

Atlantic Canada 2022 Travel Study

TOURISM
NOVA SCOTIA 



BACKGROUND & METHODOLOGY

- Commissioned by the Atlantic Canada Agreement on Tourism (ACAT)
- Fieldwork dates: March 29 – May 3, 2022
- 18+ years of age
- 4,381 surveys
- Residents of Atlantic Canada, Ontario, Quebec, Alberta, BC
- All respondents were pleasure travellers:
 - Took at least *one overnight pleasure trip* in the past 3 years or,
 - Planned to take at least *one overnight pleasure trip* in the next 12 months



BACKGROUND & METHODOLOGY

Region of Residence	Number of Interviews
Atlantic Canada	1,973
New Brunswick	600
Newfoundland and Labrador	495
Nova Scotia	702
Prince Edward Island	176
Rest of Canada	2,408
Quebec	600
Ontario	602
Alberta	604
British Columbia	602
Total	4,381

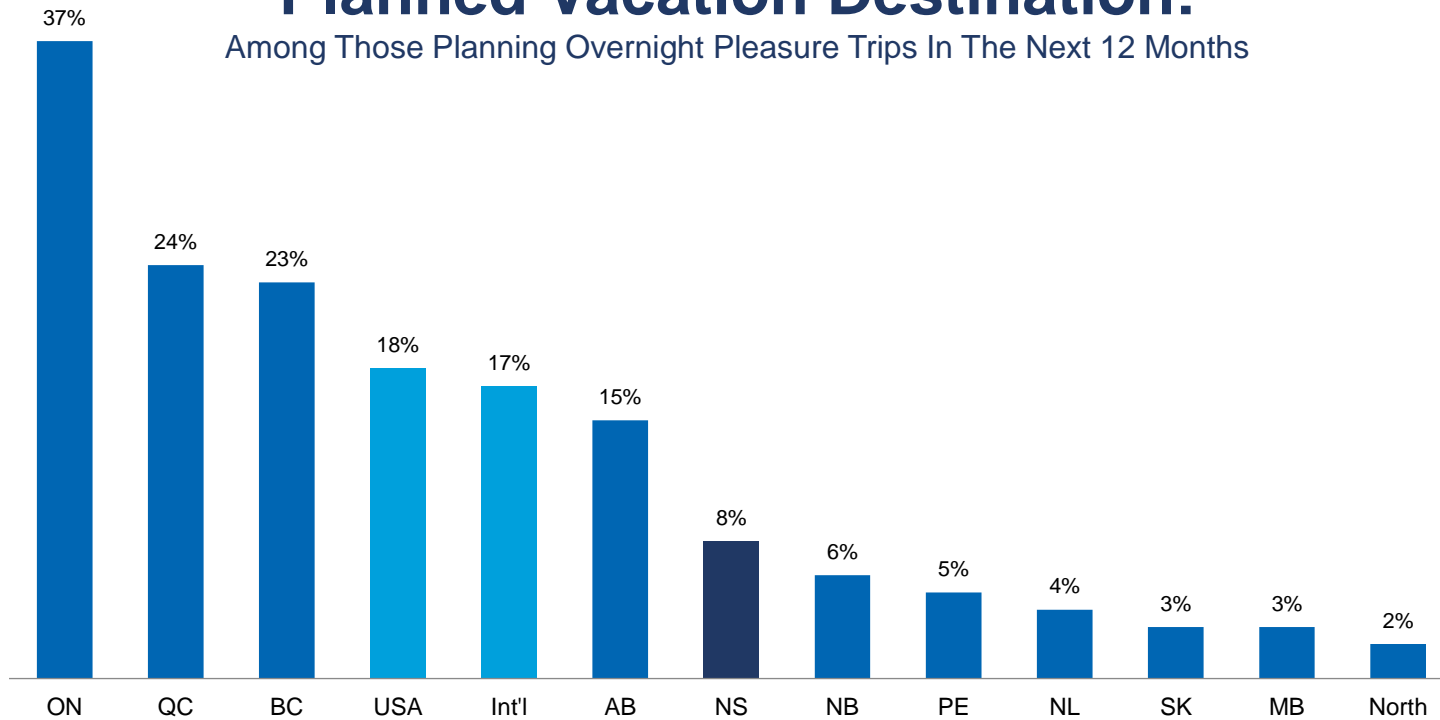


Destination Choice

PLANNED DESTINATIONS

Planned Vacation Destination:

