

Research Summary:

Atlantic Canadians' Travel Intentions, as it Relates to Halifax

November, 2021

#DISCOVERHALIFACTS



As we plan for 2022 and beyond, Discover Halifax has conducted research in the Atlantic region.

We're pleased to say that Halifax continues to be very appealing to our primary market – given our unique offering, proximity, cost, and safety protocols as related to COVID-19.

Some details from that research are provided in subsequent pages.

We look forward to a strong 2022.

About this research

Discover Halifax commissioned [Leger Research](#) to develop several studies in the summer and fall of 2021.

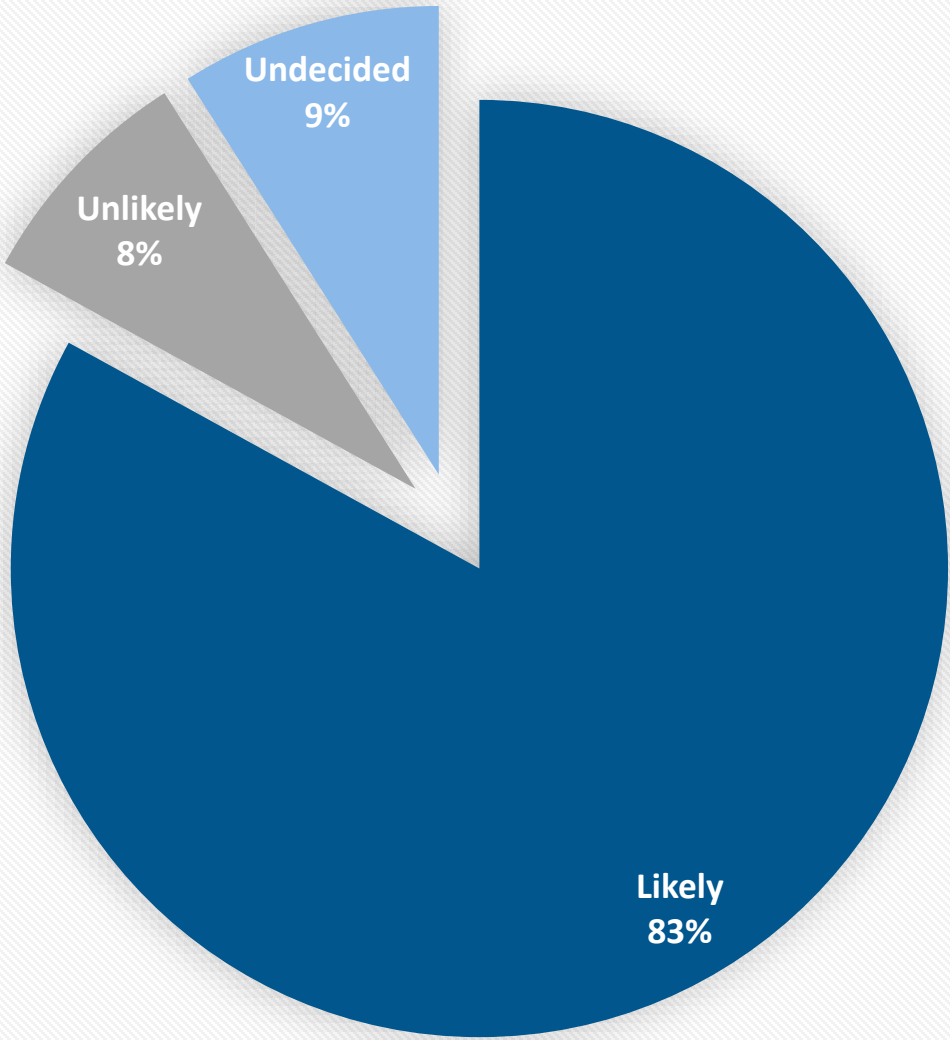
The research outlined today reflects the results of the study conducted in our near markets:

- Provinces: NB, NL, PE
- Timing: Sept 14 to Sept 30, 2021
- Method: Web survey (CAWI)
- Sample: 802
- Margin of error: +/- 3%, 19 times out of 20

The vast majority of Atlantic Canadians are likely to engage in a domestic leisure trip in the next 12 months.

