



January 7, 2025

Visitor Experiences

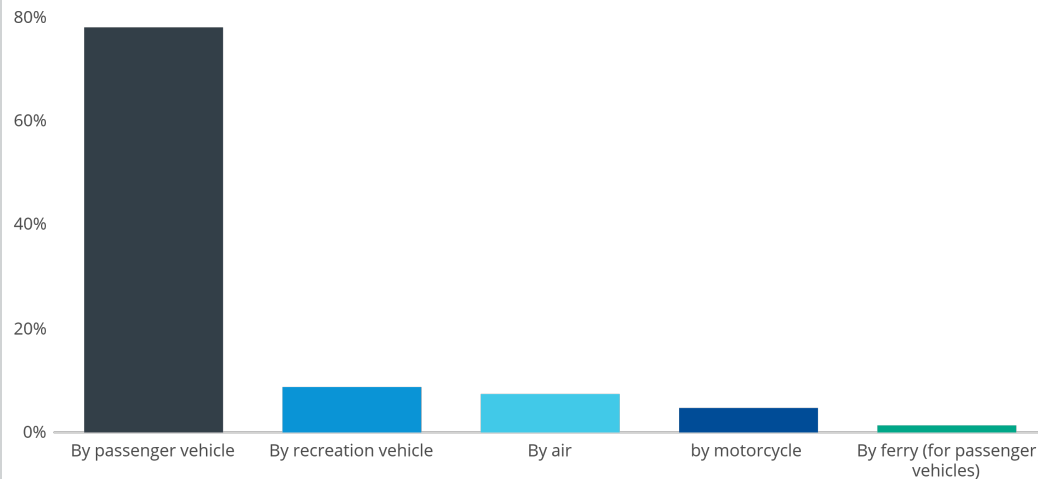
Owner Ankur Saxena

Cape Breton Island - Unama'ki

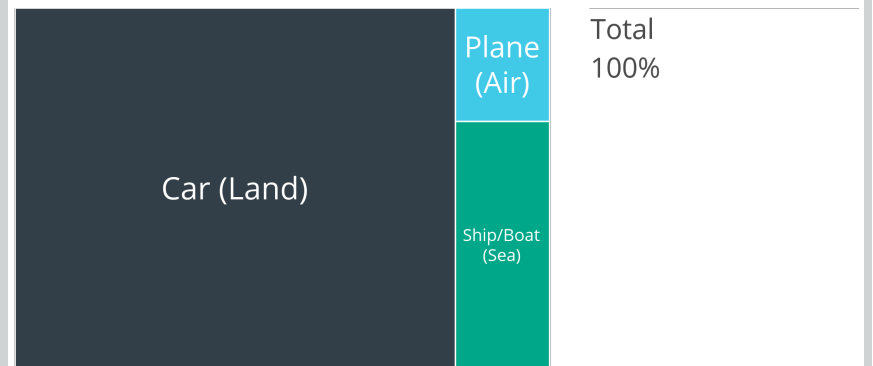


The data contained on this dashboard relates to how visitors encounter Cape Breton Island and their experiences. This information was collected from visitors to Cape Breton Island during the summer and fall of 2023. The data in this dashboard comes from four different surveys with a total of 958 participants. Full detailed visitor reports can be found at cbtourismworks.ca

How do visitors travel to Cape Breton?

