

Tourism Nova Scotia Market Profile: Atlantic Canada

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INTRODUCTION

This market profile is based on the responses of visitors to Nova Scotia from Atlantic Canada (New Brunswick, Newfoundland & Labrador, and Prince Edward Island) who participated in the 2017 Nova Scotia Visitor Exit Survey (VES).

The 2017 VES was administered during the peak season of June to October 2017. The 2017 peak season data was combined with off-peak season data from the 2015 VES so as to provide results across a full 12 months of the year. The 2017 VES report is based on 3,451 questionnaires that were completed by overnight visitors aged 18 years or older who stayed at least one night in Nova Scotia between June 2017 and October 2017 (1,869) and January to May & November to December 2015 (1,582).

Questionnaires were completed using an online survey. Visitors exiting the province through the Halifax Stanfield International Airport, Digby, Caribou, Yarmouth, or Highway 104 (Cobequid Pass) received a VES Response Card. The VES Response Card invited non-resident visitors who had spent at least one night in Nova Scotia to complete the VES.

Data were weighted by origin and mode of travel to reflect the overall non-resident overnight visitor population.

This report is a companion document to the main [VES report](#).

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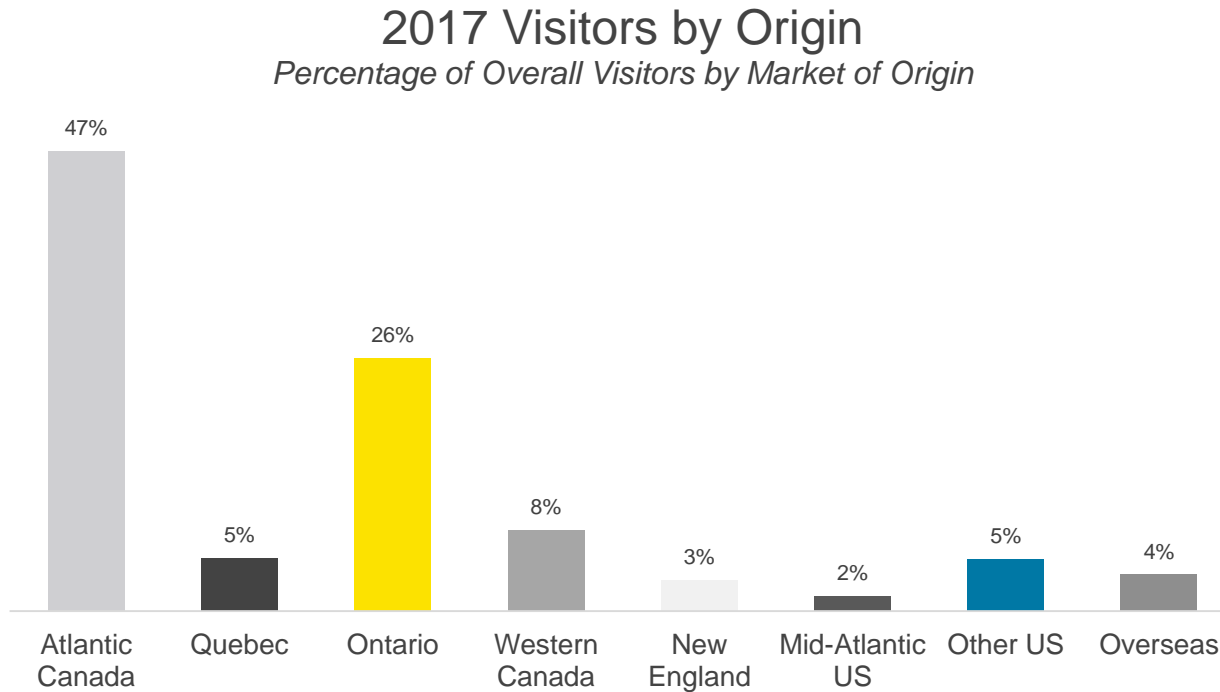
This bulletin summarizes research findings for the Atlantic Canada visitor market from the 2017 Visitor Exit Survey (VES) and includes Tourism Nova Scotia visitation data.

For additional information, please refer to the Tourism Research website at <https://tourismns.ca/research/research-overview>.

VISITORS BY ORIGIN

VISITORS BY ORIGIN

In 2017, nearly half (47%) of those who visited Nova Scotia were from Atlantic Canada.

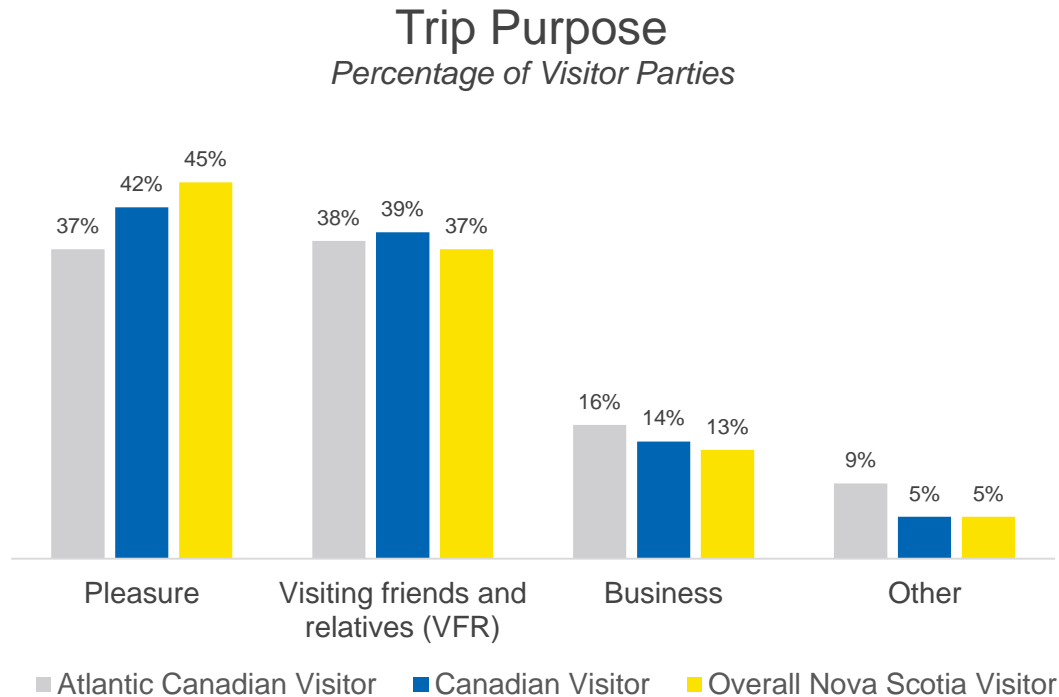


Source: Tourism Nova Scotia Indicators

VISITOR PROFILE

TRIP PURPOSE

Visitors who are from Atlantic Canada are less likely to be travelling to Nova Scotia for pleasure when compared with the overall Nova Scotia visitor population.

