

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.

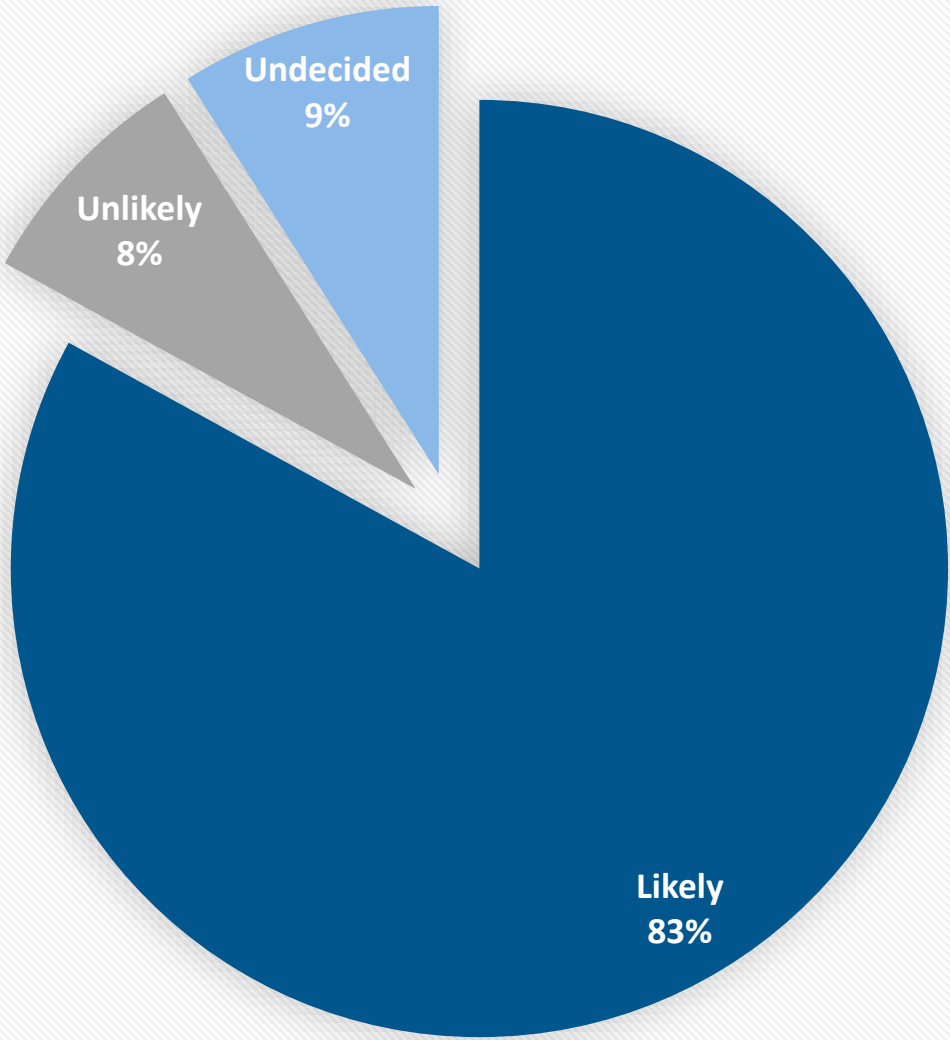
The research outlined today reflects the results of the study conducted in our near markets:

- 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.

