

**2022/2023
VISITOR EXIT SURVEY**

VISITOR PROFILE

Trip Purpose

First-time Visitors

Party Composition

Length of Stay



INTRODUCTION

- Tourism Nova Scotia's 2022/23 Visitor Exit Survey (VES) was administered from April 1, 2022 to March 31, 2023.
- This VES report is based on 3,262 questionnaires that were completed by overnight visitors aged 18 years or older who stayed at least one night in Nova Scotia.
- Questionnaires were completed using an online survey. Visitors exiting the province through the Halifax Stanfield International Airport, Digby, Caribou or Highway 104 (Cobequid Pass) received a VES Response Card. The Survey Response Card invited non-resident visitors who had spent at least one night in Nova Scotia to complete the VES.
- Data were weighted by month of visit, traveller origin, and mode of travel to reflect the overall non-resident overnight visitor population.
- Comparative data from the 2010, 2015, 2017, and 2019 VES are presented where applicable.

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TRIP CHARACTERISTICS

TOURISM
NOVA SCOTIA 

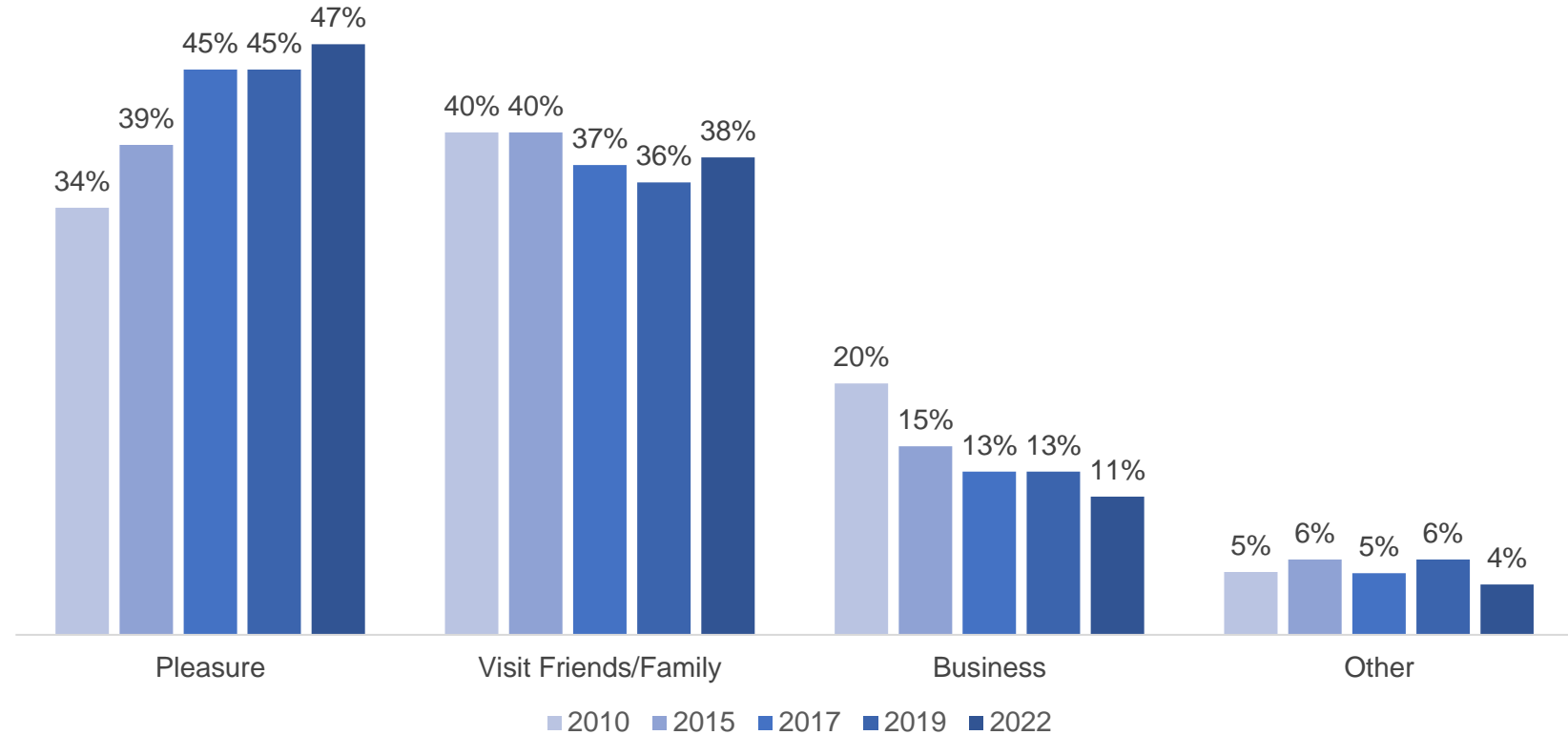


TRIP PURPOSE

In 2022, nearly half of all visitors report their main reason for visiting Nova Scotia was for pleasure, while nearly four in ten indicate they were visiting friends and family.

The proportion of pleasure visitors continues to grow, with a corresponding decline in the proportion of business visitors. COVID-19 likely had an impact on business travel to Nova Scotia in 2022, with business visitors comprising only 11% of all visitor parties.

Trip Purpose
% of Visitor Parties



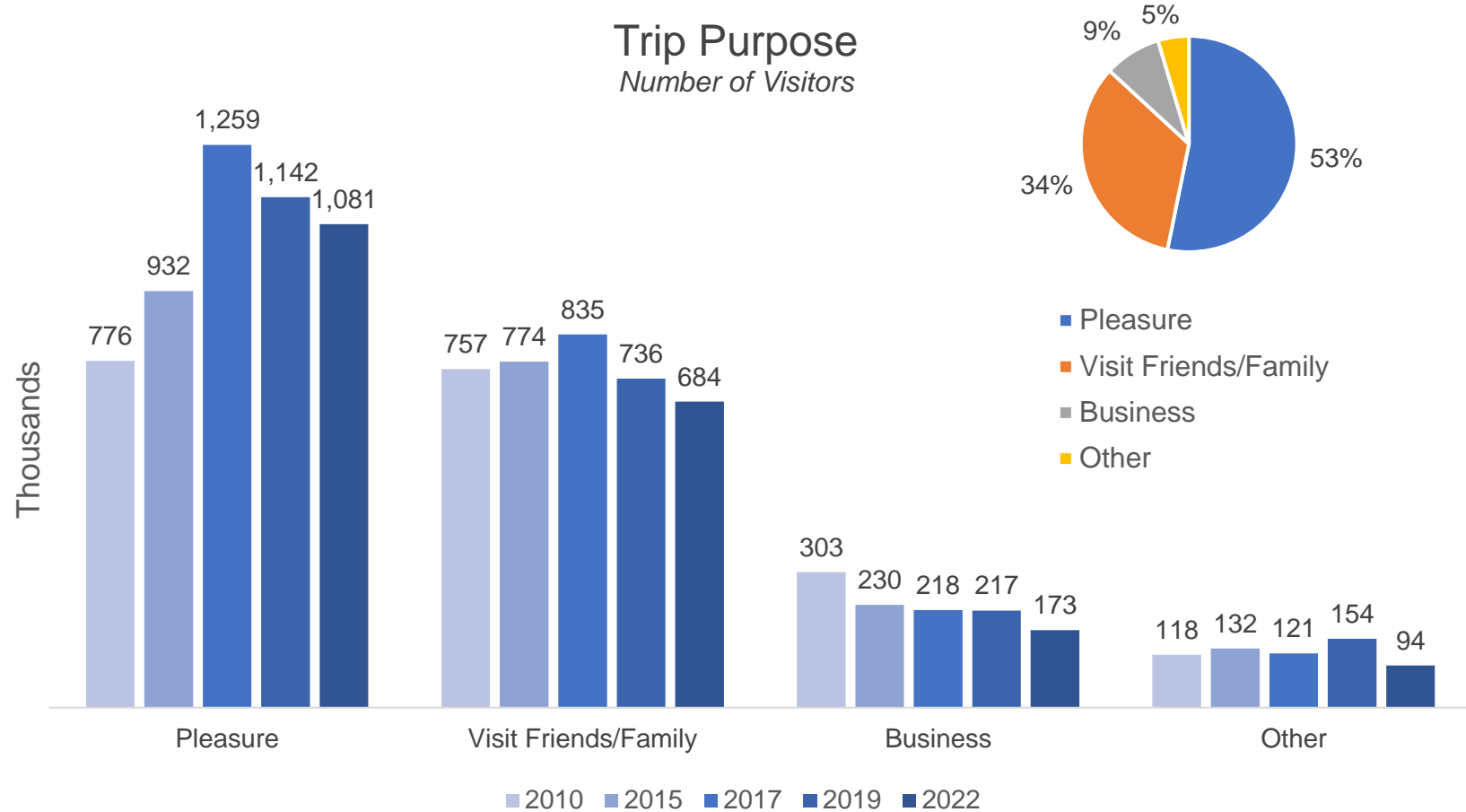
What was your MAIN reason for coming to Nova Scotia for this trip?

