



NIMA 2004

Niche Interests, Motivators and Attitudes

October, 2004



Methodology

- **Tourism and Parks awarded POLLARA INC. the contract to conduct a quantitative research study, NIMA 2004.**
- **Telephone interviewing commenced in Bathurst on June 29 and was completed on July 8, 2004.**
- **A total of 1008 interviews were completed of respondents indicating they have taken an out-of-town trip of one night or more within the past two years, producing results with a margin of error of $\pm 3.0\%$ at a 95% confidence level or 19 times out of 20.**
- **The sample was divided as follows:**
 - **Prince Edward Island n= 50**
 - **New Brunswick n= 475**
 - **Nova Scotia n= 483**

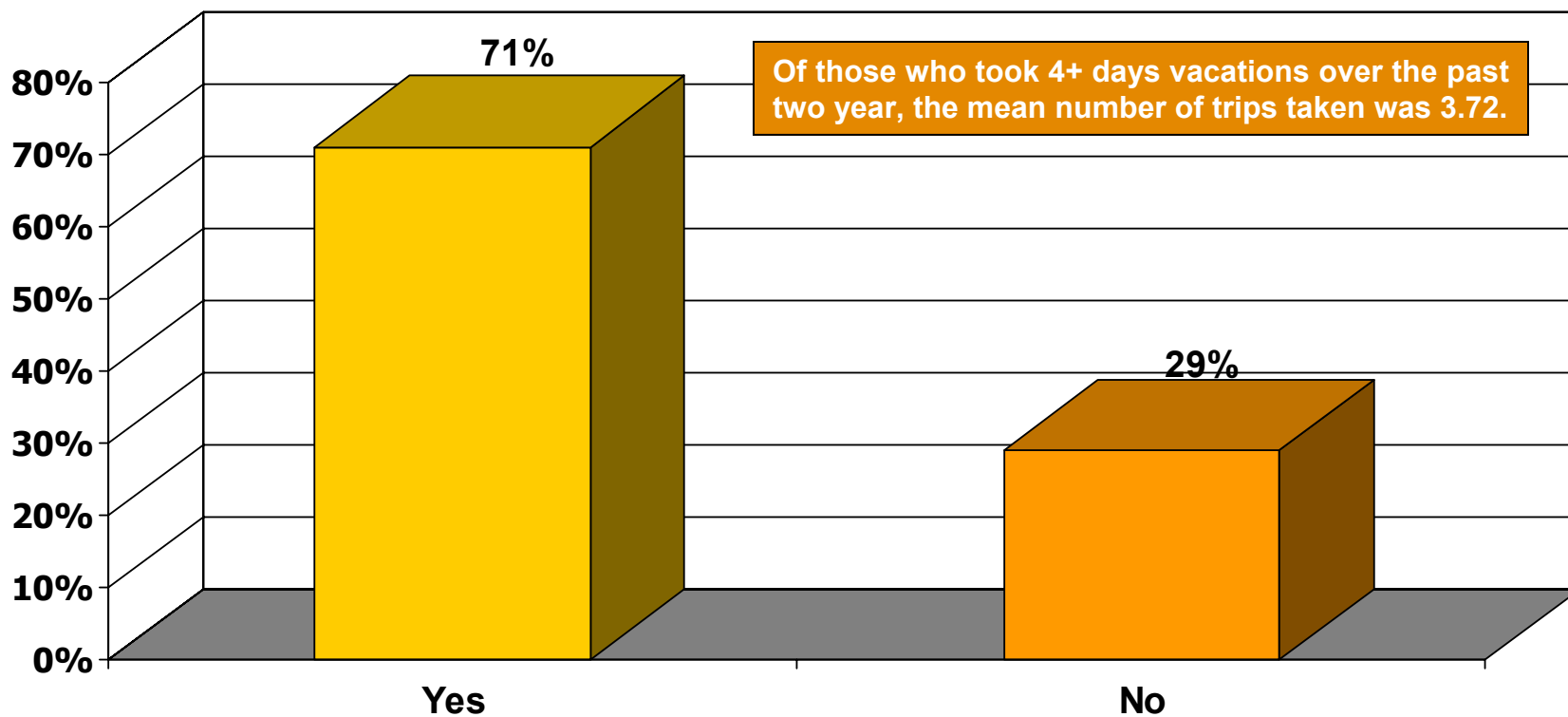


Highlights

- **More and more Maritimers have used the Internet to plan and even book vacations online;**
- **Children play a major role in Maritimers' travel decisions as an equal amount of couples and families with children report taking trips in the past two years;**
- **When Maritimers visit New Brunswick, they tend to bring their children;**
- **Customer service is extremely important to the Maritime traveller;**
- **There is opportunity to attracts Maritimers to New Brunswick in all four seasons.**
- **Maritimes love the outdoors and really feel they deserve their vacations**

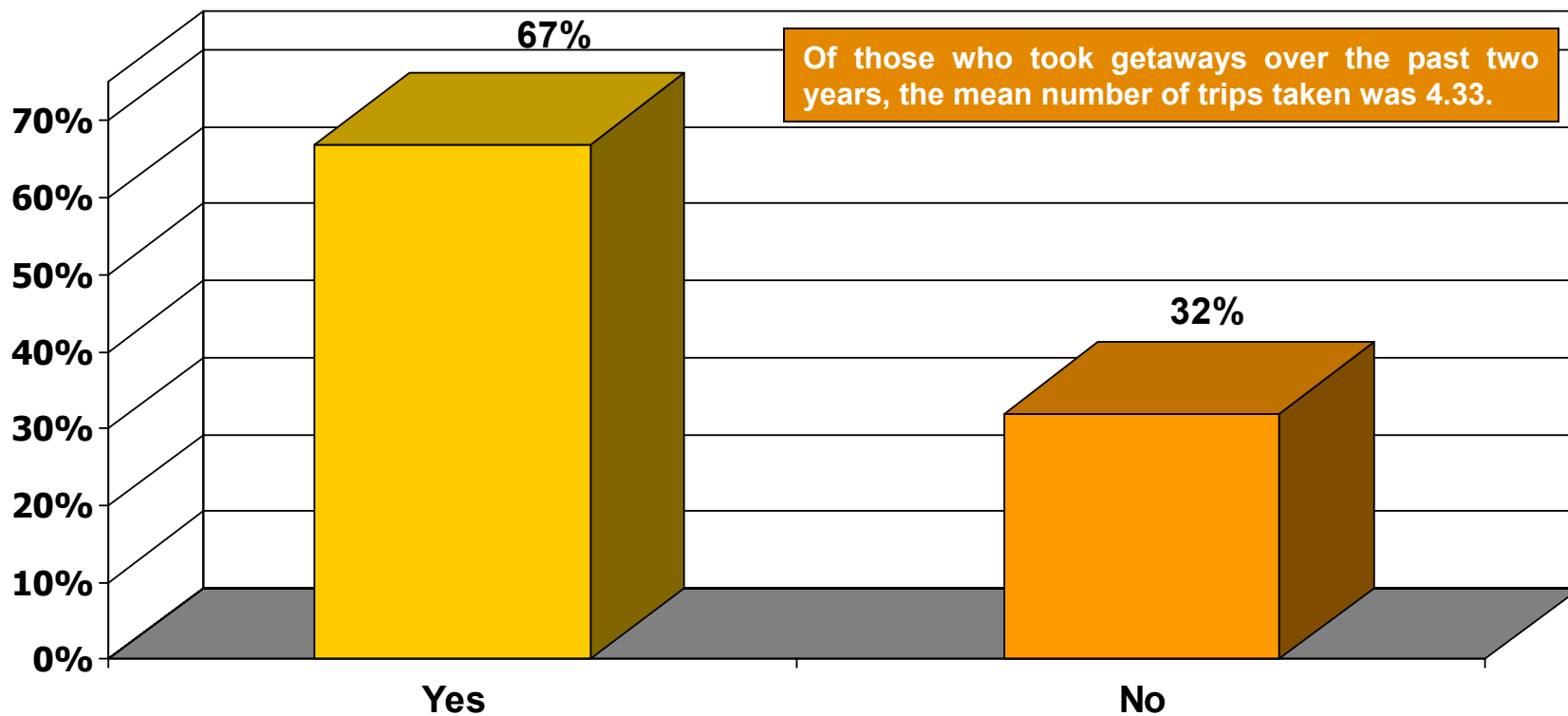


Taken a vacation of 4+ days...



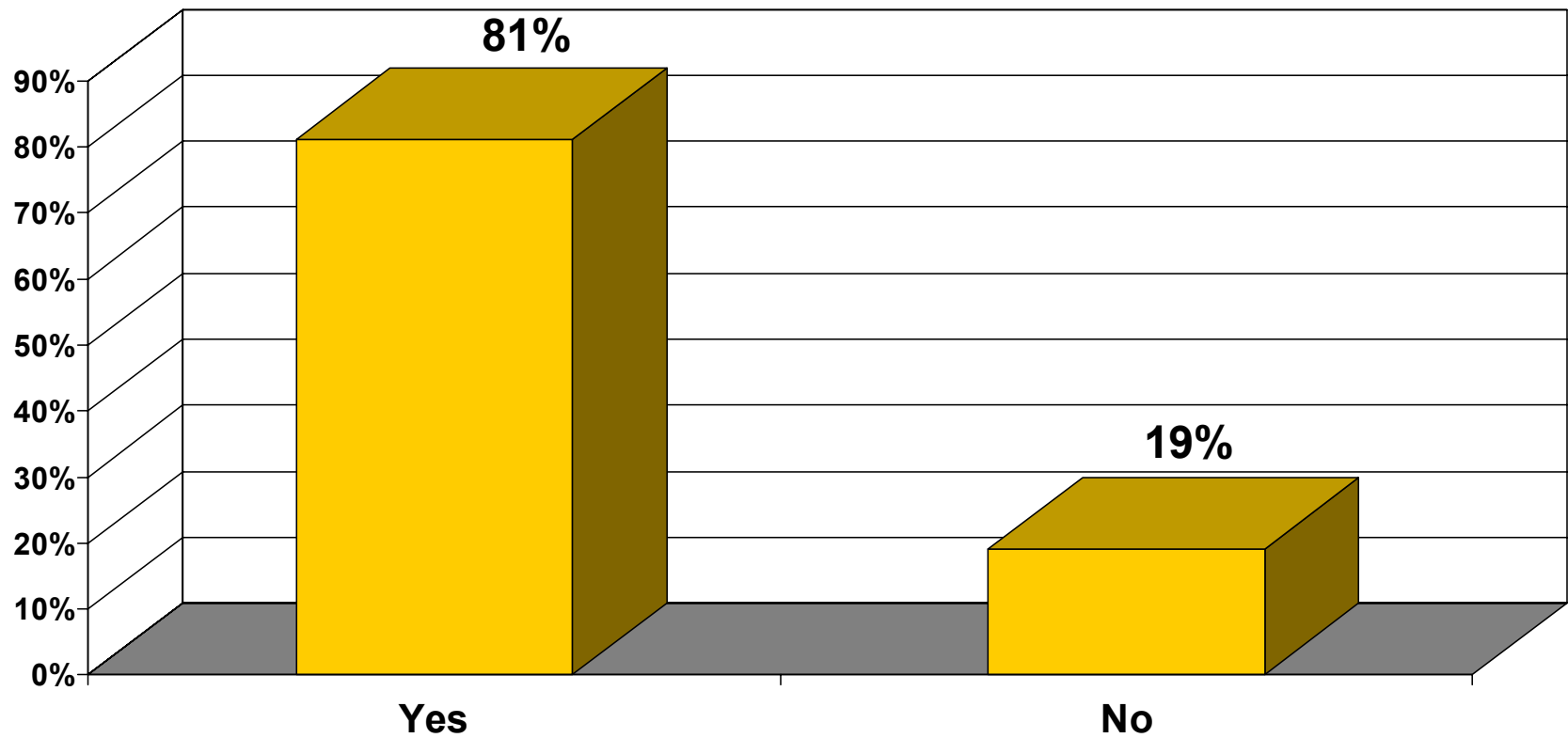


Taken a getaway of less than 3 days...



