

TOURISM NOVA SCOTIA

PROVINCE OF NOVA SCOTIA ACCOMMODATION STUDY - Combined Results (13 WEEKS)-

TABLE 1:

How satisfied were you with your overall experience while staying at this property/campground? Were you:

	OVERALL %	PROPERTY TYPE					VISITOR ORIGIN					AGE		
		B&B	Campground	Inn	Motel	Resort	Can	US	Europe	UK	Other	Less than 35	35-54	55+
Completely satisfied	75	89	58	74	66	54	72	79	75	86	94	70	74	77
Mostly satisfied	21	11	35	22	29	37	24	17	20	14	0	23	23	20
Neither satisfied nor dissatisfied	2	0	5	2	4	5	3	2	5	0	0	3	2	2
Mostly dissatisfied	1	0	1	1	1	3	1	1	0	0	6	2	1	1
Completely dissatisfied	0	0	0	1	0	1	0	1	0	0	0	2	0	0
SAMPLE SIZE (#)	1277	447	161	441	135	93	822	346	44	49	16	108	599	570

TABLE 2:

Please indicate the main reason for your dissatisfaction and be as specific as possible.

	OVERALL %	PROPERTY TYPE					VISITOR ORIGIN					AGE		
		B&B	Campground	Inn	Motel	Resort	Can	US	Europe	UK	Other	Less than 35	35-54	55+
Dissatisfied with hotel room/cabin (cleanliness, size, out-d	47	0	0	70	0	50	58	33	0	0	0	75	50	20
Other	26	0	100	10	0	50	33	17	0	0	0	25	20	40
Lack of/Poor room services (phone, internet, etc)	16	0	0	20	50	0	8	17	0	0	100	0	20	20
Property was run-down/Not well maintained/out-dated	16	0	0	20	0	25	25	0	0	0	0	0	20	20
Noisey/Thin walls	16	0	0	30	0	0	8	33	0	0	0	0	10	40
Too expensive	16	100	0	10	50	0	0	33	0	0	100	0	30	0
Slow restaurant service	11	0	0	20	0	0	0	33	0	0	0	0	10	20
Unfriendly staff	11	0	0	20	0	0	0	33	0	0	0	0	20	0
Misleading information/ads	11	0	0	20	0	0	17	0	0	0	0	0	20	0
Problems with reservation	11	0	0	10	50	0	17	0	0	0	0	25	10	0
SAMPLE SIZE (#)	19	1	2	10	2	4	12	6	0	0	1	4	10	5

TABLE 3a:

In general, how important were each of the following factors in your choice of this particular property/campground? Cost of accommodations/Cost of site

	OVERALL %	PROPERTY TYPE					VISITOR ORIGIN					AGE		
		B&B	Campground	Inn	Motel	Resort	Can	US	Europe	UK	Other	Less than 35	35-54	55+
Critically important	18	19	13	18	24	20	18	20	20	8	19	36	18	15
Important but not critical	77	78	79	77	73	75	77	77	68	90	81	63	76	81
Not important	5	3	8	5	4	4	5	3	11	2	0	1	6	4
SAMPLE SIZE (#)	1277	447	161	441	135	93	822	346	44	49	16	108	599	570

TABLE 3d:

In general, how important were each of the following factors in your choice of this particular property/campground? On site recreational facilities/Availability of recreational facilities

	OVERALL %	PROPERTY TYPE					VISITOR ORIGIN					AGE		
		B&B	Campground	Inn	Motel	Resort	Can	US	Europe	UK	Other	Less than 35	35-54	55+
Critically important	9	5	27	3	8	31	12	4	11	6	6	18	13	4
Important but not critical	31	24	38	31	25	54	31	29	41	29	38	38	34	26
Not important	60	70	35	66	67	15	58	66	48	65	56	44	53	70
SAMPLE SIZE (#)	1277	447	161	441	135	93	822	346	44	49	16	108	599	570