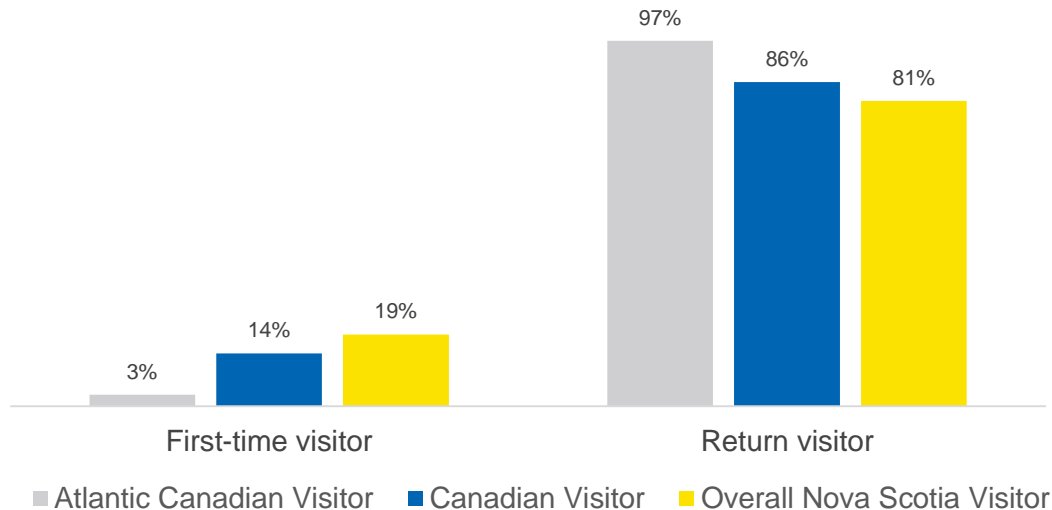


Source: VES Table D3

FIRST-TIME VISITORS

Visitors who are from Atlantic Canada are much less likely to be first-time visitors to the province compared with the overall Nova Scotia visitor population. Nearly all report they have made a previous visit to Nova Scotia.

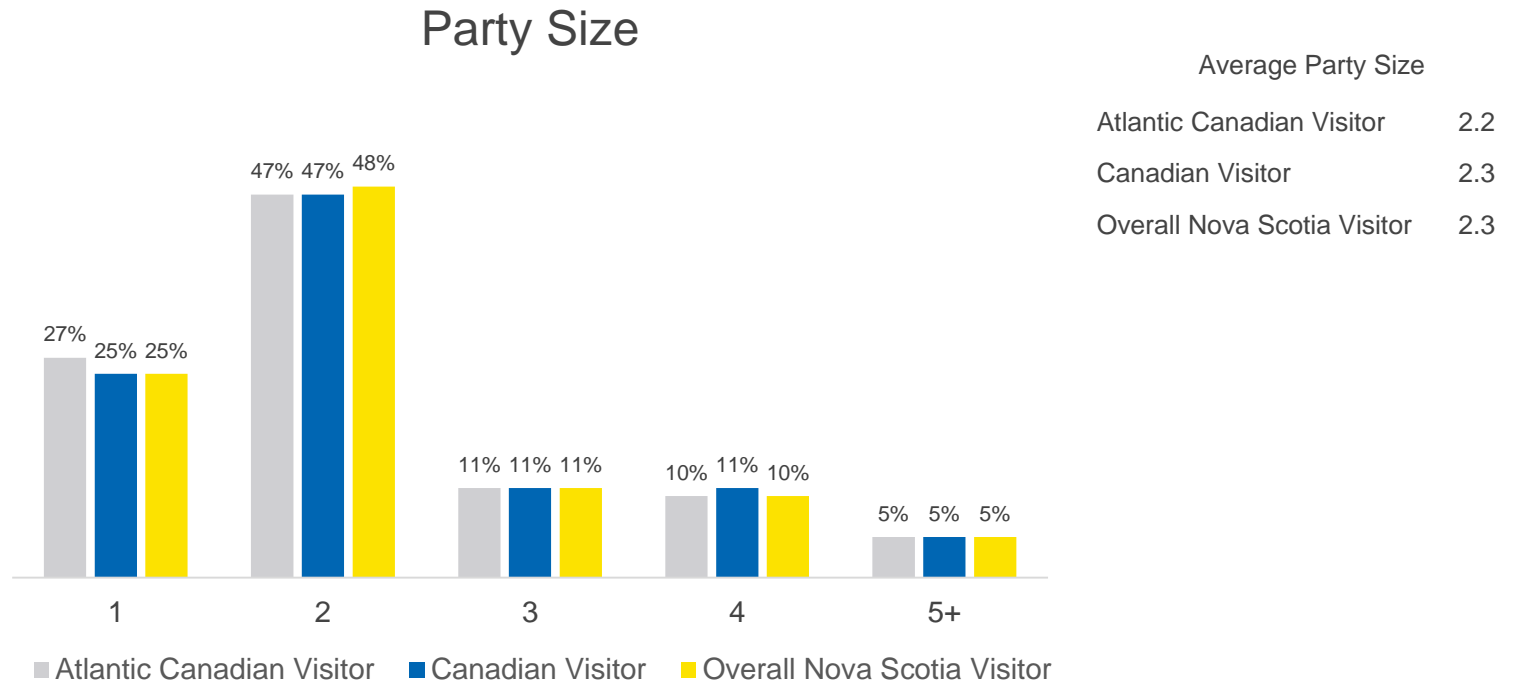
First-time Visitors to Nova Scotia
% First-time