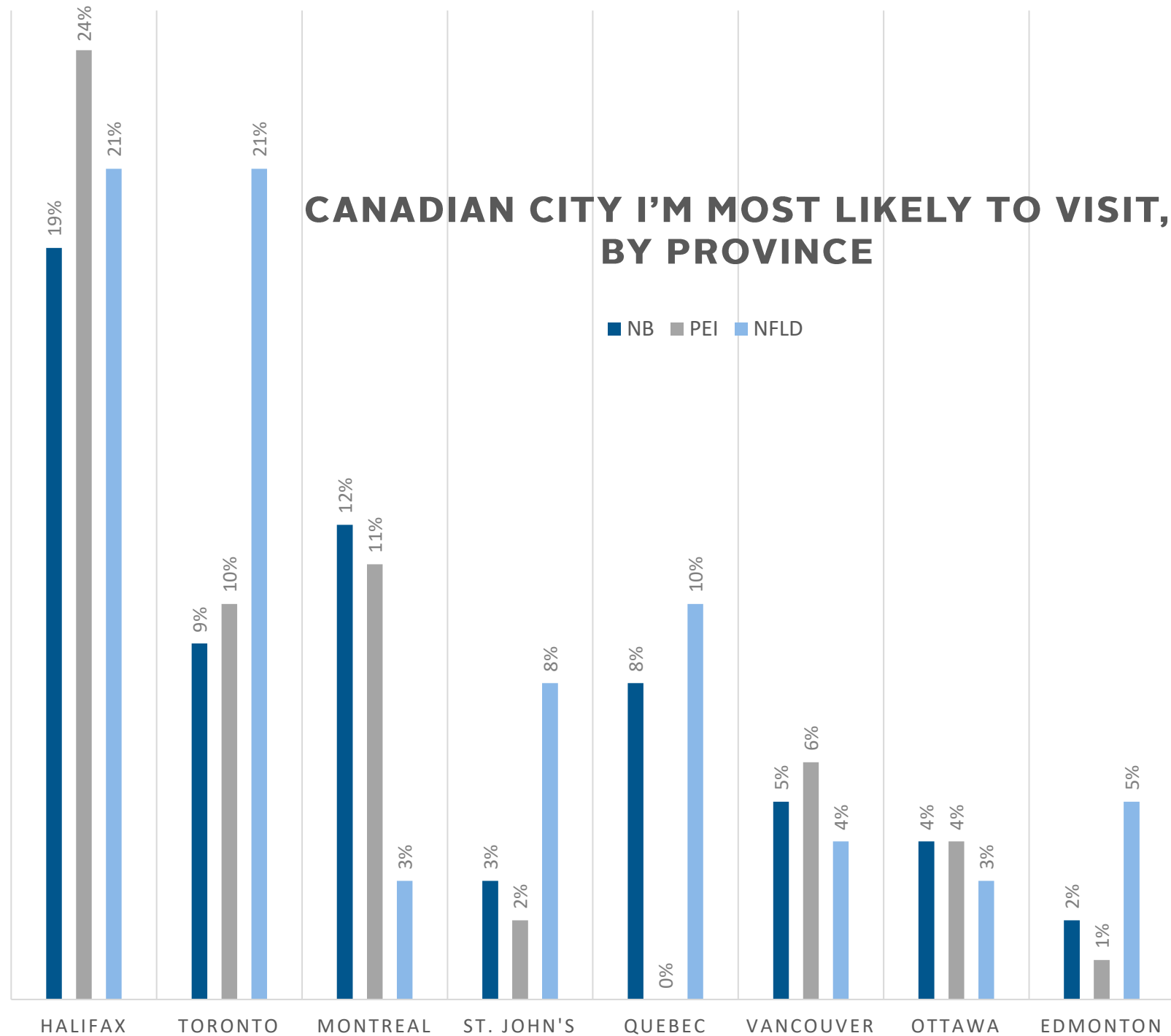
Only 32% are likely to leave the country for leisure travel.

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



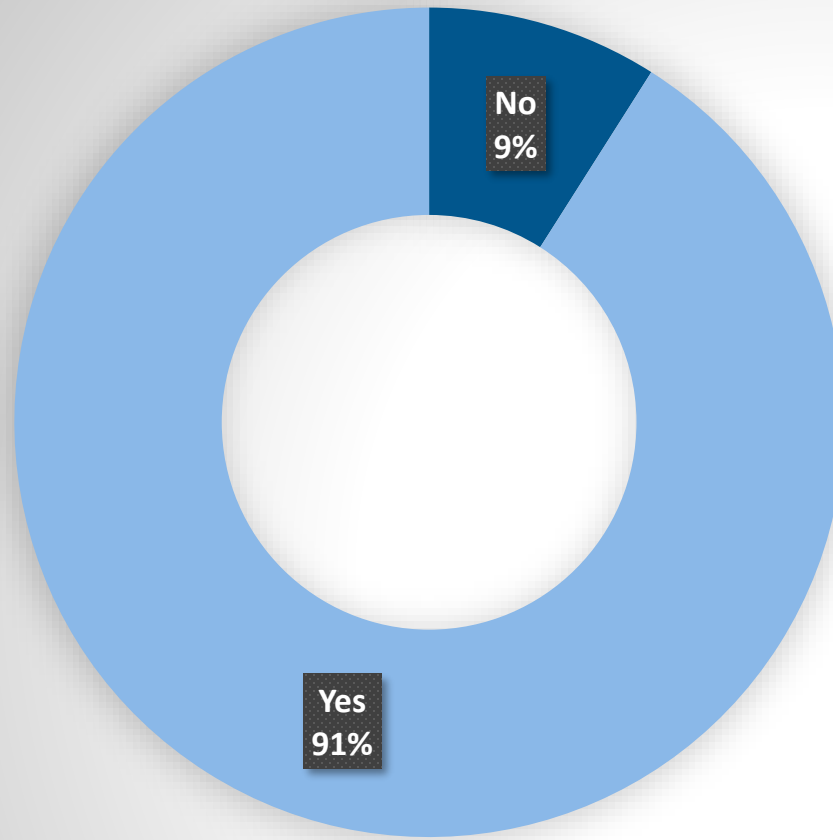
Atlantic Canadians see Halifax as the city they're most likely to visit in the next 12 months.