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TABLE 3e:

In general, how important were each of the following factors in your choice of this particular property/campground? Availability of food services

	OVERALL %	PROPERTY TYPE					VISITOR ORIGIN					AGE		
		B&B	Campground	Inn	Motel	Resort	Can	US	Europe	UK	Other	Less than 35	35-54	55+
Critically important	23	23	5	29	12	49	23	24	18	20	25	27	22	24
Important but not critical	54	57	45	53	58	48	53	55	48	55	63	48	53	55
Not important	23	20	50	18	30	2	23	21	34	24	13	25	25	21
SAMPLE SIZE (#)	1277	447	161	441	135	93	822	346	44	49	16	108	599	570

TABLE 3h:

In general, how important were each of the following factors in your choice of this particular property/campground? Location of property/Location of campground

	OVERALL %	PROPERTY TYPE					VISITOR ORIGIN					AGE		
		B&B	Campground	Inn	Motel	Resort	Can	US	Europe	UK	Other	Less than 35	35-54	55+
Critically important	42	38	48	46	40	32	39	49	36	43	69	36	42	43
Important but not critical	54	59	48	50	53	58	55	50	57	57	31	58	53	54
Not important	4	3	4	4	7	10	6	2	7	0	0	6	5	3
SAMPLE SIZE (#)	1277	447	161	441	135	93	822	346	44	49	16	108	599	570

TABLE 3k:

In general, how important were each of the following factors in your choice of this particular property/campground? Activities for children

	OVERALL %	PROPERTY TYPE					VISITOR ORIGIN					AGE		
		B&B	Campground	Inn	Motel	Resort	Can	US	Europe	UK	Other	Less than 35	35-54	55+
Critically important	6	1	25	2	3	22	8	1	5	6	6	13	9	2
Important but not critical	11	5	29	9	16	15	14	6	9	2	6	9	16	7
Not important	83	94	46	90	81	63	78	93	86	92	88	78	76	92
SAMPLE SIZE (#)	1277	447	161	441	135	93	822	346	44	49	16	108	599	570

TABLE 4a:

And how satisfied were you with each of these factors in relation to this particular property/campground? Cost of accommodations/Cost of site

	OVERALL %	PROPERTY TYPE					VISITOR ORIGIN					AGE		
		B&B	Campground	Inn	Motel	Resort	Can	US	Europe	UK	Other	Less than 35	35-54	55+
Completely satisfied	56	70	37	56	51	30	53	62	48	82	56	46	56	59
Mostly satisfied	32	25	42	32	36	43	34	28	39	10	38	36	32	31
Neither satisfied nor dissatisfied	8	4	14	9	9	16	9	8	11	6	0	12	8	8
Mostly dissatisfied	2	1	5	1	4	5	2	2	2	2	6	4	3	1
Completely dissatisfied	1	0	1	1	1	1	1	0	0	0	0	2	1	1
Not applicable	1	0	1	1	0	4	1	0	0	0	0	0	1	1
SAMPLE SIZE (#)	1277	447	161	441	135	93	822	346	44	49	16	108	599	570
GAP %	7	5	8	8	10	14	8	7	7	0	13	15	7	6

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TABLE 4d:

And how satisfied were you with each of these factors in relation to this particular property/campground? On site recreational facilities/Availability of recreational facilities

	OVERALL %	PROPERTY TYPE					VISITOR ORIGIN					AGE		
		B&B	Campground	Inn	Motel	Resort	Can	US	Europe	UK	Other	Less than 35	35-54	55+
Completely satisfied	22	24	40	13	15	35	22	21	36	27	31	40	22	19
Mostly satisfied	12	8	22	9	11	34	15	7	16	10	19	14	16	8
Neither satisfied nor dissatisfied	19	14	14	25	21	16	20	16	23	18	19	20	20	17
Mostly dissatisfied	1	0	2	0	2	2	1	0	0	0	0	3	1	0
Completely dissatisfied	0	0	0	0	0	0	0	0	2	0	0	0	0	0
Not applicable	45	54	22	51	50	12	43	56	23	45	31	23	41	55
SAMPLE SIZE (#)	1277	447	161	441	135	93	822	346	44	49	16	108	599	570
GAP %	3	2	7	2	2	14	5	1	5	2	6	3	6	1