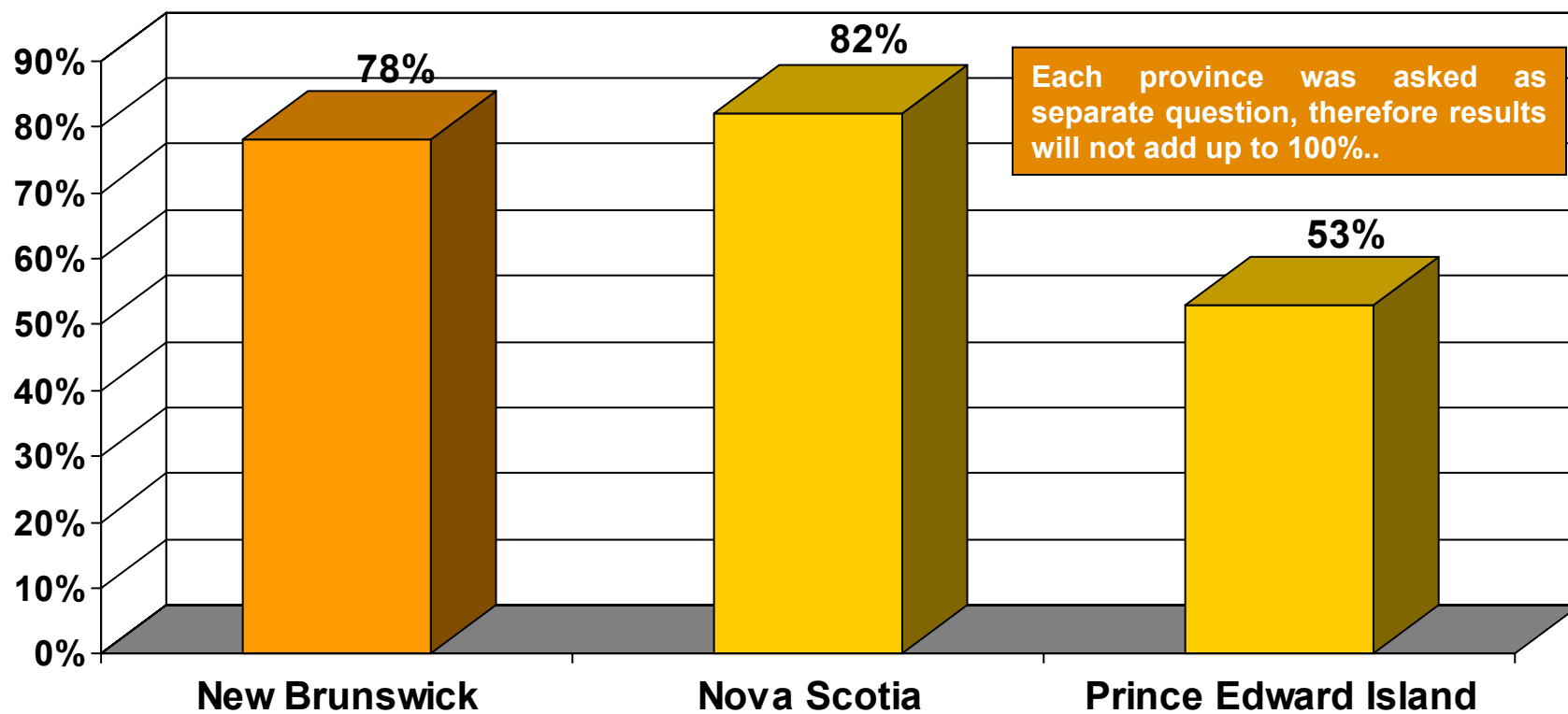


Any of your trips taken in the Maritimes...





Did you visit...



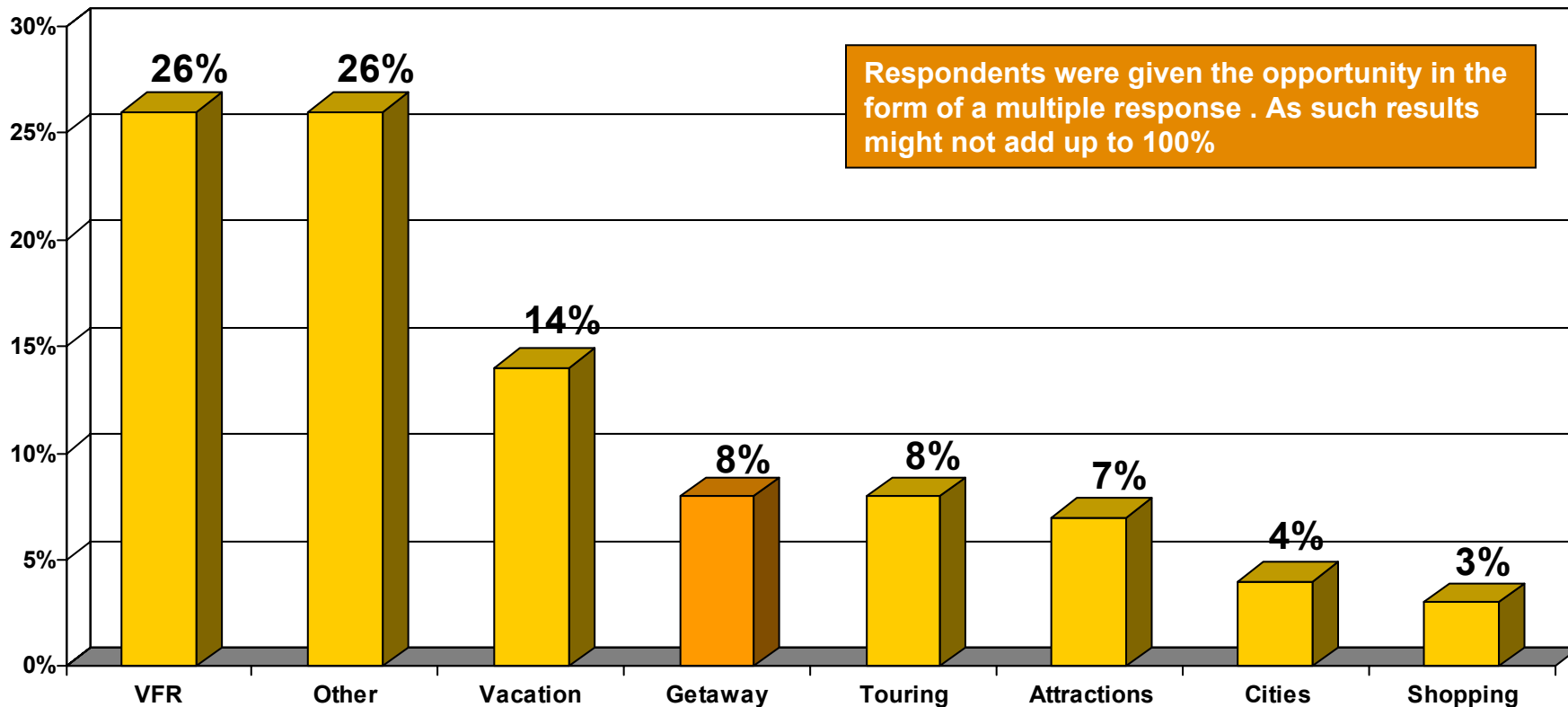


TRIP “O” GRAPHICS

The Maritime Traveller versus
the Non Maritime Traveller

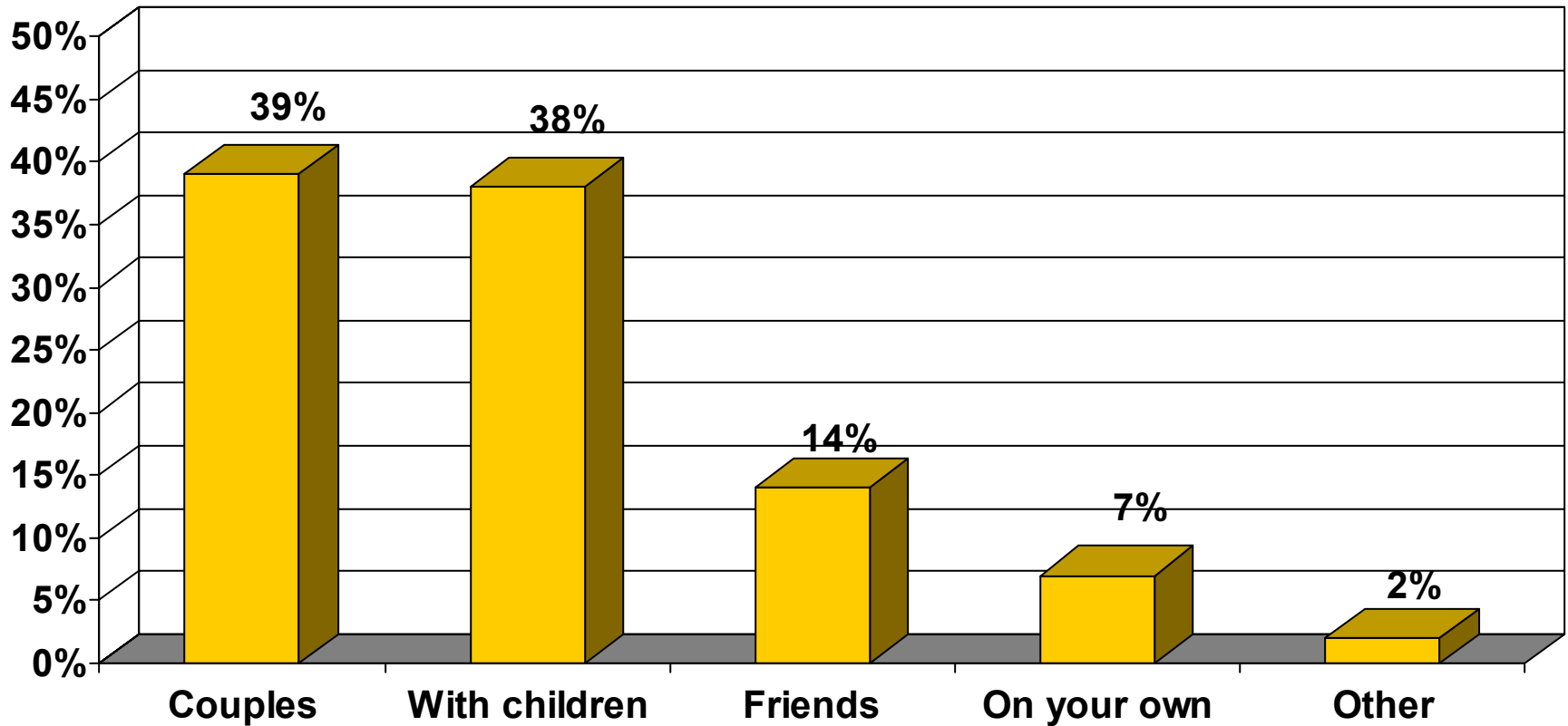


Reasons for visiting New Brunswick...