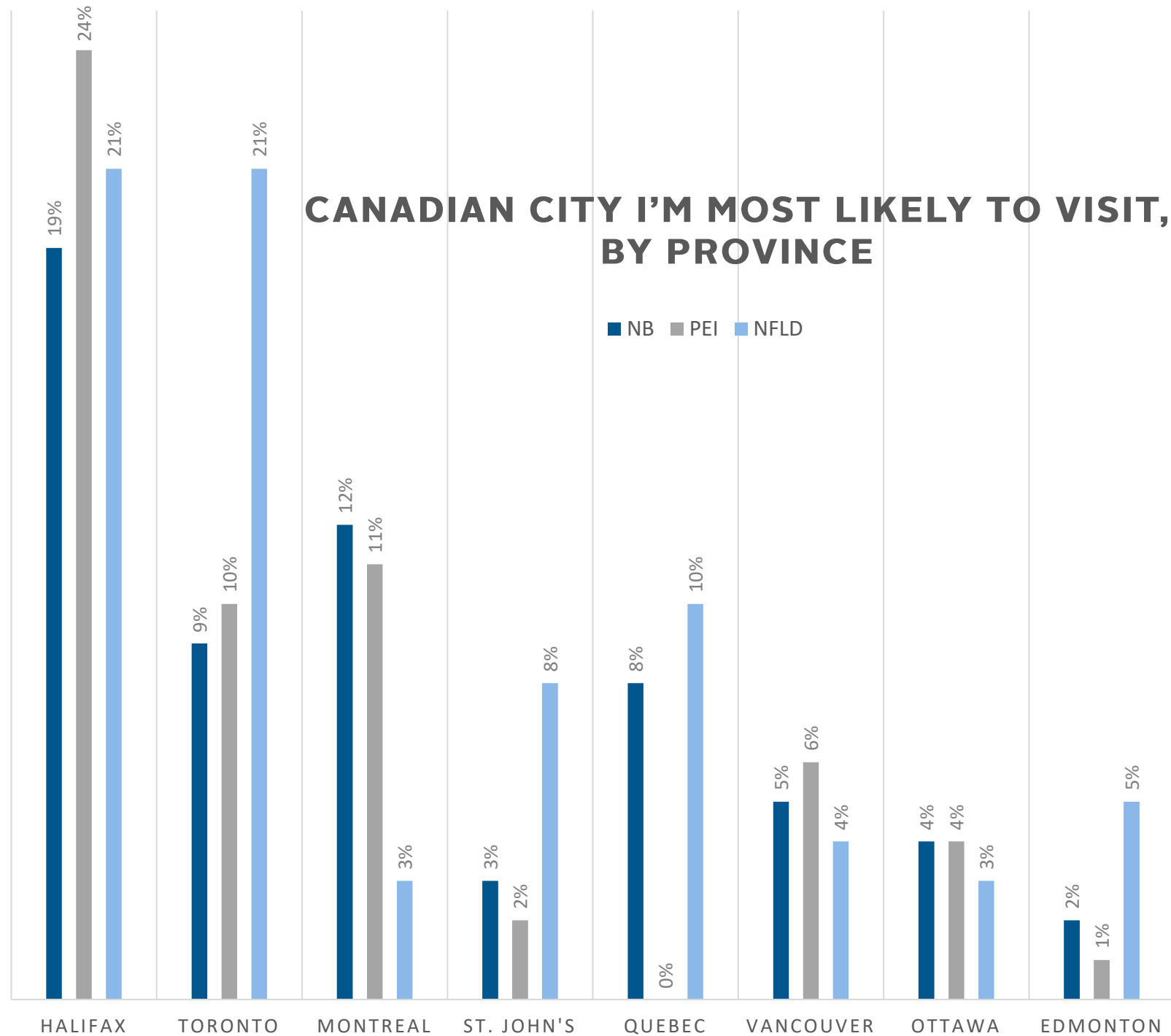
Only 32% are likely to leave the country for leisure travel.

LIKELIHOOD OF TAKING A DOMESTIC LEISURE TRIP IN THE NEXT 12 MONTHS



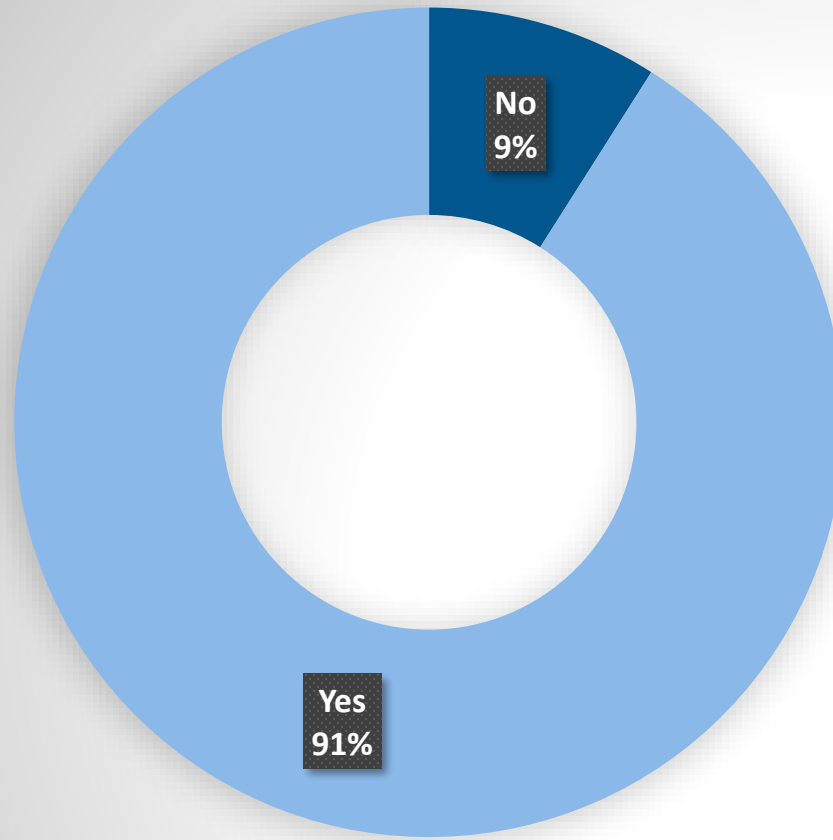
Atlantic Canadians see Halifax as the city they're most likely to visit in the next 12 months.