TABLE 4e:

And how satisfied were you with each of these factors in relation to this particular property/campground? Availability of food services

	OVERALL %	PROPERTY TYPE					VISITOR ORIGIN					AGE		
		B&B	Campground	Inn	Motel	Resort	Can	US	Europe	UK	Other	Less than 35	35-54	55+
Completely satisfied	51	60	26	58	32	47	49	54	52	59	69	45	49	55
Mostly satisfied	24	24	25	21	24	39	25	23	25	24	19	21	27	21
Neither satisfied nor dissatisfied	10	4	19	10	18	11	12	6	7	6	13	19	11	8
Mostly dissatisfied	2	1	1	2	4	1	2	2	5	2	0	2	2	2
Completely dissatisfied	0	0	1	0	1	0	0	0	0	0	0	1	0	0
Not applicable	13	11	27	8	22	2	12	16	11	8	0	12	11	14
SAMPLE SIZE (#)	1277	447	161	441	135	93	822	346	44	49	16	108	599	570
GAP %	7	6	2	8	4	25	8	6	5	4	13	10	8	6

TABLE 4h:

And how satisfied were you with each of these factors in relation to this particular property/campground? Location of property/Location of campground

	OVERALL %	PROPERTY TYPE					VISITOR ORIGIN					AGE		
		B&B	Campground	Inn	Motel	Resort	Can	US	Europe	UK	Other	Less than 35	35-54	55+
Completely satisfied	69	72	60	73	64	65	68	74	55	80	69	69	68	71
Mostly satisfied	24	23	34	20	27	24	25	20	36	18	19	25	25	23
Neither satisfied nor dissatisfied	5	3	6	5	5	8	5	5	7	2	0	5	5	5
Mostly dissatisfied	0	0	1	0	1	0	0	0	0	0	6	1	0	0
Completely dissatisfied	0	0	1	0	1	0	0	0	0	0	6	0	1	0
Not applicable	1	1	0	1	1	4	2	1	2	0	0	1	1	1
SAMPLE SIZE (#)	1277	447	161	441	135	93	822	346	44	49	16	108	599	570
GAP %	8	7	12	7	10	4	7	8	14	8	13	7	9	6

TABLE 4k:

And how satisfied were you with each of these factors in relation to this particular property/campground? Activities for children

	OVERALL %	PROPERTY TYPE					VISITOR ORIGIN					AGE		
		B&B	Campground	Inn	Motel	Resort	Can	US	Europe	UK	Other	Less than 35	35-54	55+
Completely satisfied	9	4	32	4	10	16	11	4	14	6	0	17	12	4
Mostly satisfied	6	3	17	3	3	16	7	1	9	6	13	6	8	3
Neither satisfied nor dissatisfied	14	11	13	16	20	14	16	10	18	8	0	19	16	11
Mostly dissatisfied	0	0	1	0	1	0	0	0	0	0	0	0	1	0
Completely dissatisfied	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Not applicable	71	82	37	76	67	54	65	84	59	80	88	58	63	81
SAMPLE SIZE (#)	1277	447	161	441	135	93	822	346	44	49	16	108	599	570
GAP %	2	0	5	1	0	11	3	0	0	4	6	4	3	1

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TABLE 5a:

How satisfied were you with each of the following experiences? Quality of service at check in