Source: VES Table T12

PARTY SIZE

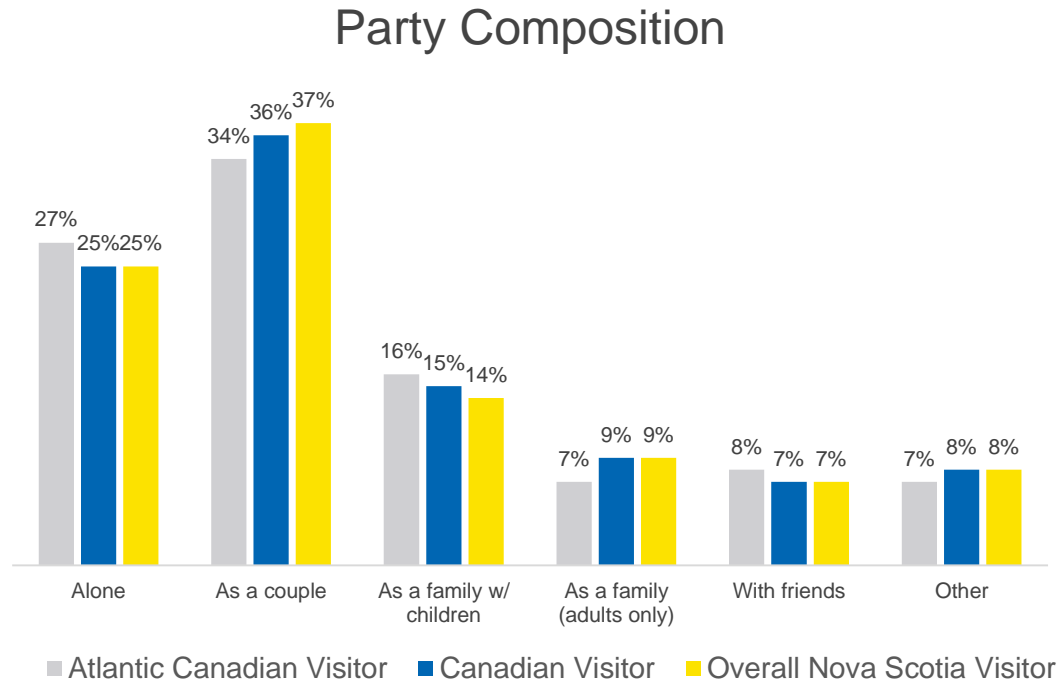
The average party size of Atlantic Canadian visitors is similar to the average Nova Scotia visitor party size.



Source: VES Table C1

PARTY COMPOSITION

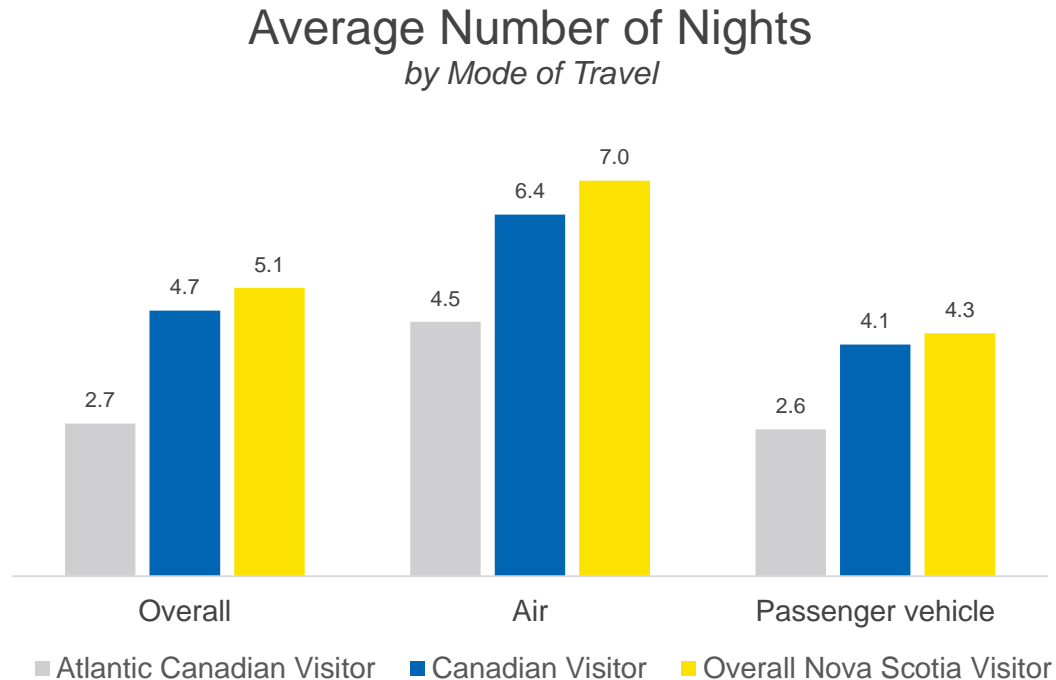
The party composition of Atlantic Canadian visitors is similar to the overall Nova Scotia visitor population.



Source: VES Table D10

NUMBER OF NIGHTS

Atlantic Canadian visitors spend much less time in Nova Scotia when compared with the average Nova Scotia visitor.



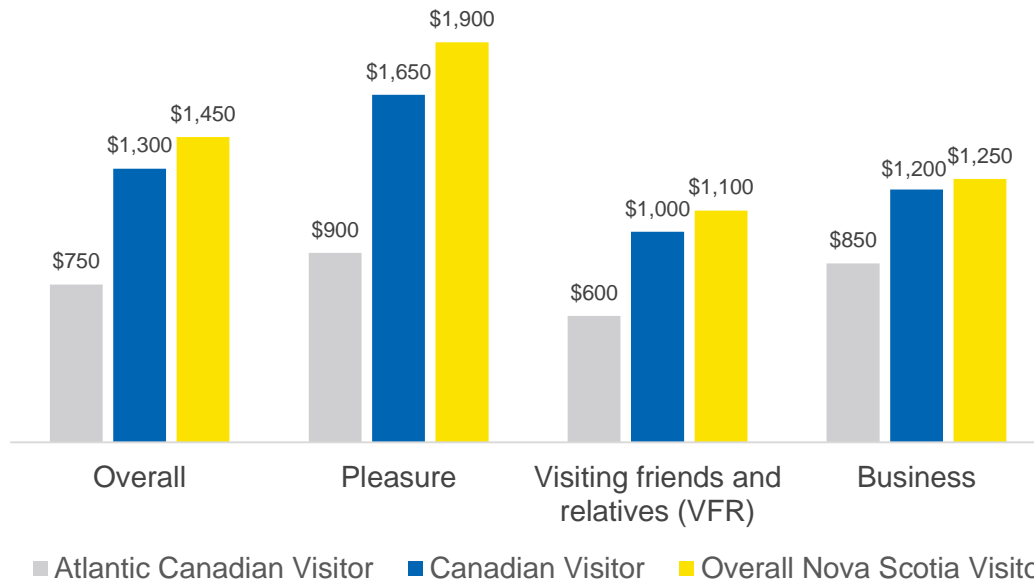
Source: VES Table D1

VISITOR EXPENDITURES

VISITOR EXPENDITURES

Reflective of their shorter trip length, spending by Atlantic Canadian visitors is lower compared with the average Nova Scotia visitor.