Among Those Planning Overnight Pleasure Trips In The Next 12 Months



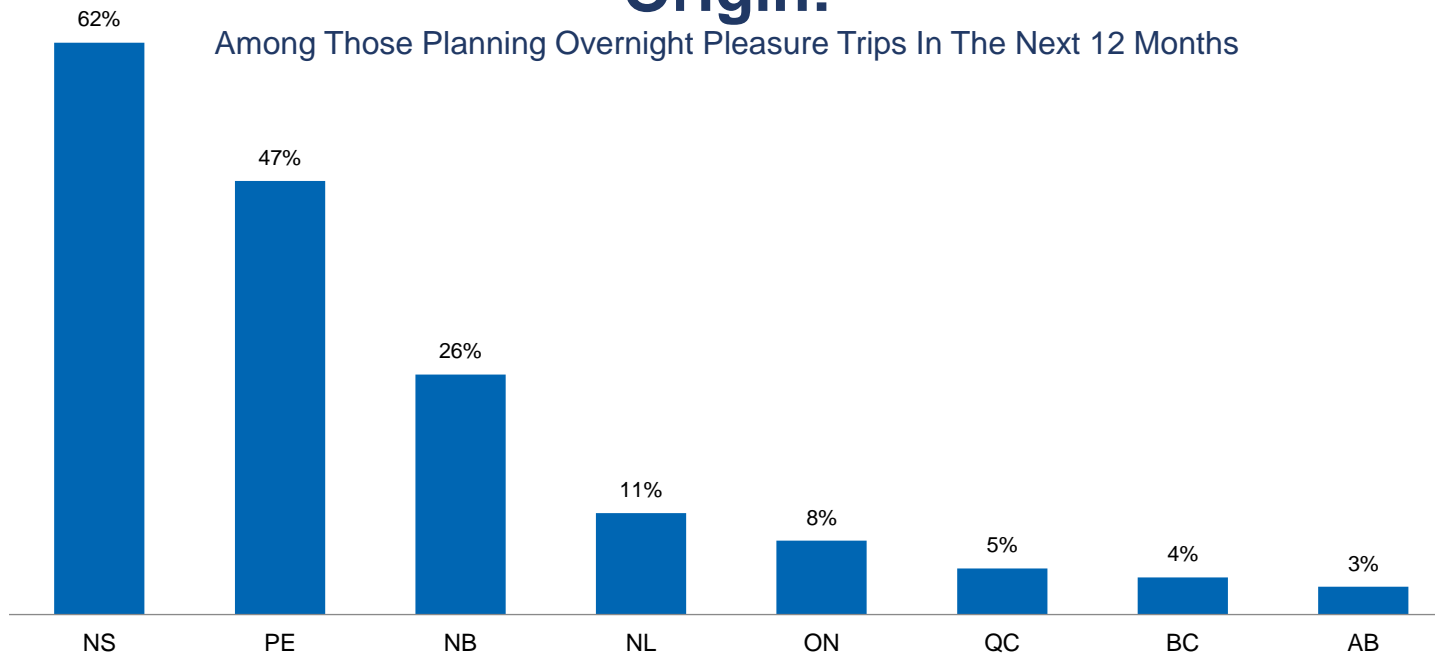
- Among Canadians planning overnight trips, Nova Scotia has significant competition from other Canadian provinces, specifically, Ontario, Quebec, British Columbia and Alberta.
- Nova Scotia edges out the other Atlantic Provinces as a destination of choice.

- Thinking of these overnight pleasure trips, what destinations are you planning to travel within?

