
8	18	18	29	19	7	18	12	18	17	16	27	18	15	19	0	19	18	22
9	14	10	14	14	22	14	7	34	16	17	13	14	20	14	16	17	11	0
10 Completely satisfied	26	23	24	31	26	27	34	27	15	22	27	27	8	28	16	25	26	78
Don't Know / Not applicable	11	12	11	11	15	12	15	4	13	12	0	13	8	9	5	10	14	0
TOTAL OVERNIGHT VISITORS (#)	91,314	25,851	6,934	23,065	12,205	68,056	3,623	2,586	8,986	15,195	8,064	53,547	6,524	31,243	2,228	51,454	36,021	1,612
UNWEIGHTED SAMPLE SIZE (#)	332	58	29	97	37	221	26	16	54	96	15	225	16	91	8	193	126	5
TOP 3 BOX (% 8,9,10)	58	52	68	64	55	58	53	79	48	55	67	59	42	61	31	61	54	100
MEAN	8.0	7.9	8.1	8.1	7.9	8.0	7.9	8.3	7.7	7.9	8.1	8.1	7.3	8.0	7.3	8.0	7.9	9.6
GAP %	7	4	15	9	0	6	0	0	16	9	7	6	21	6	0	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 - Yarmouth and Acadian Shores

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	11	9	10	10	22	12	4	13	9	9	13	10	19	13	0	12	10	27
2	0	0	3	0	0	0	0	0	2	1	0	0	0	1	0	0	1	0
3	2	0	13	3	0	2	7	0	3	4	0	2	8	2	0	3	1	0
4	2	3	5	0	3	2	4	7	6	6	0	2	4	2	0	1	5	0
5	6	5	0	5	10	6	4	6	6	5	7	5	8	6	19	6	5	0
6	5	7	8	3	6	5	8	0	3	4	0	4	0	7	0	6	4	0
7	5	7	9	1	7	5	0	4	9	6	7	5	4	6	0	7	4	0
8	6	4	13	4	3	5	6	6	7	7	13	5	4	7	31	6	3	27
9	5	9	3	2	6	6	3	0	3	3	0	5	0	5	16	3	6	0
10 Completely satisfied	11	12	0	14	10	11	12	16	9	11	7	11	8	10	0	10	12	12
Don't Know / Not applicable	46	44	37	58	34	46	50	46	41	44	53	49	47	42	33	46	49	34
TOTAL OVERNIGHT VISITORS (#)	91,314	25,851	6,934	23,065	12,205	68,056	3,623	2,586	8,986	15,195	8,064	53,547	6,524	31,243	2,228	51,454	36,021	1,612
UNWEIGHTED SAMPLE SIZE (#)	332	58	29	97	37	221	26	16	54	96	15	225	16	91	8	193	126	5
TOP 3 BOX (% 8,9,10)	21	25	16	20	19	21	21	22	20	21	20	21	11	23	47	20	21	39
MEAN	5.9	6.6	4.9	6.2	5.2	6.0	6.3	5.9	5.8	5.9	5.7	6.2	4.3	5.9	7.4	5.8	6.1	5.5
GAP %	1	0	8	0	0	1	6	0	0	1	0	0	0	2	24	0	0	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 - Yarmouth and Acadian Shores

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
2	0	0	0	0	0	0	0	0	2	1	0	0	0	1	0	0	0	0
4	1	2	0	0	0	1	0	0	1	1	0	0	0	2	0	0	1	0
5	1	2	0	2	3	2	3	0	0	1	0	1	0	2	0	1	3	0
6	2	5	3	4	0	3	0	0	0	0	0	3	8	1	0	4	1	0
7	5	11	7	3	0	6	8	0	5	5	0	7	8	2	0	7	4	0
8	11	14	14	10	9	12	7	7	10	9	7	12	8	9	18	10	11	22
9	15	16	3	16	13	14	12	21	18	17	20	13	8	19	35	13	18	0
10 Completely satisfied	61	46	74	63	70	58	69	72	64	66	73	59	69	63	31	63	59	78
Don't Know / Not applicable	3	5	0	3	6	4	0	0	0	0	0	5	0	2	16	2	4	0
TOTAL OVERNIGHT VISITORS (#)	91,314	25,851	6,934	23,065	12,205	68,056	3,623	2,586	8,986	15,195	8,064	53,547	6,524	31,243	2,228	51,454	36,021	1,612
UNWEIGHTED SAMPLE SIZE (#)	332	58	29	97	37	221	26	16	54	96	15	225	16	91	8	193	126	5
TOP 3 BOX (% 8,9,10)	87	75	90	88	91	84	88	100	92	92	100	85	84	91	84	86	88	100
MEAN	9.2	8.8	9.4	9.3	9.5	9.2	9.3	9.6	9.2	9.3	9.7	9.2	9.2	9.3	9.2	9.2	9.2	9.6
GAP %	5	6	6	5	6	6	8	0	5	5	0	7	8	1	0	7	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 - Yarmouth and Acadian Shores

