

Nova Scotia Tourism Market Profile: Ontario

This bulletin summarizes research findings for the Ontario 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.

Market Highlights

NS Tourism Market: 2.1 million visitors

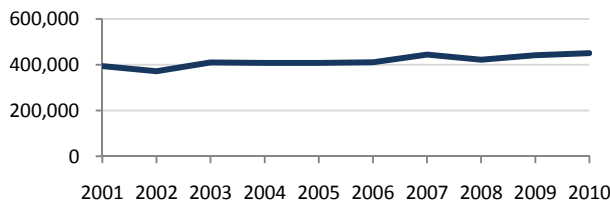
Ontario Market Share: 451,100 (2010); 21% of total visitation

Ontario Pleasure Travel Market Share: 265,960; 59% of the Ontario market (2010)

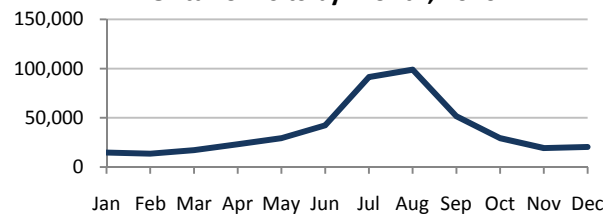
Ten-year Trend: Visitation has been generally strong but can be susceptible to economic and business condition fluctuations. Small changes from this market have significant impact on visitation due to high volume.

Ontario Visits to Nova Scotia

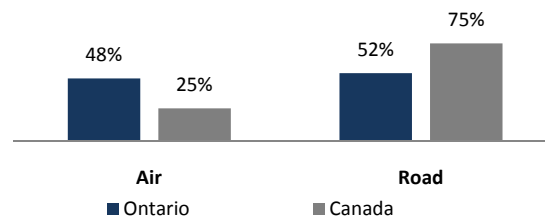
Ontario Visits to NS, 2001-2010



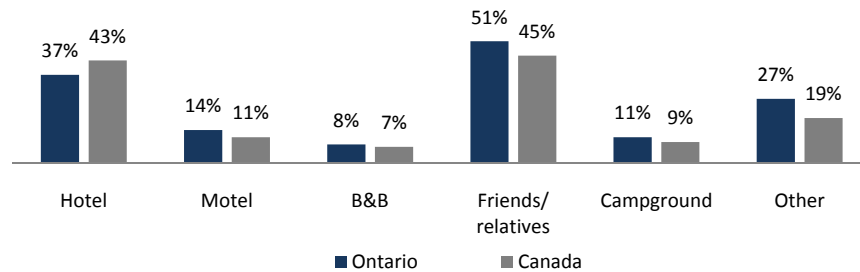
Ontario Visits by Month, 2010



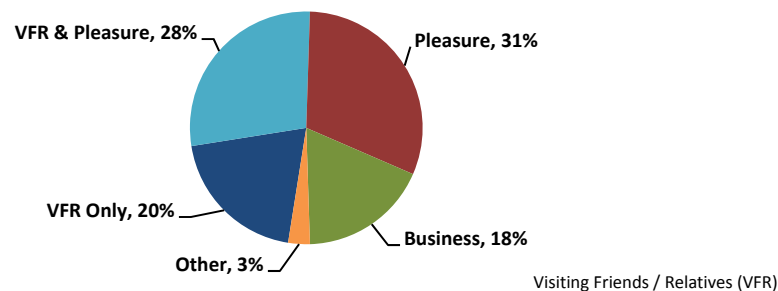
Ontario Visits to NS by Travel Mode compared to Canadian Visits, 2010



Percentage of Ontario Visitors to NS Staying in Accommodations compared to Canadian Visitors, by Type