PLANNED TRIPS TO NOVA SCOTIA

Planned Trips to Nova Scotia by Origin:

Among Those Planning Overnight Pleasure Trips In The Next 12 Months



- Overall, 8% of Canadian travellers are planning a pleasure trip to/within Nova Scotia in the next 12 months.
- Planned travel is highest among Nova Scotians, followed by residents of Prince Edward Island and New Brunswick.
- Planned travel to Nova Scotia is more muted in the rest of Canada, with Ontario residents expressing the highest interest at 8%.

- Thinking of these overnight pleasure trips, what destinations are you planning to travel within?

REASONS FOR CHOOSING NOVA SCOTIA

Main Reasons for Choosing Nova Scotia

Among Those Planning Overnight Pleasure Trips To NS The Next 12 Months

Visiting family/friends there	27%
I want a seaside/coastal/beach vacation	26%
I want an outdoor vacation/to get back to nature	20%
Has attractions/activities that interest me	19%
Close to home/not far to travel	19%
Generally, has lots of activities/there's a lot to keep me and my family busy there	17%
Is less expensive/better fits my budget than other destinations	16%
Never made a pleasure trip there/would be a new and different trip for me	15%
It's safer to travel there right now due to COVID	15%
Fewer tourists than in some other destinations	10%
Is easy to find information about travelling there	9%
I want to experience a different culture	9%
Is my usual travel destination	7%
I want a vacation in the mountains	5%

- From a provided list of reasons, the most common reasons for choosing to visit Nova Scotia include visiting family/friends or wanting a seaside vacation.
- Notably, 15% of those planning a trip to/within Nova Scotia in the next 12 months indicate they have never made a pleasure trip to Nova Scotia before, suggesting there is strong potential for first-time visitation in 2022.

- Which of the following reasons best describe why you are planning or thinking of taking this trip within [Nova Scotia], instead of somewhere else?

BARRIERS TO ATLANTIC CANADA TRAVEL

Q: Which of the following reasons best describe why you are not planning or thinking of a trip in Atlantic Canada?

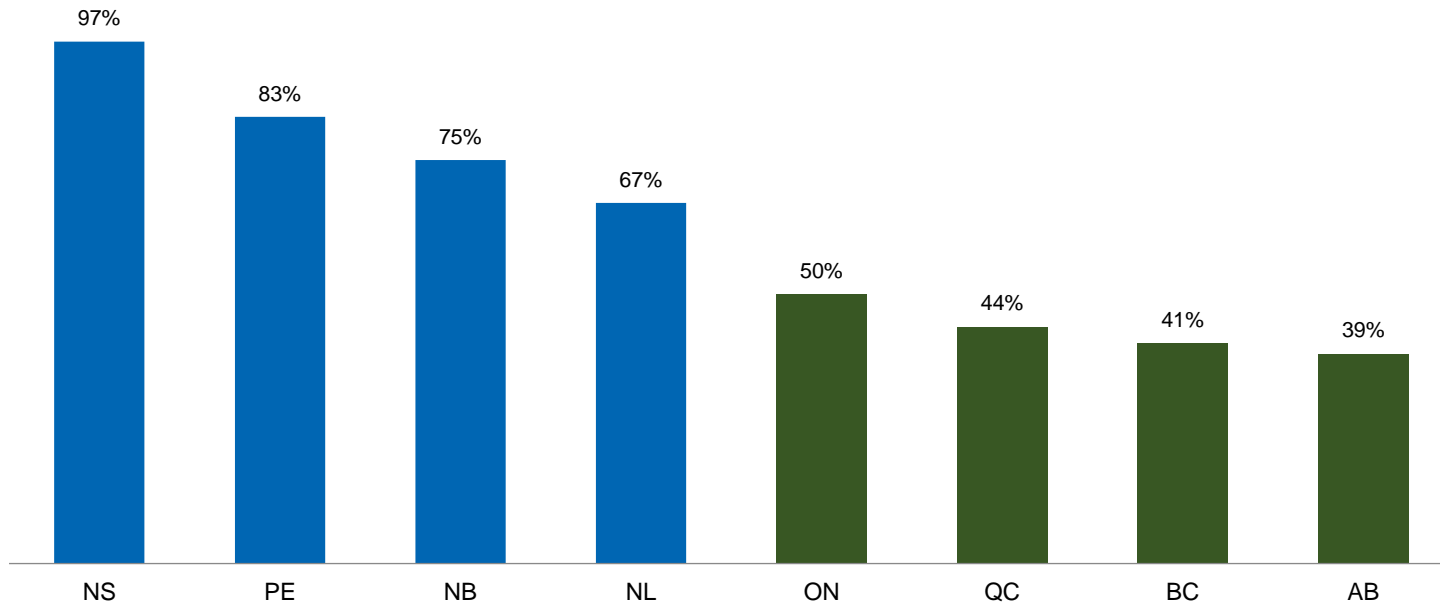
Among respondents who are not travelling to Atlantic Canada.