Visitor Expenditures Per Party, Per Trip *Including Allocated Travel, Excluding Major Purchases*



Source: VES Table D22/24

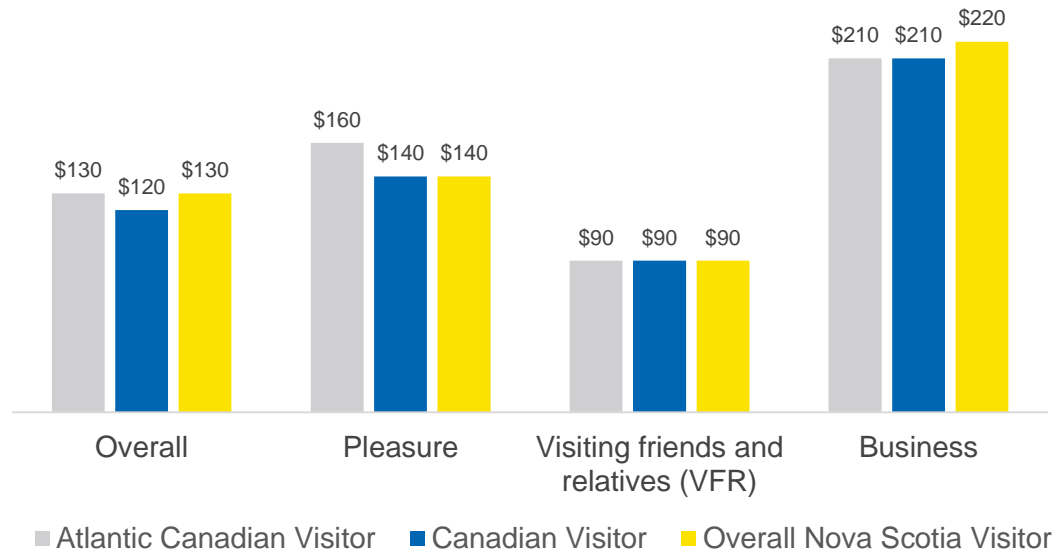
Allocated travel is defined as 50% of the money spent getting to and from Nova Scotia

Spend is rounded to nearest \$50

VISITOR EXPENDITURES

When looking at per person, per day spend, Atlantic Canadian visitors are similar to the average Nova Scotia visitor. This finding is consistent across trip purpose.

Visitor Expenditures Per Person, Per Day
Including Allocated Travel, Excluding Major Purchases



Source: VES Table D22/24

Allocated travel is defined as 50% of the money spent getting to and from Nova Scotia

Spend is rounded to nearest \$10



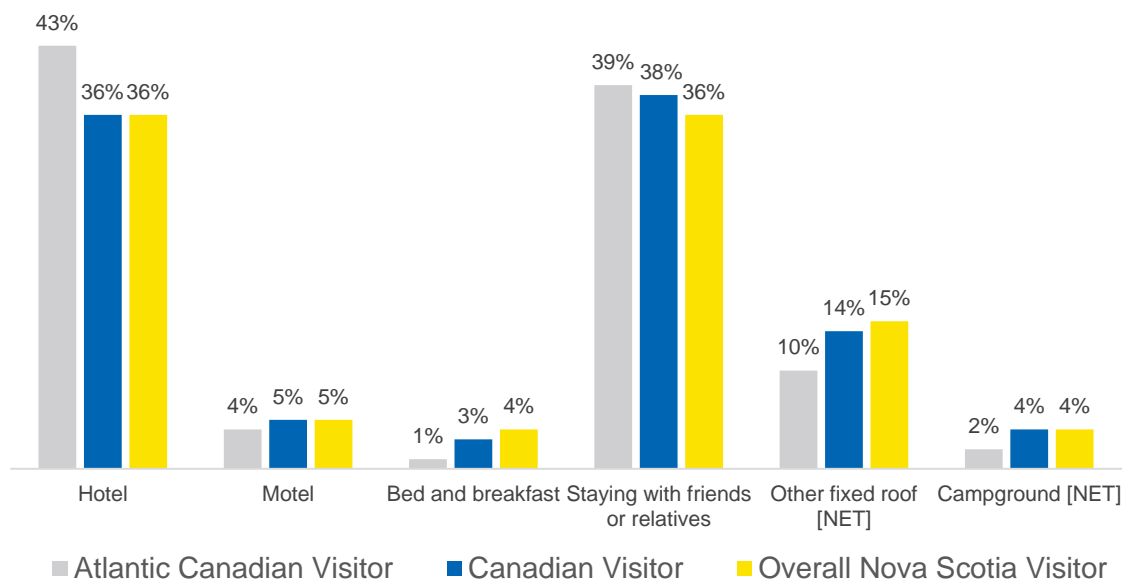
ACCOMMODATIONS

Types of Accommodations Used by Visitors to Nova Scotia

ACCOMMODATIONS

Atlantic Canadian visitors are more likely to stay in a hotel and less likely to stay in a bed and breakfast or other fixed roof accommodations when compared with the average Nova Scotia visitor.

Share of Nights by Accommodation Type *Among All Parties*



'NET other fixed roof' accommodations includes inns, resorts, rented and owned cottages or cabins, universities, and 'other' responses.

'NET campground' includes national, provincial, and commercial campgrounds.

