

## Nova Scotia Tourism Market Profile: United States (US)

This bulletin summarizes research findings for the US 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).

### Market Highlights

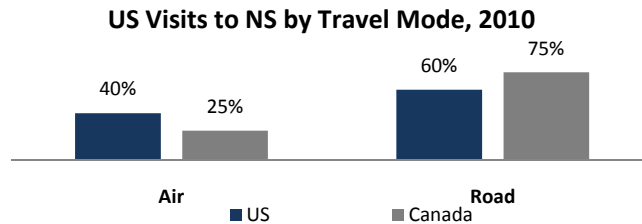
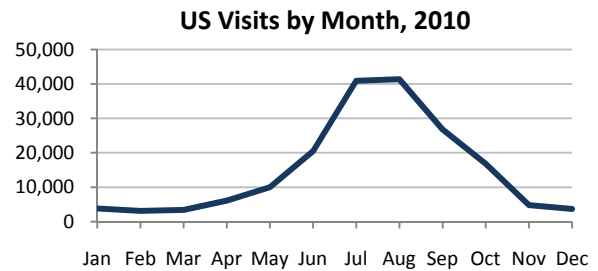
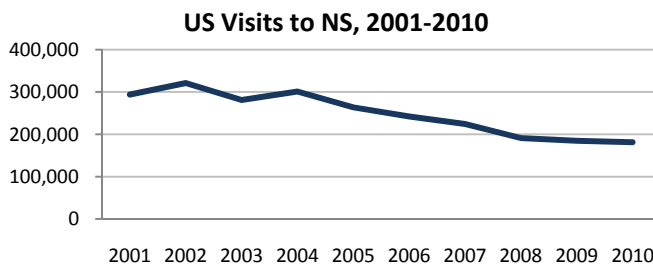
**NS Tourism Market:** 2.1 million visitors

**US Market Share: 181,300 (2010):** 181,300; 8.5% of total visitation

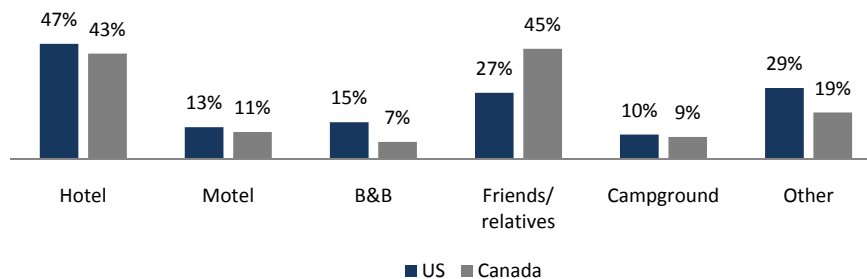
**US Pleasure Travel Market Share:** 128,377; 71% of the US visitor market (2010)

**Ten-year Trend:** After peaking 2002, US visits to Nova Scotia have declined 38% in the last eight years

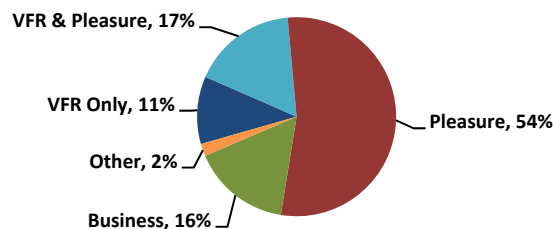
### US Visits to Nova Scotia



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



### Reasons US Visitors Come to Nova Scotia



Visiting Friends / Relatives (VFR)

## US Pleasure Travel Market

- 54% of America visitors come to Nova Scotia for a pleasure vacation, the highest proportion from any other geographical market. 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. A typical US travel party spent an average of \$1,458 while in Nova Scotia, compared to \$1,688 spent by a US pleasure travel party.
- US visitors enjoy: coastal sightseeing hiking, beach exploring, nature observation, museums and historic sites, the Halifax waterfront, and craft shops and studios.
- Important factors in choosing NS as a vacation destination: the seacoast, the natural landscape and wildlife, the culture and people, the opportunity to rejuvenate, the chance to do interesting activities, and the heritage and history.
- Factors American visitors find satisfying about their Nova Scotia experience: the seacoast, the natural landscape and wildlife, the culture and people, the heritage and history, the chance to do interesting activities, the opportunity to rejuvenate, the weather, and their interests and hobbies.