- Among residents of Ontario, Quebec, Alberta, and British Columbia who are planning to travel, but **not** to any province within Atlantic Canada, the reasons selected include::
 - High travel cost (34%),
 - Too far (25%), and
 - Not familiar with Atlantic Canada (20%).

KNOWLEDGE OF NOVA SCOTIA AS A DESTINATION

Very/Somewhat Knowledgeable

About Nova Scotia as a Vacation Destination



- Not surprisingly, knowledge of the vacation choices available in Nova Scotia is highest among Nova Scotians and other Atlantic Canadians.
- One-half of Ontario respondents feel knowledgeable about Nova Scotia as a vacation destination, and about four in 10 of those in the other provinces surveyed feel knowledgeable.

• How knowledgeable would you say you are about the vacation choices and attractions that are available in the following destinations?

PERCEPTIONS OF NOVA SCOTIA

Completely/Somewhat Agree About Nova Scotia

*Offers everything I want to experience, close to home (ATL residents only)	87%
Offers great outdoor adventures	83%
Has charming towns/communities	83%
Provides a more relaxing, leisurely trip than other destinations	78%
Delivers the main things I need from a travel destination	77%
Has unique and different features that other destinations don't	77%
Has lots of activities to fill a vacation with	77%
Is a safer place to travel than other destinations right now	77%
Has lots of interesting "out-of-the-way" places	76%
Has lots of family friendly experiences	75%
Has a surprising number of destinations and attractions	72%
Is good value for the money	72%
Offers consistently high-quality travel experiences	70%
Is great for fun and being constantly entertained	68%
Offers exciting urban/city experiences	64%
Is a trendy destination	62%
*I'd prefer to vacation in another area that is less familiar/more out-of-the ordinary to me (ATL residents only)	62%

- Overall perceptions of Nova Scotia among Canadian travellers are very positive, with a majority of respondents endorsing all statements.
- Those attributes most ascribed to Nova Scotia by Canadian respondents include that it has great outdoor adventures (83%) and charming small towns and communities (83%).
- Additionally, close to nine in 10 Atlantic Canadian travellers agree Nova Scotia offers everything they want to experience, close to home.

Trip Profile

TRIP PURPOSE

Trips to...

	Nova Scotia	New Brunswick	PEI
A trip to experience nature/natural wonders	33%	32%	34%
A sightseeing trip – famous/historical sites	32%	24%	30%
A hiking trip	16%	12%	13%
A family vacation with lots of children's activities	16%	19%	18%
A camping trip	15%	16%	15%
A touring vacation in your car, RV or motorcycle	15%	14%	14%
A romantic get-away	12%	17%	25%
A "foodie" focused trip	12%	6%	8%
A trip to enjoy sitting/playing on the beach	11%	15%	19%
A shopping trip	10%	11%	7%
An outdoor adventure trip	9%	13%	19%
A trip to enjoy city life	7%	2%	3%