Source: VES Table D25

A couple is seen from behind, standing on the deck of a boat and looking out over a large body of water towards a city skyline. The man is wearing a blue patterned shirt, and the woman has long brown hair. The city skyline in the background features several tall buildings, including a prominent blue and white tower. The water is a deep blue with white foam from the boat's wake.

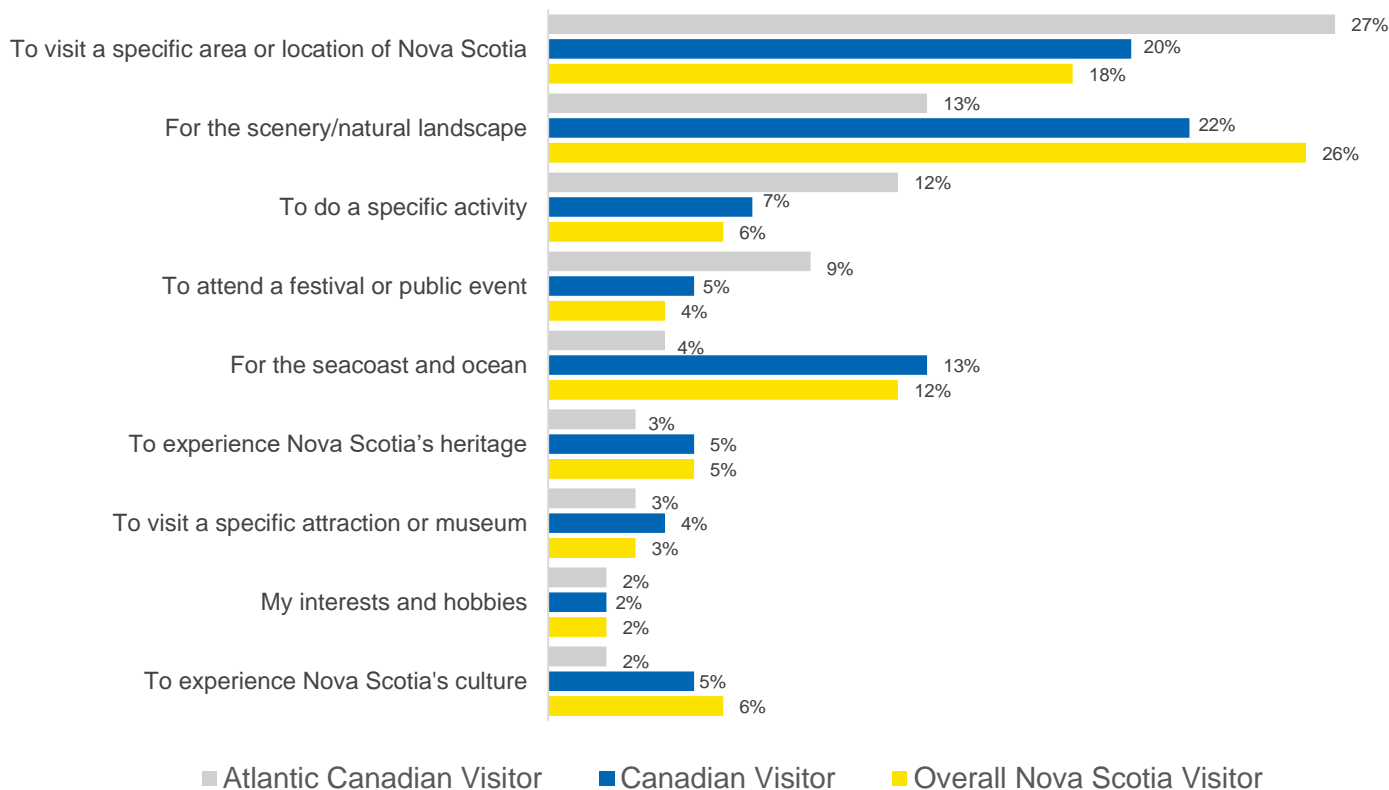
VISITOR ACTIVITIES

Reasons for Travel to Nova Scotia, Popular Activities & Attractions

TRAVEL MOTIVATORS

Atlantic Canadian pleasure visitors are more likely to visit Nova Scotia in order to visit a specific area or location, to do a specific activity, or to attend a festival or public event compared with the average Nova Scotia pleasure visitor. They are less likely to be visiting for the scenery/natural landscape or for the seacoast and ocean when compared with the average Nova Scotia pleasure visitor.