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



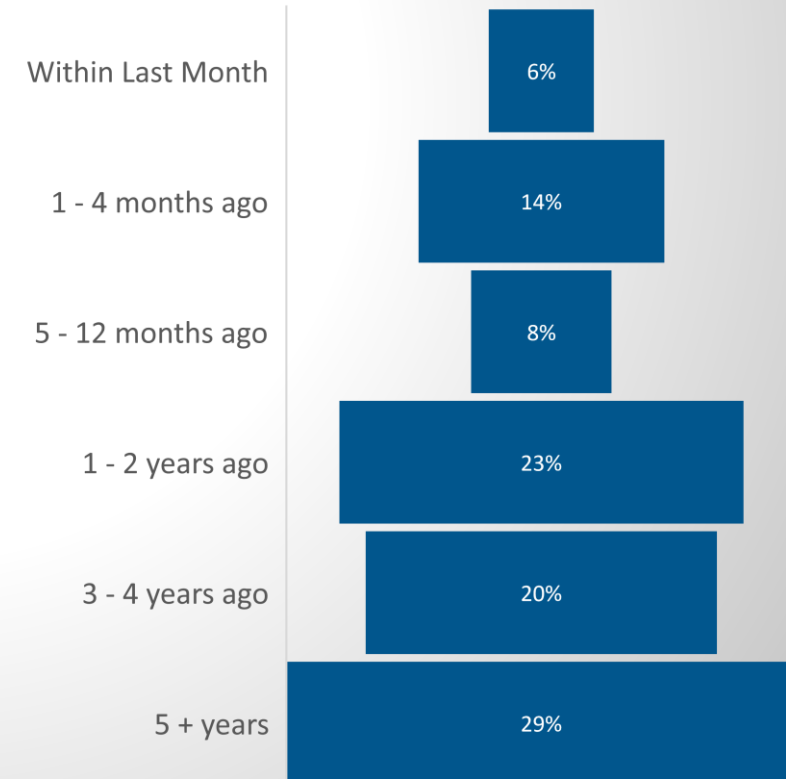
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## HAVE YOU EVER VISITED HALIFAX?