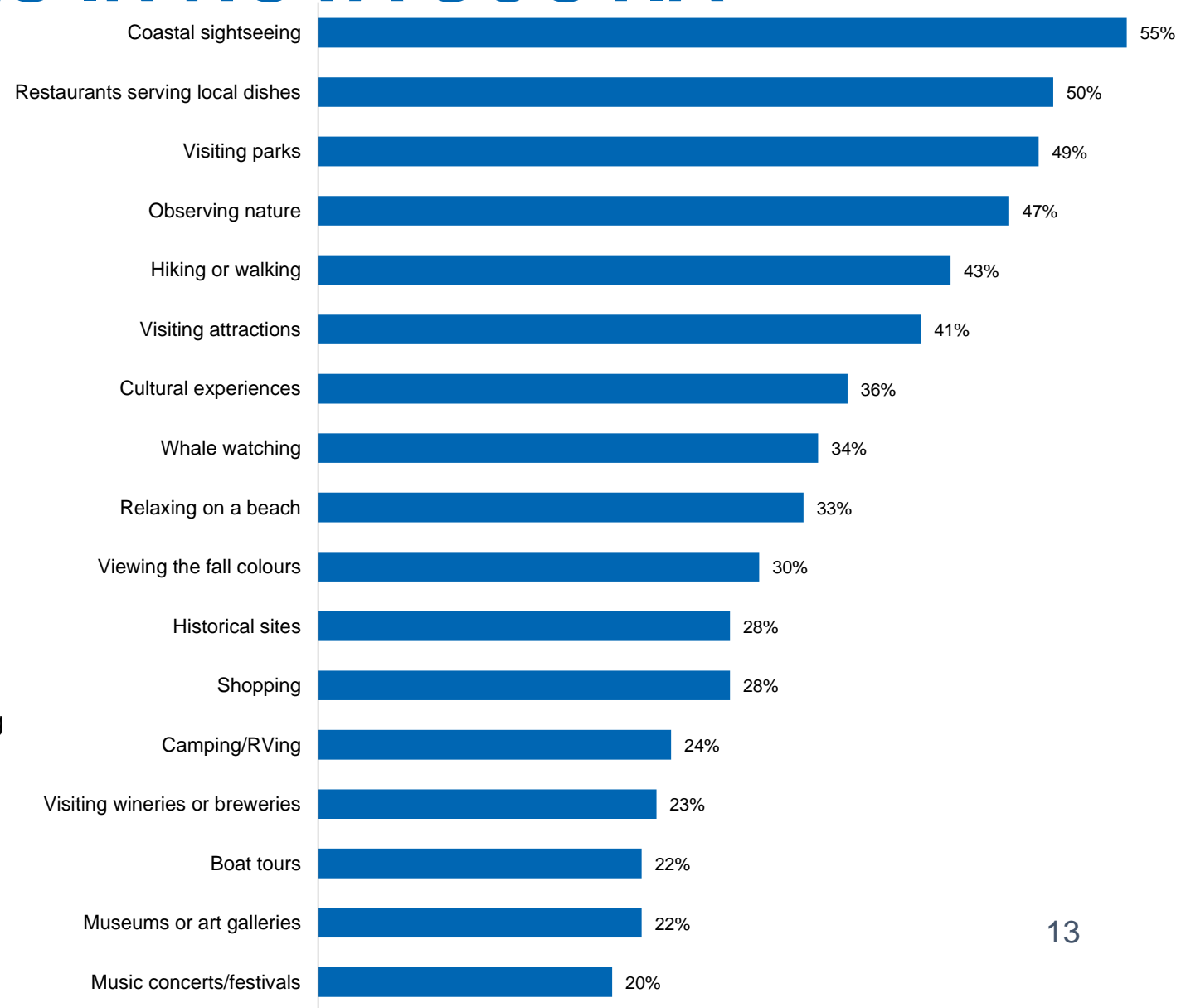
- From a list of options, one-third of those planning to visit Nova Scotia indicate their trip(s) will be for the purpose of experiencing nature, or to see famous and historical sites.
- Notably, only a small percentage of those planning to visit Nova Scotia select sitting/playing on the beach (11%). This is lower than the percentage of beach trips planned among visitors to PEI (19%) and New Brunswick (15%).
- 10% or fewer are planning to visit Nova Scotia primarily for city life, shopping, or outdoor adventure (with more popular outdoor-type trips being less specifically focused on adventure).
- Those planning to visit PEI are more likely to describe their trip(s) as a romantic getaway or an outdoor adventure trip, compared with those planning to visit Nova Scotia.