TRIP PURPOSE

Overall, there were fewer visitors to Nova Scotia in 2022 compared with 2017 and 2019, and this lower visitation is reflected across the estimates of the number of visitors coming to the province, by purpose of visit.

Factoring in party size, just over one-half of all visitors to Nova Scotia in 2022 travelled to Nova Scotia for pleasure, while one-third were visiting friends and family. One in ten, meanwhile, were travelling for business.

Trip Purpose
Number of Visitors



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

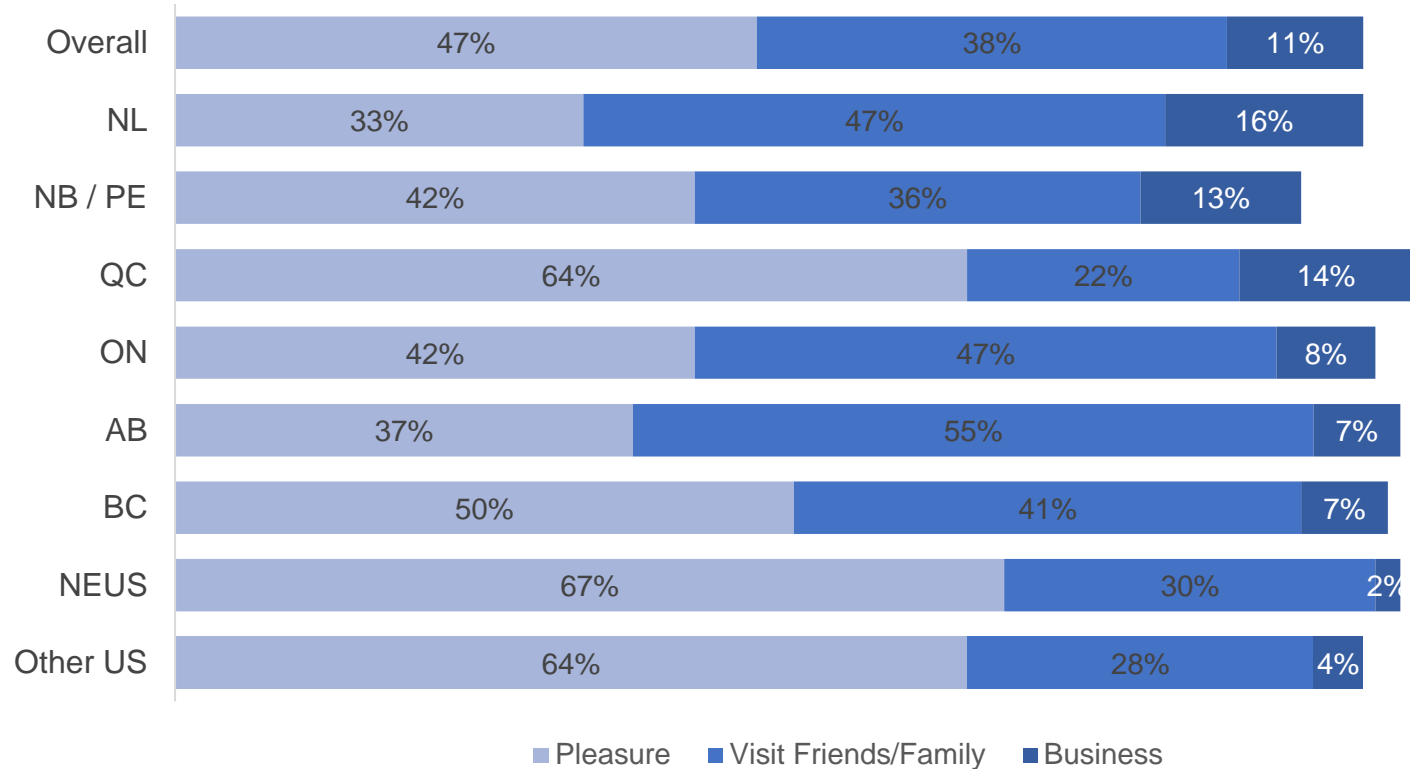
TRIP PURPOSE

Visitors from Newfoundland & Labrador, Alberta, and Ontario are more likely than other visitors to be coming to Nova Scotia to visit friends and family.

International visitors, as well as visitors from Quebec and British Columbia are more likely than others to be visiting for pleasure.

The incidence of visiting for business is highest among visitors from Atlantic Canada and Quebec.

Trip Purpose
% of Visitor Parties by Origin

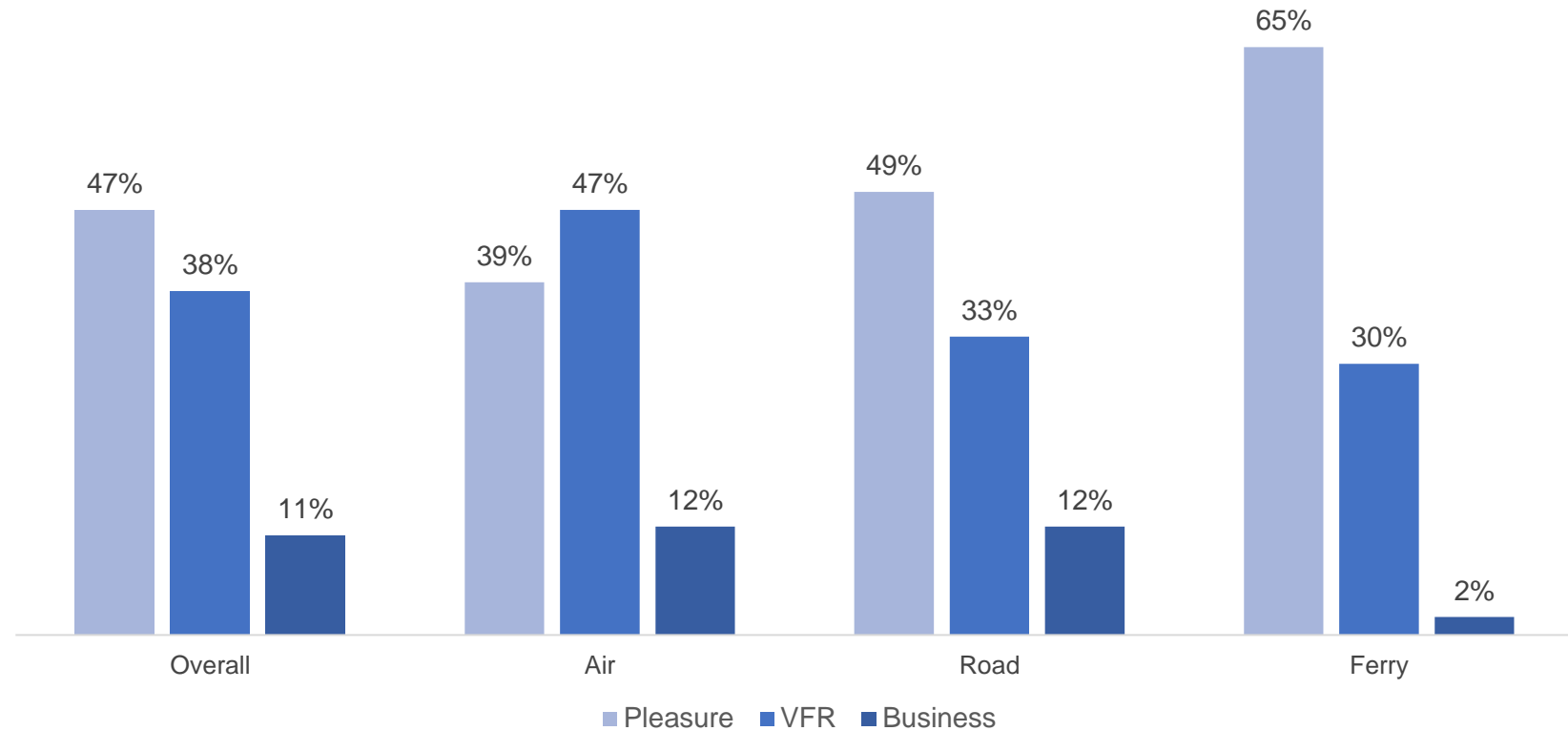


What was your MAIN reason for coming to Nova Scotia for this trip?