CANADIAN CITY I'M MOST LIKELY TO VISIT, BY PROVINCE



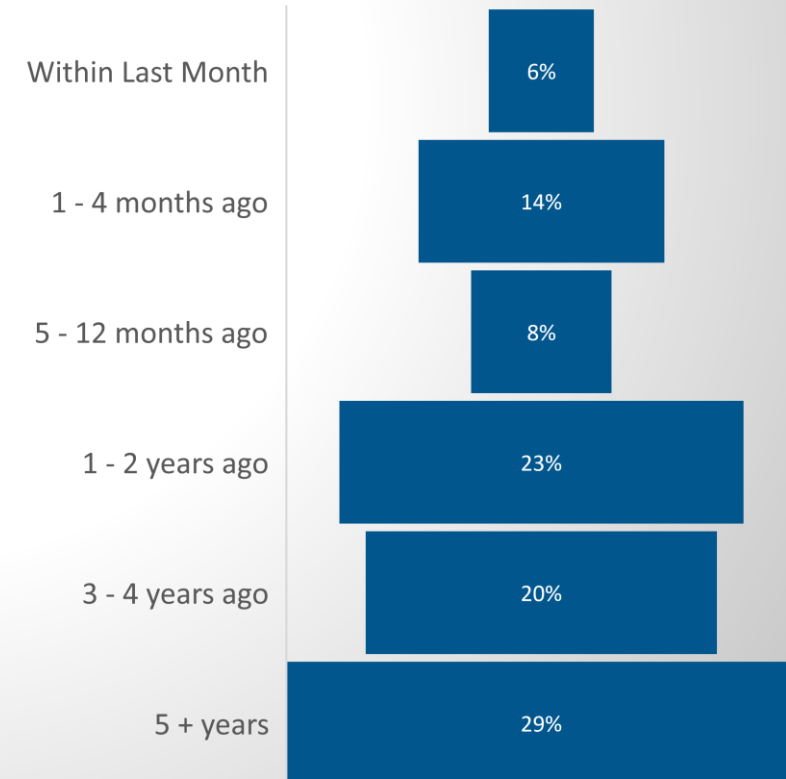
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HAVE YOU EVER VISITED HALIFAX?