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	1	0	3	1	0	1	4	0	0	1	0	1	0	0	0	1	1	0
2	1	0	0	0	3	1	0	0	2	1	0	0	0	2	0	1	0	0
3	1	0	0	1	0	0	0	0	4	3	0	1	4	0	0	1	1	0
4	1	0	0	2	0	1	0	0	1	1	0	1	0	1	0	1	1	0
5	4	2	6	2	6	3	19	6	3	8	0	5	0	2	18	4	2	0
6	6	3	10	3	9	5	6	6	14	11	7	4	19	6	0	6	6	0
7	8	13	11	9	4	10	8	6	3	5	0	9	4	8	16	8	8	0
8	17	22	11	13	11	16	7	24	19	17	27	18	12	17	25	14	19	49
9	14	16	8	15	19	15	7	27	16	16	0	13	0	18	25	15	12	0
10 Completely satisfied	35	32	29	42	25	34	40	27	34	34	40	36	30	32	16	36	32	51
Don't Know / Not applicable	14	12	23	11	23	15	6	4	4	5	27	12	31	14	0	13	18	0
TOTAL OVERNIGHT VISITORS (#)	91,314	25,851	6,934	23,065	12,205	68,056	3,623	2,586	8,986	15,195	8,064	53,547	6,524	31,243	2,228	51,454	36,021	1,612
UNWEIGHTED SAMPLE SIZE (#)	332	58	29	97	37	221	26	16	54	96	15	225	16	91	8	193	126	5
TOP 3 BOX (% 8,9,10)	66	70	48	70	55	65	55	78	68	67	67	68	42	67	66	66	64	100
MEAN	8.4	8.6	8.0	8.6	8.2	8.5	7.8	8.5	8.0	8.0	8.9	8.5	8.0	8.5	7.9	8.4	8.5	9.0
GAP %	9	13	7	6	8	9	0	0	10	6	9	10	5	7	16	13	1	27

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 - Yarmouth and Acadian Shores

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	1	0	0	2	0	1	0	7	0	1	0	0	0	2	0	1	0	0
2	0	0	0	0	0	0	0	0	4	2	0	0	1	0	1	0	0	
4	2	2	0	3	0	2	4	0	0	1	0	3	0	0	1	2	0	
5	3	3	20	1	2	4	4	0	2	2	0	3	16	0	10	4	1	
6	4	0	8	5	4	3	8	0	6	6	13	2	16	6	0	6	3	
7	13	19	9	7	7	12	4	12	12	10	27	13	7	13	9	14	11	
8	15	20	11	9	11	14	19	27	12	17	27	15	0	18	10	16	13	
9	18	22	22	16	16	19	15	4	23	18	13	16	16	22	56	17	18	
10 Completely satisfied	37	28	22	50	52	39	42	42	33	36	20	39	38	32	16	32	44	
Don't Know / Not applicable	7	8	8	7	8	8	3	7	8	7	0	8	8	6	0	7	7	
TOTAL OVERNIGHT VISITORS (#)	91,314	25,851	6,934	23,065	12,205	68,056	3,623	2,586	8,986	15,195	8,064	53,547	6,524	31,243	2,228	51,454	36,021	
UNWEIGHTED SAMPLE SIZE (#)	332	58	29	97	37	221	26	16	54	96	15	225	16	91	8	193	126	
TOP 3 BOX (% 8,9,10)	70	69	55	75	79	71	76	73	69	71	60	71	53	73	82	65	75	
MEAN	8.5	8.5	7.8	8.8	9.1	8.6	8.5	8.3	8.4	8.4	8.0	8.6	8.1	8.5	8.5	8.3	8.9	
GAP %	15	18	12	8	14	13	7	19	21	17	20	15	13	15	10	16	13	

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 - Yarmouth and Acadian Shores