TRIP PURPOSE

Visitors arriving in Nova Scotia by road or ferry are more likely than those travelling by air to be visiting Nova Scotia for pleasure.

Trip Purpose
% of Visitor Parties by Method of Exit



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

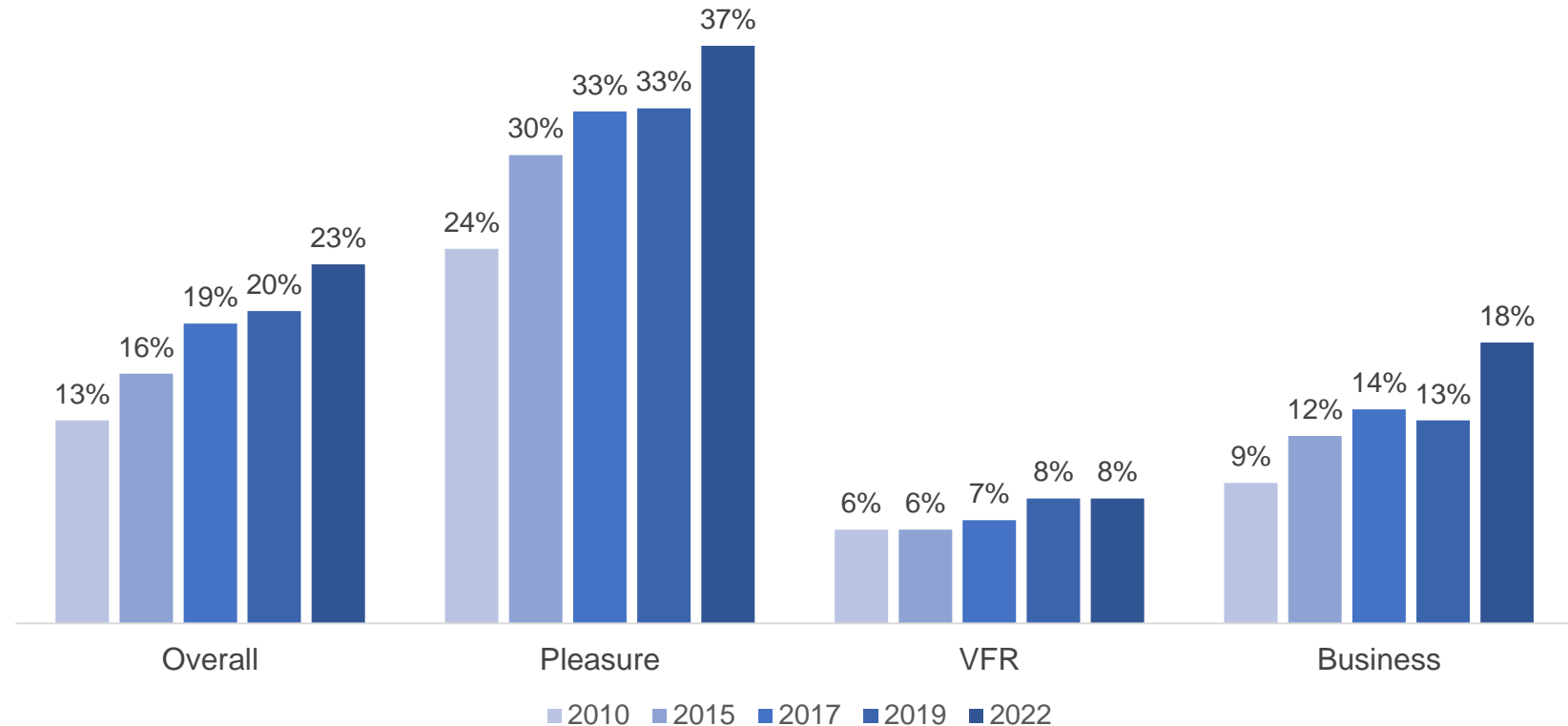
FIRST-TIME VISITORS

In 2022, approximately one-quarter of visitors to Nova Scotia were visiting the province for the first time.

The incidence of first-time visitors is highest among those visiting for pleasure, and lowest among those visiting friends and family.

Notably, the incidence of first-time visitors is trending upwards among pleasure visitors. Additionally, in 2022 there was an increase in the incidence of first-time visitation among those visiting for business.

First-time Visitors to Nova Scotia
% of Visitor Parties by Trip Purpose



Apart from this trip, have you visited Nova Scotia before for at least one overnight (graph illustrates first-time visitors, that is, those who have not visited before)

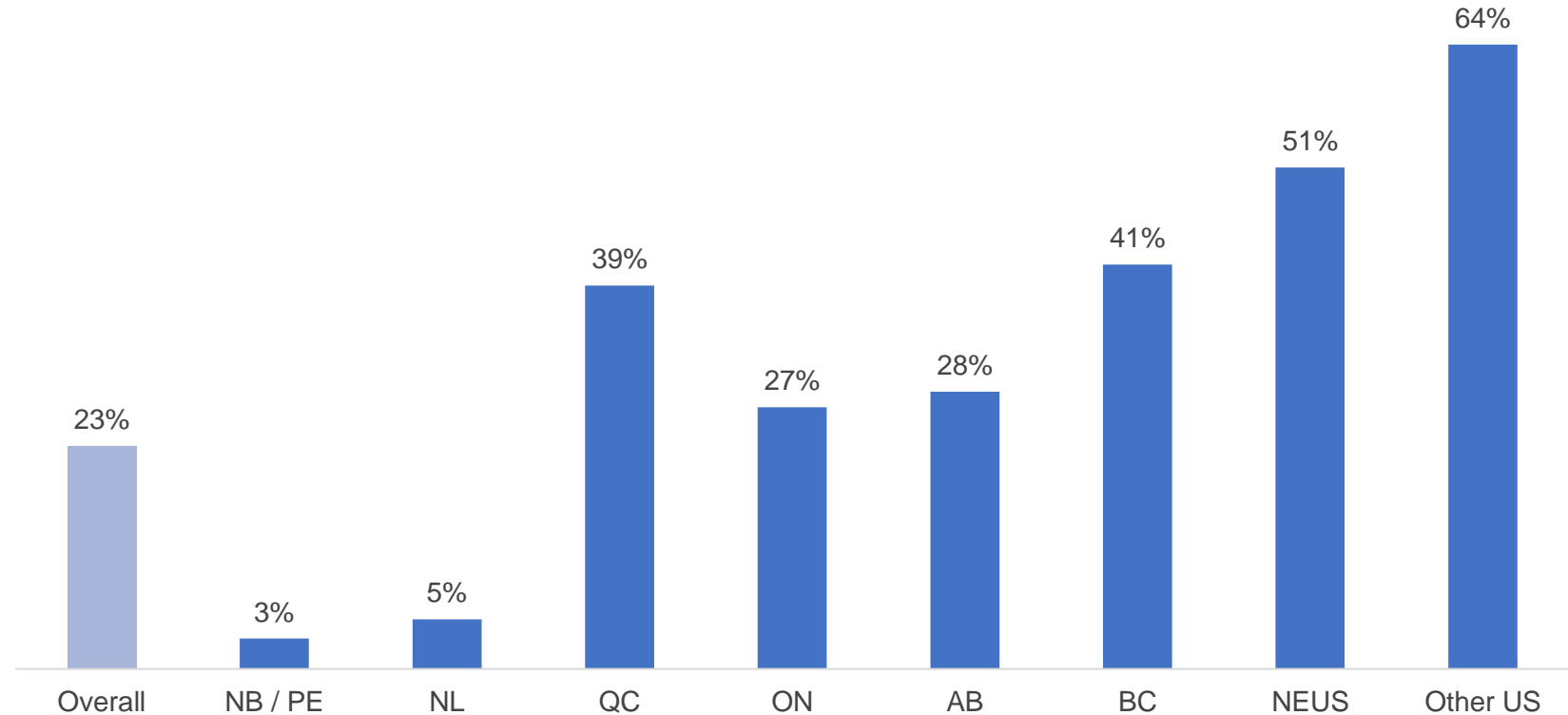
Source: Table T12

FIRST-TIME VISITORS

The highest incidence of first-time visitation to Nova Scotia in 2022 is observed among international visitors, as well as those from British Columbia and Quebec.

Not surprisingly, few visitors from Atlantic Canada report they were visiting Nova Scotia for the first time.