	OVERALL %	PROPERTY TYPE					VISITOR ORIGIN					AGE		
		B&B	Campground	Inn	Motel	Resort	Can	US	Europe	UK	Other	Less than 35	35-54	55+
Completely satisfied	87	94	73	87	88	77	86	90	89	90	81	79	87	89
Mostly satisfied	10	5	20	10	10	18	11	8	9	8	19	16	10	9
Neither satisfied nor dissatisfied	1	0	3	2	1	2	1	1	2	2	0	3	1	1
Mostly dissatisfied	1	0	4	1	1	1	1	1	0	0	0	2	2	0
Not applicable	0	0	0	0	0	1	0	0	0	0	0	1	0	0
SAMPLE SIZE (#)	1277	447	161	441	135	93	822	346	44	49	16	108	599	570

TABLE 8b:

Now thinking about the staff at the property, how satisfied were you with each of the following factors? Friendliness

	OVERALL %	PROPERTY TYPE					VISITOR ORIGIN					AGE		
		B&B	Campground	Inn	Motel	Resort	Can	US	Europe	UK	Other	Less than 35	35-54	55+
Completely satisfied	89	96	79	89	87	78	88	93	84	92	88	80	89	91
Mostly satisfied	9	4	17	8	10	19	9	6	16	6	13	15	9	8
Neither satisfied nor dissatisfied	2	1	3	2	3	1	2	1	0	2	0	4	2	1
Mostly dissatisfied	0	0	1	1	1	1	1	0	0	0	0	2	1	0
Completely dissatisfied	0	0	1	0	0	0	0	0	0	0	0	0	0	0
SAMPLE SIZE (#)	1277	447	161	441	135	93	822	346	44	49	16	108	599	570

TABLE 8c:

Now thinking about the staff at the property, how satisfied were you with each of the following factors? Professionalism

	OVERALL %	PROPERTY TYPE					VISITOR ORIGIN					AGE		
		B&B	Campground	Inn	Motel	Resort	Can	US	Europe	UK	Other	Less than 35	35-54	55+
Completely satisfied	86	93	72	86	84	76	84	90	77	92	88	78	85	88
Mostly satisfied	11	7	21	10	13	20	12	8	23	6	13	15	11	11
Neither satisfied nor dissatisfied	2	0	4	2	2	2	2	1	0	2	0	5	2	1
Mostly dissatisfied	1	0	2	1	1	1	1	0	0	0	0	3	1	0
Completely dissatisfied	0	0	1	0	0	0	0	0	0	0	0	0	1	0
SAMPLE SIZE (#)	1277	447	161	441	135	93	822	346	44	49	16	108	599	570

TABLE 10:

How satisfied were you overall with the quality of food service available at the property/the quality of the restaurant at the campground?

	OVERALL %	PROPERTY TYPE					VISITOR ORIGIN					AGE		
		B&B	Campground	Inn	Motel	Resort	Can	US	Europe	UK	Other	Less than 35	35-54	55+
Completely satisfied	80	90	0	77	74	53	78	86	82	78	80	75	79	83
Mostly satisfied	16	9	0	19	22	33	18	11	18	20	13	15	19	14
Neither satisfied nor dissatisfied	2	1	0	2	1	9	2	2	0	0	7	7	1	3
Mostly dissatisfied	1	0	0	1	3	5	1	1	0	2	0	4	1	0
Completely dissatisfied	0	0	0	1	0	0	0	0	0	0	0	0	0	1
SAMPLE SIZE (#)	963	422	0	385	69	87	576	293	33	46	15	75	428	460

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TABLE 11a:

How would you rate each of the following aspects of food service/restaurant? Quality of service

	OVERALL %	PROPERTY TYPE					VISITOR ORIGIN					AGE		
		B&B	Campground	Inn	Motel	Resort	Can	US	Europe	UK	Other	Less than 35	35-54	55+
Very Good	87	95	0	84	78	71	86	89	85	89	87	83	85	90
Good	11	5	0	15	19	22	13	9	15	7	13	15	14	8
Only Fair	1	0	0	1	1	6	1	2	0	2	0	1	1	2
Poor	0	0	0	0	1	1	0	0	0	2	0	1	0	0
Very Poor	0	0	0	1	0	0	0	0	0	0	0	0	0	0
SAMPLE SIZE (#)	963	422	0	385	69	87	576	293	33	46	15	75	428	460