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	7.3	7.7	6.7	7.9	7.3	7.6	6.2	7.2	7.0	6.8	6.3	7.6	6.2	7.1	7.7	7.2	7.4	8.9
Weather	8.2	8.0	7.8	8.3	7.9	8.1	8.6	8.4	8.1	8.2	9.3	8.3	7.8	8.1	6.9	8.4	8.0	6.8
Your interests and hobbies	8.0	8.1	8.1	8.1	7.6	8.0	7.9	8.5	7.5	7.8	8.4	8.1	7.0	8.0	7.5	7.9	8.1	9.0
The opportunity to visit friends and family	8.5	8.9	6.9	8.8	8.7	8.7	8.1	7.2	6.2	6.8	9.7	8.8	5.5	8.6	6.2	7.3	9.8	9.6
The chance to do interesting activities	8.1	8.2	7.0	8.4	8.1	8.1	8.4	8.9	8.3	8.4	7.7	8.3	7.4	7.9	6.9	8.2	8.0	9.6
The culture and people	8.6	8.3	8.6	8.7	8.6	8.5	9.3	8.8	8.8	8.9	8.8	8.6	8.7	8.6	8.3	8.6	8.7	9.3
The heritage and history	8.4	8.1	7.6	8.5	8.6	8.3	9.2	8.3	8.7	8.7	8.5	8.5	8.3	8.2	8.1	8.3	8.6	9.0
The mix of traditional and contemporary	7.8	7.8	7.3	8.0	7.8	7.8	7.9	7.8	7.6	7.7	7.7	7.9	7.7	7.6	7.0	7.8	7.7	9.0
The natural landscape and wildlife	9.0	8.6	9.2	9.1	9.2	8.9	9.2	9.2	9.0	9.1	9.4	8.9	9.3	9.0	8.2	9.0	9.0	9.3
Both city and country experiences within easy reach	8.0	7.9	8.1	8.1	7.9	8.0	7.9	8.3	7.7	7.9	8.1	8.1	7.3	8.0	7.3	8.0	7.9	9.6
The local Nova Scotian wine	5.9	6.6	4.9	6.2	5.2	6.0	6.3	5.9	5.8	5.9	5.7	6.2	4.3	5.9	7.4	5.8	6.1	5.5
The seacoast	9.2	8.8	9.4	9.3	9.5	9.2	9.3	9.6	9.2	9.3	9.7	9.2	9.2	9.3	9.2	9.2	9.2	9.6
The opportunity to rejuvenate	8.4	8.6	8.0	8.6	8.2	8.5	7.8	8.5	8.0	8.0	8.9	8.5	8.0	8.5	7.9	8.4	8.5	9.0
The local Nova Scotian food	8.5	8.5	7.8	8.8	9.1	8.6	8.5	8.3	8.4	8.4	8.0	8.6	8.1	8.5	8.5	8.3	8.9	9.0
TOTAL OVERNIGHT VISITORS (#)	91,314	25,851	6,934	23,065	12,205	68,056	3,623	2,586	8,986	15,195	8,064	53,547	6,524	31,243	2,228	51,454	36,021	1,612
UNWEIGHTED SAMPLE SIZE (#)	332	58	29	97	37	221	26	16	54	96	15	225	16	91	8	193	126	5

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Yarmouth and Acadian Shores

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	47	49	47	58	42	51	28	61	43	43	27	51	19	46	41	48	44	100
Weather	67	60	60	72	67	65	74	75	62	67	87	68	65	68	31	71	65	61
Your interests and hobbies	55	51	57	54	50	53	57	70	53	57	73	54	39	61	45	56	52	100
The opportunity to visit friends and family	65	75	47	73	66	70	49	21	33	35	80	63	35	74	15	44	97	100
The chance to do interesting activities	62	58	50	67	59	60	69	94	71	75	53	63	53	62	41	65	58	100
The culture and people	73	61	81	76	61	68	96	84	88	89	87	73	61	76	81	71	76	100
The heritage and history	67	61	50	70	66	64	89	69	85	83	67	67	69	67	65	68	65	100
The mix of traditional and contemporary	50	46	41	52	55	49	57	69	46	52	60	51	47	50	31	52	47	100
The natural landscape and wildlife	84	72	92	86	87	81	85	87	88	87	100	82	92	86	75	85	83	100
Both city and country experiences within easy reach	58	52	68	64	55	58	53	79	48	55	67	59	42	61	31	61	54	100
The local Nova Scotian wine	21	25	16	20	19	21	21	22	20	21	20	21	11	23	47	20	21	39
The seacoast	87	75	90	88	91	84	88	100	92	92	100	85	84	91	84	86	88	100
The opportunity to rejuvenate	66	70	48	70	55	65	55	78	68	67	67	68	42	67	66	66	64	100
The local Nova Scotian food	70	69	55	75	79	71	76	73	69	71	60	71	53	73	82	65	75	100
TOTAL OVERNIGHT VISITORS (#)	91,314	25,851	6,934	23,065	12,205	68,056	3,623	2,586	8,986	15,195	8,064	53,547	6,524	31,243	2,228	51,454	36,021	1,612
UNWEIGHTED SAMPLE SIZE (#)	332	58	29	97	37	221	26	16	54	96	15	225	16	91	8	193	126	5