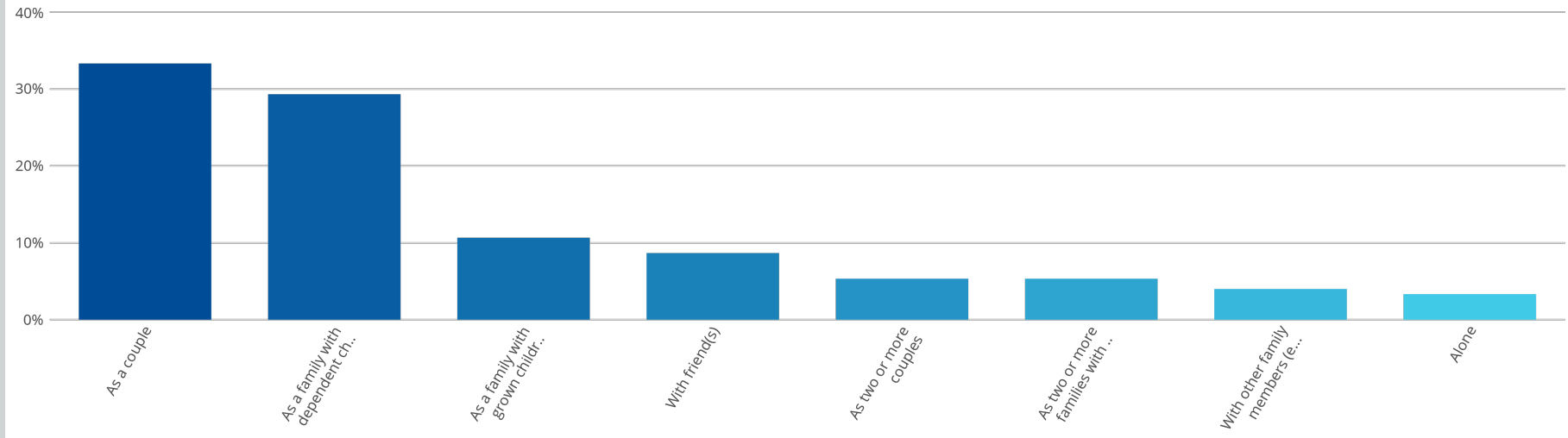


Mode of Travel

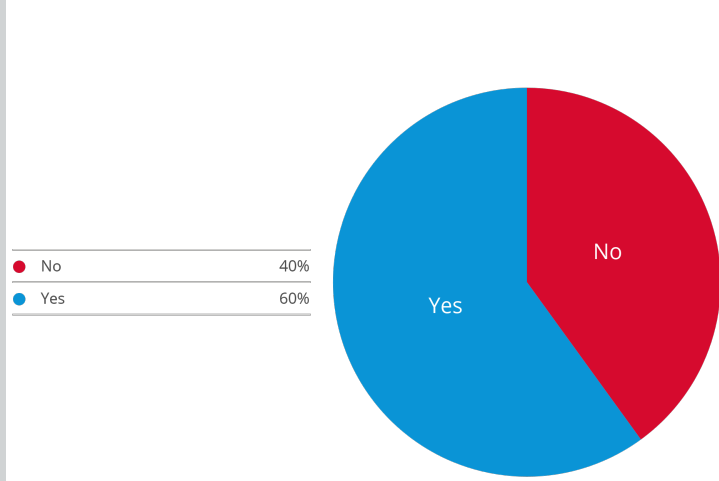


Visitor Experiences

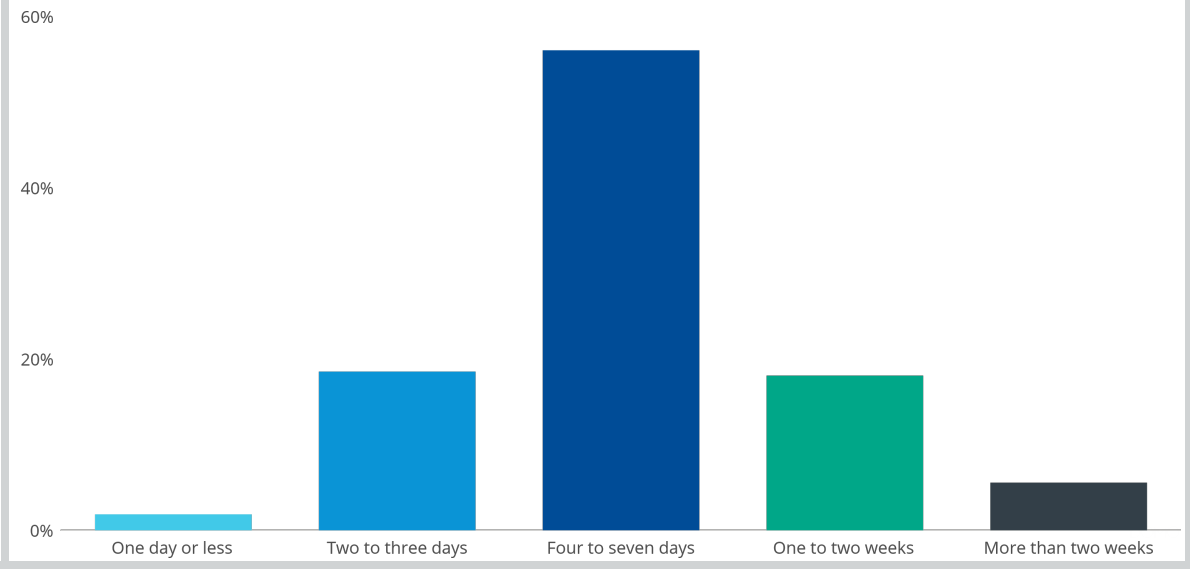
What types of travel groups come to Cape Breton?