TABLE 11b:

How would you rate each of the following aspects of food service/restaurant? Quality of food

	OVERALL %	PROPERTY TYPE					VISITOR ORIGIN					AGE		
		B&B	Campground	Inn	Motel	Resort	Can	US	Europe	UK	Other	Less than 35	35-54	55+
Very Good	82	91	0	79	67	60	80	84	67	87	87	73	80	84
Good	16	8	0	19	26	30	16	14	33	11	13	20	18	13
Only Fair	2	1	0	2	6	8	2	2	0	0	0	5	2	2
Poor	0	0	0	0	1	2	0	0	0	2	0	1	0	0
Very Poor	0	0	0	1	0	0	1	0	0	0	0	0	0	0
SAMPLE SIZE (#)	963	422	0	385	69	87	576	293	33	46	15	75	428	460

TABLE 11c:

How would you rate each of the following aspects of food service/restaurant? Food selection

	OVERALL %	PROPERTY TYPE					VISITOR ORIGIN					AGE		
		B&B	Campground	Inn	Motel	Resort	Can	US	Europe	UK	Other	Less than 35	35-54	55+
Very Good	70	80	0	66	49	56	68	74	70	63	73	61	68	73
Good	24	18	0	28	30	32	24	21	27	33	27	20	27	22
Only Fair	5	3	0	5	14	8	6	4	3	2	0	15	4	4
Poor	1	0	0	1	4	3	1	1	0	2	0	3	1	1
Very Poor	0	0	0	0	1	0	0	0	0	0	0	1	0	0
SAMPLE SIZE (#)	963	422	0	385	69	87	576	293	33	46	15	75	428	460

TABLE 11d:

How would you rate each of the following aspects of food service/restaurant? Speed of service

	OVERALL %	PROPERTY TYPE					VISITOR ORIGIN					AGE		
		B&B	Campground	Inn	Motel	Resort	Can	US	Europe	UK	Other	Less than 35	35-54	55+
Very Good	82	92	0	78	78	52	81	85	73	85	80	83	81	83
Good	15	7	0	18	16	37	16	12	27	11	20	15	16	15
Only Fair	2	0	0	2	4	10	2	2	0	2	0	1	3	2
Poor	1	0	0	1	1	1	1	1	0	2	0	1	0	1
Very Poor	0	0	0	1	0	0	0	0	0	0	0	0	0	0
SAMPLE SIZE (#)	963	422	0	385	69	87	576	293	33	46	15	75	428	460

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TABLE 11e:

How would you rate each of the following aspects of food service/restaurant? Cleanliness of facility

	OVERALL %	PROPERTY TYPE					VISITOR ORIGIN					AGE		
		B&B	Campground	Inn	Motel	Resort	Can	US	Europe	UK	Other	Less than 35	35-54	55+
Very Good	90	96	0	89	81	70	90	91	79	91	87	89	89	91
Good	9	4	0	10	19	25	9	8	21	7	13	8	11	8
Only Fair	1	0	0	1	0	5	1	1	0	2	0	3	1	1
SAMPLE SIZE (#)	963	422	0	385	69	87	576	293	33	46	15	75	428	460

TABLE 12:

Thinking about your entire experience, would you say that your visit to this property/campground, exceeded, met or did not meet your expectations?