First-time Visitors to Nova Scotia
% of Visitor Parties by Origin

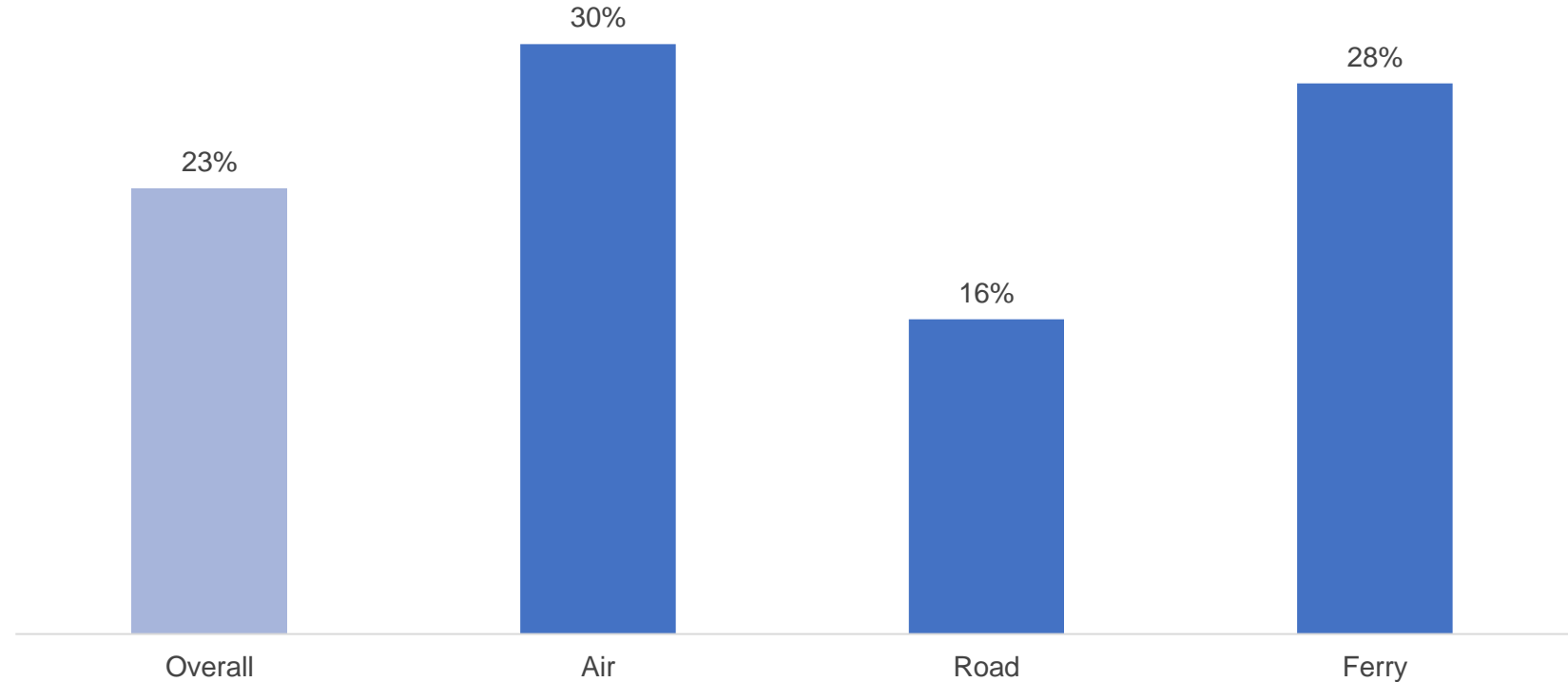


Apart from this trip, have you visited Nova Scotia before for at least one overnight (graph illustrates first-time visitors, that is, those who have not visited before)

FIRST-TIME VISITORS

Visitors arriving in Nova Scotia by road, who are also most likely to be from Atlantic Canada, are least likely to be first-time visitors to the province.

First-time Visitors to Nova Scotia
% of Visitor Parties by Method of Exit

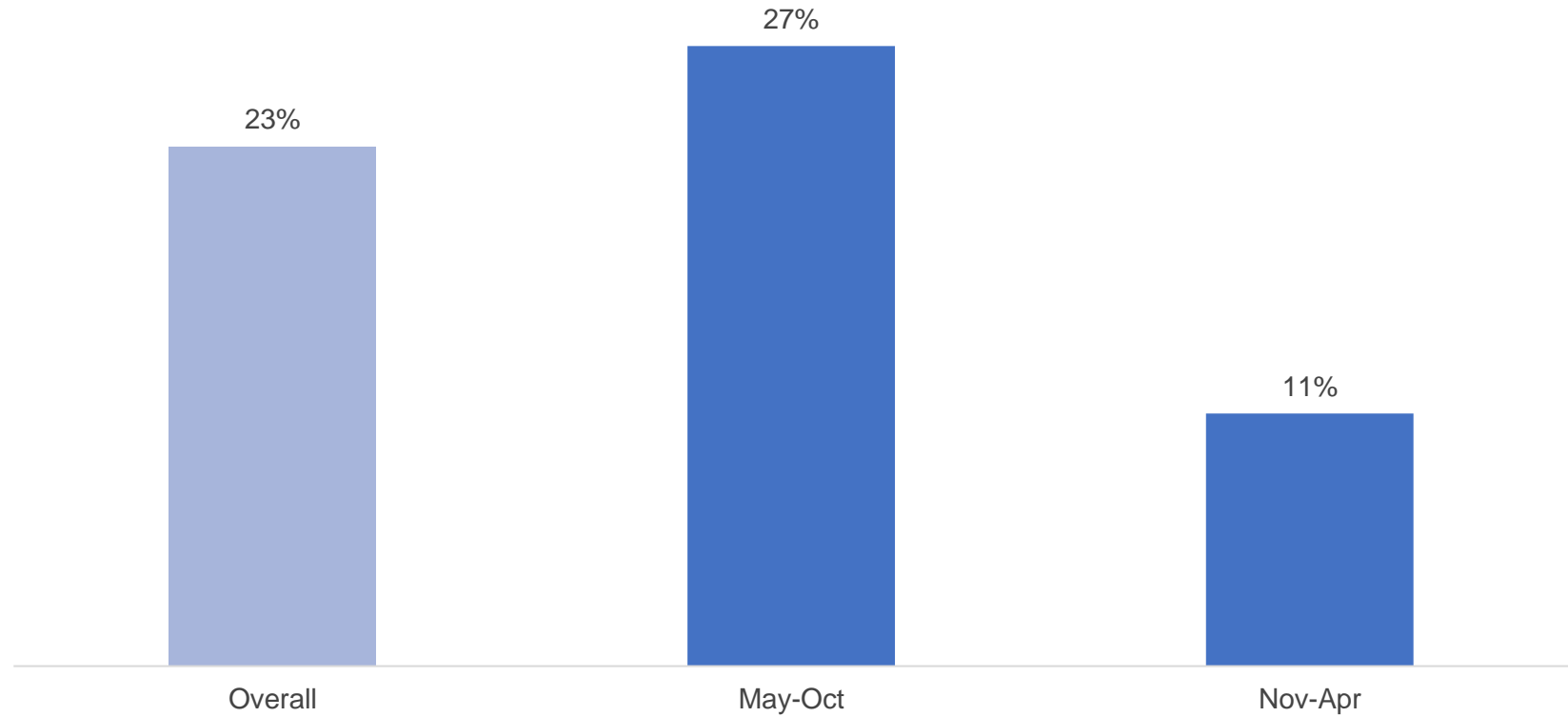


Apart from this trip, have you visited Nova Scotia before for at least one overnight?

FIRST-TIME VISITORS

With pleasure visitors being more likely to visit Nova Scotia during the May to October period, the incidence of first-time visitors during this period is correspondingly higher than that observed during off-peak months.