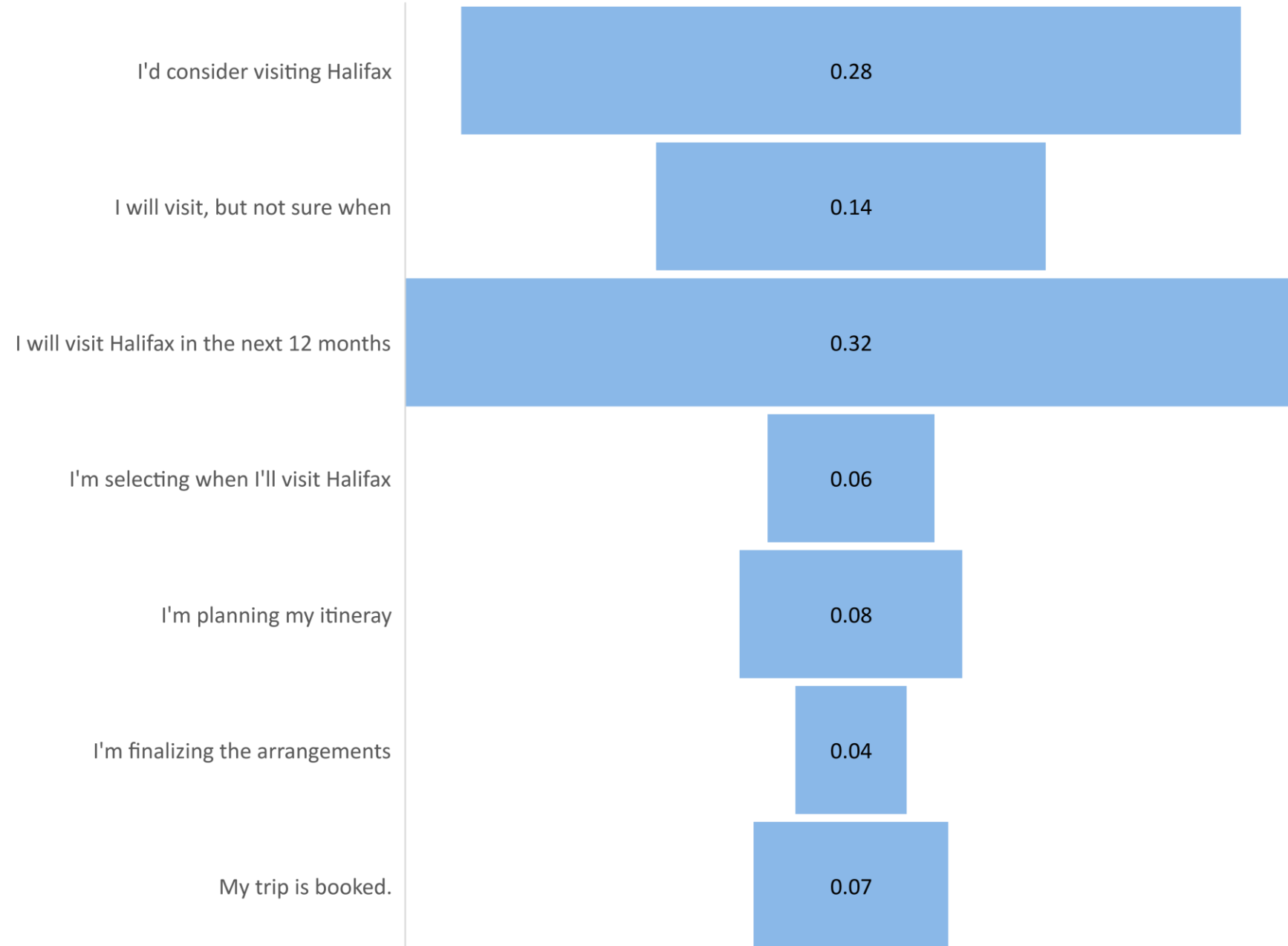


Atlantic Canadians are familiar with Halifax, but about half of the respondents haven't visited for years.

## WHEN DID YOU LAST VISIT HALIFAX?



## STAGE IN TRIP PLANNING, RELATED TO VISITING HALIFAX

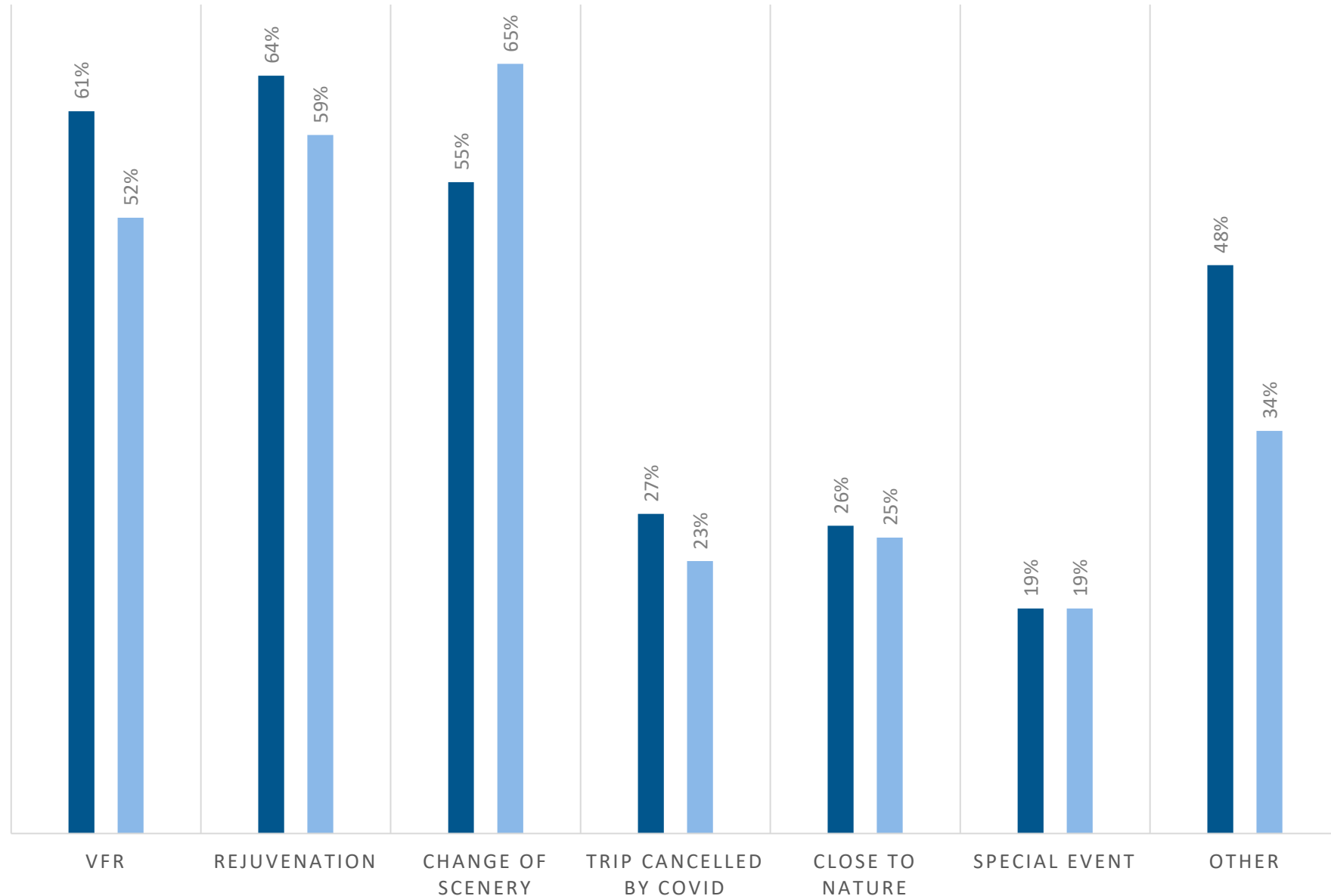


As of September, intent to visit Halifax in the next 12 months is high.

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?