	OVERALL %	PROPERTY TYPE					VISITOR ORIGIN					AGE		
		B&B	Campground	Inn	Motel	Resort	Can	US	Europe	UK	Other	Less than 35	35-54	55+
Exceeded expectations	51	68	25	54	33	27	47	58	52	55	81	58	50	51
Met expectations	44	31	68	42	60	56	48	38	48	43	13	32	45	45
Did not meet expectations	5	1	7	4	7	17	5	4	0	2	6	9	5	4
SAMPLE SIZE (#)	1277	447	161	441	135	93	822	346	44	49	16	108	599	570

TABLE 14:

Relative to the cost of accommodations/campsite, would you rate the value of your stay at this property/campground as being:

	OVERALL %	PROPERTY TYPE					VISITOR ORIGIN					AGE		
		B&B	Campground	Inn	Motel	Resort	Can	US	Europe	UK	Other	Less than 35	35-54	55+
Very good value	48	65	32	44	43	27	46	53	41	55	56	46	48	50
Good value	42	32	52	45	47	48	44	38	45	41	31	39	43	42
Only fair value	8	3	12	8	7	22	8	7	11	2	0	9	8	8
Poor value	1	0	2	2	2	1	1	1	2	0	13	4	2	1
Very poor value	1	0	1	1	0	2	1	0	0	2	0	2	1	0
SAMPLE SIZE (#)	1277	447	161	441	135	93	822	346	44	49	16	108	599	570

TABLE 15:

How likely would you be to recommend this property/campground to others? Would you definitely, probably, probably not, or definitely not recommend this property/campground?

	OVERALL %	PROPERTY TYPE					VISITOR ORIGIN					AGE		
		B&B	Campground	Inn	Motel	Resort	Can	US	Europe	UK	Other	Less than 35	35-54	55+
Definitely	75	87	64	74	63	61	73	79	77	80	88	69	75	77
Probably	19	11	30	19	27	27	21	15	20	18	6	22	20	18
Probably not	4	1	4	5	8	9	4	5	2	0	0	6	4	5
Definitely not	1	0	2	1	1	3	1	1	0	2	6	3	1	1
SAMPLE SIZE (#)	1277	447	161	441	135	93	822	346	44	49	16	108	599	570

TABLE 16:

If you were visiting this area again in the near future, how likely would you be to stay at this property/campground? Would you definitely, probably, probably not, or definitely not stay at this property/campground?

	OVERALL %	PROPERTY TYPE					VISITOR ORIGIN					AGE		
		B&B	Campground	Inn	Motel	Resort	Can	US	Europe	UK	Other	Less than 35	35-54	55+
Definitely	62	73	57	59	55	47	62	64	59	63	81	61	61	64
Probably	29	23	33	31	35	34	29	28	39	35	13	25	31	28
Probably not	7	3	9	8	7	13	7	7	2	0	0	9	6	7
Definitely not	2	0	1	2	3	5	1	2	0	2	6	5	2	1
SAMPLE SIZE (#)	1277	447	161	441	135	93	822	346	44	49	16	108	599	570

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TABLE 17: FIRST MENTION

How did you first become aware of this particular property?

	OVERALL %	PROPERTY TYPE					VISITOR ORIGIN					AGE		
		B&B	Campground	Inn	Motel	Resort	Can	US	Europe	UK	Other	Less than 35	35-54	55+
Referral by others	19	15	30	17	22	26	22	14	9	6	13	24	19	18
Property's website	18	28	7	15	10	6	16	22	11	16	25	25	16	18
Doers & Dreamers Guide	17	17	16	19	18	10	17	14	30	31	6	19	17	18
Visitor information service	10	10	9	10	15	2	9	10	7	12	25	5	10	11
Other	7	4	8	10	7	11	7	8	5	10	0	2	9	7
Stayed here previously	7	3	12	6	7	25	10	2	0	4	0	7	8	7
Province of Nova Scotia website	5	6	4	5	5	2	4	7	5	8	6	4	7	4
Travel website	5	8	2	5	1	0	4	6	0	6	13	5	5	5
(Name of Property)'s promotional materials	3	1	4	2	2	18	4	2	2	0	0	3	2	4
Drove/Walked by property	2	1	0	5	6	0	2	1	9	2	6	3	3	2
Travel agent	2	3	0	2	1	0	0	3	18	4	0	1	2	2
Internet/Google search	1	2	0	1	1	0	1	2	2	0	6	1	1	1
BB Canada.com/BB Canada website	1	2	0	0	0	0	1	1	2	0	0	2	1	1
AAA/CAA website	1	0	1	2	1	0	0	3	0	0	0	0	1	1
Nova Scotia tourism book/Travel guide (general)	1	0	0	0	2	0	0	1	0	0	0	0	1	1
Fodor's Travel Book	0	0	0	1	1	0	0	2	0	0	0	0	1	1
Highway/Road signage	0	0	2	0	0	0	0	0	0	0	0	0	0	0
Don't know/No answer	0	0	2	0	0	0	0	1	0	0	0	1	0	0
SAMPLE SIZE (#)	1277	447	161	441	135	93	822	346	44	49	16	108	599	570