Reasons Ontario Visitors Come to Nova Scotia



Ontario Pleasure Travel Market

- The Ontario pleasure market is Nova Scotia's largest market outside of Atlantic Canada.
- In general, pleasure visitors stay longer and spend more while on vacation compared to other segments. A typical Ontario travel party spent an average of \$1,177 while in Nova Scotia, compared to \$1,364 spent by an Ontario pleasure travel party.
- 31% of Ontario visitors come to NS for a pleasure vacation, while another 28% combine their friend/family visit with a pleasure component.
- Ontario visitors enjoy: coastal sightseeing, beach exploring, hiking, swimming and sunbathing, nature observation, the Halifax waterfront, craft shops and studios, museums and historic sites, and nightclubs and pubs.
- Important factors in choosing NS as a vacation destination: the seacoast, the natural landscape and wildlife, the opportunity to visit family and friends, the culture and people, the local food, the opportunity to rejuvenate, the chance to do interesting activities, and the heritage and history.
- Factors Ontario visitors find satisfying about their Nova Scotia experience: the seacoast, the natural landscape and wildlife, the culture and people, the local food, the opportunity to visit friends and relatives, the change to do interesting things, the opportunity to rejuvenate, the heritage and history, and having country and city experiences in easy reach.

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

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

	Ontario (All visitors)	Canada (All Visitors)	Ontario Pleasure	Canada Pleasure
Party-size (people)	2.2	2.2	2.4	2.4
Length of stay (nights)	6.4	4.5	7.1	5.1
Travel party type	Alone, couples	Couples	Couples	Couples
Age	45-64 yrs	45-64 yrs	45-64 yrs	45-64 yrs
Spend (by party)	\$1,177	\$958	\$1,364	\$1,158

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

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

	Ontario (All Visitors)	Canada (All Visitors)	Ontario Pleasure	Canada Pleasure
Fixed-roof accommodations	\$319	\$248	\$356	\$274
Campgrounds	\$10	\$8	\$17	\$14
Meals in restaurants/hotels/bars	\$289	\$218	\$321	\$258
Groceries and liquor	\$107	\$75	\$125	\$99
Gas, oil and/or auto repair	\$118	\$99	\$151	\$126
Car rental fees, including insurance	\$80	\$57	\$88	\$72
Local transportation (taxis, limos, etc.)	\$15	\$9	\$10	\$7
Bridge/highway/ferry tolls in NS	\$4	\$5	\$5	\$6
NS cultural products	\$56	\$34	\$78	\$52
Clothing	\$49	\$70	\$55	\$86
Other shopping	\$63	\$66	\$63	\$79
Culture and entertainment	\$47	\$39	\$65	\$59
Sport and recreation	\$13	\$13	\$20	\$21
Parking	\$0	\$0	\$0	\$0
Total Expenditures	\$1,177	\$958	\$1,364	\$1,158

Activities & Travel Aspects Important to the Ontario Pleasure Market, compared to Canadian Visitors

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

	Ontario Pleasure Visitors	Canadian Pleasure Visitors
Outdoor Activities		
Coastal sightseeing	36%	24%
Beach exploring	35%	22%
Hiking (wooded or coastal areas)	29%	19%
Swimming/sunbathing	23%	16%
Nature observing	20%	14%
Places and Events		
Halifax waterfront	60%	48%
Craft shops/studios	47%	37%
Museums/historic sites	46%	32%
Nightclubs/lounges/pubs	28%	27%
Important factors in decision to visit NS*		
The seacoast	82%	64%
The natural landscape and wildlife	75%	59%
The opportunity to visit friends/family	64%	60%
The culture and people	63%	51%
The opportunity to rejuvenate	59%	52%
The local Nova Scotian food	59%	46%
The chance to do interesting things	55%	53%
The heritage and history	53%	42%
Factors with high satisfaction ratings*		
The seacoast	87%	70%
The natural landscape and wildlife	81%	67%
The culture and people	74%	62%
The local Nova Scotian food	71%	60%
The opportunity to visit friends/family	68%	64%
The chance to do interesting things	67%	63%
The opportunity to rejuvenate	67%	60%
The heritage and history	65%	52%
Weather	64%	61%
City and country experiences within easy reach	61%	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 Ontario Market

- 50% of Ontario visitors consult novascotia.com to gather information about NS without requesting printed material; 31% request NS literature using novascotia.com.
- Only 25% of visitors decide to visit NS within 4 weeks of their departure date; 51% plan to visit 1-4 months prior to departure.
- Many Ontario visitors (66%) use a laptop, GPS and/or a Smartphone to find travel information while in the province.
- 35% of Ontario visitors indicate have made more environmentally-sustainable choices when they travel.