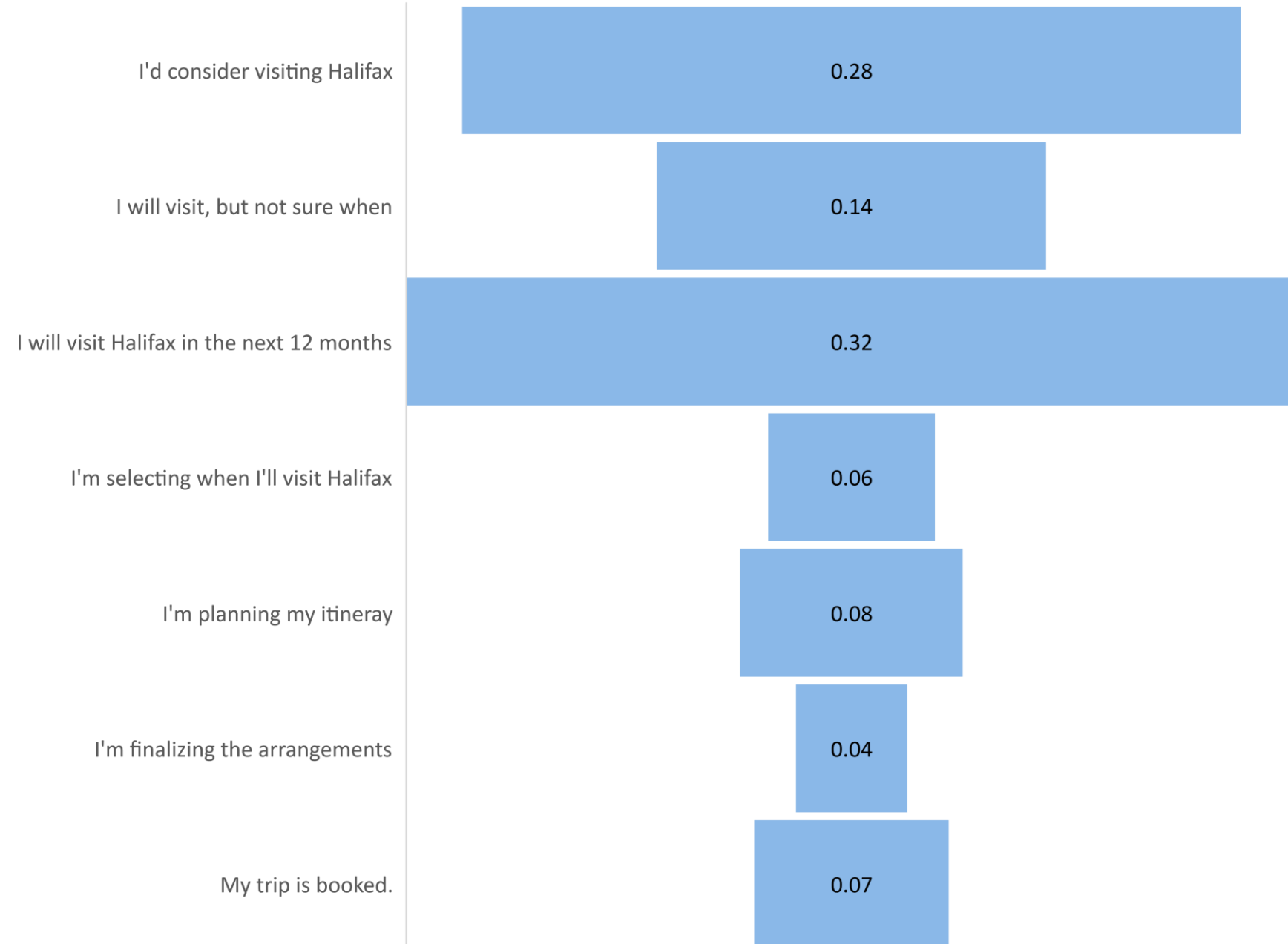


Atlantic Canadians are familiar with Halifax, but about half of the respondents haven't visited for years.

WHEN DID YOU LAST VISIT HALIFAX?



STAGE IN TRIP PLANNING, RELATED TO VISITING HALIFAX

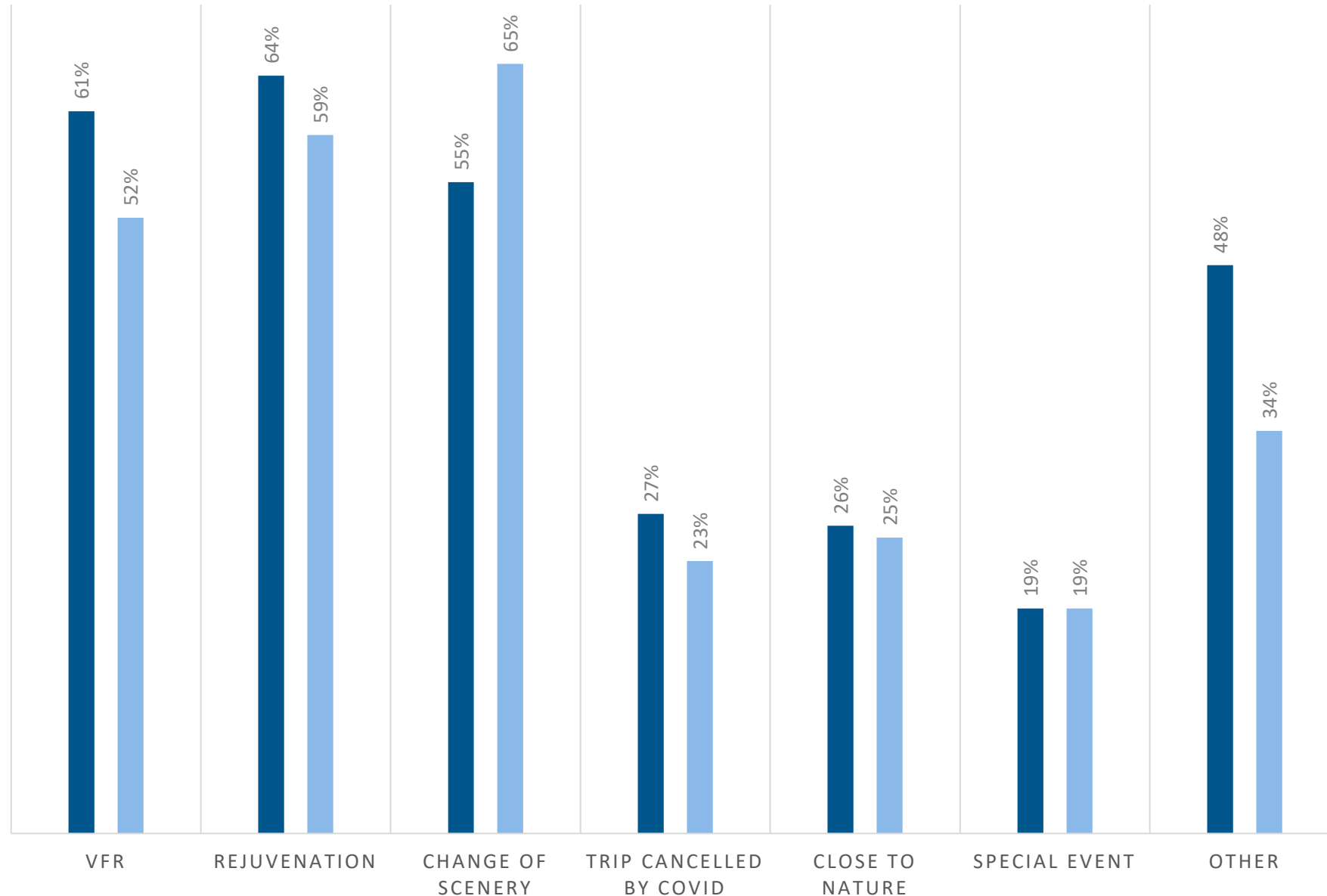


As of September, intent to visit Halifax in the next 12 months is high.

Planning and action are still relatively low.

WHY WOULD YOU TRAVEL VS WHY WOULD YOU TRAVEL TO HALIFAX

■ Why Would You Travel? ■ Why Would You Visit Halifax?