Are visitors new to Cape Breton?

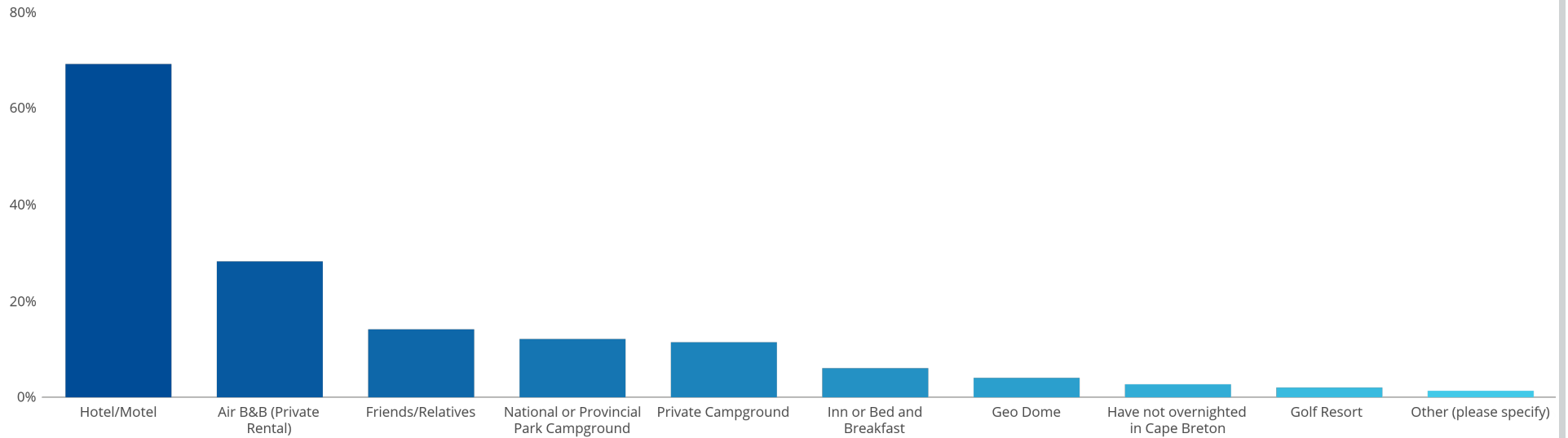


How long do visitors plan to stay on Cape Breton Island?

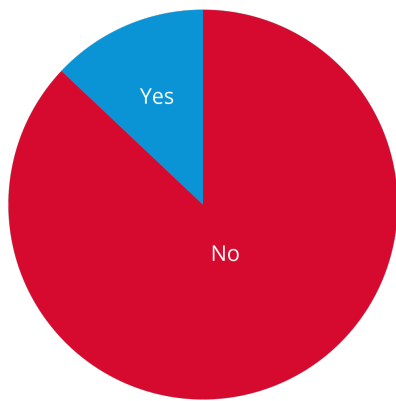


Visitor Experiences

What types of accommodations do visitors choose?

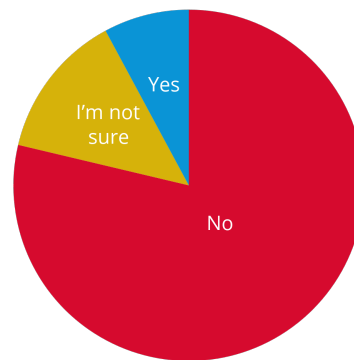


Did visitors encounter closed businesses?