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

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

	US Visitors (All visitors)	Canada (All Visitors)	US Pleasure	Canada Pleasure
Party-size (people)	2.1	2.2	2.2	2.4
Length of stay (nights)	7	4.5	7.6	5.1
Travel party type	Couples	Couples	Couples	Couples
Age	45-74 yrs	45-64 yrs	45-74 yrs	45-64 yrs
Spend (by party)	\$1,458	\$958	\$1,688	\$1,158

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

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

	US Visitors (All visitors)	Canada (All Visitors)	US Pleasure	Canada Pleasure
Fixed-roof accommodations	\$489	\$248	\$550	\$274
Campgrounds	\$19	\$8	\$26	\$14
Meals in restaurants/hotels/bars	\$353	\$218	\$414	\$258
Groceries and liquor	\$98	\$75	\$115	\$99
Gas, oil and/or auto repair	\$130	\$99	\$160	\$126
Car rental fees, including insurance	\$136	\$57	\$145	\$72
Local transportation (taxis, limos, etc.)	\$8	\$9	\$7	\$7
Bridge/highway/ferry tolls in NS	\$5	\$5	\$6	\$6
NS cultural products	\$64	\$34	\$81	\$52
Clothing	\$34	\$70	\$36	\$86
Other shopping	\$44	\$66	\$51	\$79
Culture and entertainment	\$55	\$39	\$68	\$59
Sport and recreation	\$18	\$13	\$24	\$21
Parking	\$0	\$0	\$0	\$0
Total Expenditures	\$1,458	\$958	\$1,688	\$1,158

## Activities & Travel Aspects Important to the US Pleasure Travel Market

The below table includes pleasure visitors and those who combine their visit with friends or family with a pleasure component

	American Pleasure Visitors	Canadian Pleasure Visitors
<b>Outdoor Activities</b>		
Coastal sightseeing	66%	24%
Hiking (wooded or coastal areas)	64%	19%
Beach exploring	49%	22%
Nature observing	47%	14%
<b>Places and Events</b>		
Museums/historic sites	57%	32%
Halifax waterfront	56%	48%
Craft shops/studios	52%	37%
Visit a nature or fossil park/geology site	38%	16%
<b>Important factors in decision to visit NS*</b>		
The seacoast	86%	64%
The natural landscape and wildlife	86%	59%
The culture and people	65%	51%
The opportunity to rejuvenate	59%	52%
The chance to do interesting things	59%	53%
The heritage and history	56%	42%
Weather	51%	43%
Interests and hobbies	48%	49%
<b>Factors with high satisfaction ratings*</b>		
The seacoast	89%	70%
The natural landscape and wildlife	86%	67%
The culture and people	77%	62%
The history and heritage	70%	52%
The chance to do interesting things	69%	63%
The opportunity to rejuvenate	66%	60%
Weather	65%	61%
Interests and hobbies	62%	60%

\* % 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 US Market

- 64% of all US visitors (72% of US pleasure visitors) browsed the internet to find Nova Scotia travel information and 43% (53% of pleasure visitors) consulted novascotia.com to gather information about NS without requesting printed material.
- American visitors (28%), especially those from Mid-Atlantic (49%), were more likely to have visited novascoti.com prior to making their decision to visit NS compared to visitors from other markets.
- 37% of US visitors decide to visit NS within 4 weeks of their departure date; 30% plan to visit 1-2 months prior to departure.
- Close to half of American visitors stopped at a VIC at some point during their trip, compared to one-quarter of visitors overall.
- Excluding New England, US visitors were least likely to have visited Nova Scotia before.
- American and overseas visitors were more likely than Canadian visitors to indicate their Nova Scotia trip exceeded their expectations.
- Many US visitors (65%) use a laptop, GPS and/or a Smartphone to find travel information while in the province.