

Nova Scotia Tourism Market Profile: Western Canada

This bulletin summarizes research findings for the Western 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.

Market Highlights

NS Tourism Market: 2.1 million visitors

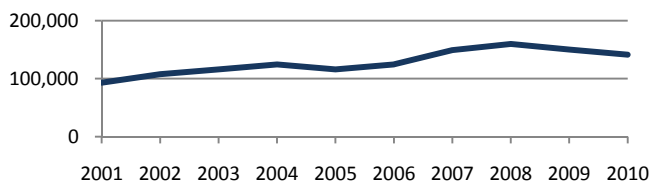
Western Canada Market Share: 141,300 (2010); 7% of total visitation

Western Canada Pleasure Travel Market Share: 91,400; 65% of the Western Canadian market (2010)

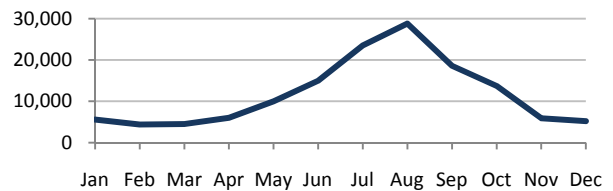
Ten-year Trend: Visits by Western Canadian to Nova Scotia shows moderate growth in last decade

Western Canadian Visits to Nova Scotia

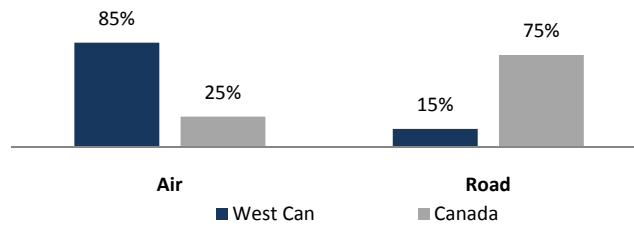
Western Canada Visits to NS, 2001-2010



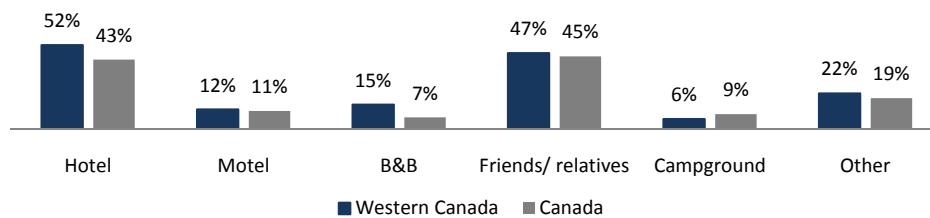
Western Canadian Visits by Month, 2010



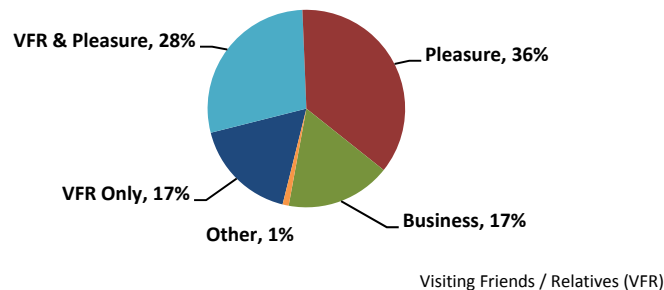
Western Canadian Visits to NS by Travel Mode compared to Canadian Visits, 2010



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



Reasons Western Canadian Visitors Come to Nova Scotia



Western Canadian Pleasure Travel Market

- 36% of Western Canadian visitors come to NS for a pleasure vacation while another 28% 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 Western Canadian travel party spent an average of \$1,999 while in Nova Scotia, compared to \$2,383 spent by a Western pleasure travel party, the highest per party spend from any other North American market.
- Western Canadian visitors enjoy: coastal sightseeing, beach exploring, hiking, the Halifax waterfront, museums and historic sites, craft shops and studios, and nightclubs and pubs.
- Almost one-third (31%) of Western Canadian pleasure visitors visited a local farm and/or food producer, the highest percentage reported from any market.
- Important factors in choosing NS as a vacation destination: the seacoast, the natural landscape and wildlife, the culture and people, the heritage and history, the opportunity to visit friends and family, and the local food.
- Factors Western Canadian visitors find satisfying about their Nova Scotia experience: the seacoast, the natural landscape and wildlife, the culture and people, the Nova Scotian food, the history and heritage, the chance to do interesting things, having city and country experiences in easy reach, and the opportunity to visit family and friends.