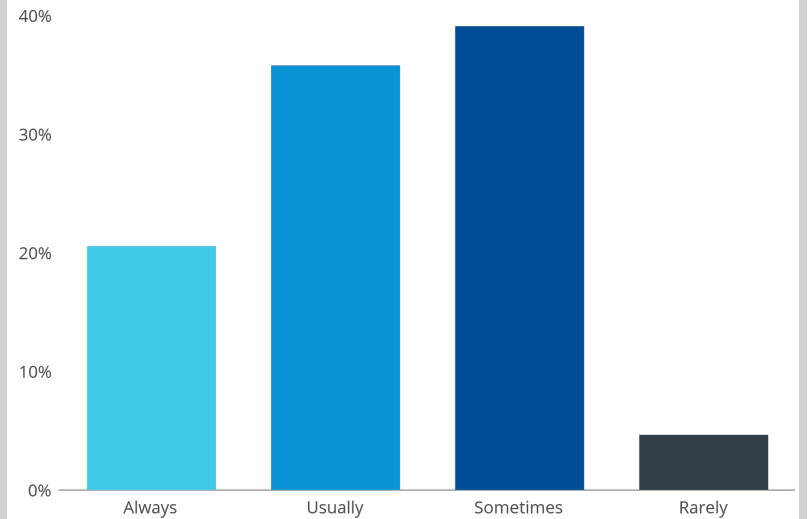
No	87%
Yes	13%

Were visitors impacted by staffing short...



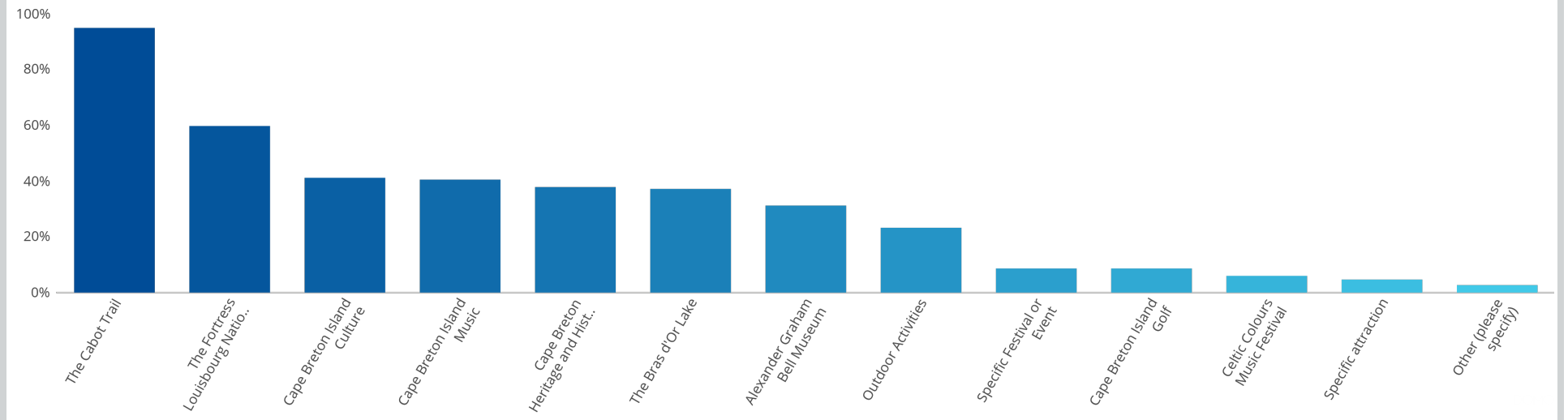
No	79%
I'm not sure	13%
Yes	8%

Did visitors encounter island ambassadors?