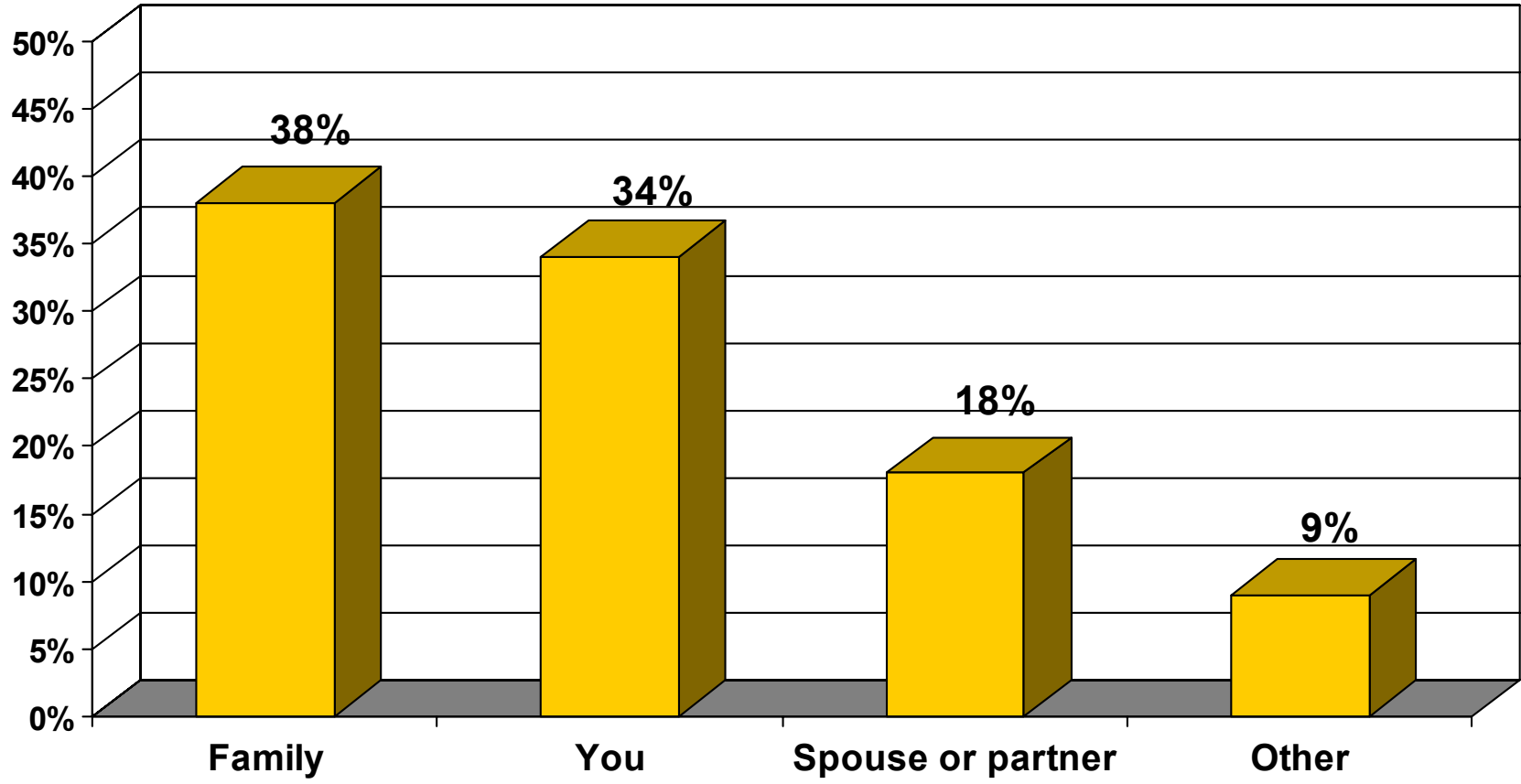


In the Maritimes, I travel with...



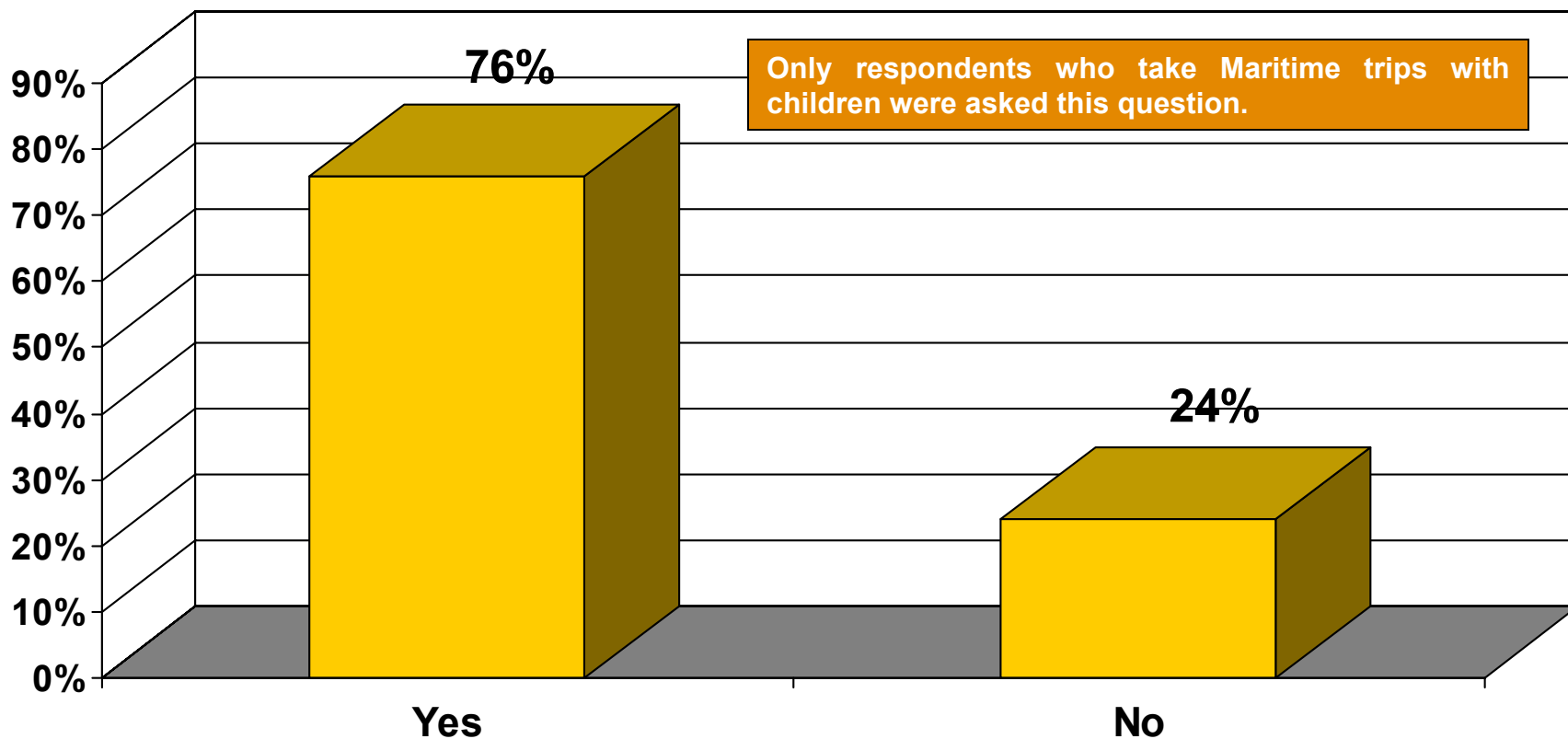


Maritime travel decisions...



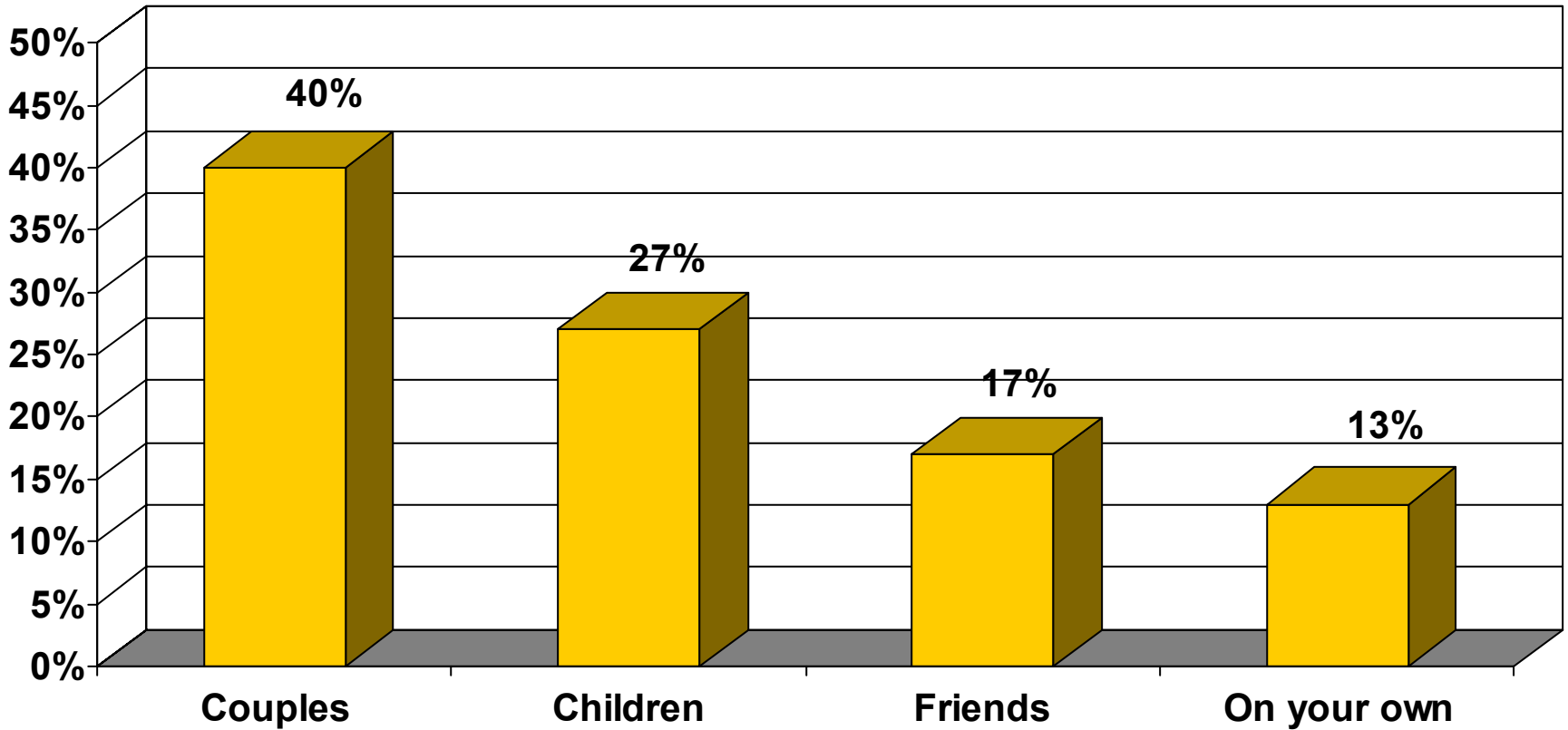


Maritime travel: Are children a factor in your decision...