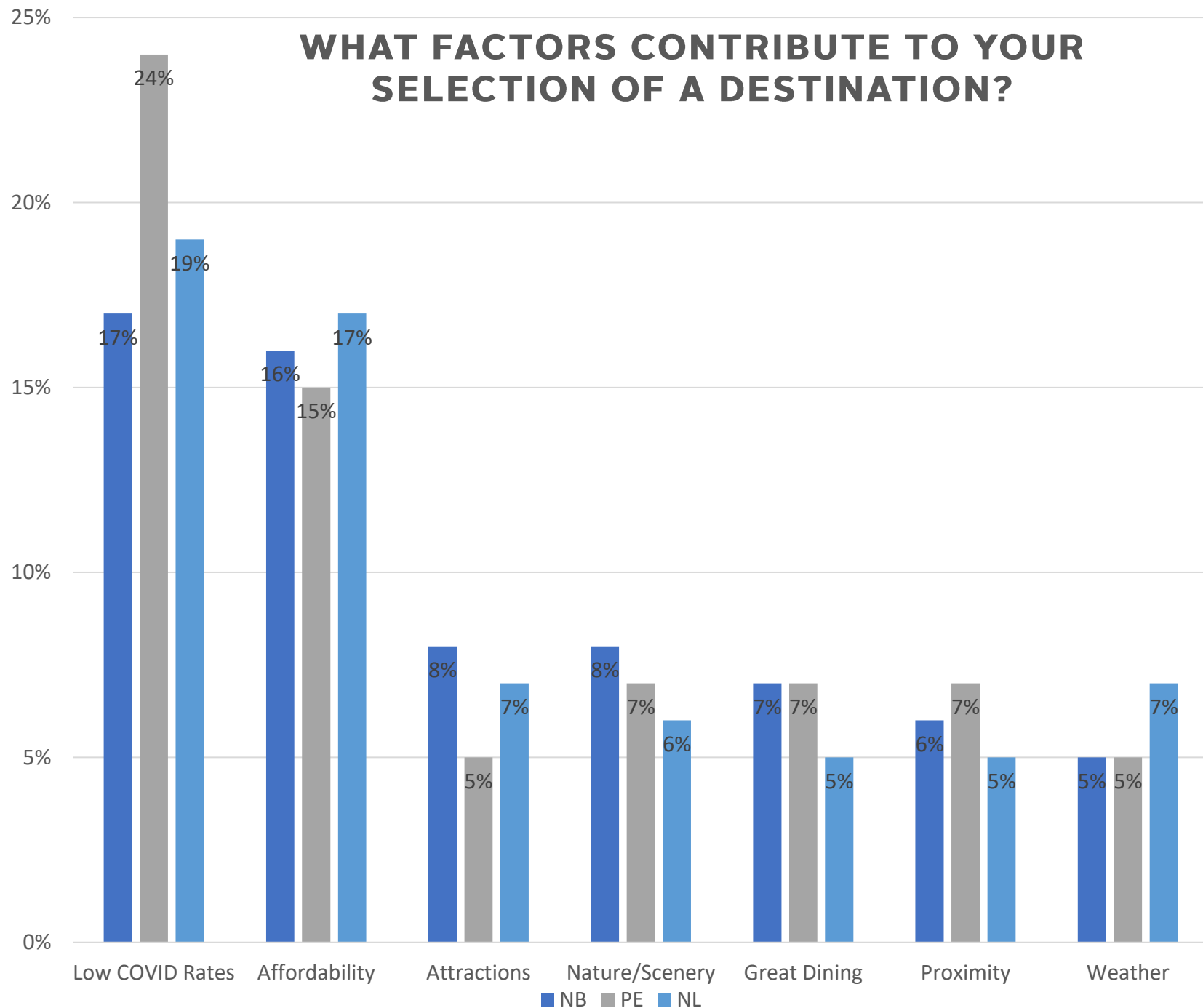


Halifax has what Atlantic Canadians are looking for from a destination.