- Overall, which of the following statements best describes the type of pleasure trip that you are planning to take within [PROVINCE]?

PLANNED ACTIVITIES IN NOVA SCOTIA

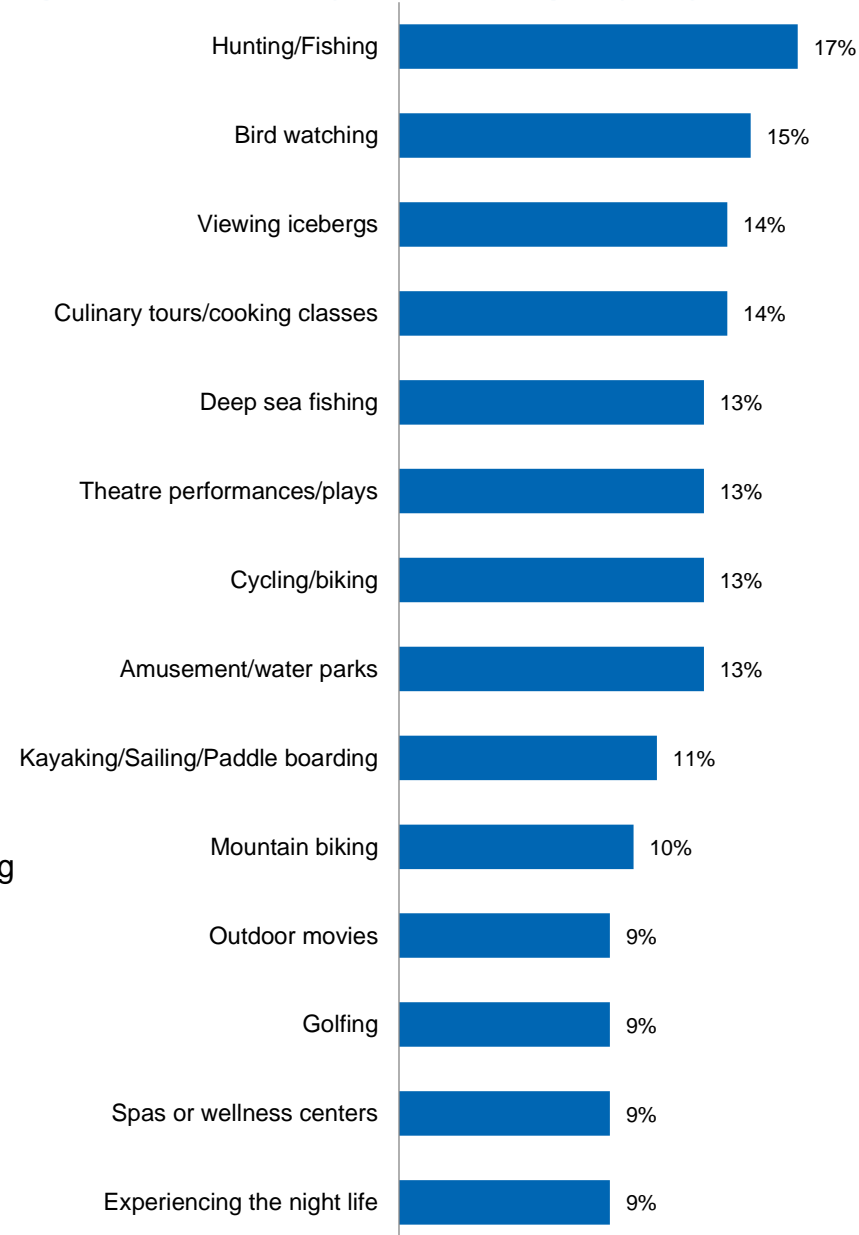
From a provided list of activities, coastal sightseeing, sampling local food at restaurants, and visiting parks are mentioned as preferred activities by about one-half of those with planned overnight trips to Nova Scotia.

