



January 7, 2025

2024 Unified CBI Visitor Experience Sur...

Owner Darren Downing

2024 Unama'ki - Cape Breton Island Visitor Experience Survey

Welcome to the Unama'ki - Cape Breton Island 2024 Visitor Experience Dashboard. This dashboard is maintained by the Cape Breton Island Tourism Training Network, a Cape Breton University project funded in part by the Government of Canada.

This dashboard displays data gathered from visitors across Unama'ki - Cape Breton Island during the 2024 summer season. **The data was last updated 19 hours ago.** The data can also be filtered through the below selections as well as through individual cards.



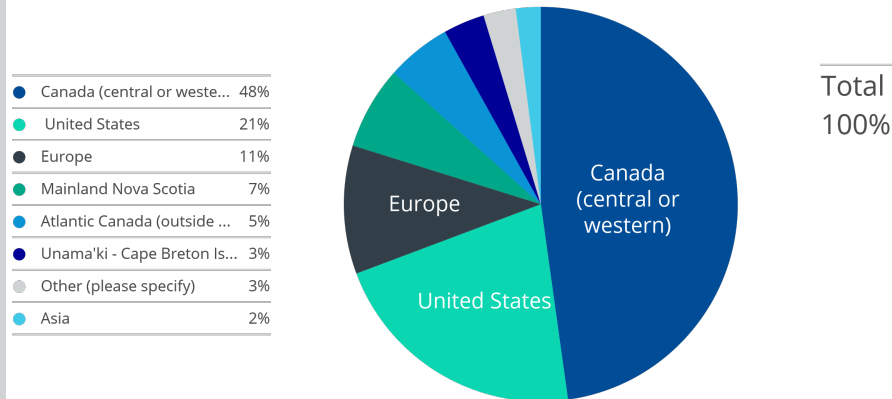
Visitors Origin	New Visitors	Mode Of Travel	Travel Group	Current Time on Island
Select <input type="button" value="v"/>	Select <input type="button" value="v"/>	Select <input type="button" value="v"/>	Select <input type="button" value="v"/>	Select <input type="button" value="v"/>



\$197.18

Average Daily Spend

Duplicate of Where are our visitors coming from?



Visitor Demographics

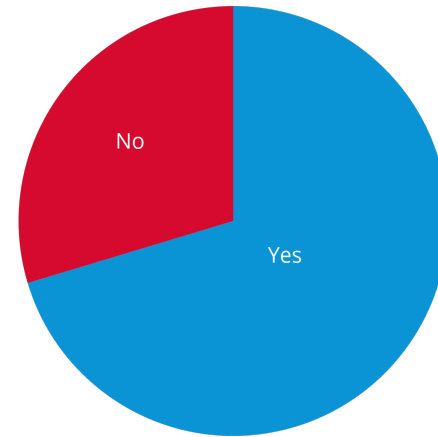
Survey responses are collected at popular tourism sites across Cape Breton Island as well as at Visitor Information Centers (VICs) in St. Peter's, Louisbourg, and Baddeck. Visitors from closer to Cape Breton may be more familiar with the island and less likely to visit VICs or popular tourism attractions. Of those surveyed, approximately 60% of visitors are from Canada.

About 70% of surveyed visitors to Cape Breton are visiting the island for the first time.