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

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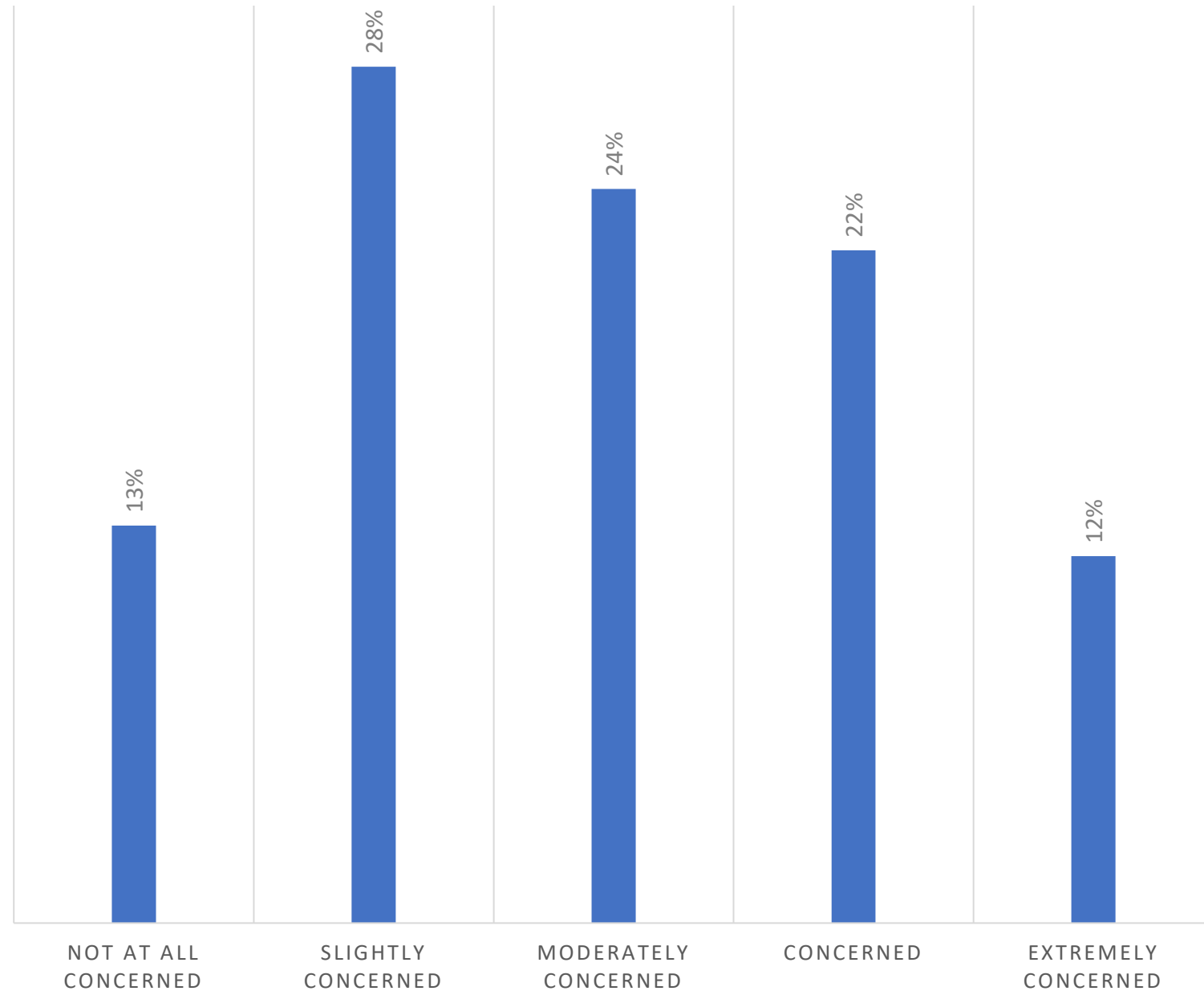
When considering which destination to visit, low COVID rates leads Atlantic Canadians' list of factors.



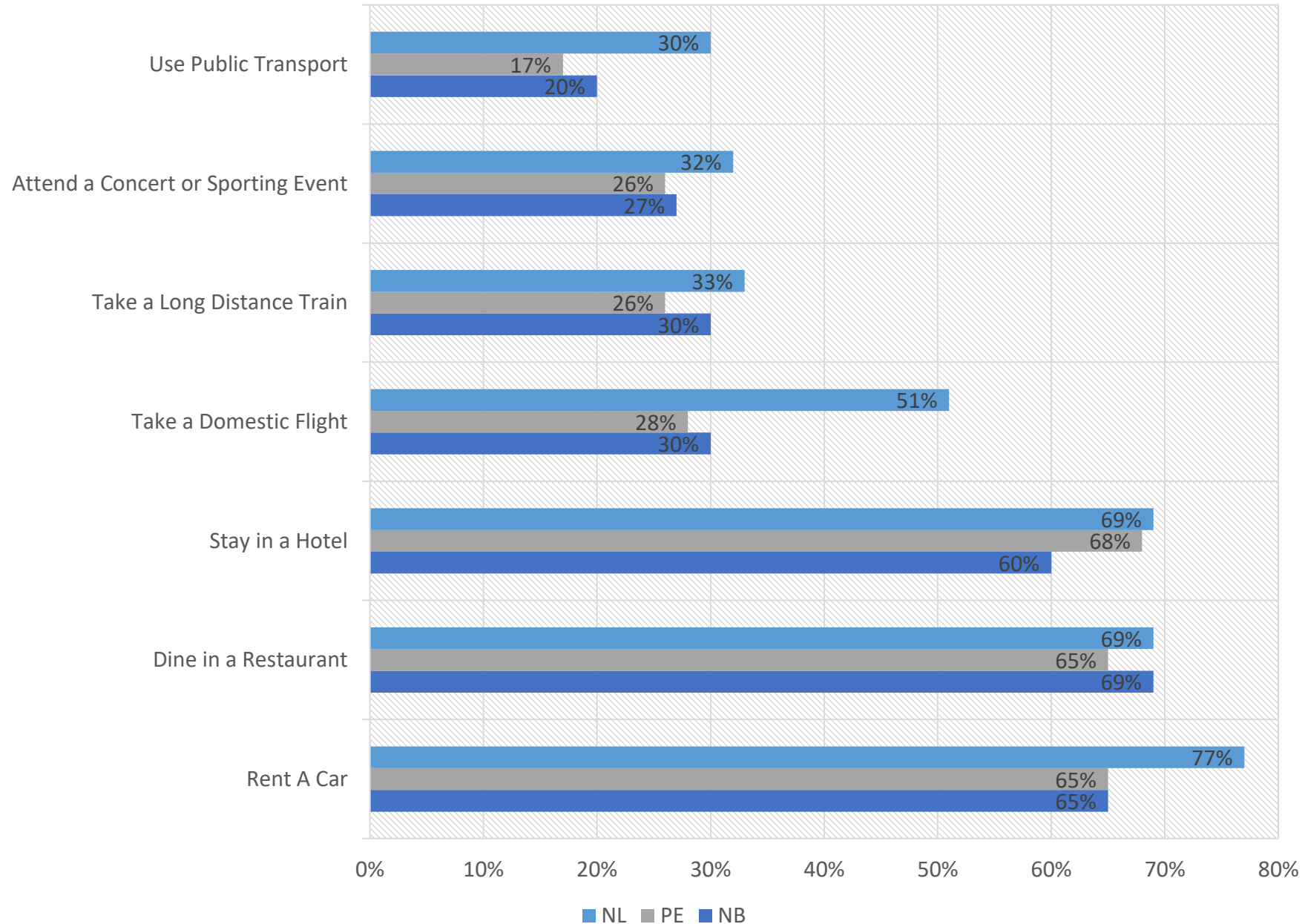
Most Atlantic Canadians have some concerns about contracting COVID-19 while travelling.