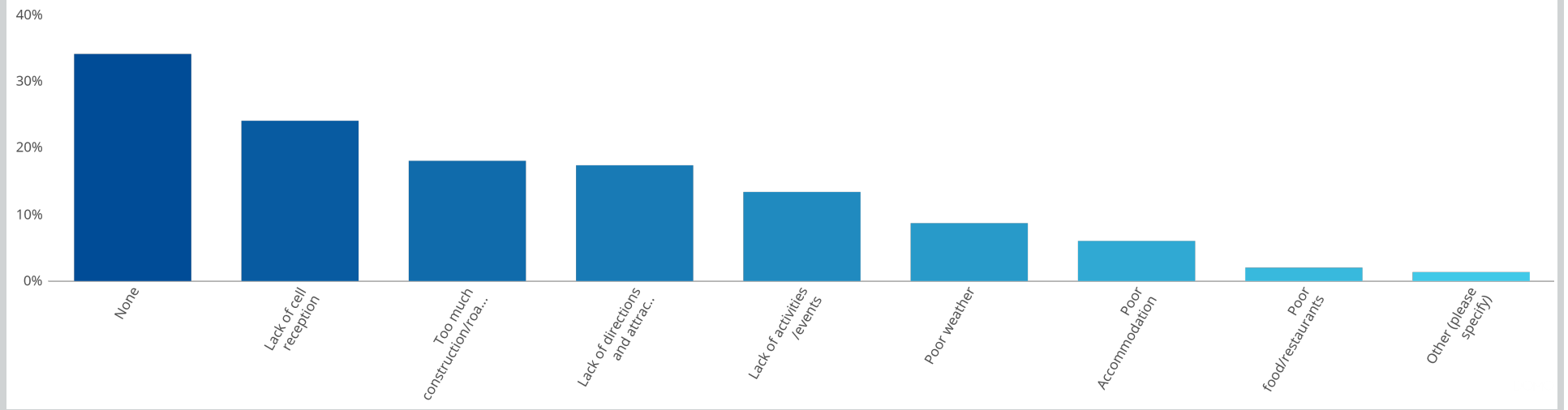


Visitor Experiences

What attracts visitors to Cape Breton?



What challenges do visitors face while on Cape Breton?

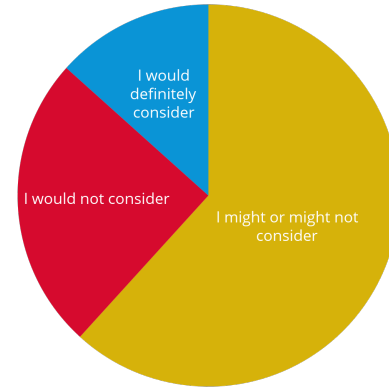


Four-Seasons Expansion



Will visitors come to Cape Breton in the winter?

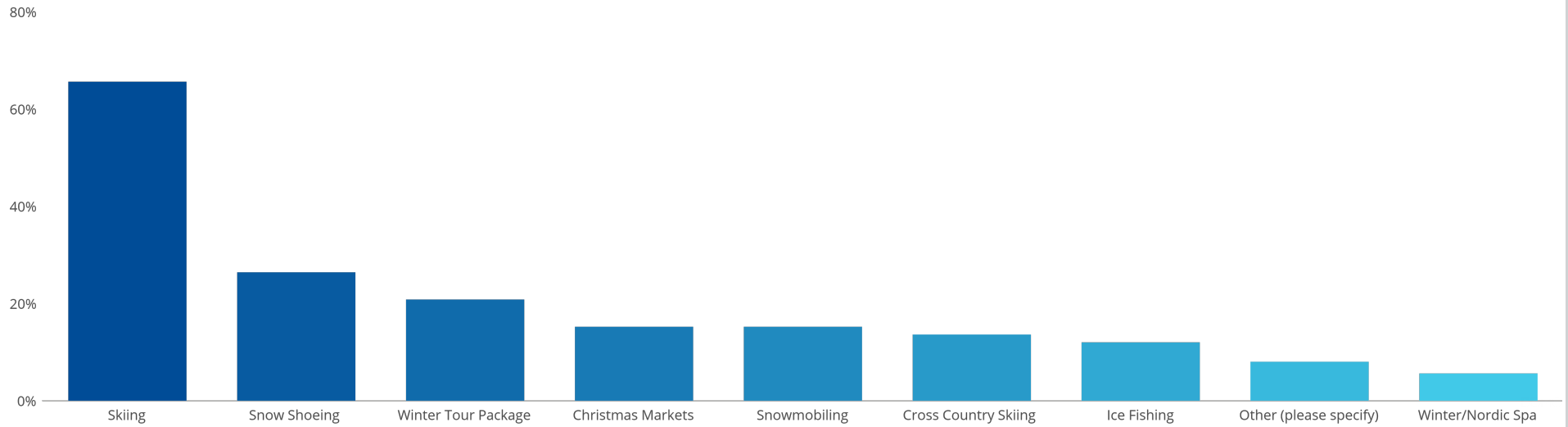
● I might or might not co...	62%
● I would not consider	25%
● I would definitely consi...	13%



Total
100%

Visitor Experiences

What would bring visitors to Cape Breton in the winter?