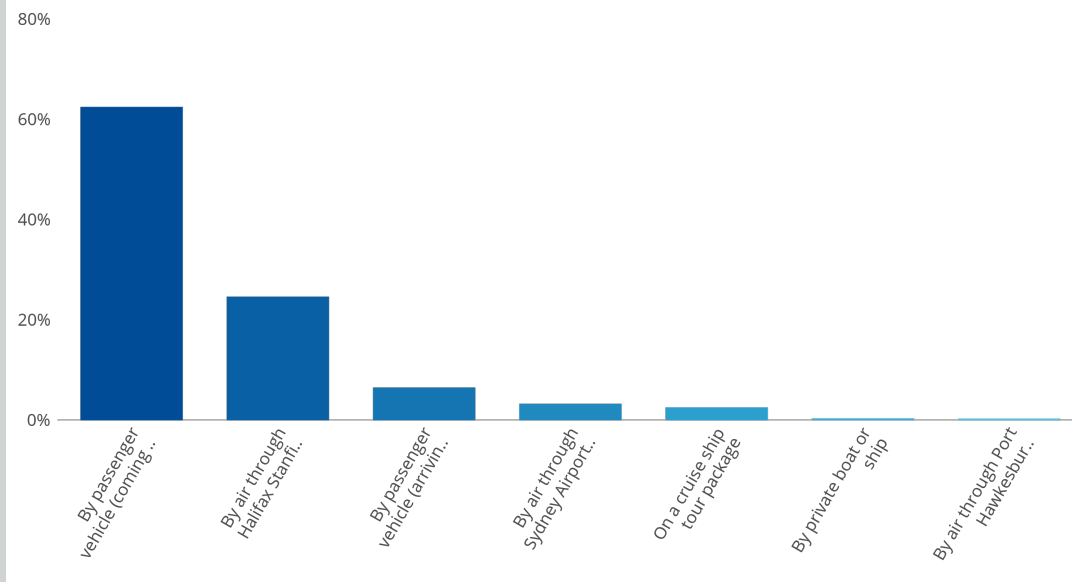
Duplicate of How many are visiting for the first time?

● Yes	70%
● No	30%



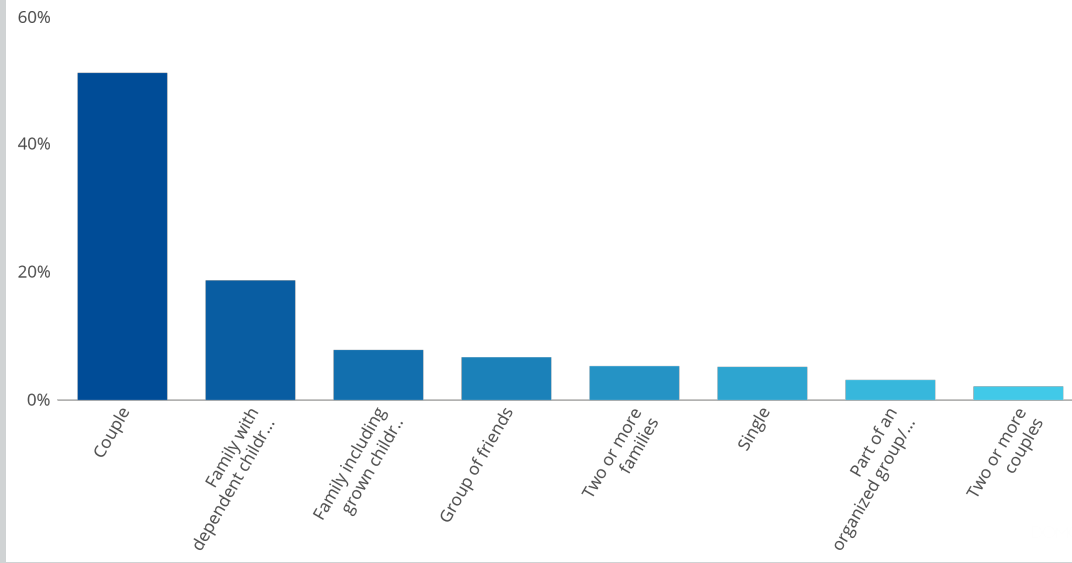
Total
100%

Duplicate of How do visitors come to Unama'ki - Cape Breton?



Approximately 85% of Cape Breton visitors arrive by driving across the causeway. Of those, approximately 20% fly into Halifax and rent a car.

Duplicate of Who are visitors traveling with?