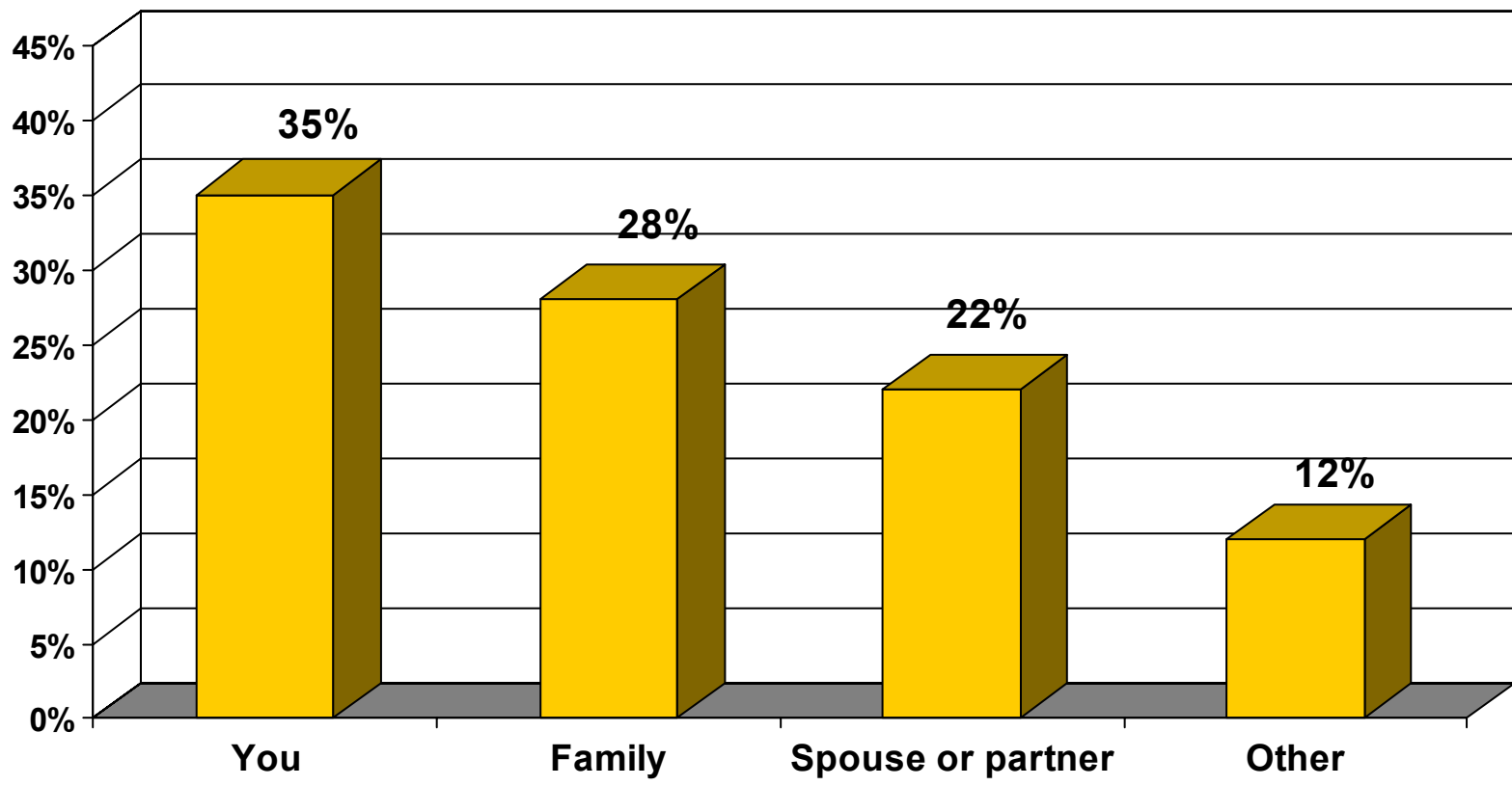


In Canada: I travel with...



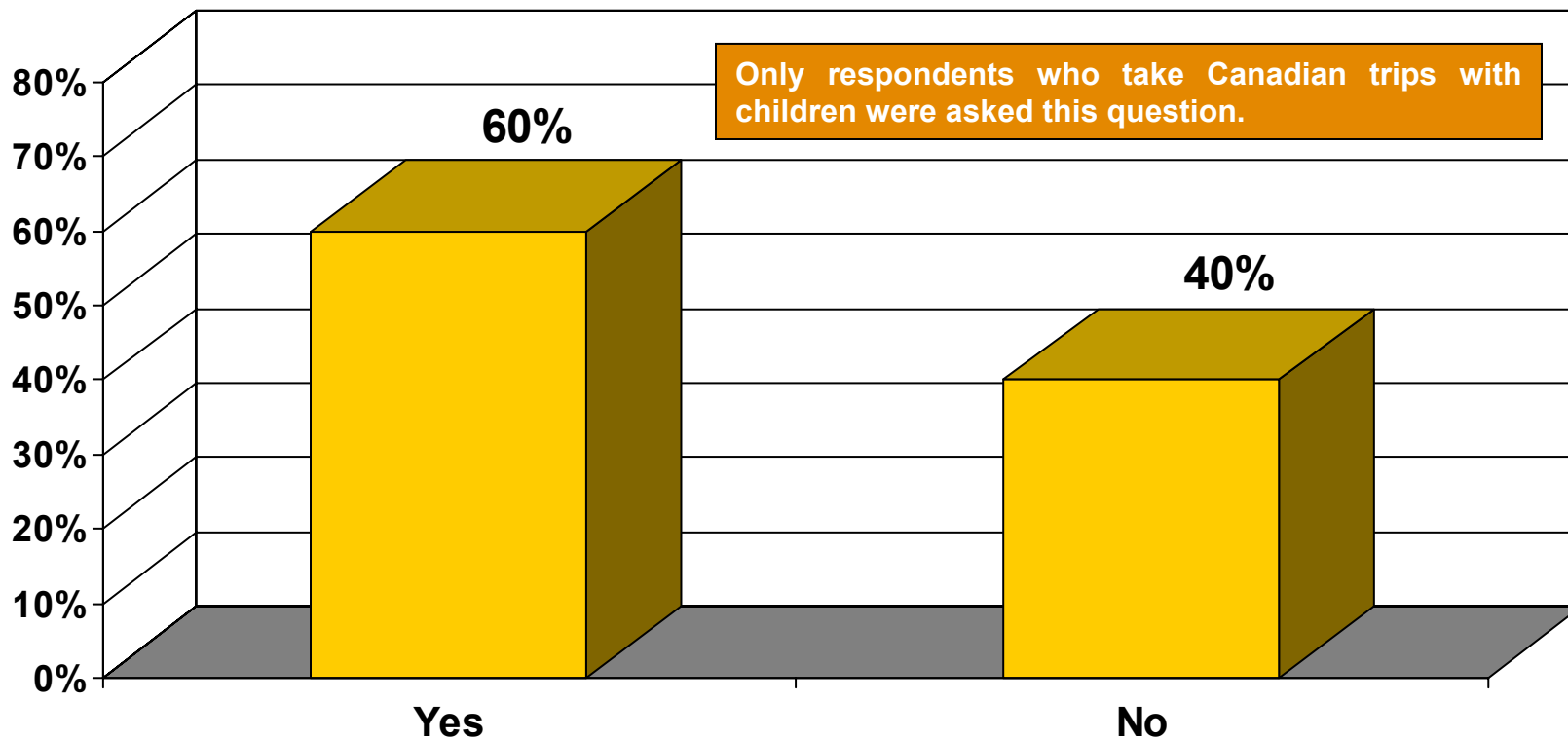


In Canada: travel decisions...





Canadian travel: Are children a factor in your decision...