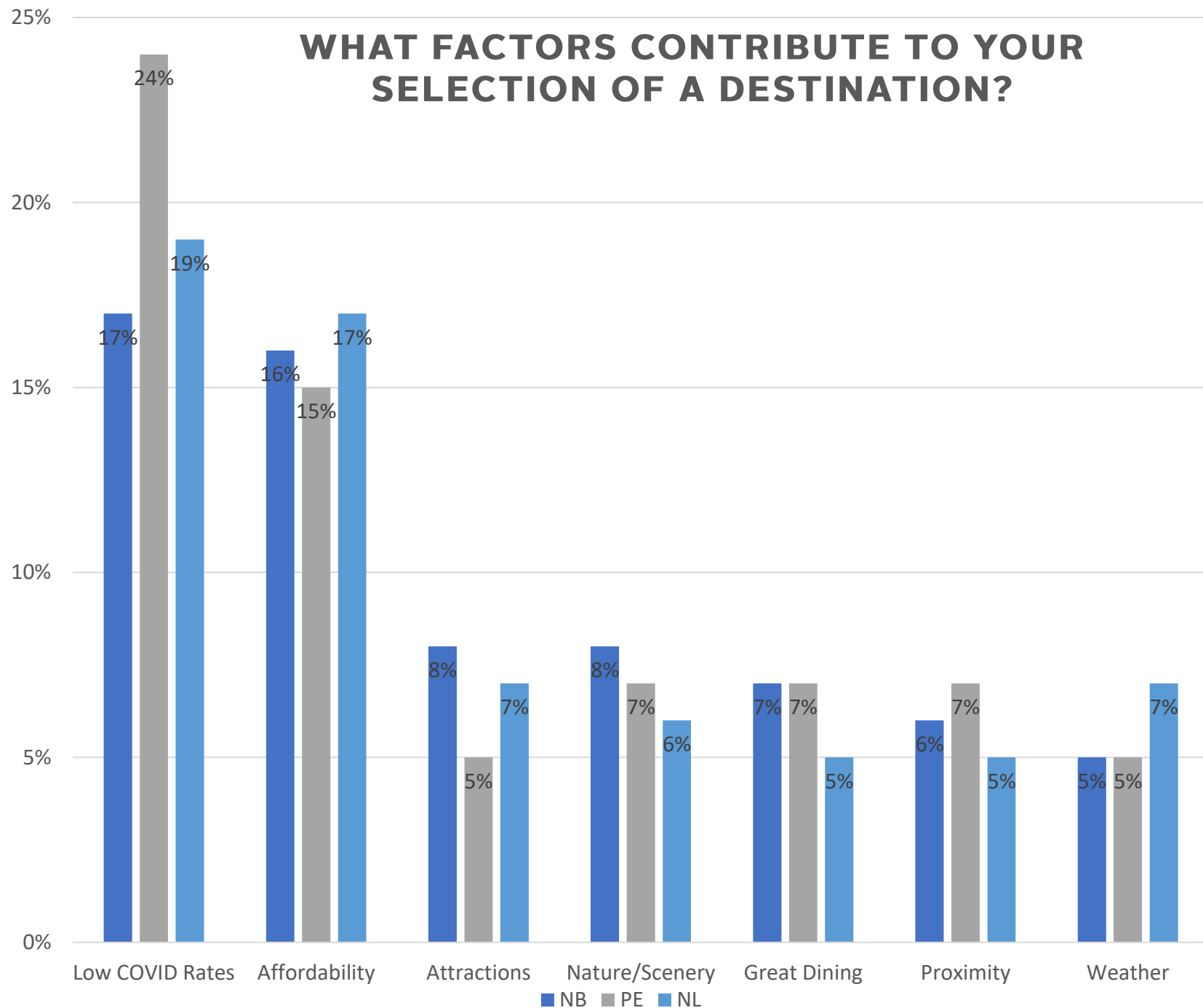


Halifax has what Atlantic Canadians are looking for from a destination.