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

Includes pleasure visitors and those combining Visiting Friends and Relatives (VFR) with pleasure

	Western Canada (All visitors)	Canada (All Visitors)	Western Canada Pleasure	Canada Pleasure
Party-size (people)	2	2.2	2.2	2.4
Length of stay (nights)	8.5	4.5	9.3	5.1
Travel party type	Couples, Alone	Couples	Couples	Couples
Age	45-64 yrs	45-64 yrs	45-64 yrs	45-64 yrs
Spend (by party)	\$1,999	\$958	\$2,383	\$1,158

Trip Expenditures for Western 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

	Western Canada (All Visitors)	Canada (All Visitors)	Western Canada Pleasure	Canada Pleasure
Fixed-roof accommodations	\$513	\$248	\$559	\$274
Campgrounds	\$15	\$8	\$22	\$14
Meals in restaurants/hotels/bars	\$443	\$218	\$524	\$258
Groceries and liquor	\$159	\$75	\$200	\$99
Gas, oil and/or auto repair	\$167	\$99	\$221	\$126
Car rental fees, including insurance	\$267	\$57	\$332	\$72
Local transportation (taxis, limos, etc.)	\$22	\$9	\$16	\$7
Bridge/highway/ferry tolls in NS	\$3	\$5	\$4	\$6
NS cultural products	\$91	\$34	\$118	\$52
Clothing	\$73	\$70	\$88	\$86
Other shopping	\$151	\$66	\$175	\$79
Culture and entertainment	\$63	\$39	\$80	\$59
Sport and recreation	\$28	\$13	\$39	\$21
Parking	\$0	\$0	\$0	\$0
Total Expenditures	\$1,999	\$958	\$2,383	\$1,158

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

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

	Western Canadian Pleasure Visitors	Canadian Pleasure Visitors
Outdoor Activities		
Coastal sightseeing	36%	24%
Beach exploring	33%	22%
Hiking (wooded or coastal areas)	27%	19%
Swimming/sunbathing	20%	16%
Nature observing	20%	14%
Places and Events		
Halifax waterfront	70%	48%
Museums/historic sites	62%	32%
Craft shops/studios	58%	37%
Nightclubs/lounges/pubs	39%	27%
Visit local farms and/or local food producers	31%	18%
Important factors in decision to visit NS*		
The seacoast	82%	64%
The natural landscape and wildlife	71%	59%
The culture and people	60%	51%
The heritage and history	59%	42%
The opportunity to visit friends/family	58%	60%
The local Nova Scotian food	58%	46%
The chance to do interesting things	48%	53%
City and country experiences within easy reach	47%	46%
Factors with high satisfaction ratings*		
The seacoast	90%	70%
The natural landscape and wildlife	79%	67%
The culture and people	73%	62%
The local Nova Scotian food	72%	60%
The history and heritage	68%	52%
The chance to do interesting things	66%	63%
City and country experiences within easy reach	64%	56%
The opportunity to visit friends/family	64%	64%
Weather	60%	61%
Your interests and hobbies	57%	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 Western Canadian Market

- Western business travellers are most likely to extend trip for a pleasure component; 42% extend their trip to visit the local area and stay an average of 3.2 nights in Nova Scotia. While most Western Canadian business travellers are alone 20% bring family members with them, the highest of any market outside Atlantic Canada.
- 50% of Western Canadian visitors searched the internet to find travel information about Nova Scotia, and 37% visited novascotia.com prior to visiting.
- 43% of Western Canadian visitors make the decision to visit Nova Scotia at least 5 months in advance, the highest among North American markets; 23% decided to visit 3 to 4 months prior to departure.
- Many Western Canadian visitors (70%) use a laptop, GPS and/or a Smartphone to find travel information while in the province.