

## Nova Scotia Tourism Market Profile: Atlantic Canada

This bulletin summarizes research findings for the Atlantic Canadian visitor market from the 2010 Visitor Exit Survey, including new insights on the pleasure visitor segment. For additional information, please refer to the 2010 Visitor Exit Survey and the Facts and Figures Section of the Tourism Research website, available at [www.gov.ns.ca/econ/tourism/research](http://www.gov.ns.ca/econ/tourism/research).

**NS Tourism Market:** 2.1 million visitors

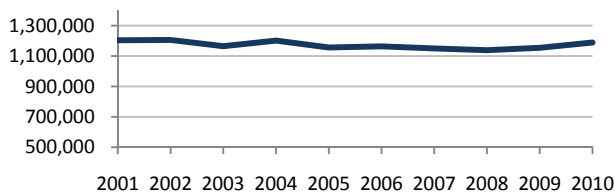
**Atlantic Canada Market Share:** 1,189,300 (2010); 56% of total visitation

**Atlantic Canada Pleasure Travel Market Share:** 569,700; 48% of the Atlantic Canada market (2010)

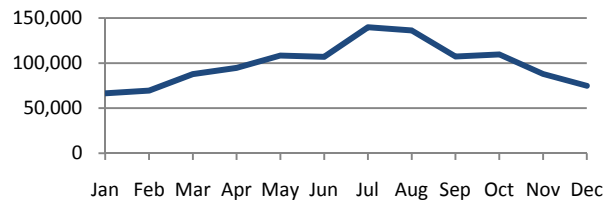
**Ten-year Trend:** Visitation has been generally stable. Due to the high volume, small changes have a significant impact on overall visitation to the province.

### Atlantic Canadian Visits to Nova Scotia (excludes in-province travel by Nova Scotians)

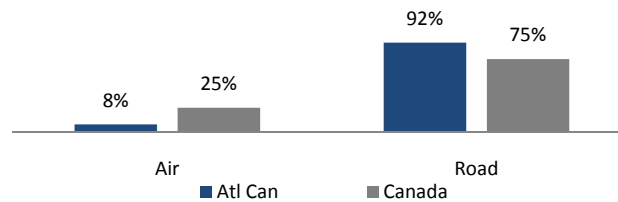
Atlantic Canada Visits to NS, 2001-2010



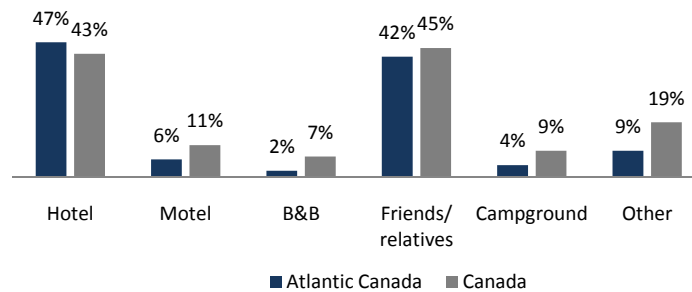
Atlantic Canada Visits by Month, 2010



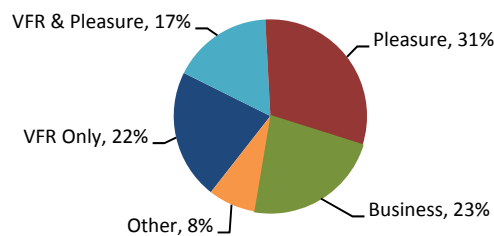
Atlantic Canadian Visits to NS by Travel Mode compared to Canadian Visits, 2010



### Atlantic Canadian Visitors to NS Staying in Accommodations (%), compared to Canadian Visitors, by Type



### Reasons Atlantic Canadian Visitors Come to Nova Scotia



Visiting Friends / Relatives (VFR)

## Atlantic Canada Pleasure Travel Market

- 31% of Atlantic Canadian visitors come to NS for a pleasure vacation, while another 17% combine their friend/family trip with a pleasure visit component
- In general, pleasure visitors stay longer and spend more while on vacation compared to other segments, while Atlantic Canadian visitors usually spend less (due to shorter trip length). A typical Atlantic Canadian travel party spent an average of \$678 while in Nova Scotia, compared to \$769 spent by an Atlantic Canadian pleasure travel party.
- Atlantic Canadian pleasure visitors reported significantly lower participation rates for outdoor activities and visiting places and events than other markets.
- Although 17% of Atlantic Canadian pleasure visitors come here for the combined purpose of visiting friends and relatives, 60% indicate that the opportunity to visit friends or relatives was an important factor in choosing to visit the province.
- Important factors in choosing NS as a vacation destination: the opportunity to visit friends and relatives, the chance to do interesting things, interests and hobbies, the seacoast, the opportunity to rejuvenate, the seacoast and value for money.
- Factors Atlantic Canadian visitors find satisfying about their Nova Scotia experience: the opportunity to visit friends and family, the chance to do interesting things, their hobbies and interests, the weather, the opportunity to rejuvenate, the seacoast, the natural landscape and wildlife, and value for money.
- It is interesting to note that importance and satisfaction rankings from Atlantic Canadian visitors were much closer in range than reported from other markets.