And mostly, they're looking for a **safe, change of scenery.**

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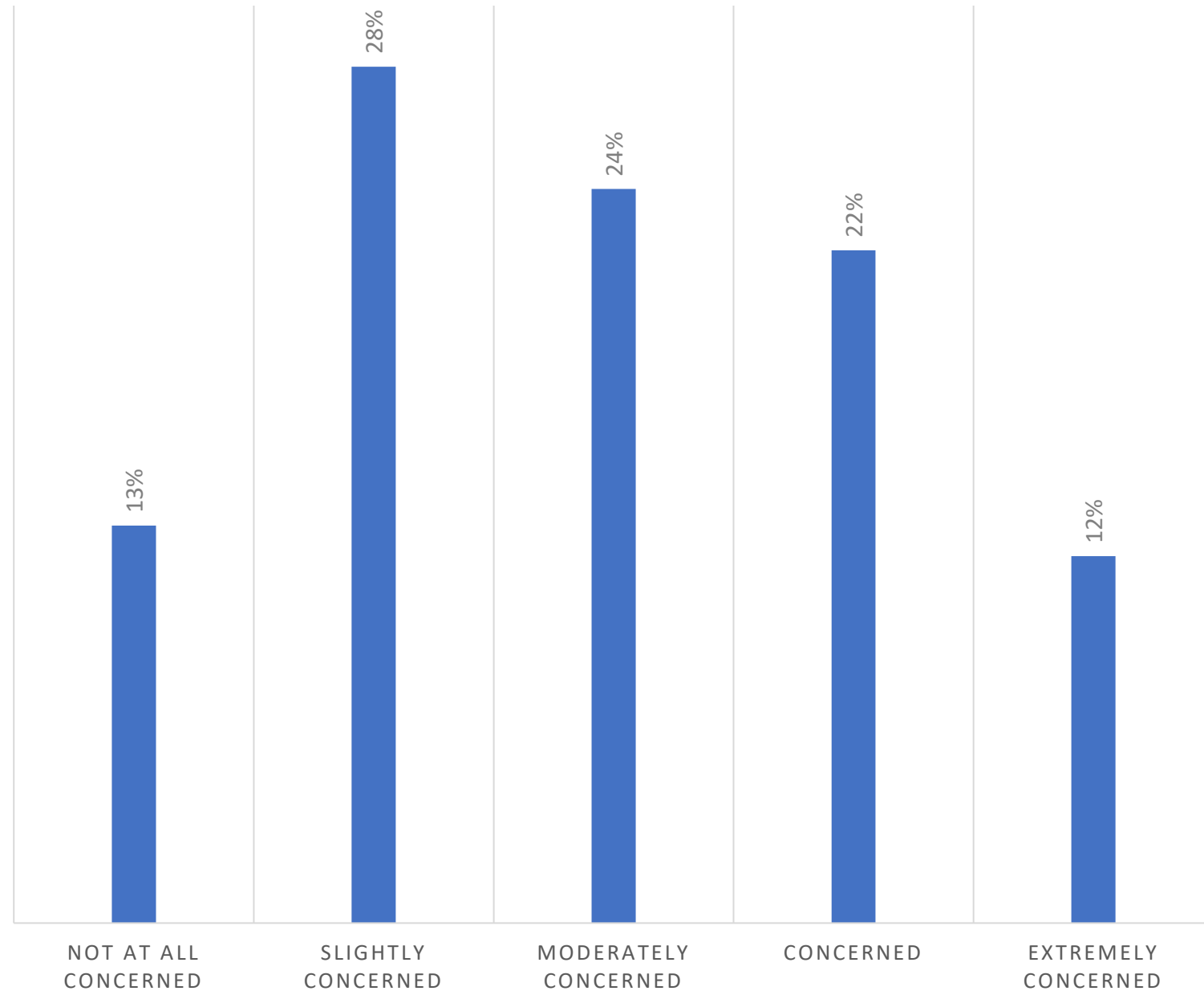
When considering which destination to visit, low COVID rates leads Atlantic Canadians' list of factors.



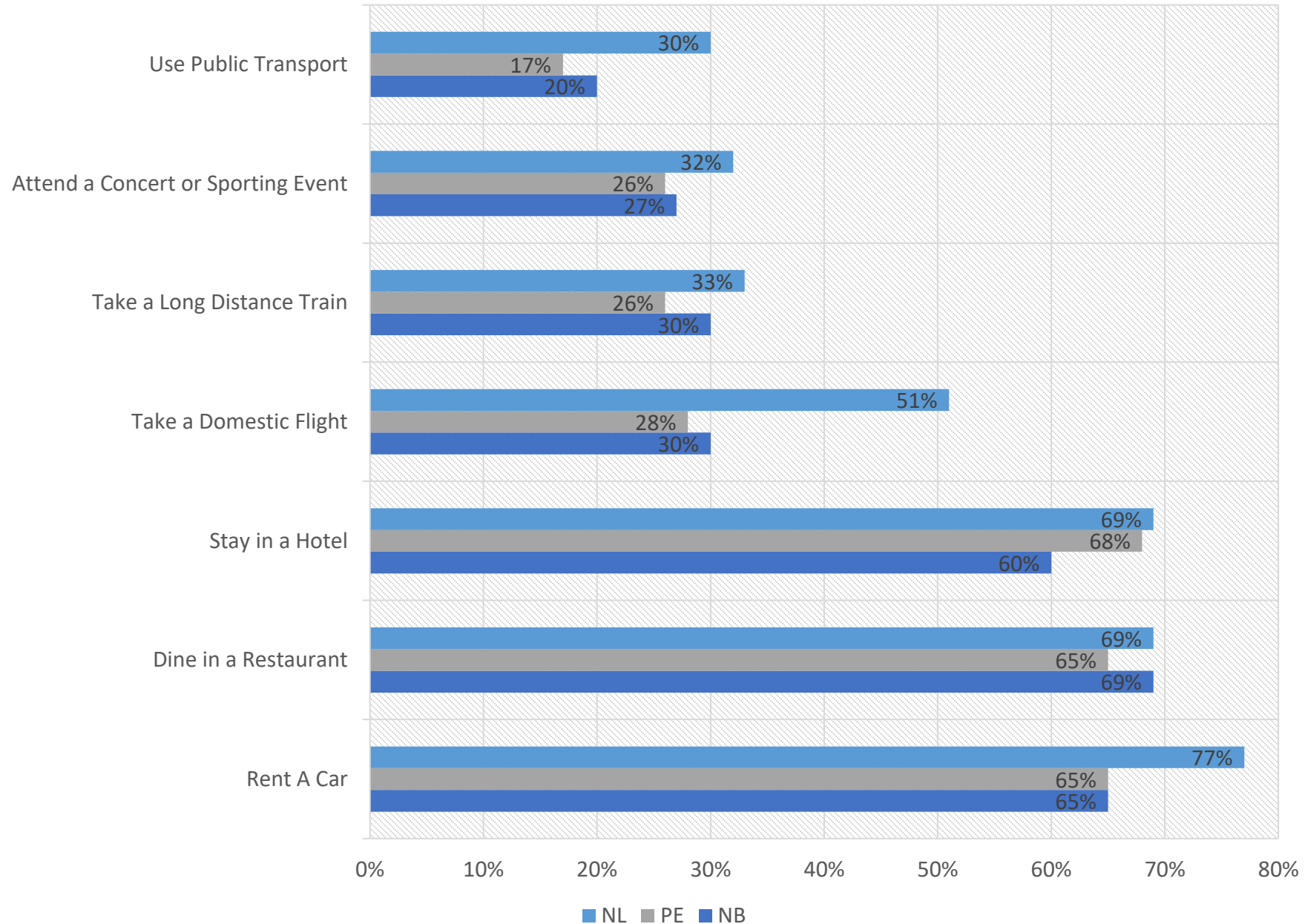
Most Atlantic Canadians have some concerns about contracting COVID-19 while travelling.