Main Reason for Visiting Nova Scotia* *Among Pleasure Visitors*

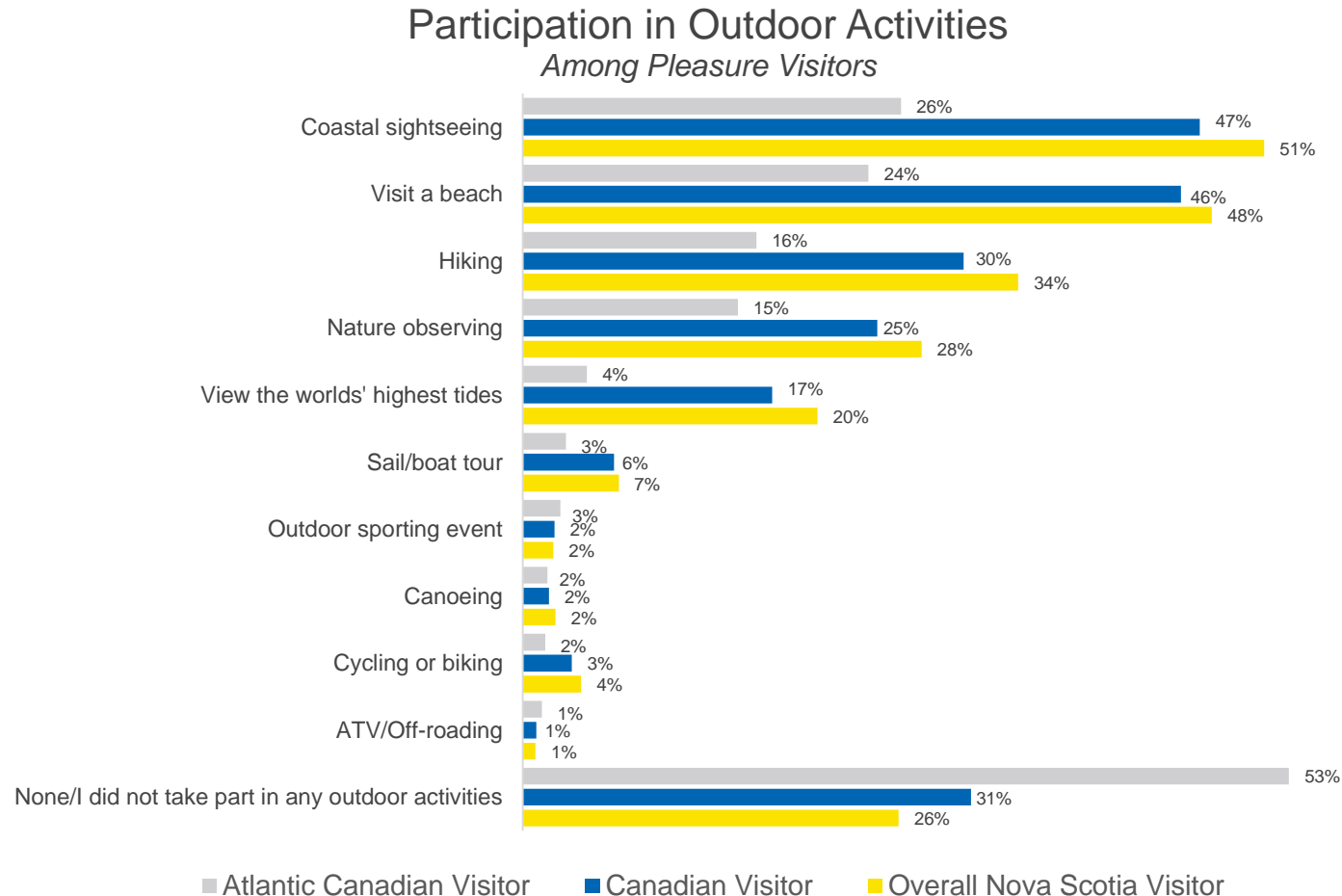


Source: VES Table D8

* Responses based on data collected
between June and October 2017

OUTDOOR ACTIVITIES

Atlantic Canadian pleasure visitors are considerably less likely to participate in outdoor activities compared with the average Nova Scotia pleasure visitor. More than one-half report they did not participate in any outdoor activities.

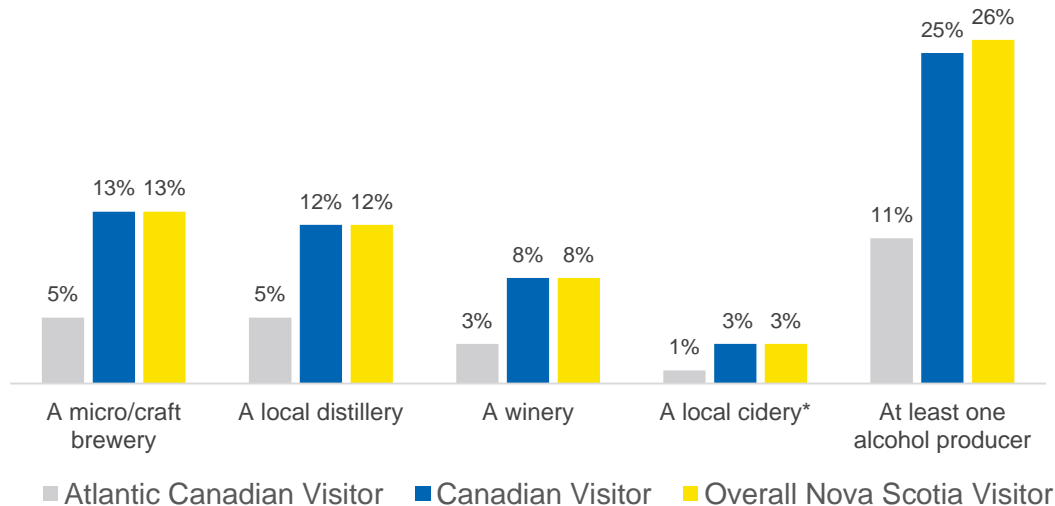


Source: VES Table N2

NOVA SCOTIA ALCOHOL PRODUCER

Atlantic Canadian pleasure visitors are less likely to visit all types of alcohol producers compared with the overall Nova Scotia pleasure visitor population.

Nova Scotia Alcohol Producer Visitation *Among Pleasure Visitors*



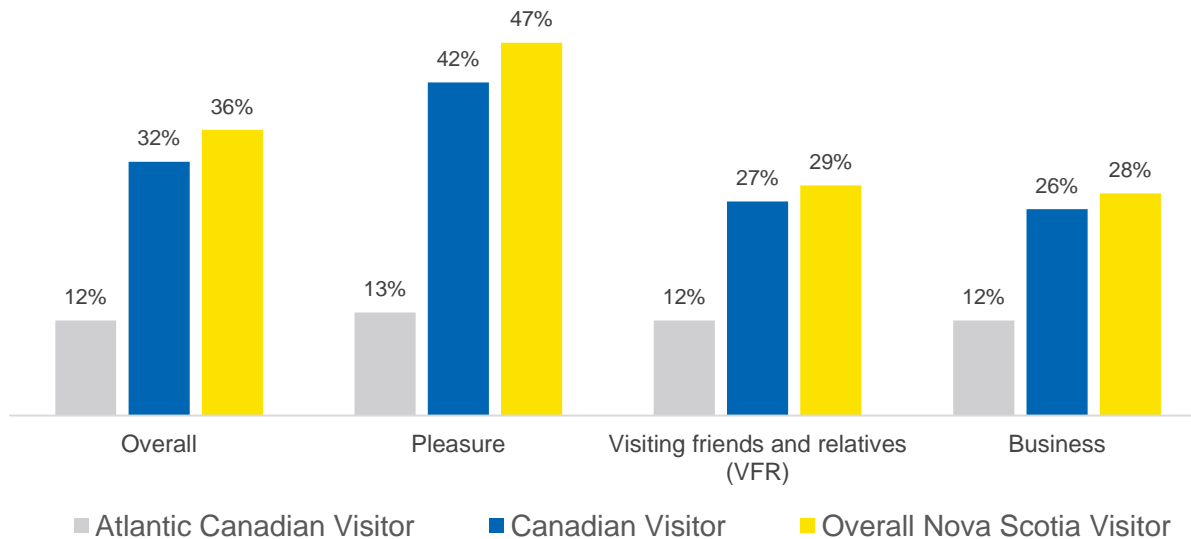
Source: VES Table N3e

*Data only available for June – October 2017

LOBSTER

Atlantic Canadian visitors are considerably less likely to eat lobster during their Nova Scotia trip compared with the average Nova Scotia visitor.