TABLE 17: TOTAL MENTIONS

How did you first become aware of this particular property?

	OVERALL %	PROPERTY TYPE					VISITOR ORIGIN					AGE		
		B&B	Campground	Inn	Motel	Resort	Can	US	Europe	UK	Other	Less than 35	35-54	55+
Doers & Dreamers Guide	24	23	19	27	24	18	24	22	34	37	6	23	22	26
Property's website	22	33	11	18	13	13	20	26	11	20	38	27	21	21
Referral by others	21	17	32	19	23	32	25	16	9	8	13	26	21	20
Visitor information service	11	12	10	11	16	2	10	13	11	12	25	6	11	13
Stayed here previously	10	3	20	8	8	34	14	3	0	6	0	10	10	10
Other	9	5	9	12	9	14	9	10	5	12	0	2	11	9
Province of Nova Scotia website	9	13	6	7	7	6	8	11	11	8	13	8	10	8
Travel website	7	11	5	7	2	0	7	9	2	8	13	8	6	8
(Name of Property)'s promotional materials	6	2	9	4	4	30	7	4	9	0	0	6	5	6
Drove/Walked by property	3	1	0	5	6	1	3	1	9	2	13	4	3	2
Travel agent	2	3	1	3	1	0	1	4	18	4	0	1	2	2
BB Canada.com/BB Canada website	2	4	0	1	0	0	2	1	2	0	0	3	2	1
AAA/CAA website	2	0	2	3	1	0	1	5	0	0	0	2	1	3
Internet/Google search	1	2	0	1	1	0	1	2	2	0	6	2	2	1
Fodor's Travel Book	1	1	0	1	1	0	0	3	0	0	0	0	1	1
Nova Scotia tourism book/Travel guide (general)	1	0	0	1	2	0	0	1	0	0	0	0	1	1
Highway/Road signage	0	0	2	0	0	0	0	0	0	0	0	0	0	0
Don't know/No answer	0	0	2	0	0	0	0	1	0	0	0	1	0	0
SAMPLE SIZE (#)	1277	447	161	441	135	93	822	346	44	49	16	108	599	570

TOURISM NOVA SCOTIA

PROVINCE OF NOVA SCOTIA ACCOMMODATION STUDY - Combined Results (13 WEEKS)-

TABLE 18:

Were you able to get the information you needed from the property/campground in advance of your stay?

	OVERALL %	PROPERTY TYPE					VISITOR ORIGIN					AGE		
		B&B	Campground	Inn	Motel	Resort	Can	US	Europe	UK	Other	Less than 35	35-54	55+
Yes	81	90	71	77	72	84	79	86	66	76	81	80	80	81
No	2	1	2	2	6	2	3	1	2	0	6	6	2	2
Not applicable	17	9	27	21	22	14	18	13	32	24	13	15	17	18
SAMPLE SIZE (#)	1277	447	161	441	135	93	822	346	44	49	16	108	599	570

TABLE 19:

Which of the following best describes your travel party on this particular trip? Were you...