The older the person, the more likely they are to have concerns.

LEVEL OF CONCERN ABOUT CONTRACTING COVID-19 WHILE TRAVELLING



I'M COMFORTABLE OR EXTREMELY COMFORTABLE PARTICIPATING IN THE FOLLOWING ACTIVITIES.



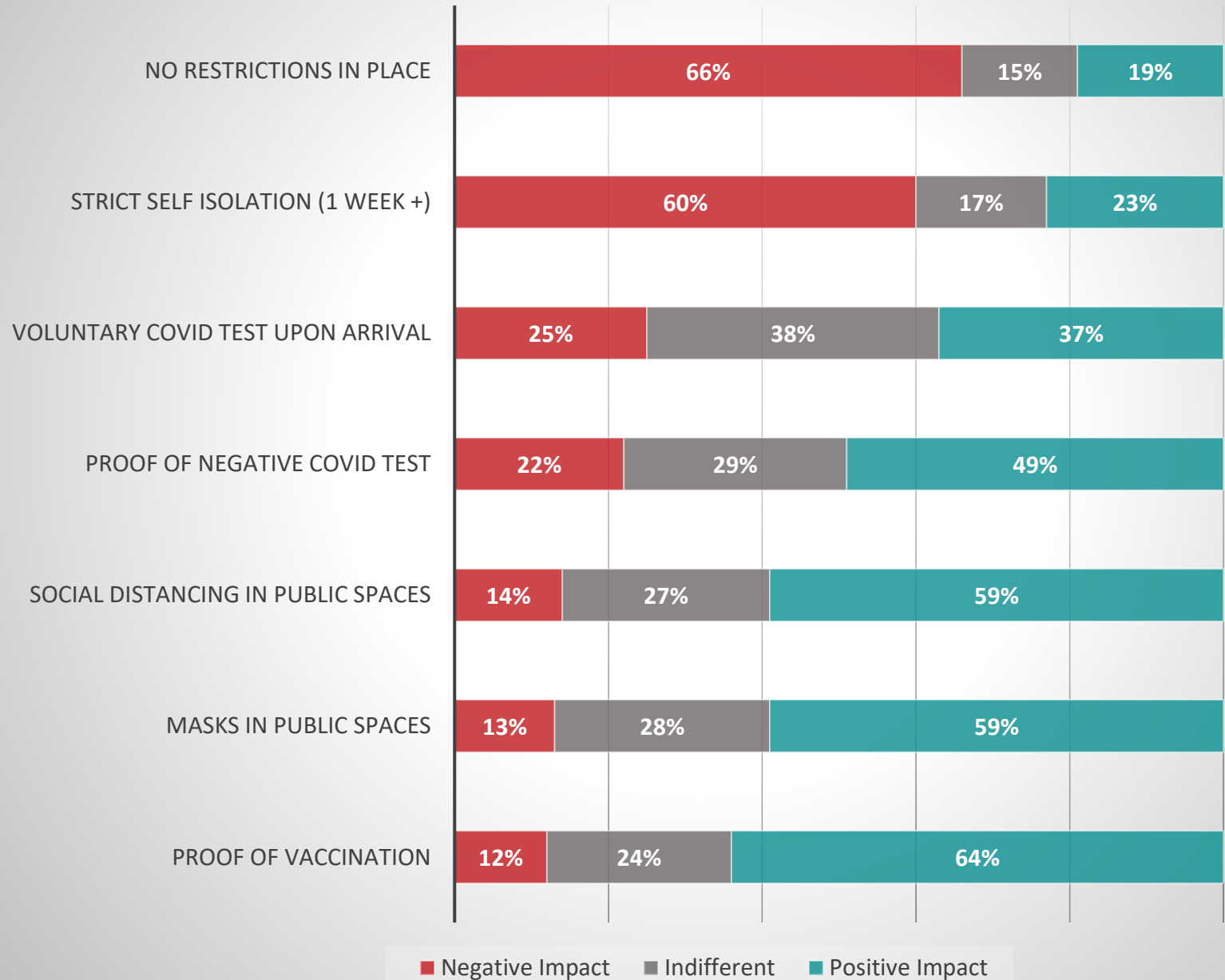
About 2/3 of Atlantic Canadians are comfortable with the basic components of leisure travel.