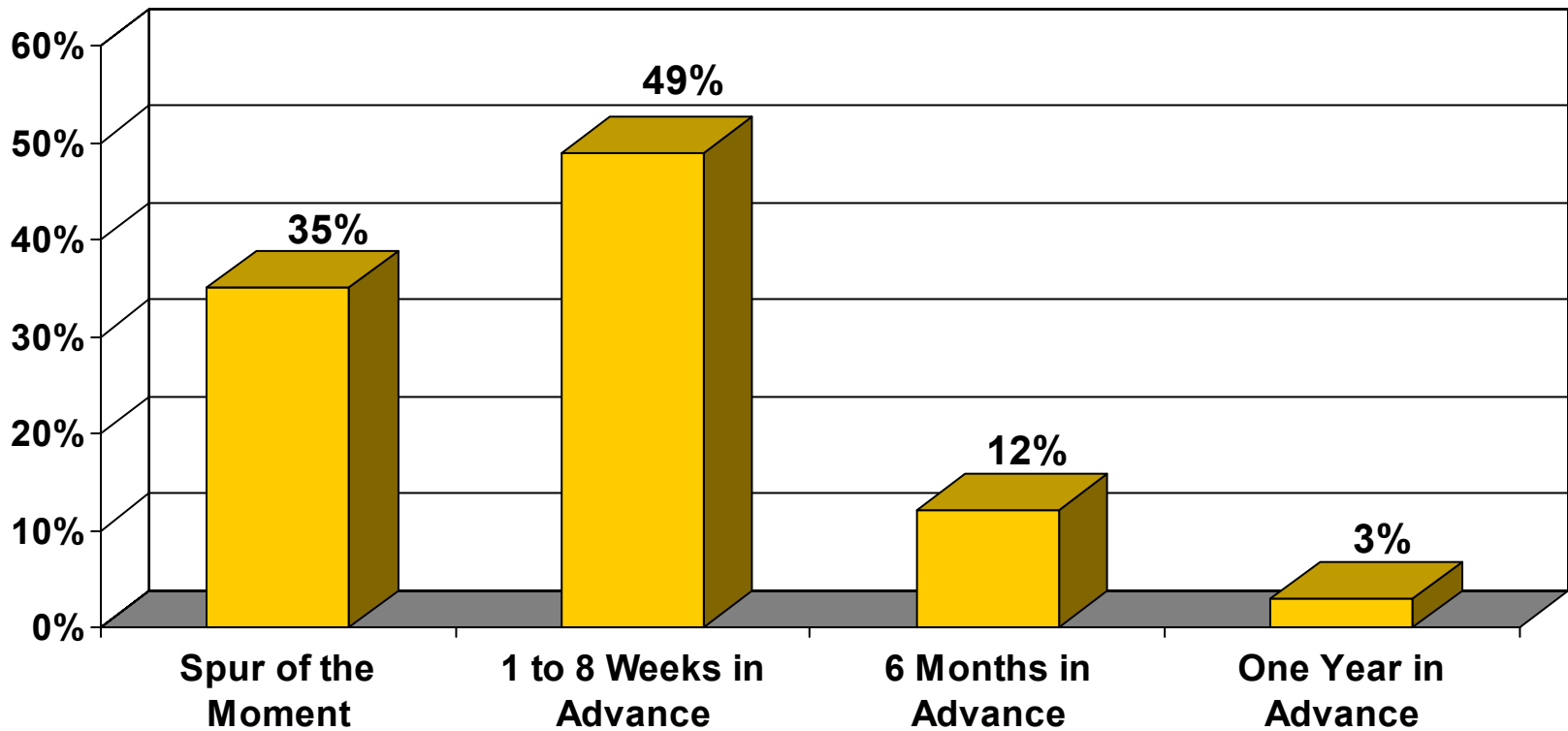




THE PLANNING CYCLE

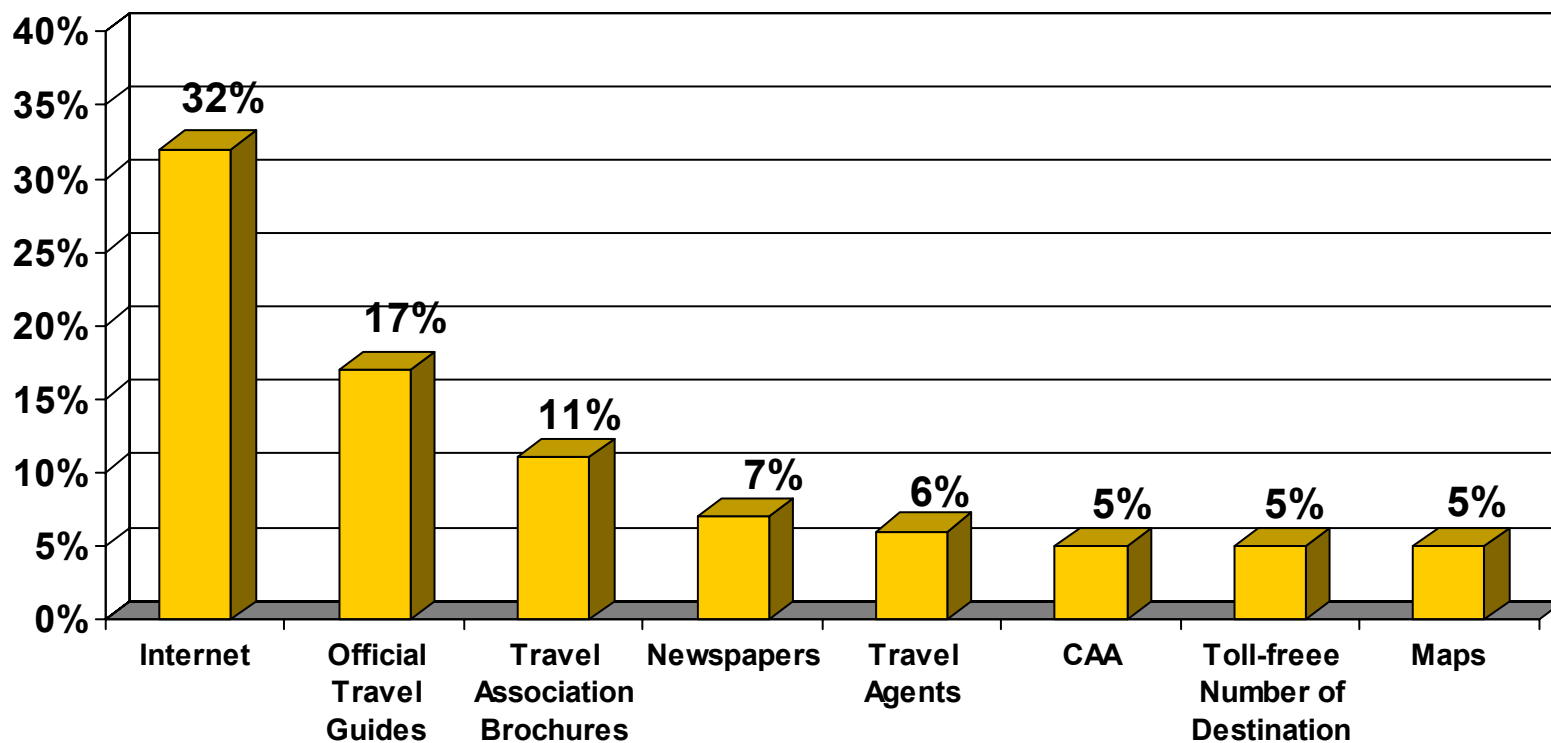


Trip Planning Cycle...



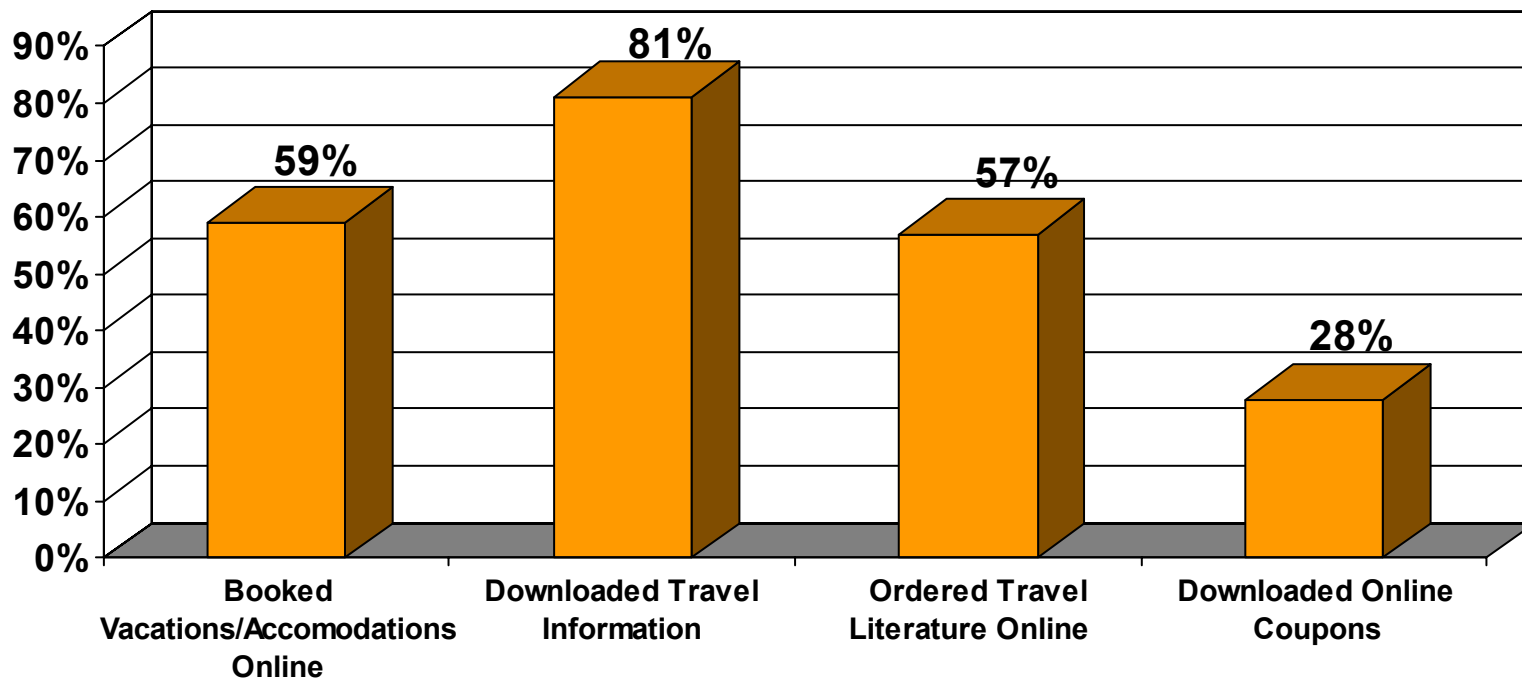


What Do YOU Refer to for Trip Information...



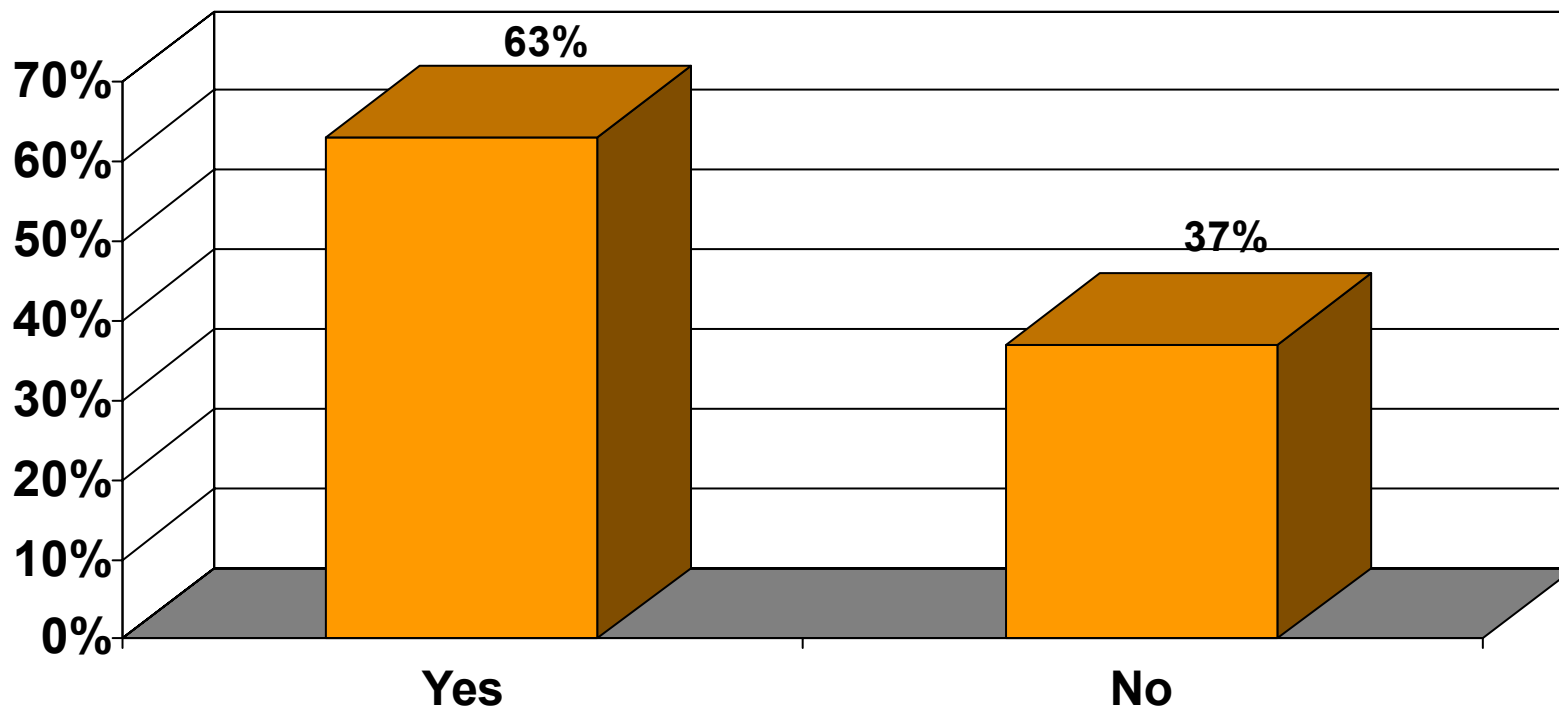


With Respect to Internet Have You...



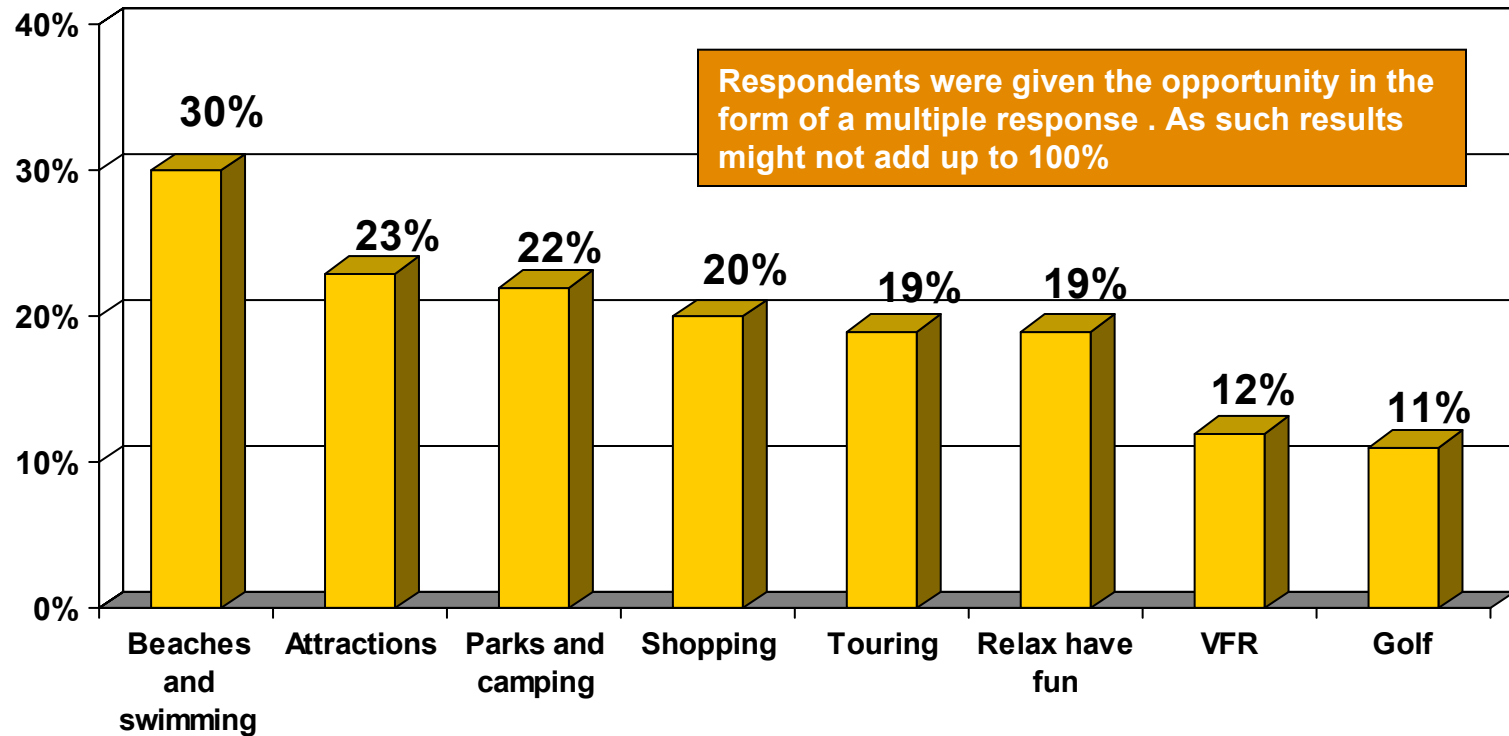


Has Advertising Influenced You to Visit a Travel Web Site?