	OVERALL %	PROPERTY TYPE					VISITOR ORIGIN					AGE		
		B&B	Campground	Inn	Motel	Resort	Can	US	Europe	UK	Other	Less than 35	35-54	55+
Alone	5	6	1	4	8	3	6	2	2	2	13	6	6	4
With your family	23	16	47	17	26	35	28	13	20	22	0	24	34	11
With a spouse or partner	60	67	43	64	52	54	55	72	66	73	56	59	48	74
With a friend(s)	9	10	3	9	12	5	8	10	11	2	19	7	8	10
With a business colleague	1	0	0	2	1	0	1	1	0	0	6	1	2	0
With spouse and friends	1	2	0	2	0	0	1	2	0	0	0	1	1	1
Family and friends	0	0	3	0	0	0	1	0	0	0	0	1	1	0
Sports team	0	0	1	0	0	0	0	0	0	0	0	0	0	0
Don't know/No answer	0	0	1	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	1	1	1	2	1	0	0	0	6	1	1	1
SAMPLE SIZE (#)	1277	447	161	441	135	93	822	346	44	49	16	108	599	570

TABLE 20:

Where do you live?

	OVERALL %	PROPERTY TYPE					VISITOR ORIGIN					AGE		
		B&B	Campground	Inn	Motel	Resort	Can	US	Europe	UK	Other	Less than 35	35-54	55+
Canada	64	51	89	58	84	90	100	0	0	0	0	79	73	53
US	27	35	9	34	13	8	0	100	0	0	0	12	16	41
Europe	3	6	2	2	1	0	0	0	100	0	0	5	5	1
Asia	0	1	0	0	0	0	0	0	0	0	25	2	0	0
United Kingdom	4	5	0	5	1	2	0	0	0	100	0	2	5	3
Other	1	2	0	0	1	0	0	0	0	0	75	1	1	1
SAMPLE SIZE (#)	1277	447	161	441	135	93	822	346	44	49	16	108	599	570

TABLE 20c:

In what European country do you reside?

	OVERALL %	PROPERTY TYPE					VISITOR ORIGIN					AGE		
		B&B	Campground	Inn	Motel	Resort	Can	US	Europe	UK	Other	Less than 35	35-54	55+
Germany	45	52	33	36	0	0	0	0	45	0	0	40	42	63
France	11	7	33	18	0	0	0	0	11	0	0	0	10	25
Netherlands	7	7	0	9	0	0	0	0	7	0	0	0	10	0
Switzerland	5	7	0	0	0	0	0	0	5	0	0	40	0	0
Spain	5	7	0	0	0	0	0	0	5	0	0	0	6	0
Refused	18	10	33	27	100	0	0	0	18	0	0	20	19	13
Other	9	10	0	9	0	0	0	0	9	0	0	0	13	0
SAMPLE SIZE (#)	44	29	3	11	1	0	0	0	44	0	0	5	31	8

TOURISM NOVA SCOTIA

PROVINCE OF NOVA SCOTIA ACCOMMODATION STUDY - Combined Results (13 WEEKS)-

TABLE 22:

In which of the following age categories do you fall?

	OVERALL %	PROPERTY TYPE					VISITOR ORIGIN					AGE		
		B&B	Campground	Inn	Motel	Resort	Can	US	Europe	UK	Other	Less than 35	35-54	55+
Less than 20 years old	0	0	0	0	0	0	0	1	0	0	0	2	0	0
Between 20 and 34 years old	8	8	11	6	11	13	10	3	11	4	19	98	0	0
Between 35 and 54 years old	47	40	63	47	48	49	53	28	70	57	31	0	100	0
55 years old or more	45	51	26	47	41	38	36	68	18	39	50	0	0	100
SAMPLE SIZE (#)	1277	447	161	441	135	93	822	346	44	49	16	108	599	570