## Trip Characteristics for Atlantic Canadian Visitors (All and Pleasure) compared to Canadian Visitors

Includes pleasure visitors and those combining visiting friends and relatives (VFR) with pleasure

	Atlantic Canada (All visitors)	Canada (All Visitors)	Atlantic Canada Pleasure	Canada Pleasure
Party-size (people)	2.2	2.2	2.4	2.4
Length of stay (nights)	2.9	4.5	3	5.1
Travel party type	Couples; Alone	Couples	Couples	Couples
Age	45-64 yrs	45-64 yrs	25-64 yrs	45-64 yrs
Spend (by party)	\$678	\$958	\$769	\$1,158

## Trip Expenditures for Atlantic Canadian Visitors (All and Pleasure) compared to Canadian Visitors, by travel party

Includes pleasure visitors and those combining visiting friends and relatives (VFR) with pleasure

	Atlantic Canada (All Visitors)	Canada (All Visitors)	Atlantic Canada Pleasure	Canada Pleasure
Fixed-roof accommodations	\$165	\$248	\$162	\$274
Campgrounds	\$4	\$8	\$8	\$14
Meals in restaurants/hotels/bars	\$144	\$218	\$161	\$258
Groceries and liquor	\$46	\$75	\$60	\$99
Gas, oil and/or auto repair	\$78	\$99	\$88	\$126
Car rental fees, including insurance	\$11	\$57	\$9	\$72
Local transportation (taxis, limos, etc.)	\$4	\$9	\$3	\$7
Bridge/highway/ferry tolls in NS	\$6	\$5	\$7	\$6
NS cultural products	\$14	\$34	\$20	\$52
Clothing	\$83	\$70	\$107	\$86
Other shopping	\$58	\$66	\$74	\$79
Culture and entertainment	\$31	\$39	\$49	\$59
Sport and recreation	\$10	\$13	\$18	\$21
Parking	\$0	\$0	\$0	\$0
<b>Total Expenditures</b>	<b>\$678</b>	<b>\$958</b>	<b>\$769</b>	<b>\$1,158</b>

## Activities & Travel Aspects Important to the Atlantic Canadian Market

The below table includes pleasure visitors and those who combine a VFR visit with a pleasure component

	Atlantic Canadian Pleasure Visitors	Canadian Pleasure Visitors
<b>Outdoor Activities</b>		
Coastal sightseeing	14%	24%
Hiking (wooded or coastal areas)	11%	19%
Beach exploring	11%	22%
Swimming/sunbathing	11%	16%
<b>Places and Events</b>		
Halifax waterfront	35%	48%
Craft shops/studios	25%	37%
Nightclubs/lounges/pubs	25%	27%
Museums/historic sites	15%	32%
<b>Important factors in decision to visit NS*</b>		
The opportunity to visit friends/family	60%	60%
The chance to do interesting things	54%	53%
Your interests and hobbies	52%	49%
The seacoast	50%	64%
The opportunity to rejuvenate	51%	52%
Natural landscape and wildlife	48%	59%
Value for money	47%	46%
Weather	46%	43%
City and country experiences within easy reach	45%	46%
<b>Factors with high satisfaction ratings*</b>		
The opportunity to visit friends/family	63%	64%
The chance to do interesting things	61%	63%
Weather	60%	61%
Your interests and hobbies	60%	60%
The opportunity to rejuvenate	58%	58%
The seacoast	57%	57%
The natural landscape and wildlife	56%	67%
Value for money	55%	55%
The culture and people	54%	62%
The local Nova Scotian food	53%	60%
City and country experiences within easy reach	52%	56%

\* % rating of 8, 9 or 10 on a scale of 1-10 where 1 is not at all important and 10 is critically important

## Other Important Factors about the Atlantic Canadian Market

- 15% of Atlantic Canadian visitors and 23% of Atlantic Canada pleasure visitors consulted novascotia.com.
- 60% of visitors decide to visit NS within 4 weeks of their departure date; 22% decided to visit 1-2 months prior to travelling.
- 56% of Atlantic Canadian visitors use a laptop, GPS and/or a Smartphone to find travel information while in the province, the lowest reported from any market.