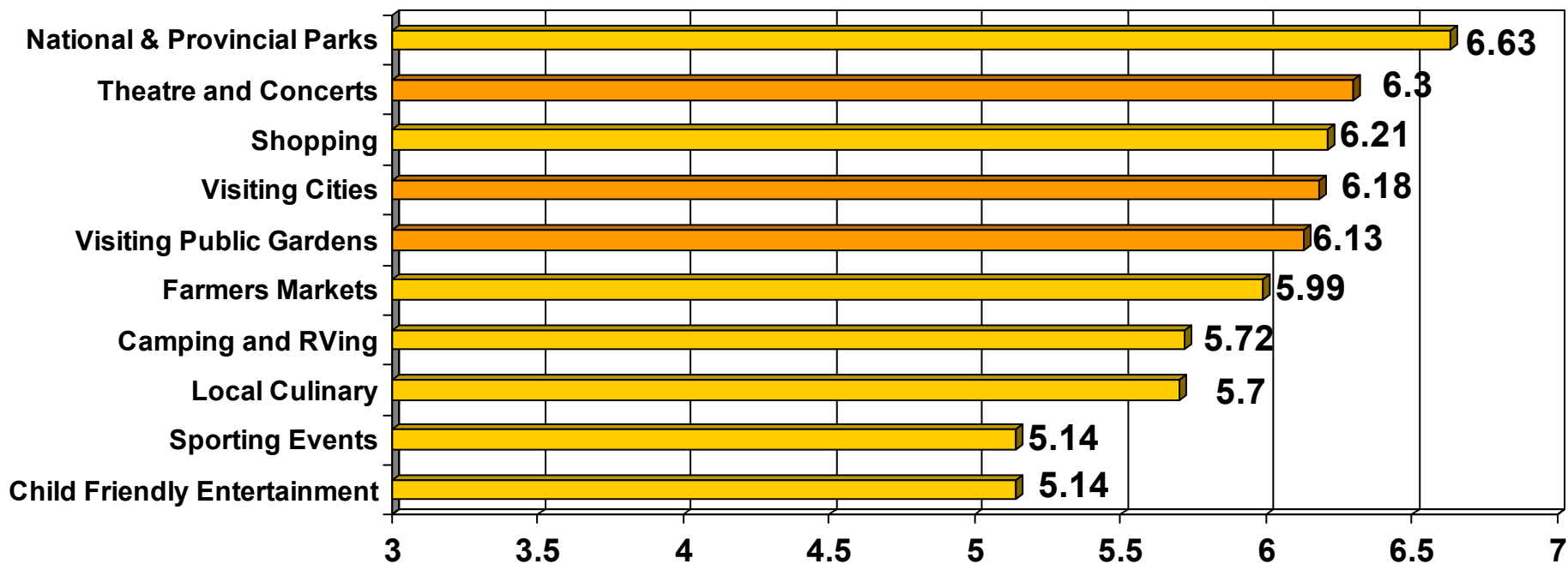


What do you want to do on a Maritime vacation...



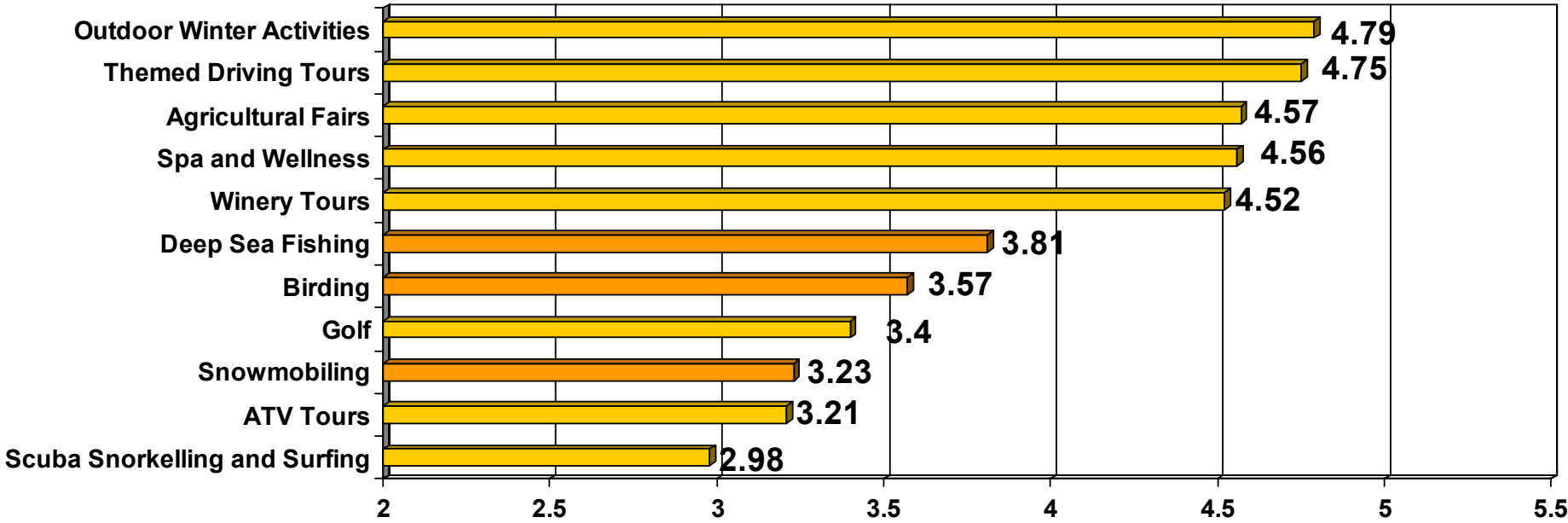


Activities of Interest: Mean Scores (Top 10)



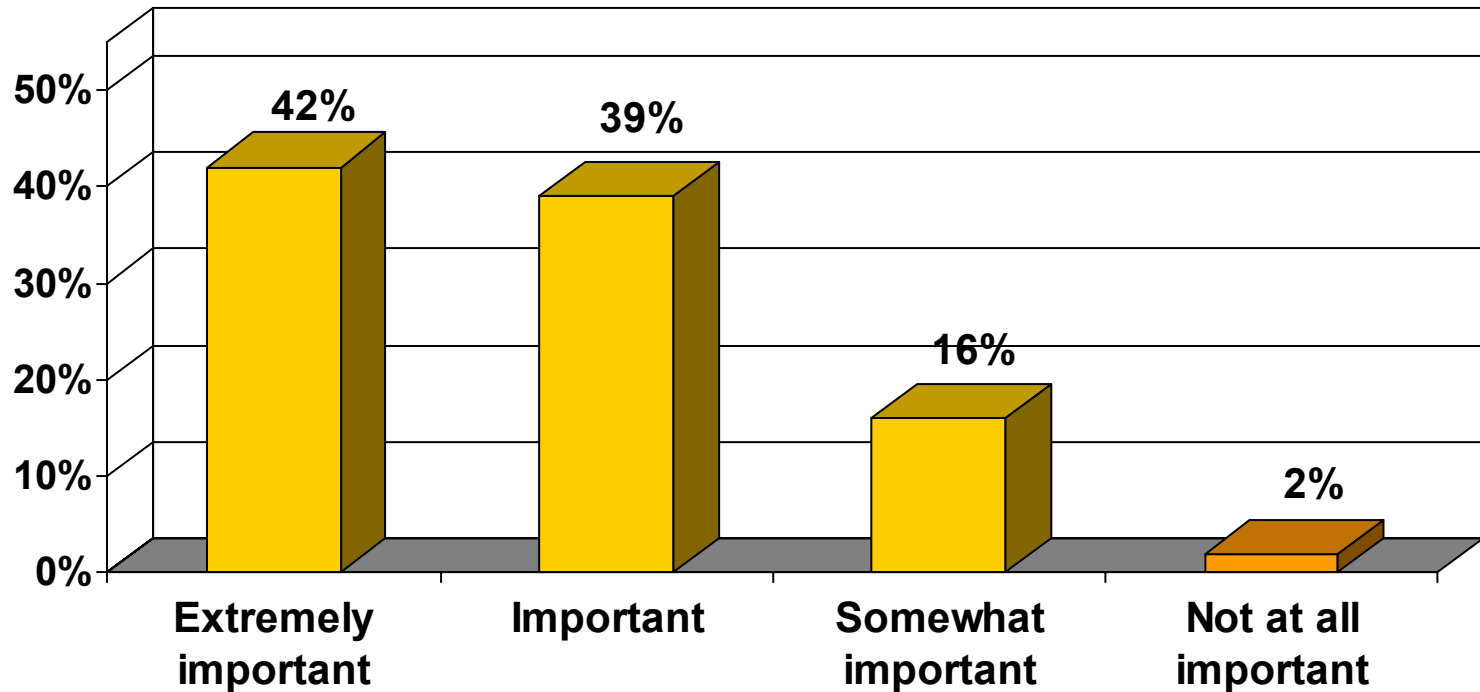


Activities of Interest: Mean Scores (Cont'd)



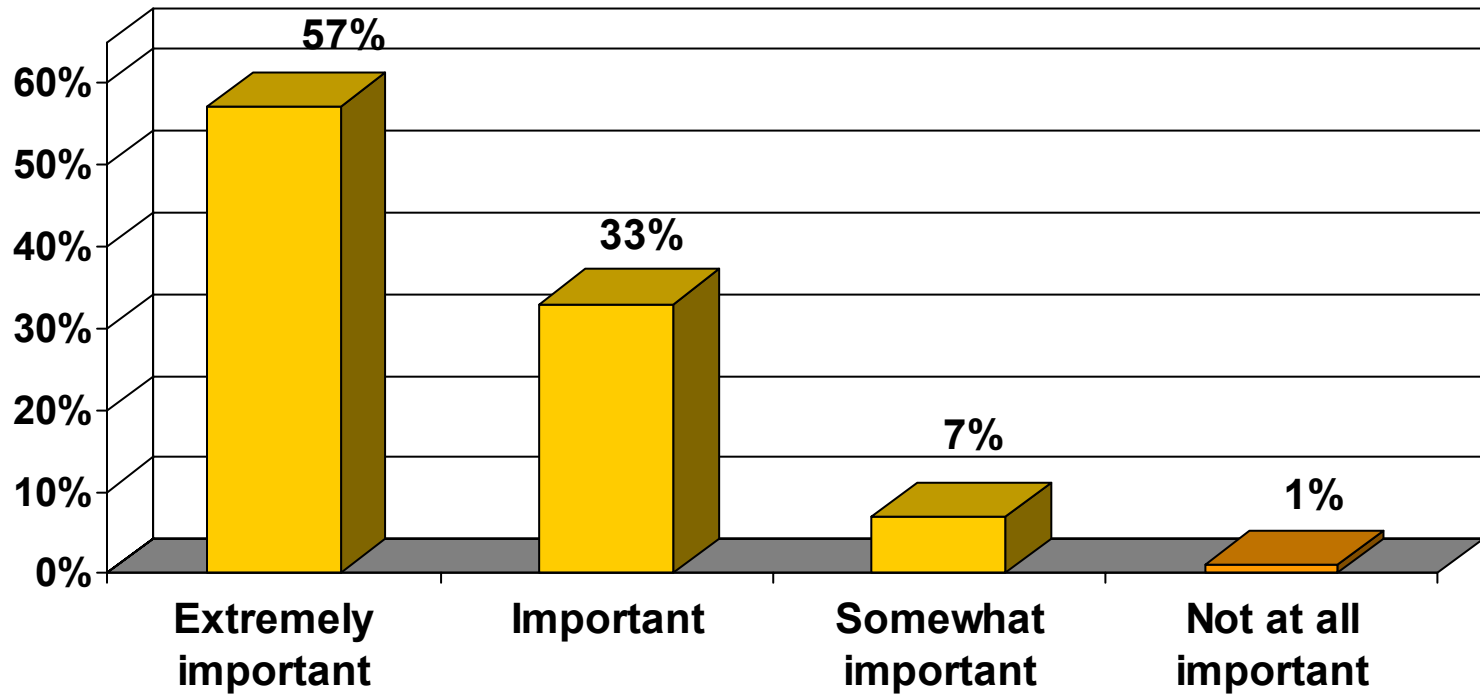


Importance of quality vacation products...