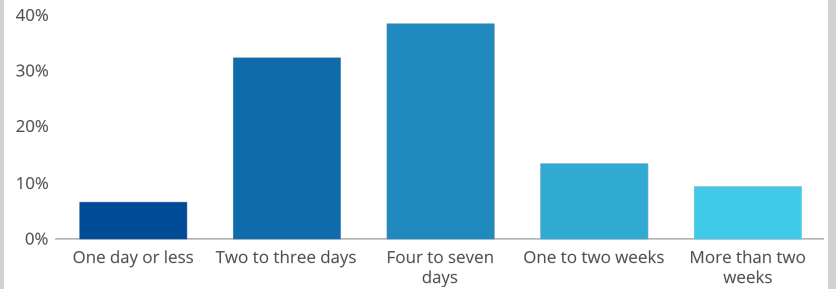


Almost half of Cape Breton visitors travel with a single partner. Approximately 20% are families traveling with children.

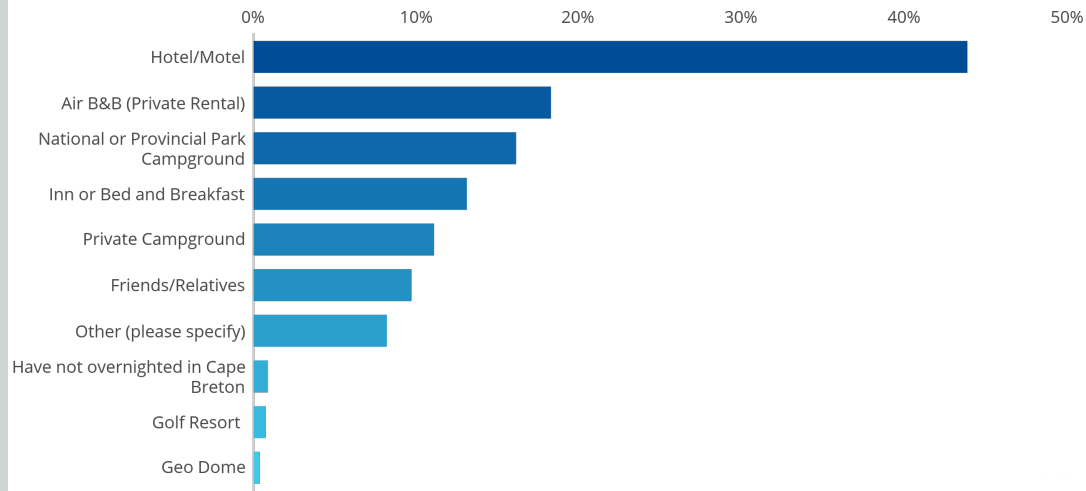


Extending visitor stay duration, even by a day, has an enormous economic impact on tourism revenue. Currently, about 75% of visitors plan to stay one week or less while the remaining 25% of visitors plan to stay on Cape Breton Island for more than a week.

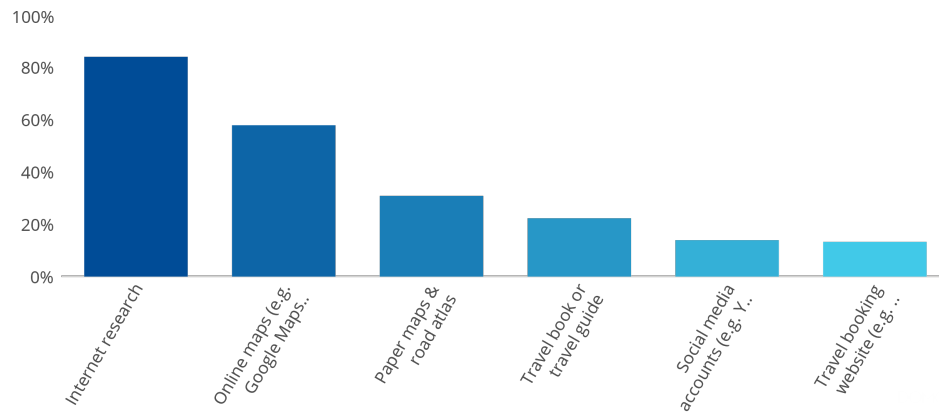
Duplicate of How long do visitors plan to stay on Cape Breton Is...