First-time Visitors to Nova Scotia
% of Visitor Parties by Month of Visit



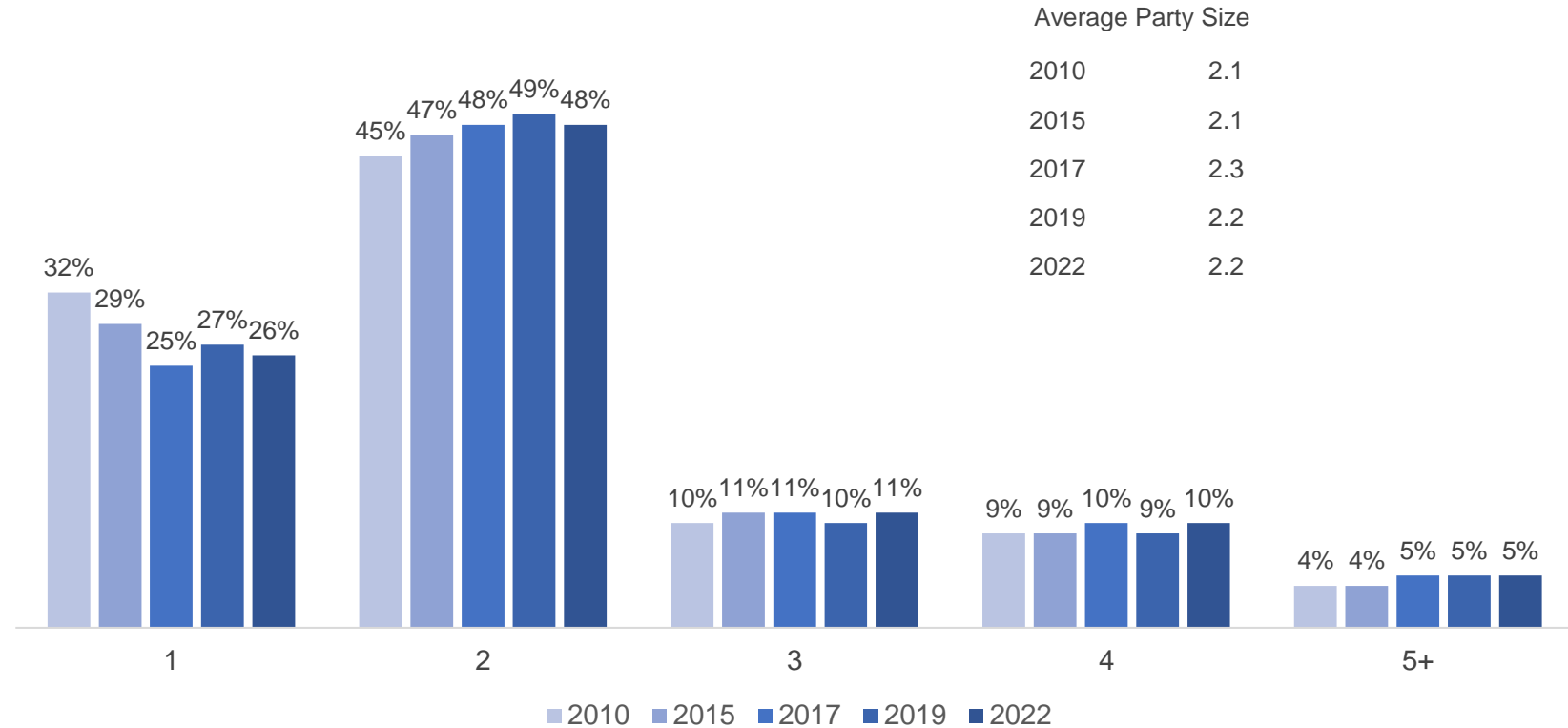
Apart from this trip, have you visited Nova Scotia before for at least one overnight?

VISITOR PARTY SIZE

Party size among visitors to Nova Scotia has been generally consistent over the past several years.

The most common party size is two people, followed by solo travellers.

Party Size
% of Visitor Parties

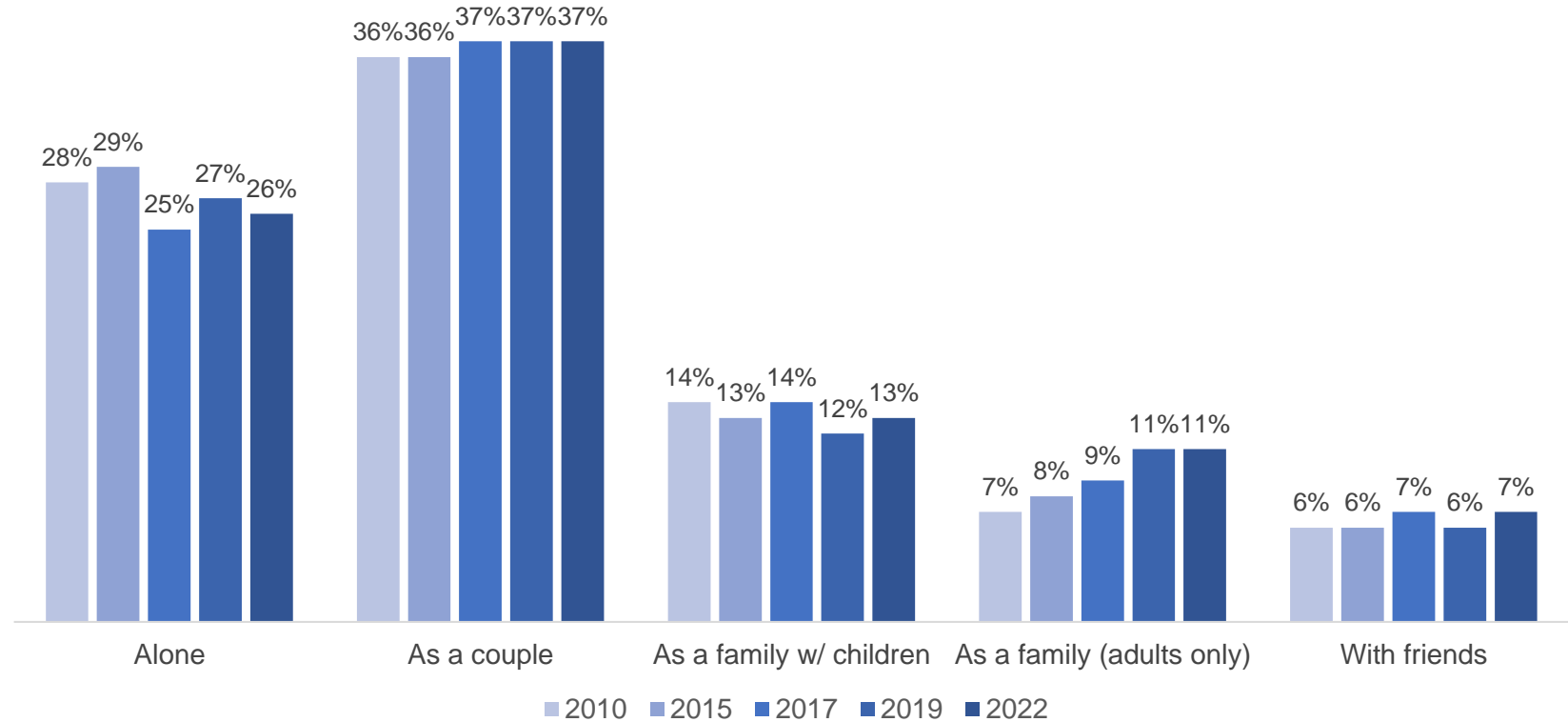


Including yourself, how many people were travelling with you?

VISITOR PARTY COMPOSITION

Party composition has remained generally consistent over the past several years.

Party Composition
% of Visitor Parties



Which of the following best describes your travel party?

VISITOR PARTY COMPOSITION

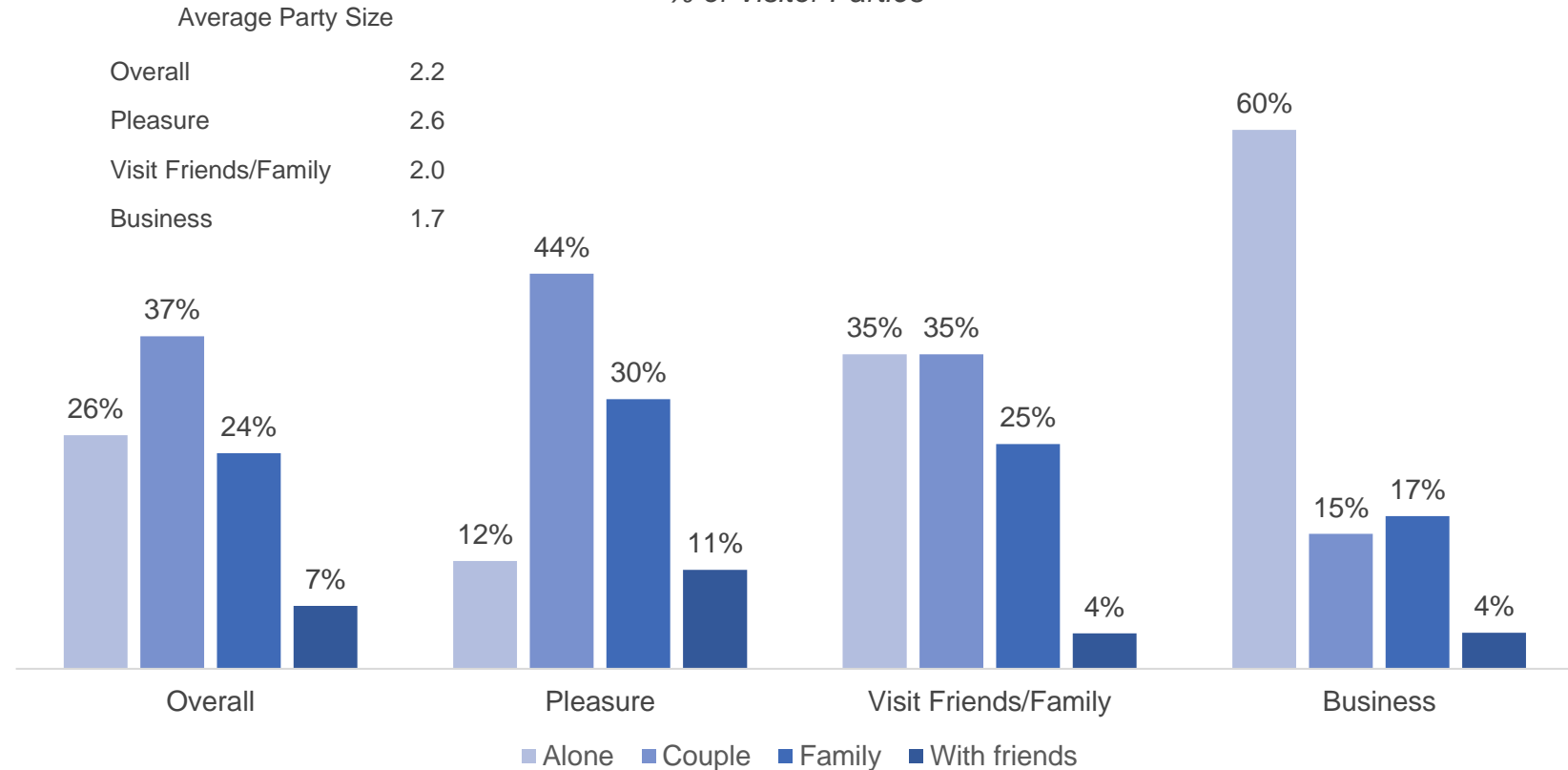
Examining party composition by purpose of trip, business visitors are most likely to be travelling alone.