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.



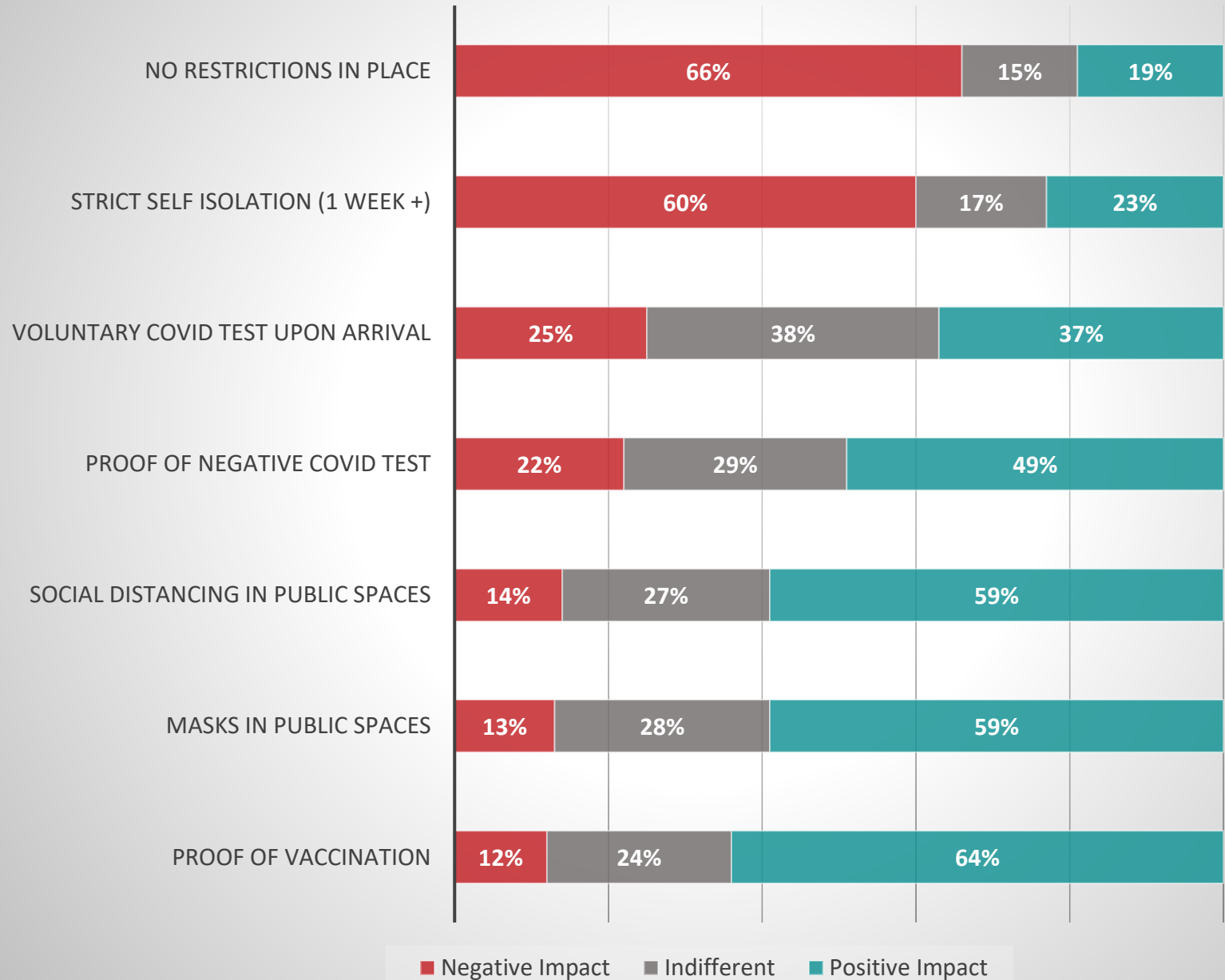
About 2/3 of Atlantic Canadians are comfortable with the basic components of leisure travel.