Percentage of Visitor Parties that Ate Lobster
by Trip Purpose



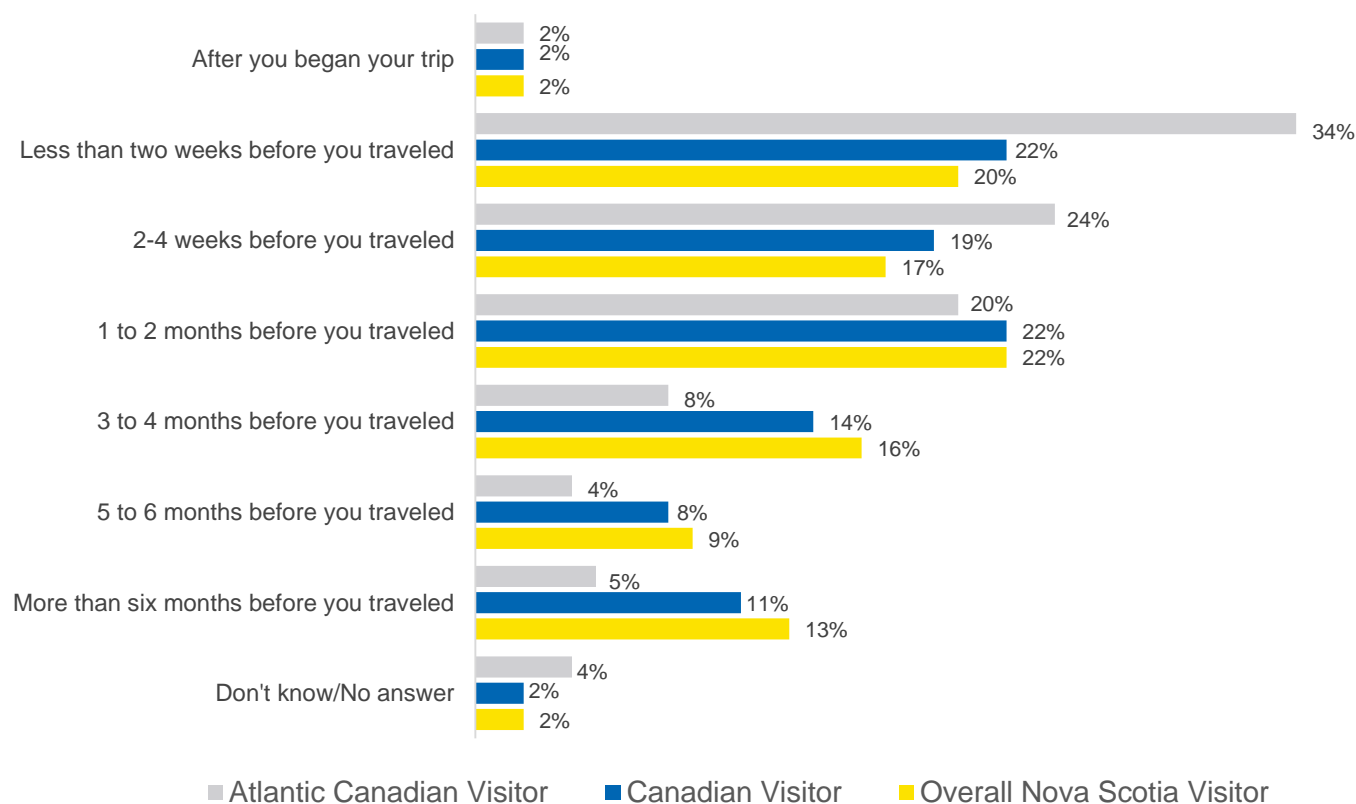
Source: VES Table N5

TRIP PLANNING

DECIDE TO VISIT NOVA SCOTIA

Atlantic Canadian visitors tend to have a shorter planning cycle and make the decision to visit Nova Scotia much closer to their departure date compared with the average Nova Scotia visitor.

How Far in Advance Decision Was Made to Visit *Among Those Responsible for Decision*