Pleasure visitors are most likely to be travelling as a couple, or as a family.

Those visiting friends and family are equally likely to be travelling alone or as a couple, with one-quarter travelling with family.

Those visiting Nova Scotia for pleasure record the largest average party size.

Party Composition *% of Visitor Parties*



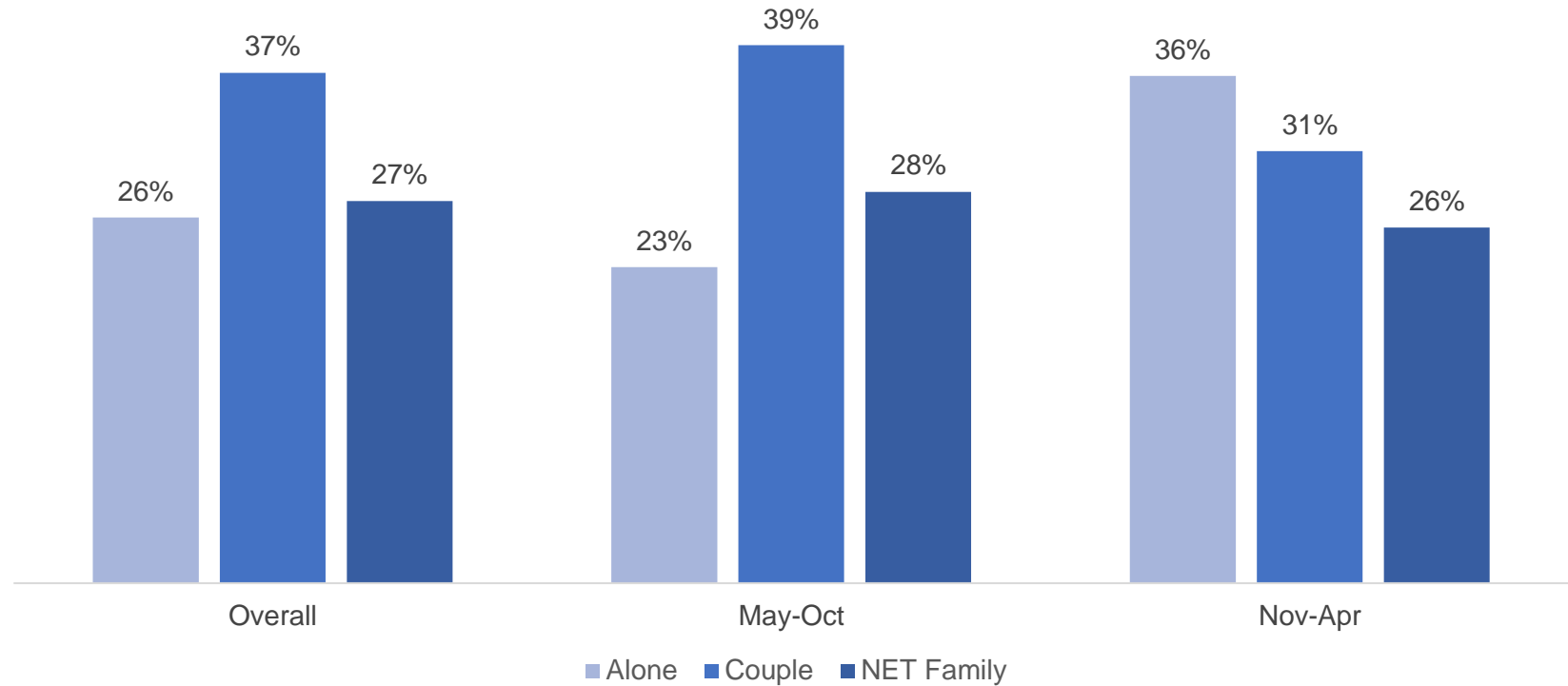
Which of the following best describes your travel party?

VISITOR PARTY COMPOSITION

During the peak months of May to October, couples comprise the largest segment of the visitor population.

During the November to April period, the largest segment is visitors travelling alone.

Party Composition
% of Visitor Parties by Month of Visit



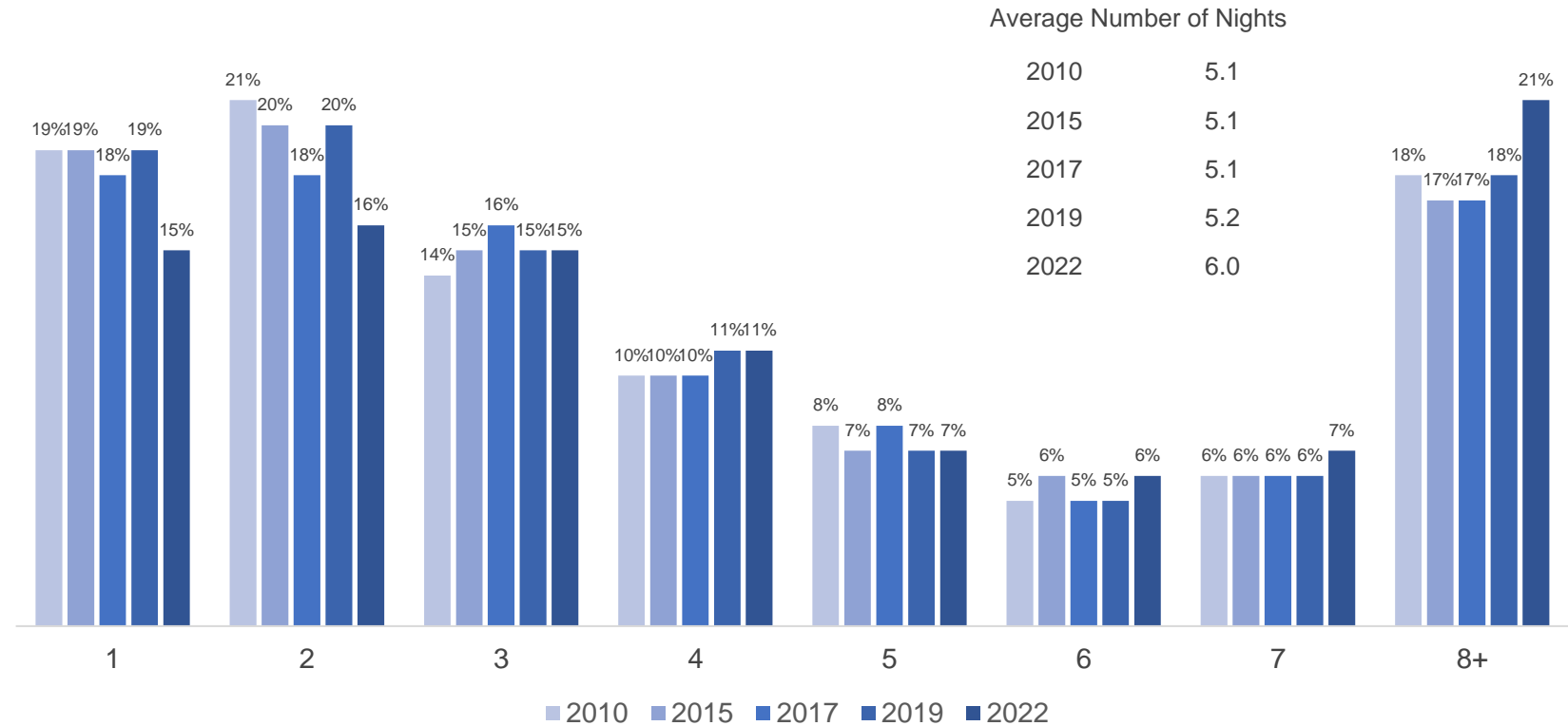
Which of the following best describes your travel party?