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.

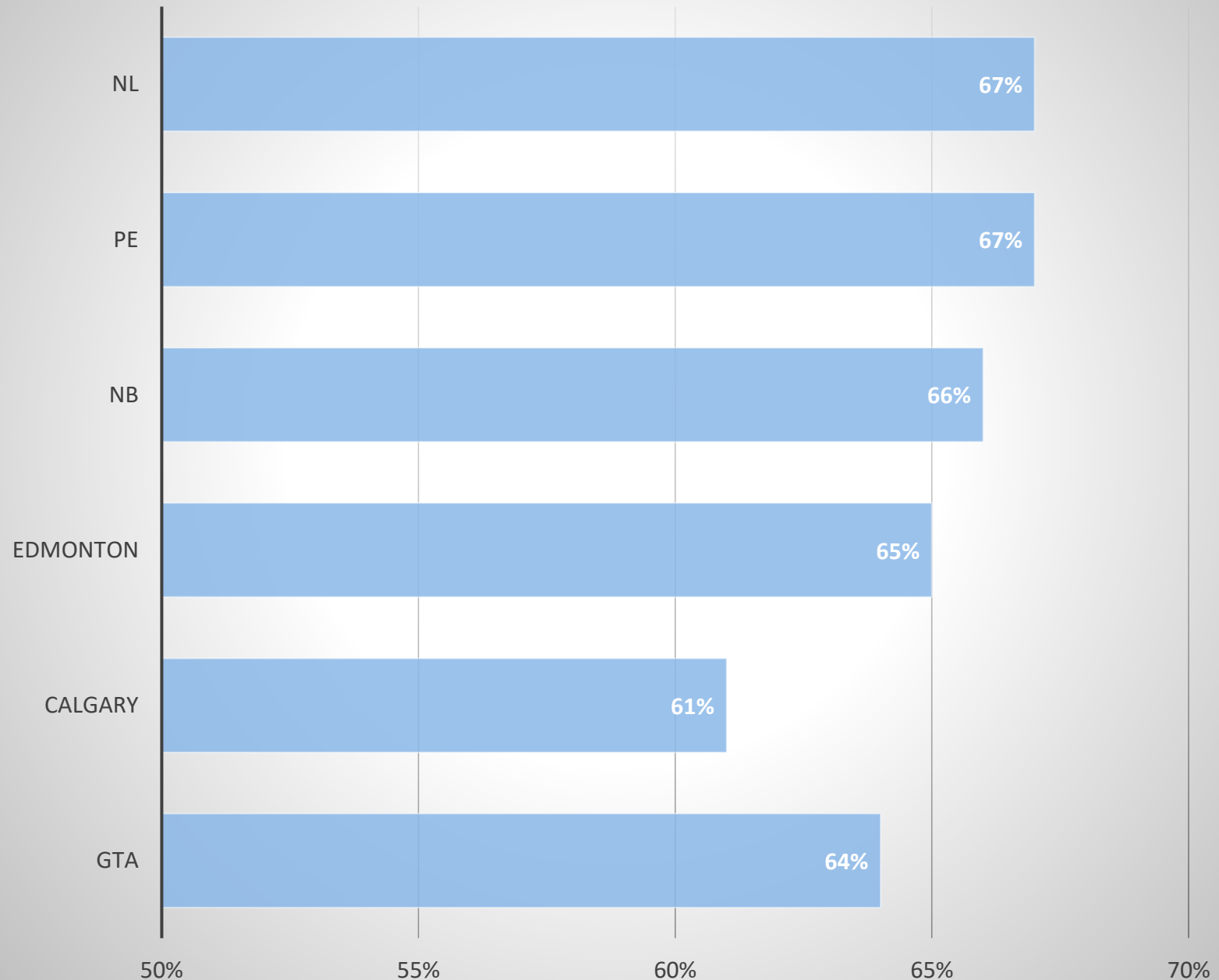
## COVID PROTOCOLS AND THEIR IMPACT ON DESTINATION SELECTION



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.

## "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.**