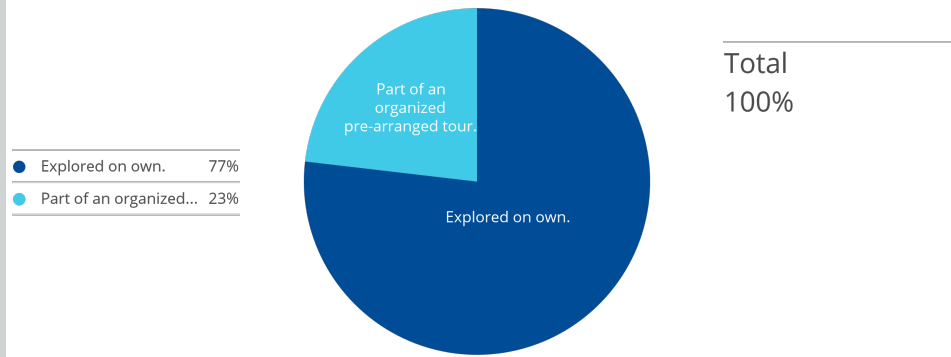


Cruise Ship Passenger Experiences

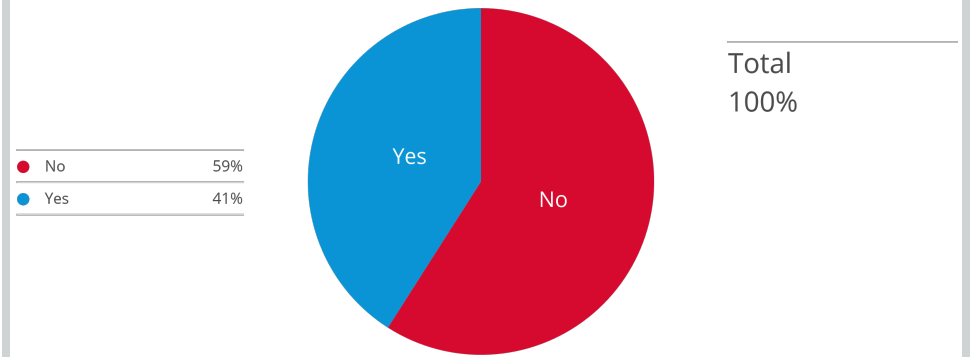


Visitor Experiences

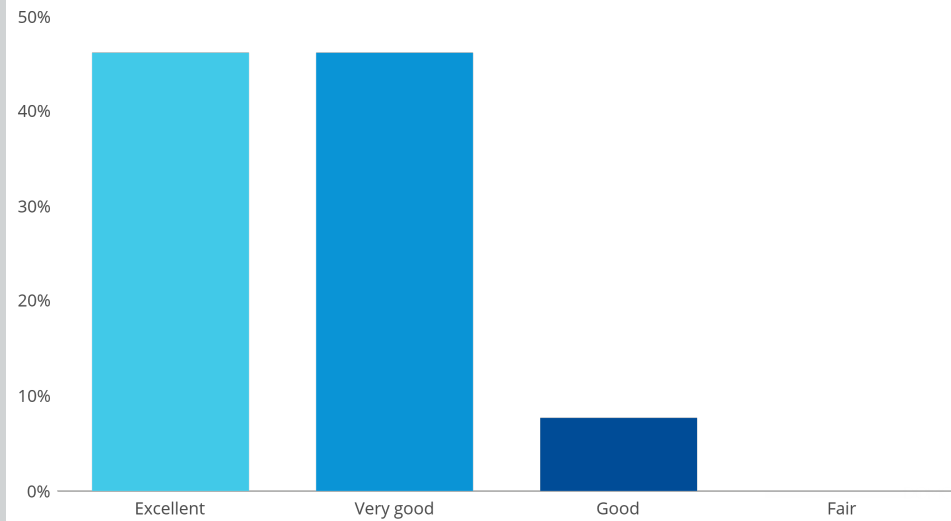
How do cruise ship passengers explore the island?