LENGTH OF STAY

The average length of stay in Nova Scotia increased significantly in 2022, compared with previous years.

This is due to an increase in the percentage of visitors reporting stays of eight or more nights and a decrease in the percentage of those staying for only one or two nights.

Number of Nights Stayed % of Visitor Parties

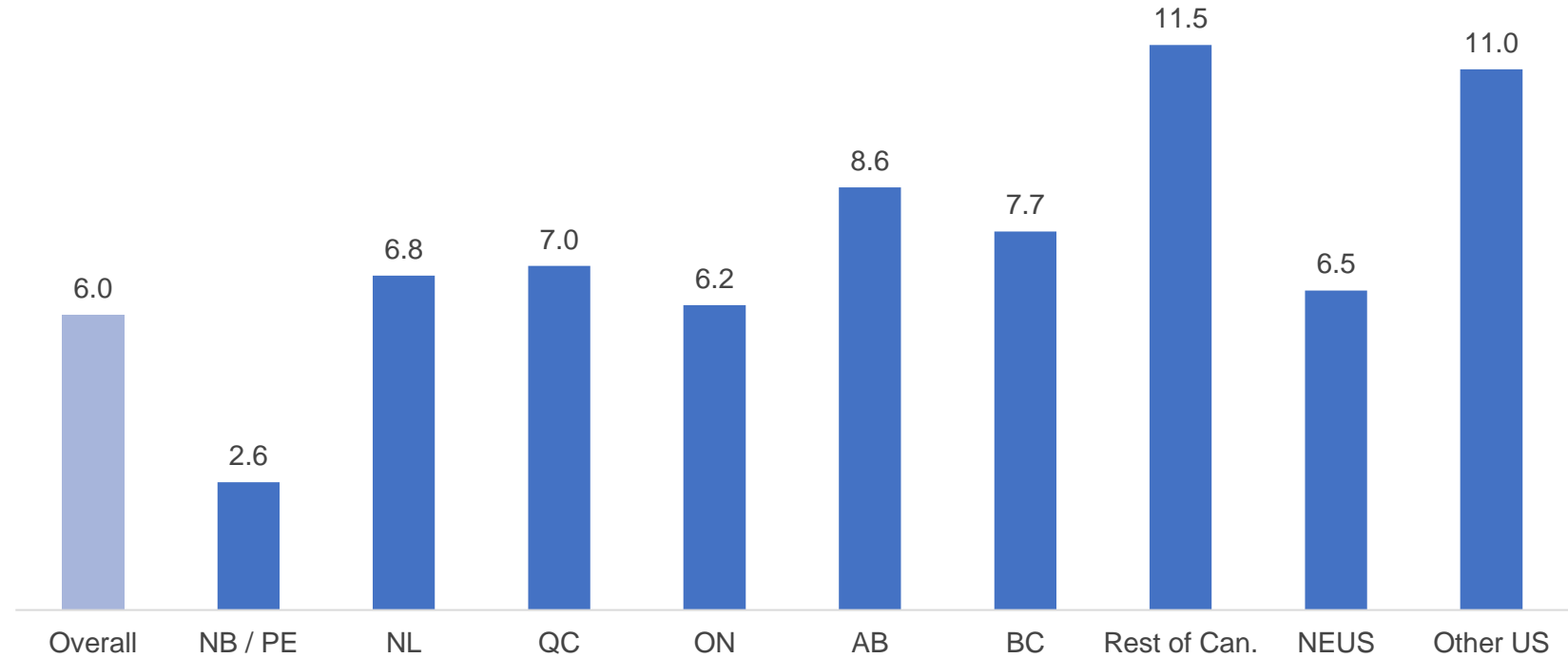


In total, how many nights did you spend in Nova Scotia during this trip?

LENGTH OF STAY

Travellers from New Brunswick and PEI spend fewer nights in Nova Scotia, compared with visitors from elsewhere.

Average Number of Nights Stayed
By Visitor Origin

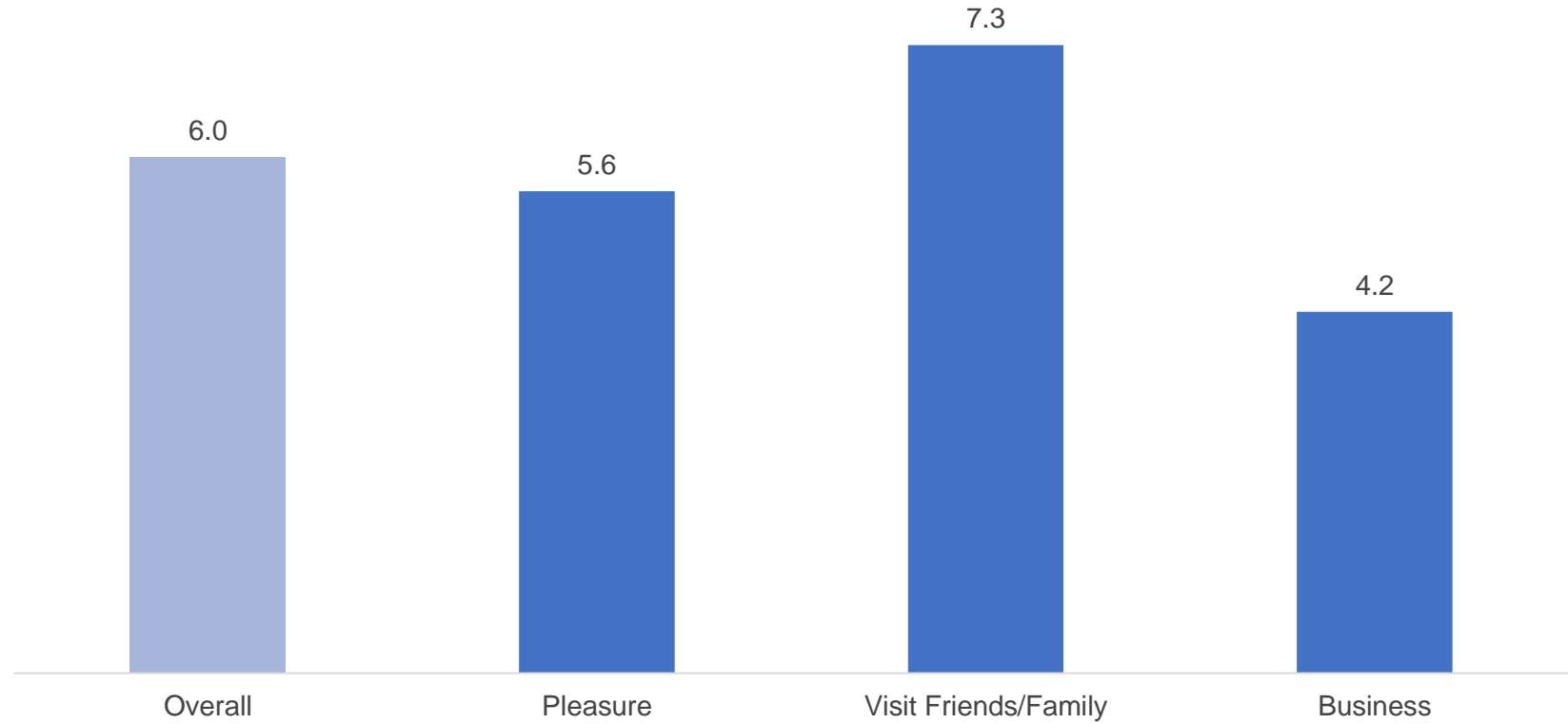


In total, how many nights did you spend in Nova Scotia during this trip?

LENGTH OF STAY

Those visiting Nova Scotia to spend time with friends/family record the longest stays, followed by those visiting for pleasure. Business visitors, meanwhile, spend fewer nights in the province.