Duplicate of Where do visitors stay when they come to Cape Breton?



Duplicate of What tools do visitors use to plan their Cape Breton trip?



Over 80% of visitors to Cape Breton Island research their trip through the internet. Over half of visitors use online maps to plan their Cape Breton trip. It is worth noting that these tools often require visitors to have cell reception to function properly while traveling.



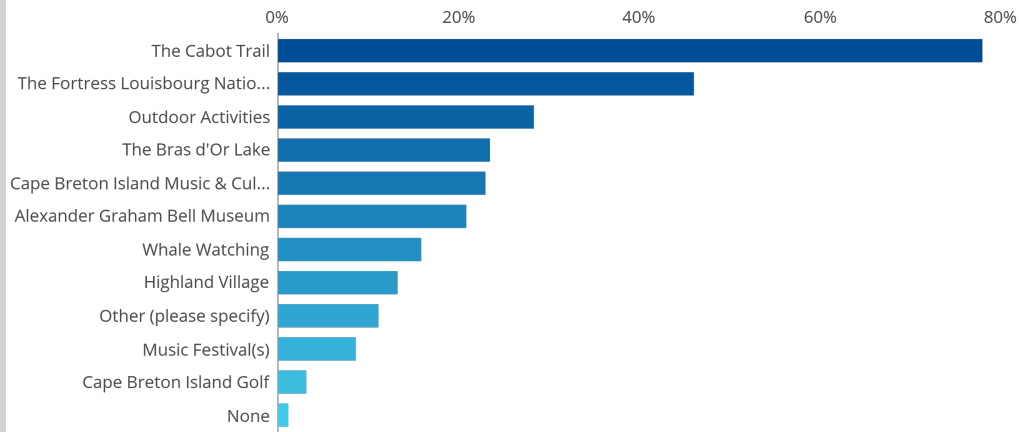
Duplicate of Do visitors participate in Indigenous experiences?

774 Current



About a quarter of visitors have or are planning on participating in an Indigenous cultural experience. Almost 20% of visitors are unsure if they will or won't participate in an Indigenous experience.

Duplicate of What are the major Cape Breton attractions that bring visitors?

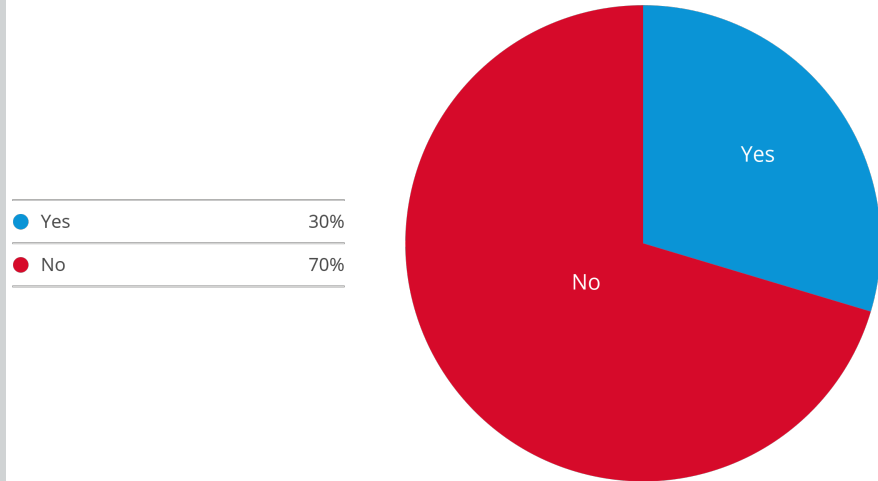


The Cabot Trail is by far Cape Breton's most popular attraction with over 70% of survey participants indicating that it was a motivating factor for visiting the island.

