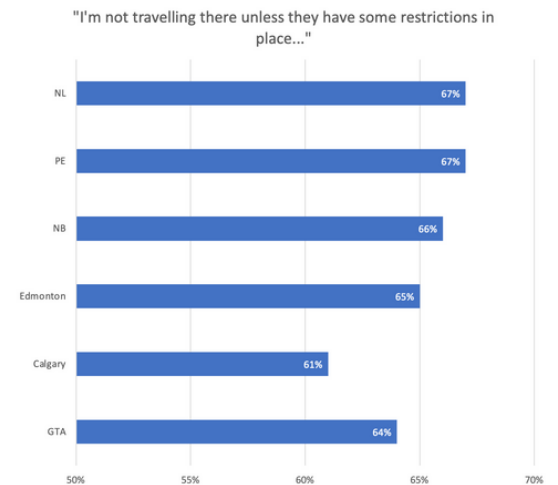


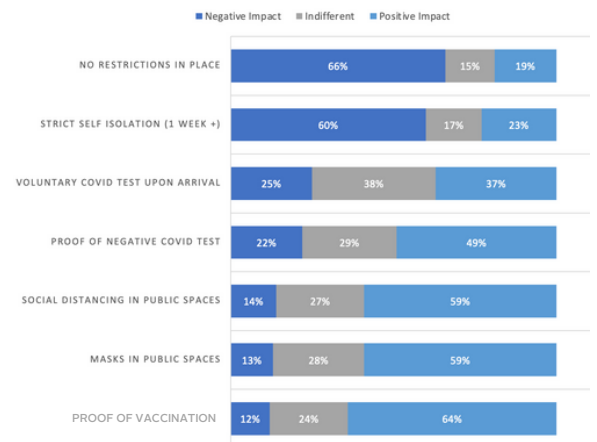
COVID 19-Research Atlantic Canada November 2021

1 Low COVID rates leads Atlantic Canadians' list of factors when considering a destination to visit.



2 As of September 2021, the protocols Nova Scotia has in place have a positive impact on Atlantic Canadian travellers' selection of a destination.

COVID PROTOCOLS AND THEIR IMPACT ON DESTINATION SELECTION



3 Atlantic Canadians feel slightly stronger about COVID-related protocols than other parts of the country, though nearly 2/3 of people we studied will not visit a destination that doesn't have some restrictions in place.