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Yarmouth and Acadian Shores

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?	2	1	0	3	4	2	0	0	3	2	0	2	8	2	5	3	0	0
Met your expectations about Nova Scotia as a destination?	57	67	54	47	54	57	59	49	42	48	73	60	46	54	66	55	58	58
Exceeded your expectations about Nova Scotia as a destination?	41	31	46	50	42	40	41	51	54	50	27	38	46	44	29	42	42	42
TOTAL OVERNIGHT VISITORS (#)	98,875	31,161	7,633	23,764	12,904	75,463	3,776	2,586	8,986	15,348	8,064	59,360	6,524	32,991	9,635	51,454	36,021	1,766
UNWEIGHTED SAMPLE SIZE (#)	352	71	31	99	39	240	27	16	54	97	15	240	16	96	27	193	126	6

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?	29	8	55	32	36	26	41	40	42	42	33	32	67	21	26	42	14	10
While travelling throughout the province?	33	9	29	31	46	25	52	59	49	51	60	29	55	35	14	51	15	0
At any point during your trip to NS (T9a and/or T9b)?	44	17	60	42	52	36	71	67	56	61	73	42	75	42	26	63	24	10
TOTAL TRAVEL PARTIES (#)	51594	14634	3787	12170	7681	38272	1642	1438	4867	7947	5376	26747	2853	21994	5084	26401	19215	894
UNWEIGHTED SAMPLE SIZE (#)	352	71	31	99	39	240	27	16	54	97	15	240	16	96	27	193	126	6

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Yarmouth and Acadian Shores

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	15	44	0	19	9	16	37	31	4	17	11	18	20	12	33	15	12	0
2	26	15	29	39	27	30	22	15	36	29	11	27	20	26	33	24	34	0
3	16	41	16	11	15	17	16	16	17	17	11	16	19	15	0	14	27	0
4	14	0	24	2	15	9	0	23	27	21	22	15	26	11	33	15	8	0
5 or more visits	28	0	31	28	35	27	26	15	16	18	44	24	14	35	0	32	19	0
TOTAL TRAVEL PARTIES (#)	16,979	1,293	1,095	3,743	3,547	9,678	854	844	2,377	4,075	3,226	7,626	1,563	7,789	699	13,410	2,869	0
UNWEIGHTED SAMPLE SIZE (#)	131	7	11	34	20	72	14	8	28	50	9	87	10	34	3	108	20	0
MEAN # OF VISITS	3.9	2.0	4.0	3.1	4.0	3.4	2.9	5.1	3.5	3.7	5.7	3.4	2.9	4.5	2.3	4.1	3.1	.

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	90	93	26	98	96	88	100	100	100	100	87	91	84	89	85	91	89	100
French	9	7	74	2	3	12	0	0	0	0	7	9	16	9	15	8	11	0
German	1	0	0	0	0	0	0	0	0	0	7	0	0	2	0	1	0	0
English and/or French	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL OVERNIGHT VISITORS (#)	98,875	31,161	7,633	23,764	12,904	75,463	3,776	2,586	8,986	15,348	8,064	59,360	6,524	32,991	9,635	51,454	36,021	1,766
UNWEIGHTED SAMPLE SIZE (#)	352	71	31	99	39	240	27	16	54	97	15	240	16	96	27	193	126	6

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Yarmouth and Acadian Shores

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	76	93	73	77	68	82	75	34	44	50	80	80	58	75	87	64	91	80
No	24	7	27	23	32	18	25	66	56	50	20	20	42	25	13	36	9	20
TOTAL OVERNIGHT VISITORS (#)	98,875	31,161	7,633	23,764	12,904	75,463	3,776	2,586	8,986	15,348	8,064	59,360	6,524	32,991	9,635	51,454	36,021	1,766
UNWEIGHTED SAMPLE SIZE (#)	352	71	31	99	39	240	27	16	54	97	15	240	16	96	27	193	126	6