Challenges for Visitors

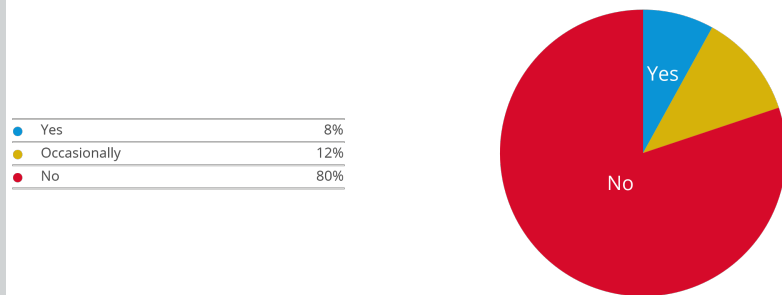
Duplicate of Do visitors encounter businesses they would have visited...

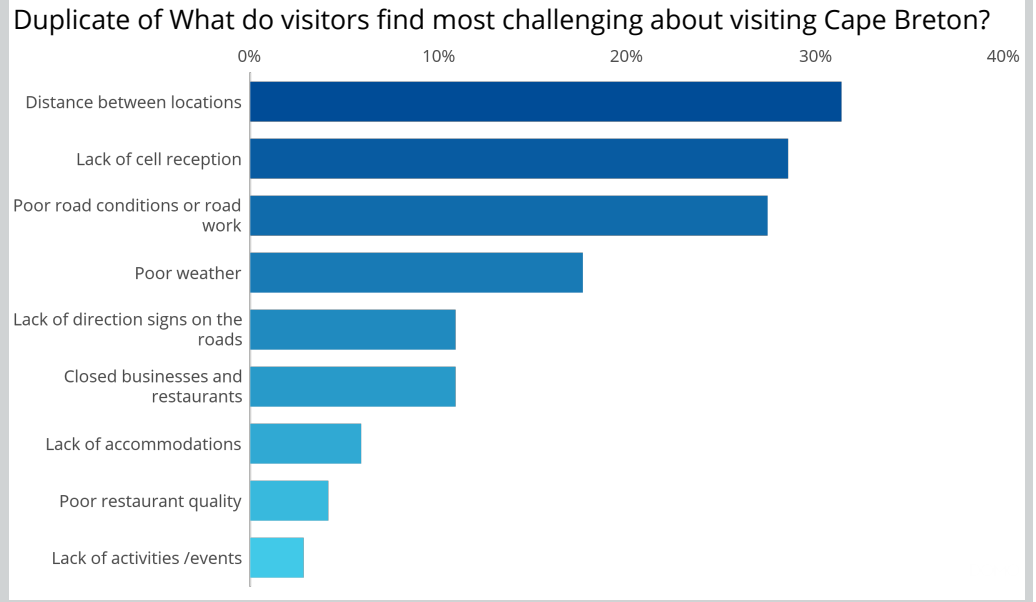
Almost one-third of visitors reported finding businesses closed that they would have visited if open.



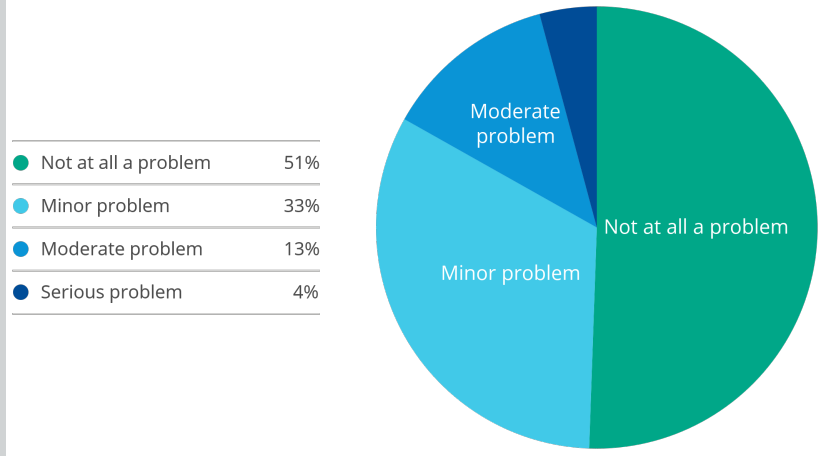
Duplicate of It is difficult for visitors to find open restaurants?