The study found that in Atlantic Canada:

Proof of vaccination and requirement to wear masks/enforced social distancing are measures that have the greatest impact on encouraging travelling to a destination, while the removal of restrictions negatively impacts levels of comfort.

Currently, the protocols Nova Scotia has in place have a net positive impact on Atlantic Canadian travellers' selection of a destination.

COVID PROTOCOLS AND THEIR IMPACT ON DESTINATION SELECTION

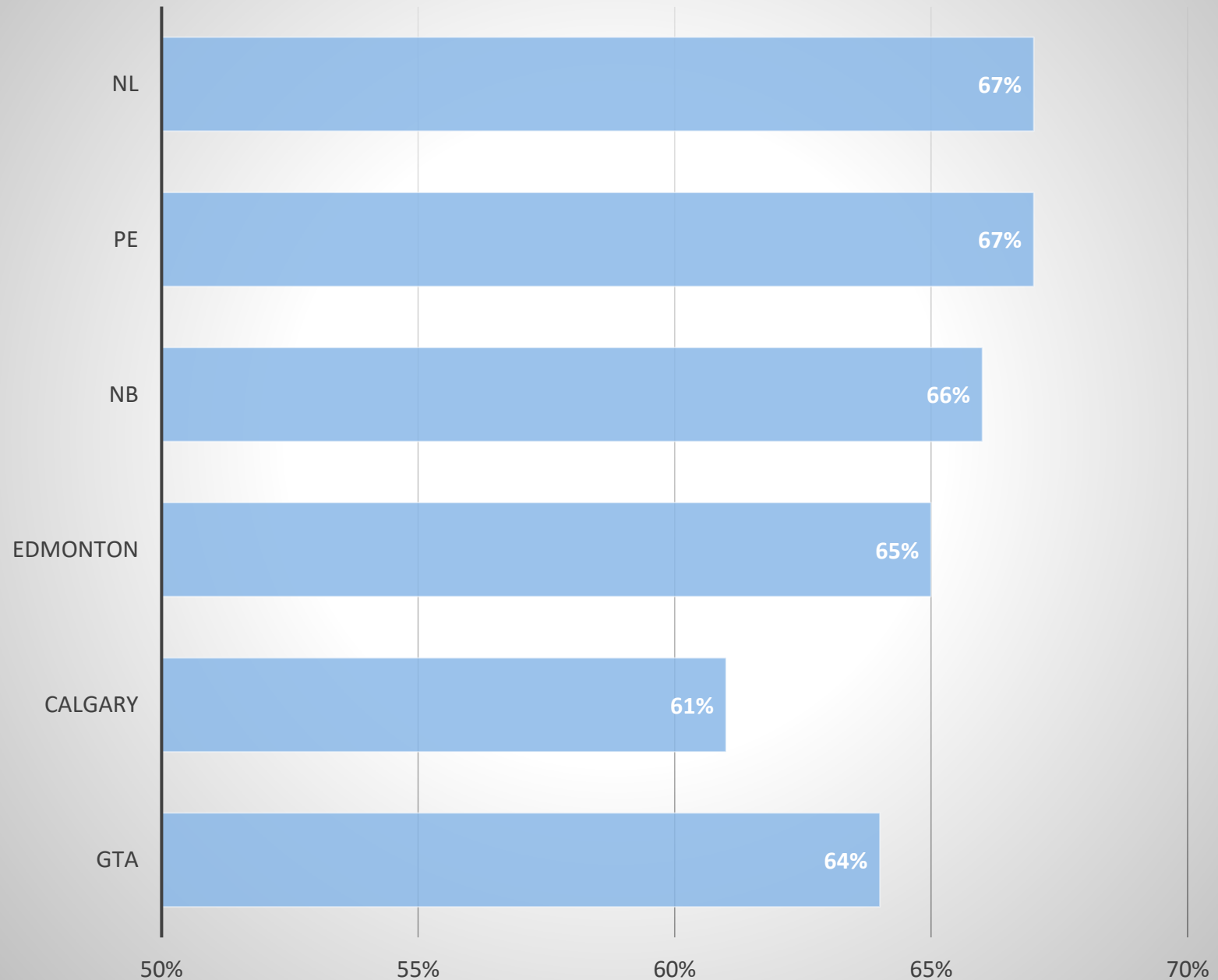


Atlantic Canadians feel slightly stronger about the value of COVID-related protocols than other parts of the country that we studied.

Still, about 2/3 of people we studied will not visit a destination if the destination doesn't have some restrictions in place.

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"I'M NOT TRAVELLING THERE UNLESS THEY HAVE SOME RESTRICTIONS IN PLACE..."



Conclusions

From a leisure travel perspective, Halifax is well-positioned in Atlantic Canada for 2022.

As a safe, close, cost-effective, familiar, and vibrant “change of scenery”, **Atlantic Canadians see Halifax as very appealing and the Canadian city they’re most likely to visit in the next 12 months.**