- Which of the following activities are you planning on participating in during this trip (or wish you could participate in if they were available)?
- Among respondents who are planning overnight pleasure trips to Nova Scotia.



PLANNED ACTIVITIES IN NOVA SCOTIA

- Least frequently identified activities include night life, spas/wellness centres, golfing, outdoor movies and mountain biking.



- Which of the following activities are you planning on participating in during this trip (or wish you could participate in if they were available)?
- Among respondents who are planning overnight pleasure trips to Nova Scotia.

PLANNED ACTIVITIES IN NOVA SCOTIA

The table illustrates top activities planned in Nova Scotia, broken out by the overall type of trip respondents indicated they would take.

Nature Trip	Sightseeing Trip	Family Vacation	Camping Trip	Romantic Get-away	Beach Trip	Shopping	Hiking Trip
Observing nature (67%)	Visiting attractions (64%)	Visiting attractions (45%)	Hiking/walking (57%)	Local dishes (48%)	Relaxing on a beach (76%)	Shopping (77%)	Observing nature (70%)
Visiting national/provincial parks (60%)	Visiting national/provincial parks (52%)	Local dishes (41%)	Observing nature (55%)	Visiting attractions (43%)	Local dishes (48%)	Local dishes (54%)	Hiking/walking (69%)
Hiking/walking (59%)	Local dishes (50%)	Hiking/walking (39%)	Visiting national/provincial parks (51%)	Observing nature (40%)	Hiking/walking (45%)	Visiting attractions (50%)	Visiting national/provincial parks (59%)
Coastal sightseeing (43%)	Observing nature (43%)	Visiting national/provincial parks (38%)	Visiting attractions (36%)	Hiking/walking (36%)	Coastal sightseeing (44%)		Camping/RVing (41%)
Visiting attractions (43%)	Tour of historical sites (39%)	Shopping (38%)	Local dishes (31%)	Visiting national/provincial parks (36%)	Visiting attractions (41%)		Visiting attractions (39%)
Local dishes (39%)	Hiking/walking (39%)	Amusement/water parks (36%)	Relaxing on a beach (31%)	Shopping (35%)	Observing nature (41%)		Coastal sightseeing (37%)
	Shopping (38%)	Observing nature (35%)		Beach (30%)	Visiting national/provincial parks (36%)		Local dishes (34%)
	Coastal Sightseeing (37%)			Fall colours (29%)			Fall colours (33%)
	Cultural Experiences (Indigenous, Celtic, Acadian) (36%)			Spas/wellness centres (21%)			

TRIP ATTRIBUTES

Trip Attributes by Destination

	DESTINATION							
	NS	NB	PEI	NL	ON	QC	AB	BC
Month of trip								
Apr-Jun	26%	32%	30%	29%	32%	31%	40%	38%
Jul-Aug	48%	46%	51%	46%	44%	46%	41%	41%
Sep-Nov	32%	30%	30%	26%	29%	29%	30%	28%
Dec-Feb	12%	12%	7%	11%	9%	12%	12%	11%
Trip length								
1 to 3 days	35%	42%	27%	30%	45%	40%	34%	31%
4 to 7 days	46%	44%	53%	44%	43%	48%	47%	51%
8+ days	19%	14%	20%	26%	12%	12%	19%	18%
Travel party								
Couple	42%	42%	43%	41%	37%	41%	36%	34%
Kids <12 yrs	18%	17%	19%	19%	15%	15%	15%	16%
Kids 12-17 yrs	9%	9%	11%	10%	11%	11%	10%	10%
Travel Alone	7%	11%	9%	10%	15%	13%	21%	16%

- Overnight trips to Nova Scotia are most commonly planned for *July-August* (48%), for a period of *four to seven days* (46%), among *couples* (42%).

- In which month(s) would you be travelling within [PROVINCE]? Please select all that apply.
- How many nights would this trip last in total?
- Which of the following best describes the people you would be travelling with on this trip to [PROVINCE]? Please select all that apply.

TOURISM NOVA SCOTIA

For questions or more information about this
report, contact:
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