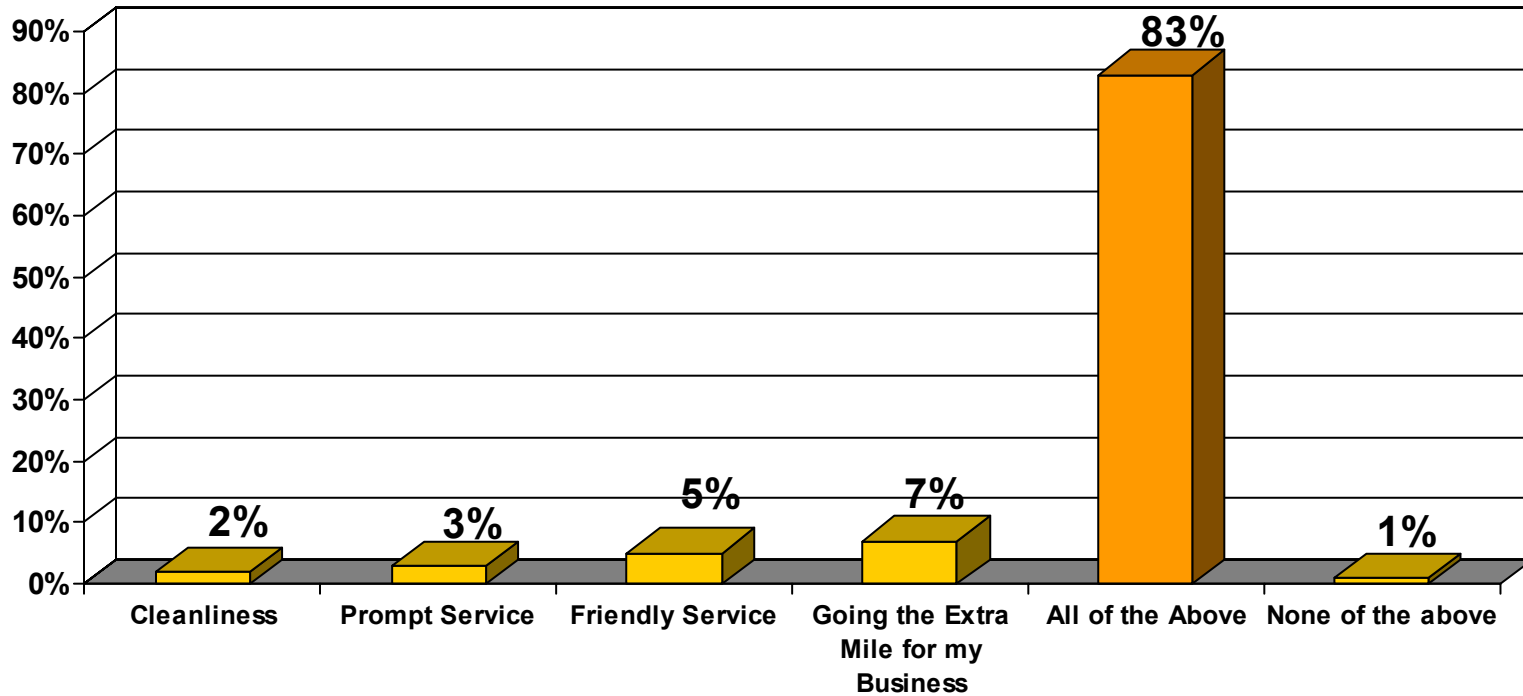


Importance of Customer Service...





How do YOU Define Customer Service...

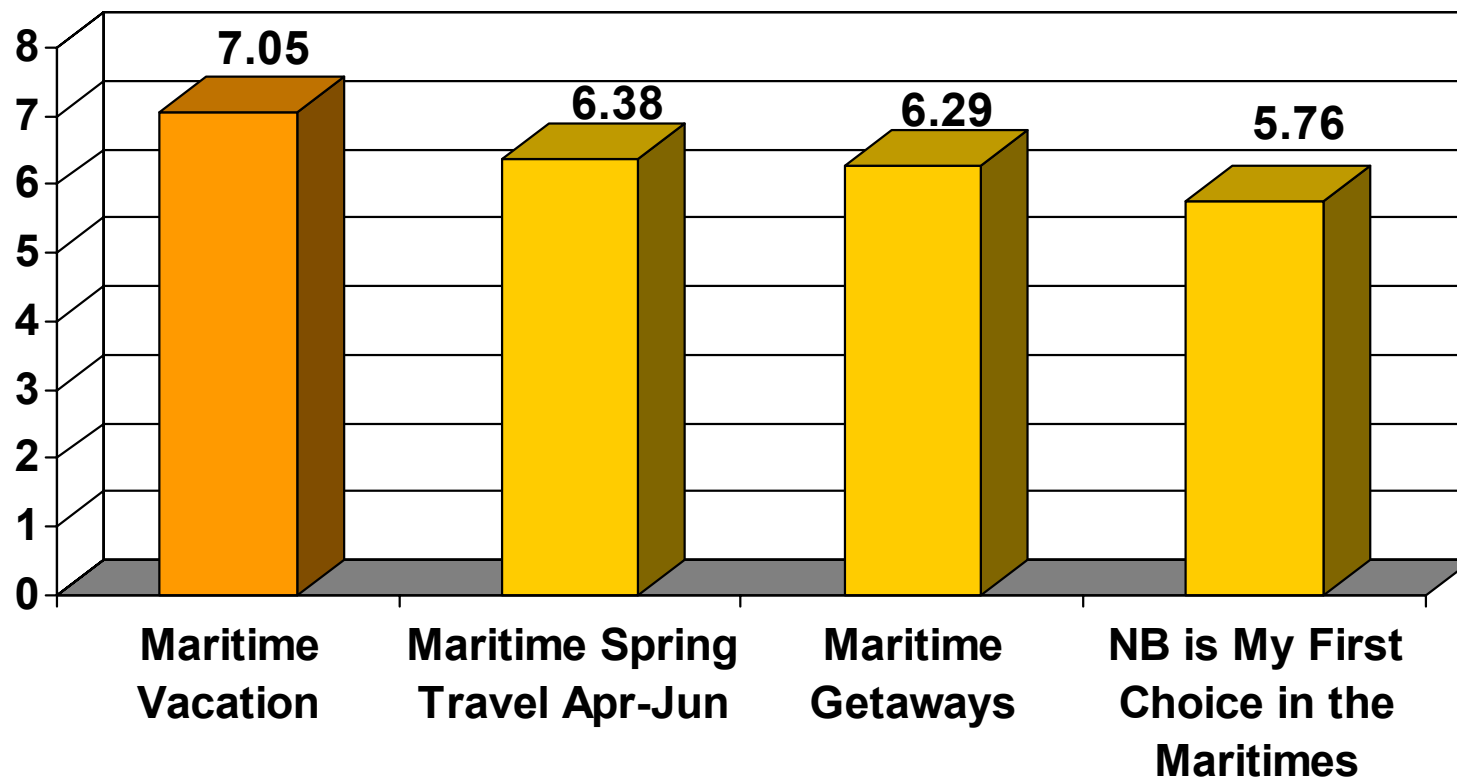




PERCEPTION OF TRAVELLING CLOSE TO HOME

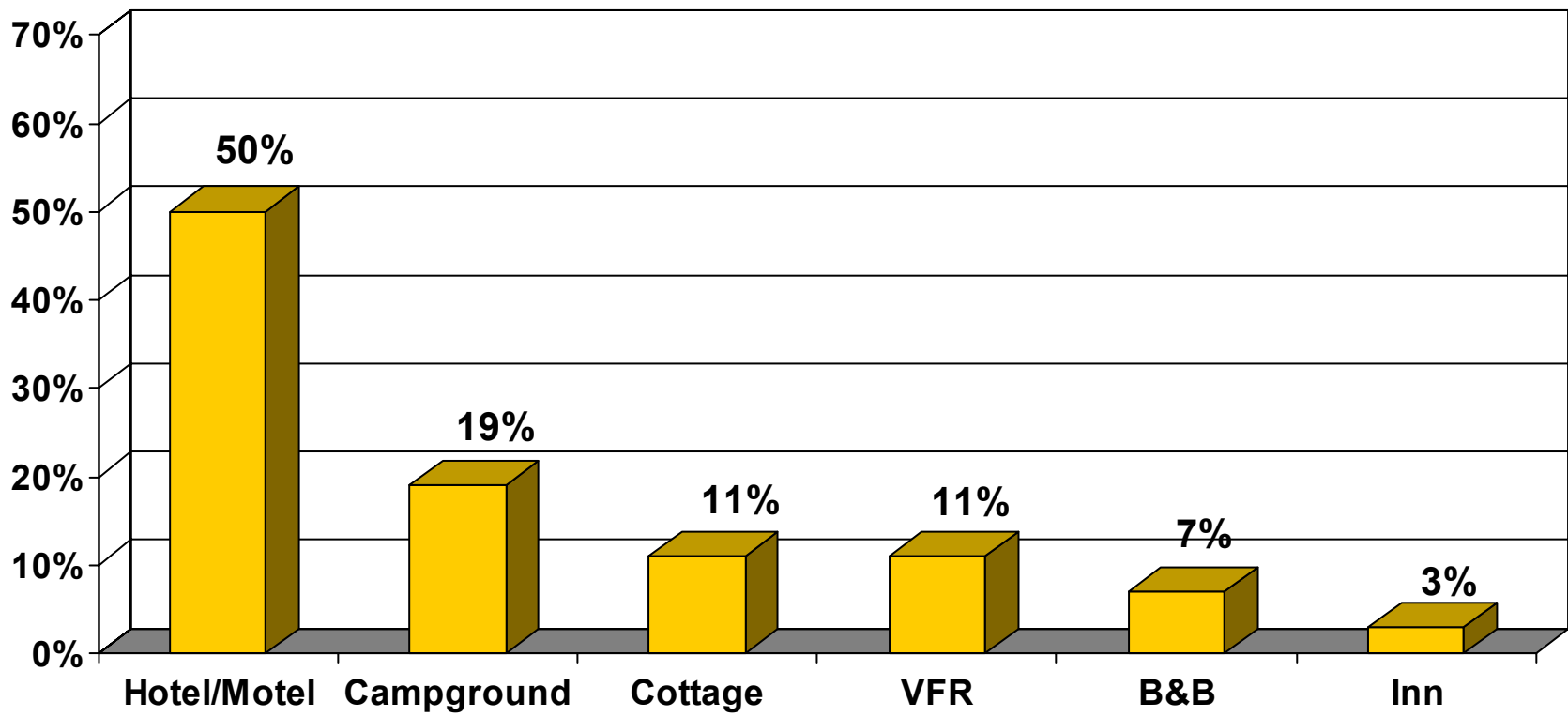


How Do YOU Feel About...