Average Number of Nights Stayed
By Purpose of Trip

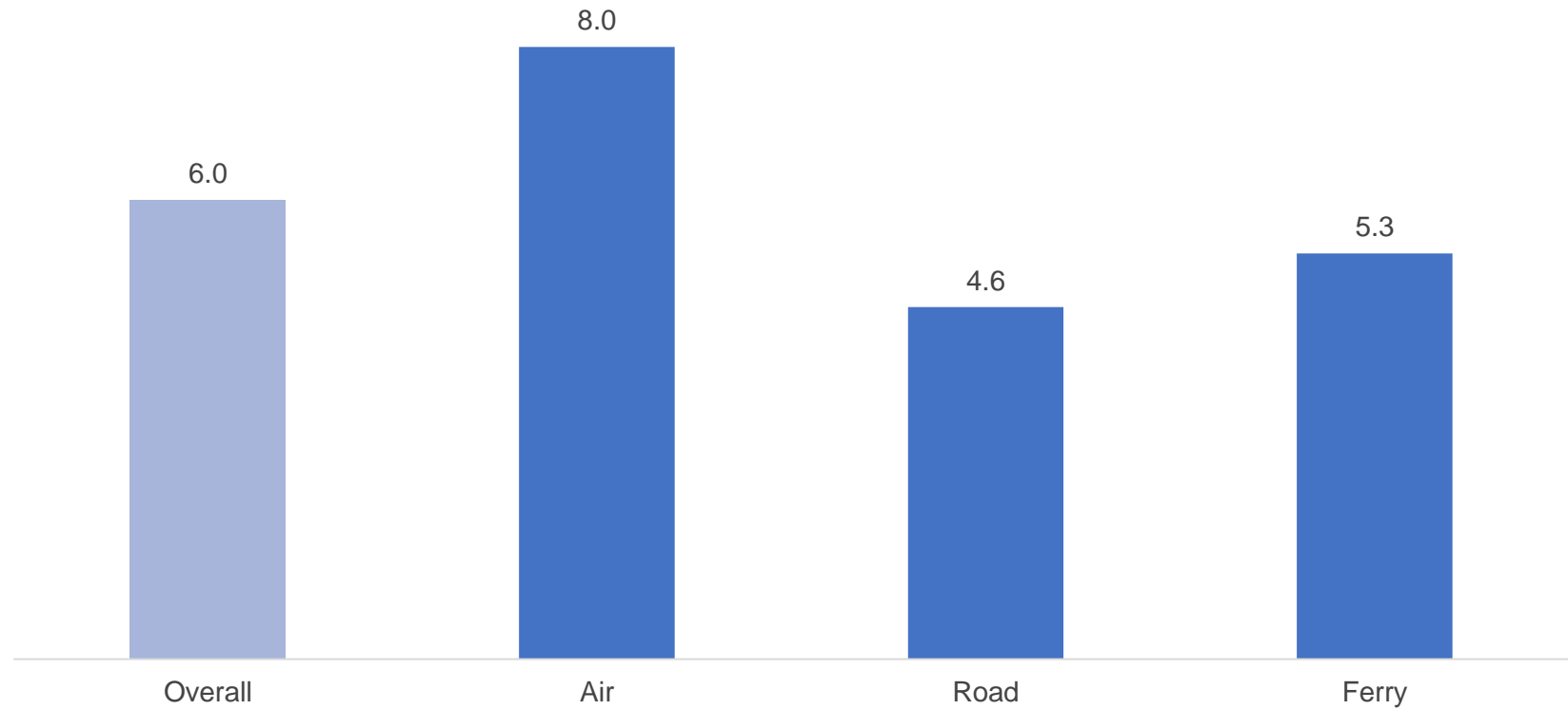


In total, how many nights did you spend in Nova Scotia during this trip?

LENGTH OF STAY

Visitors who travel to Nova Scotia by air spend more time in the province, compared with those arriving by road or ferry.

Average Number of Nights Stayed
By Method of Exit

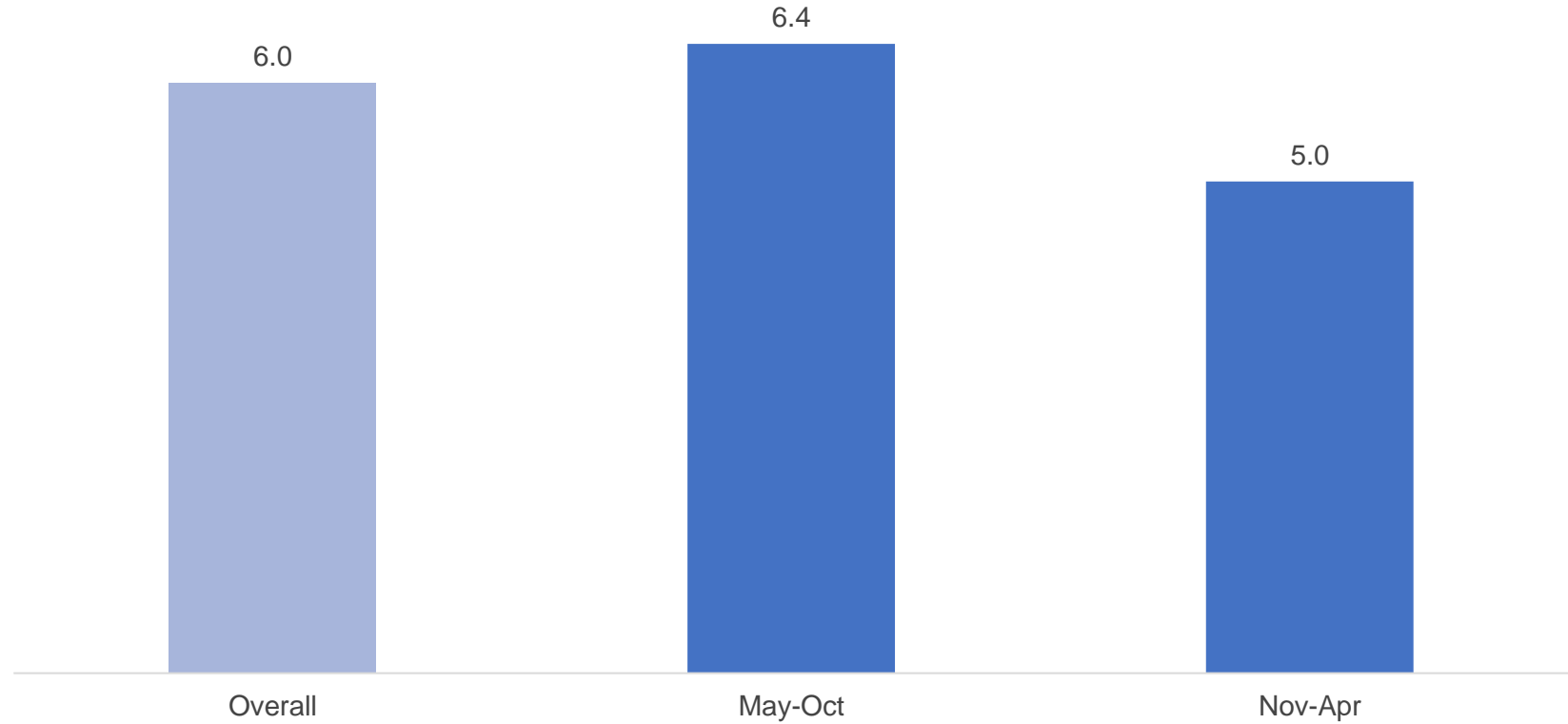


In total, how many nights did you spend in Nova Scotia during this trip?

LENGTH OF STAY

Visitors who travel to Nova Scotia during the peak May to October period record longer stays, compared with those visiting between November and April.

Average Number of Nights Stayed
By Month of Visit



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

RESPONDENT PROFILE



DEMOGRAPHIC PROFILE OF RESPONDENTS

Age of Visitors	%
Under 20	7
20 – 34	23
35 – 44	14
45 – 54	17
55 – 64	21
65 – 74	15
75 plus	3

Most Recent NS Visit	%
2022 – 2023	37
2020 – 2021	30
2018 – 2019	15

All data are are weighted by month of visit, traveller origin, and mode of travel to reflect non-resident visitor population.



Origin	%
Canada	89
United States	7
Germany	1
United Kingdom	2
Other	2

Origin (Canada)	%
Atlantic	49
Ontario	21
Quebec	18
West/North	12

Point of Entry	%
NB border	54
Ferry (Maine/NB/PEI/NL)	8
Air transportation	38
Other	1

Main Purpose	%
Vacation/Holiday	47
Visit friends/Family	38
Business	11
Other	4

Travel Party	%
Alone	26
Couple	37
Family with children	13
Family (adults only)	11
Two or more couples	1
With friends	7
With an organized group/tour	1
Other	3

For further information, please contact:

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