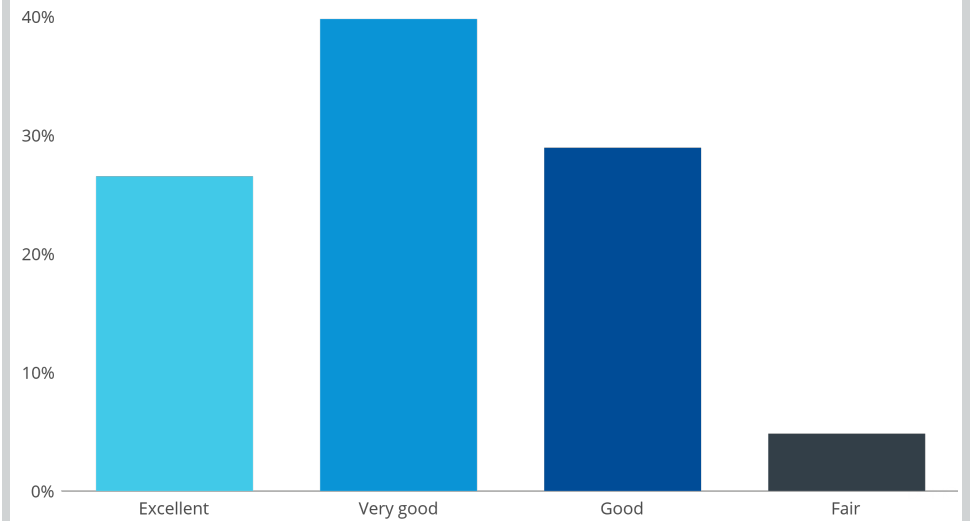
Do independent cruise ship passengers explore outside of Sydney?



How do cruise ship passengers rate their organized tour experiences?

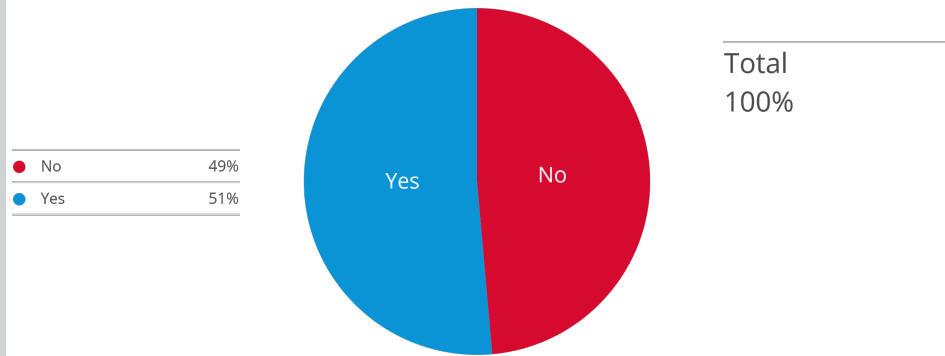


How do independent cruise ship passengers rate their exploration experie...

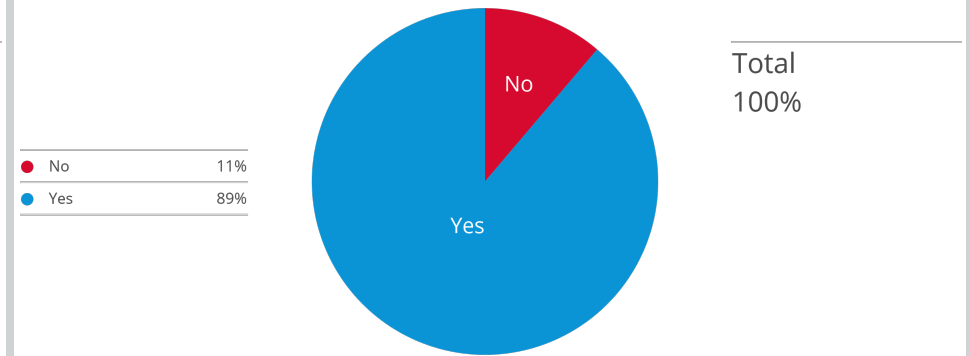


Visitor Experiences

Do cruise ship passengers purchase local crafts?



Do cruise ship passengers purchase local food?



Visitor Experience Data

Data collected for this dashboard furthers our understanding of the experiences that visitors to Cape Breton - Unama'ki have while on the island. The data contained in this report can be viewed as customer feedback. Understanding the customer experience will give operators and marketing organizations valuable perspectives on how to improve destinations and the most effective uses of marketing resources.

The data for general visitors to Cape Breton - Unama'ki was collected by Cape Breton University graduate students at Baddeck, Cape Smokey, Highland Village, and the St. Peter's Visitor Information Center using two different surveys during the summer and fall of 2023. The data collected for cruise ship passengers was collected at the Port of Sydney and also used two different surveys during the summer and fall of 2023.

For a fuller exploration of the data found in this dashboard, please consult the completed reports below. If you have any questions regarding the information contained in this dashboard or are interested in other related research projects, please contact the research lead at the Cape Breton Island Tourism Training Network, Darren Downing at TourismResearch@cbu.ca.