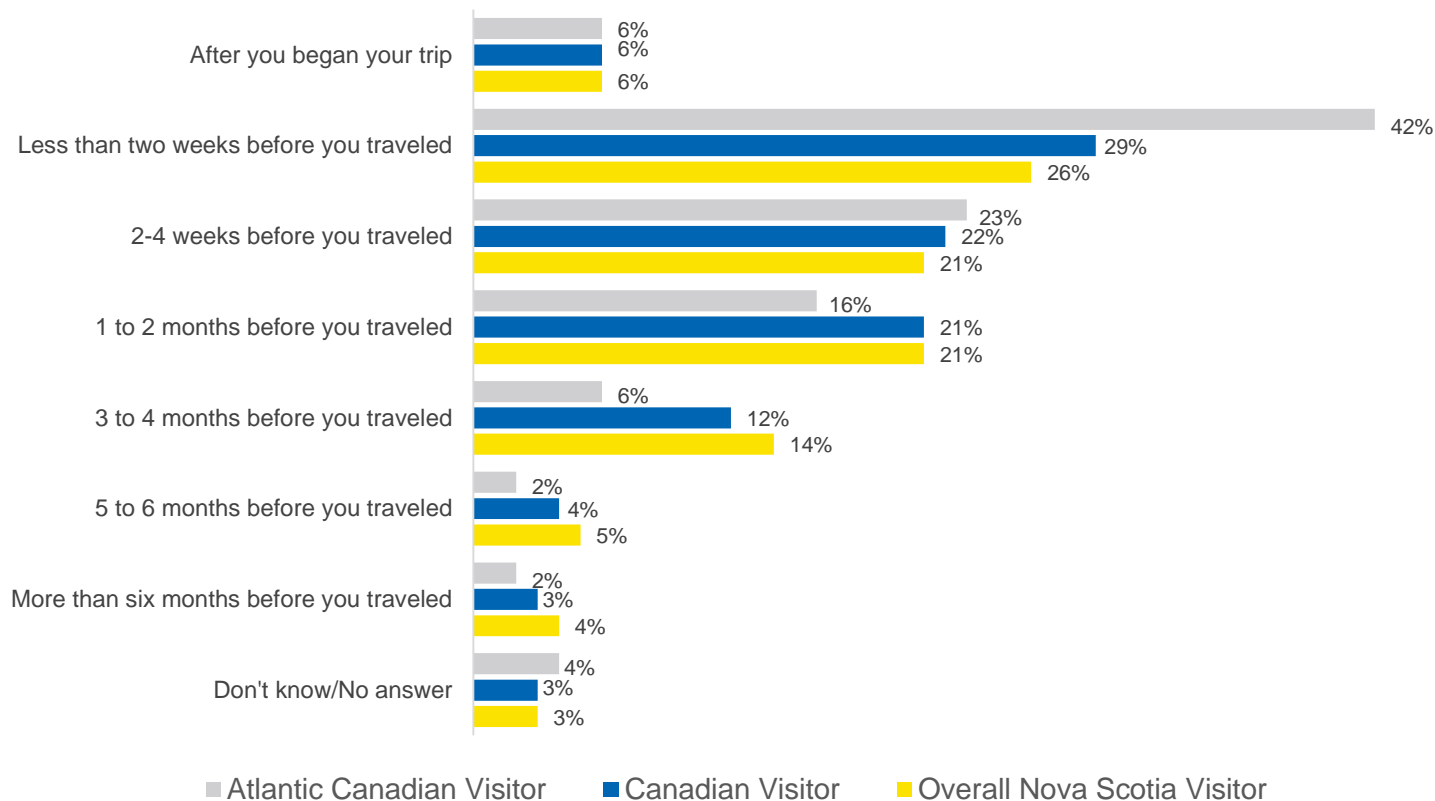


Source: VES Table T5

BOOKING TRAVEL

Consistent with their shorter planning cycle, Atlantic Canadian visitors tend to make their first booking much closer to their departure date compared with the average Nova Scotia visitor.

How Far in Advance First Booking Made *Among Those Who Made Bookings*



Source: VES Table T6

EXPLORER QUOTIENT

EXPLORER QUOTIENT

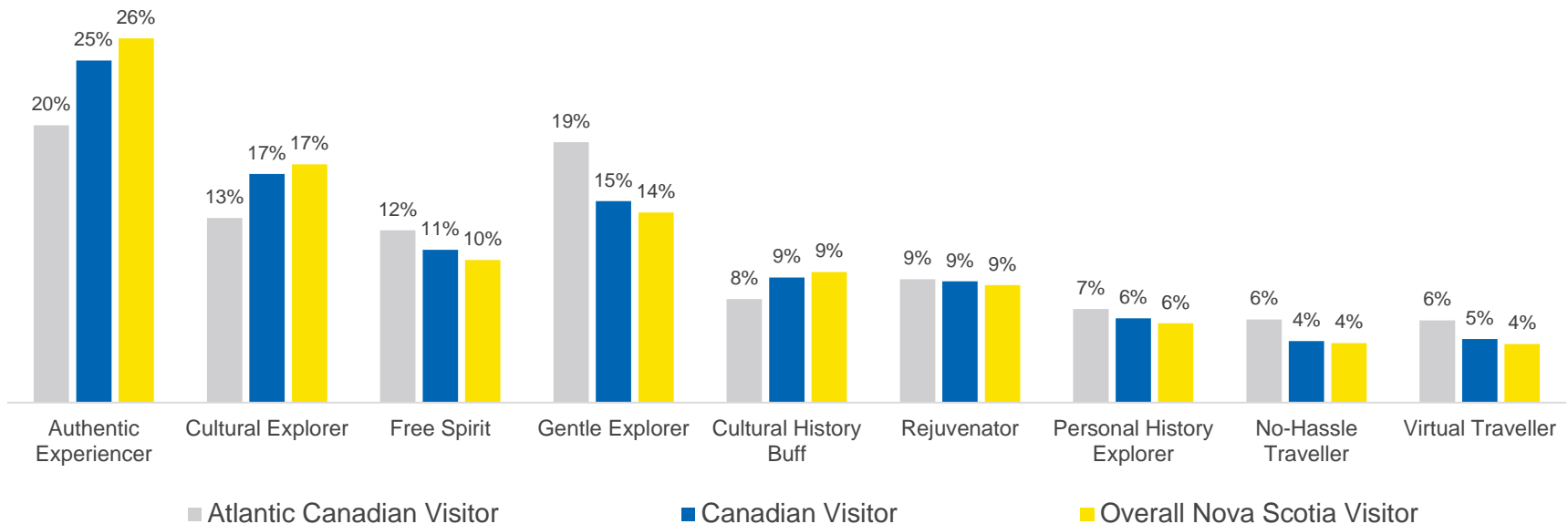
Tourism Nova Scotia uses Explorer Quotient (EQ) as our lead market segmentation tool. Using EQ has helped us to identify who is most drawn to our unique landscapes, cultures and experiences, and to tailor our marketing approach to appeal to these potential visitors. The three EQ types that offer the best fit with what Nova Scotia has to offer as a tourism destination are Authentic Experiencers, Cultural Explorers and Free Spirits.

For more information please see: <https://tourismns.ca/research/explorer-quotient>

EXPLORER QUOTIENT

Atlantic Canadian visitors are less likely to be Authentic Experiencers and Cultural Explorers and more likely to be Gentle Explorers compared with the overall Nova Scotia visitor population.

Explorer Quotient Segments *Among All Visitors*



Source: VES

COMMUNITY VISITATION

TOURISM
NOVA SCOTIA

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TOURISM REGION VISITATION*

Visitors to Nova Scotia from the Atlantic provinces are less likely than visitors from outside the region to travel throughout the province. Their primary destination is the Halifax region.

	Atlantic Canadian Visitor	Canadian Visitor	Overall Nova Scotia Visitor
Bay of Fundy and Annapolis Valley	33%	37%	38%
South Shore	14%	29%	32%
Halifax Region	73%	74%	74%
Eastern Shore	6%	7%	8%
Northumberland Shore	16%	22%	22%
Cape Breton Island	11%	19%	21%
Yarmouth and Acadian Shores	2%	4%	6%

* % of visitor parties who stopped for at least 30 minutes, or overnight