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	20	3	37	31	34	19	19	22	37	28	25	17	67	20	4	36	10	0
2006	3	5	0	3	0	3	11	0	3	6	0	4	0	1	0	6	2	0
2007	5	2	9	0	18	4	0	17	5	5	17	2	13	11	9	3	7	0
2008	8	2	23	9	14	8	19	0	8	11	8	6	0	13	8	7	8	31
2009	29	30	17	35	24	30	36	0	30	29	25	31	6	29	22	23	38	25
2010	34	58	14	23	10	36	15	61	18	22	25	40	14	26	56	26	35	44
TOTAL OVERNIGHT VISITORS (#)	75,617	28,898	5,571	18,214	8,826	61,509	2,850	889	3,918	7,657	6,451	47,195	3,775	24,647	8,393	33,040	32,768	1,416
UNWEIGHTED SAMPLE SIZE (#)	253	66	22	77	26	191	20	6	24	50	12	178	9	66	23	111	114	5

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Yarmouth and Acadian Shores

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	1	0	0	4	0	1	3	0	0	1	0	1	0	2	0	1	1	20
20 to 24	4	8	2	5	0	5	0	0	0	0	0	2	0	8	0	1	9	0
25 to 34	12	18	5	14	12	15	0	4	1	2	13	14	8	11	10	11	16	0
35 to 44	19	31	12	16	5	20	11	0	8	7	33	19	8	22	30	21	14	0
45 to 54	26	23	46	24	32	27	29	21	31	28	13	28	19	25	35	25	25	33
55 to 64	25	18	15	25	33	23	31	49	28	32	40	25	24	27	19	27	25	25
65 to 74	11	1	14	12	18	9	22	25	31	28	0	11	42	5	2	14	9	22
75 and over	1	1	5	0	0	1	4	0	2	2	0	1	0	1	4	0	1	0
TOTAL OVERNIGHT VISITORS (#)	98,875	31,161	7,633	23,764	12,904	75,463	3,776	2,586	8,986	15,348	8,064	59,360	6,524	32,991	9,635	51,454	36,021	1,766
UNWEIGHTED SAMPLE SIZE (#)	352	71	31	99	39	240	27	16	54	97	15	240	16	96	27	193	126	6

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	2	1	9	3	0	2	0	0	0	0	0	2	8	0	0	3	1	0
High school complete	11	9	19	12	14	12	11	4	6	7	7	11	4	11	12	9	11	36
Some technical school/college	10	10	3	10	19	11	11	7	12	11	7	9	15	12	7	12	10	0
Technical school/college complete	22	26	14	31	15	24	10	6	12	10	27	24	31	18	26	23	21	0
Some university	8	10	15	8	2	9	3	4	3	3	7	9	0	7	10	5	10	20
University complete	46	43	38	35	49	41	64	78	68	68	47	43	43	51	45	46	46	44
Prefer not to answer	2	1	3	2	2	2	0	0	0	0	7	2	0	2	0	3	1	0
TOTAL OVERNIGHT VISITORS (#)	98,875	31,161	7,633	23,764	12,904	75,463	3,776	2,586	8,986	15,348	8,064	59,360	6,524	32,991	9,635	51,454	36,021	1,766
UNWEIGHTED SAMPLE SIZE (#)	352	71	31	99	39	240	27	16	54	97	15	240	16	96	27	193	126	6

NOVA SCOTIA DEPARTMENT OF ECONOMIC AND RURAL DEVELOPMENT AND TOURISM

2010 Visitor Exit Survey - Tourism Region Tables - Yarmouth and Acadian Shores

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	21	26	23	23	21	24	3	4	14	10	13	21	19	20	15	18	25	44
\$40,001 to \$80,000	37	41	27	34	34	36	37	27	34	34	53	39	47	31	29	38	39	11
Greater than \$80,000	42	33	50	43	45	40	60	69	52	57	33	40	35	48	56	44	36	44
TOTAL OVERNIGHT VISITORS (#)	98,875	31,161	7,633	23,764	12,904	75,463	3,776	2,586	8,986	15,348	8,064	59,360	6,524	32,991	9,635	51,454	36,021	1,766
UNWEIGHTED SAMPLE SIZE (#)	352	71	31	99	39	240	27	16	54	97	15	240	16	96	27	193	126	6