Just over 20% of visitors to Cape Breton Island have encountered difficulties in finding places to eat.





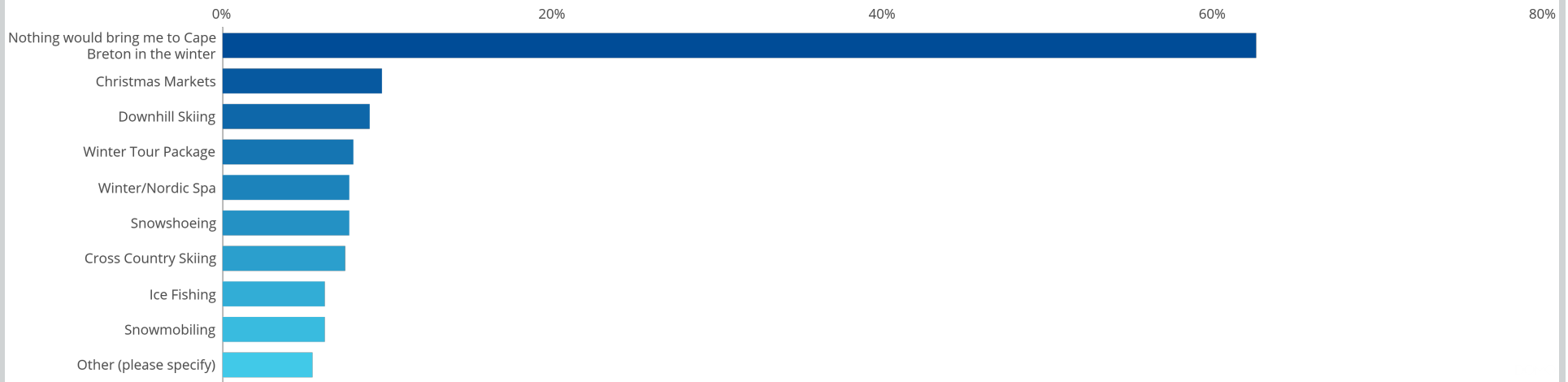
Duplicate of What is the impact of cell phone reception on visitors...



At the start of the summer, the number one challenge reported by visitors to Cape Breton Island had been alternating between "poor road conditions or road work" and "Lack of cell reception" (last year's winner). Currently, the "Distance between locations" is becoming more of an issue for visitors.

Cell reception is an important tool for visitors to find activities, places to eat, and directions. **When filtered for visitors who have been on Cape Breton Island for one week or more, almost 75% report that cell reception is a problem.**

Duplicate of What would bring summer visitors to Cape Breton in the winter?





Currently, the majority of summer visitors to Cape Breton do not view the island as a winter destination. This may indicate that either, (1) Summer and winter visitors are largely separate customers and should be marketed to separately. Or, (2) More work is needed to promote Cape Breton Island as a winter destination to summer visitors.

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. 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 is collected by Cape Breton University graduate students at Baddeck, Cape Smokey, Highland Village, the St. Peter's Visitor Information Center, the Miners Museum, Downtown Sydney, Fortress of Louisbourg, Membertou, popular island trailheads and other popular visitor destinations.

For a fuller exploration of Unama'ki - Cape Breton Island tourism data, please visit www.cbtourismworks.ca. 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 Darren_Downing@cbu.ca or TourismResearch@cbu.ca.

Appendix

Duplicate of At the time of the surv...