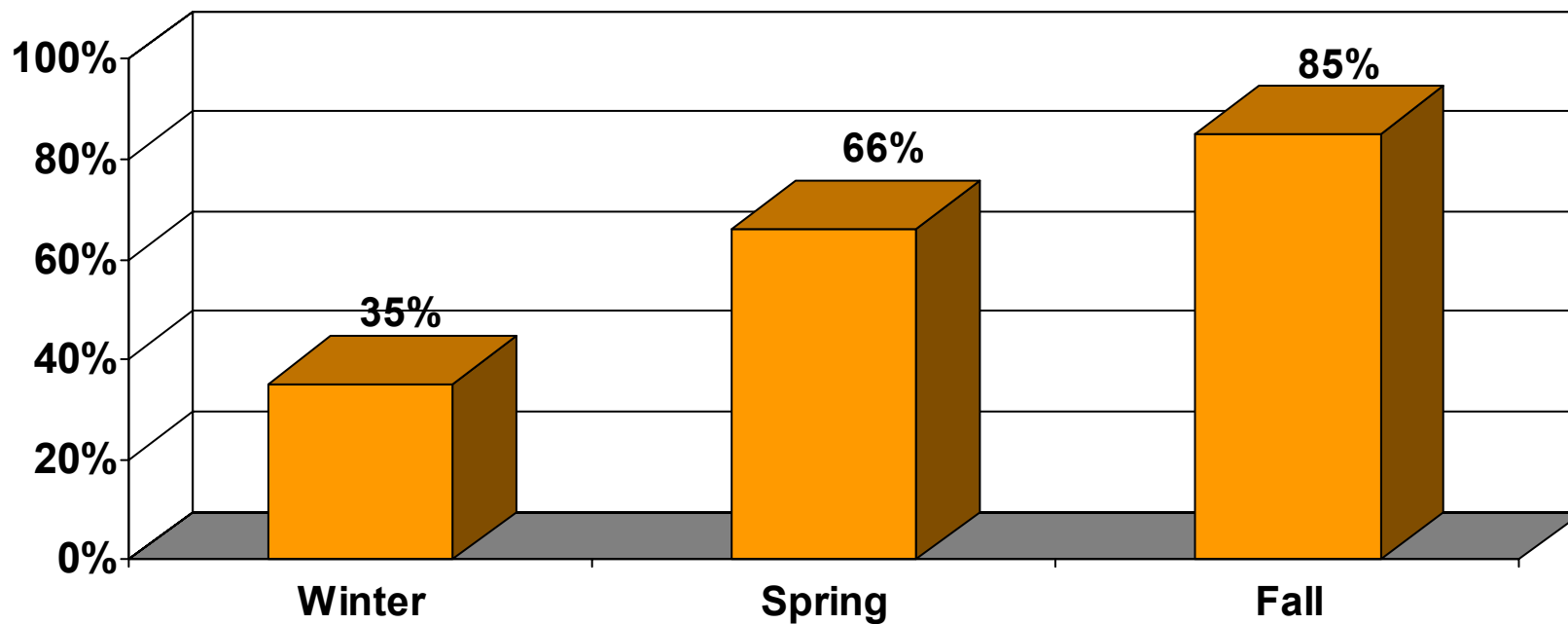


Maritime Accommodations Used...





Would YOU Travel to New Brunswick in the...



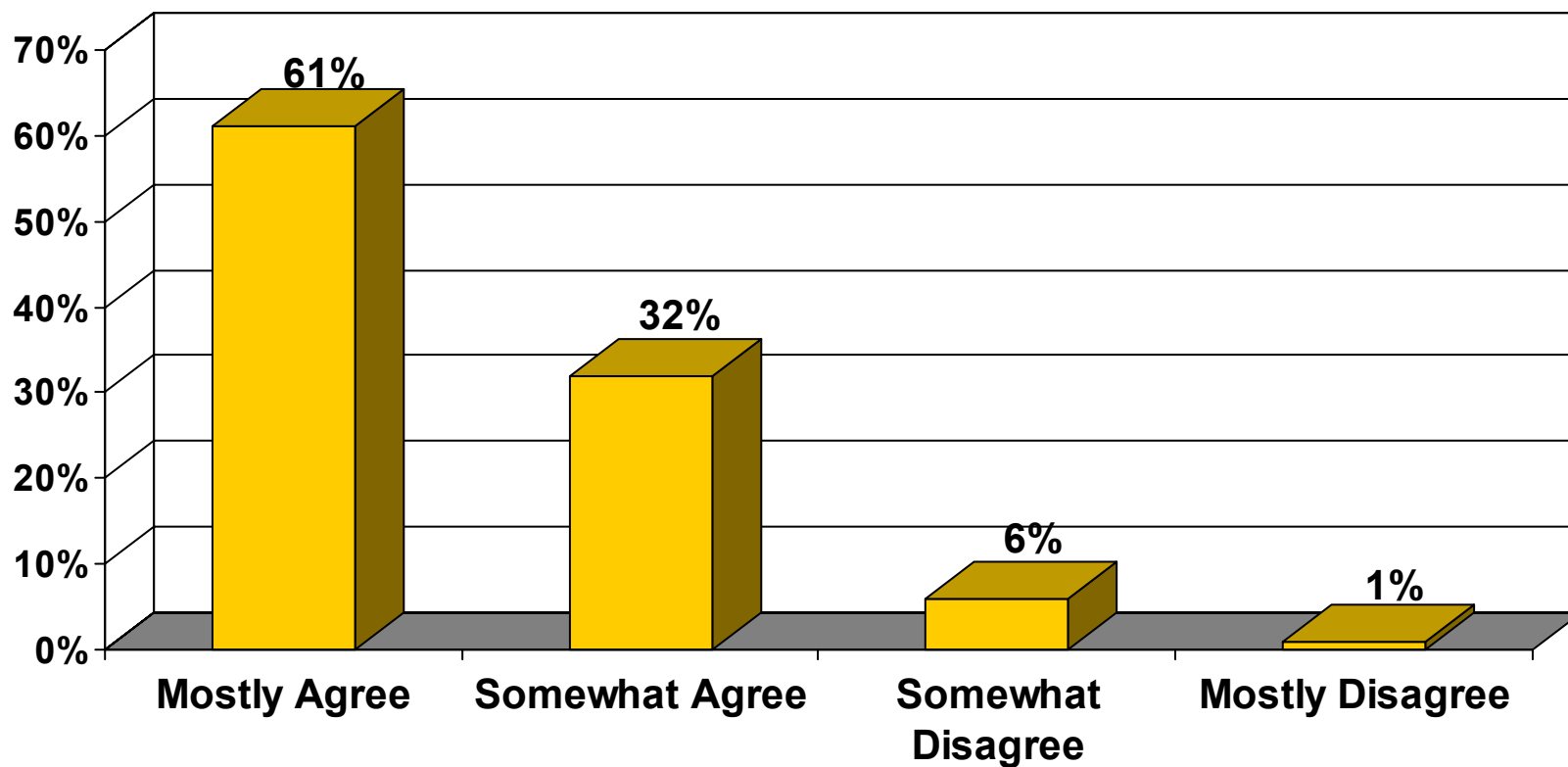


PSYCOGRAPHIC PROFILE

WHAT MAKES MARITIMERS
TICK...

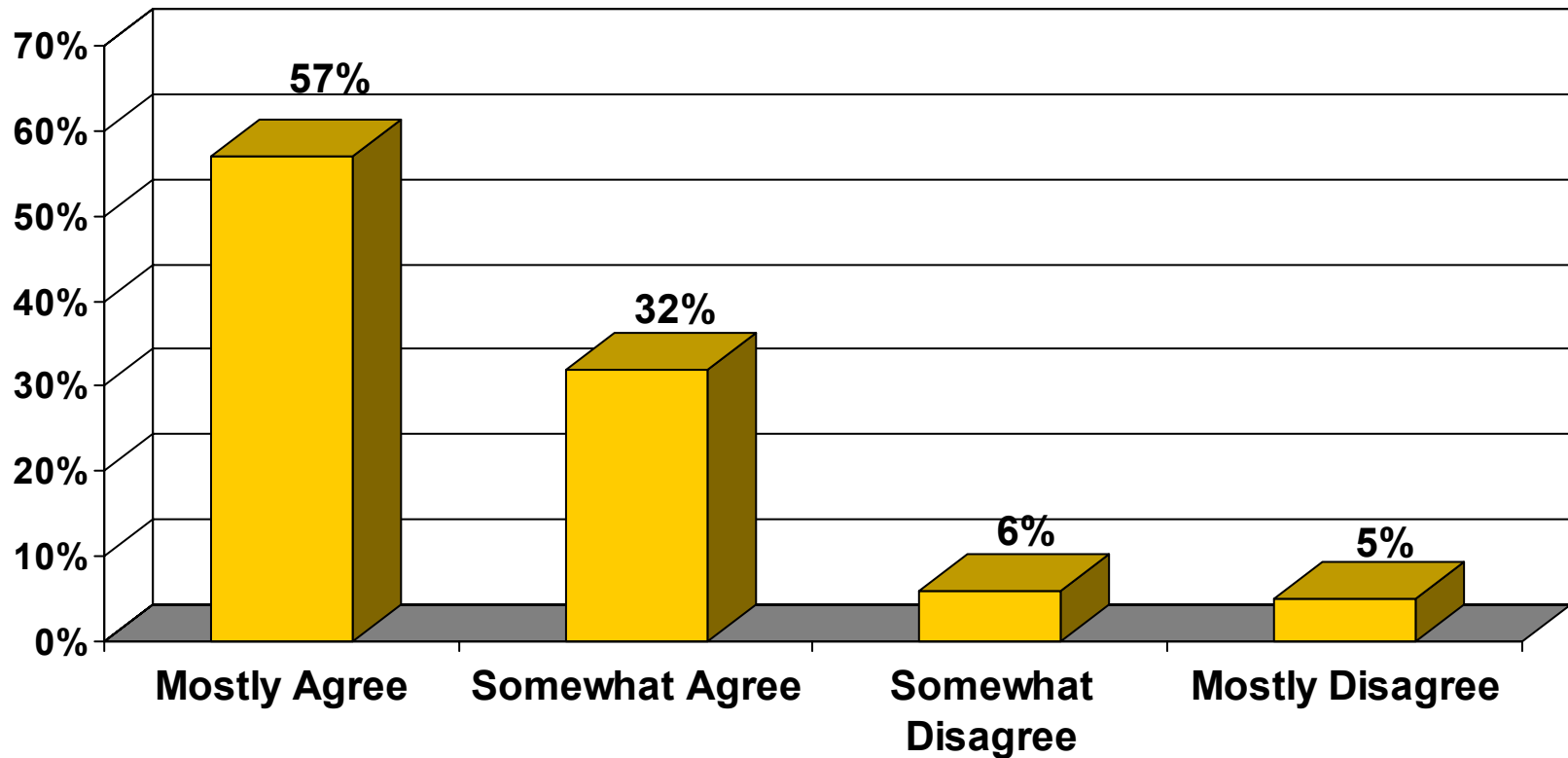


I Like Variety In My Life...



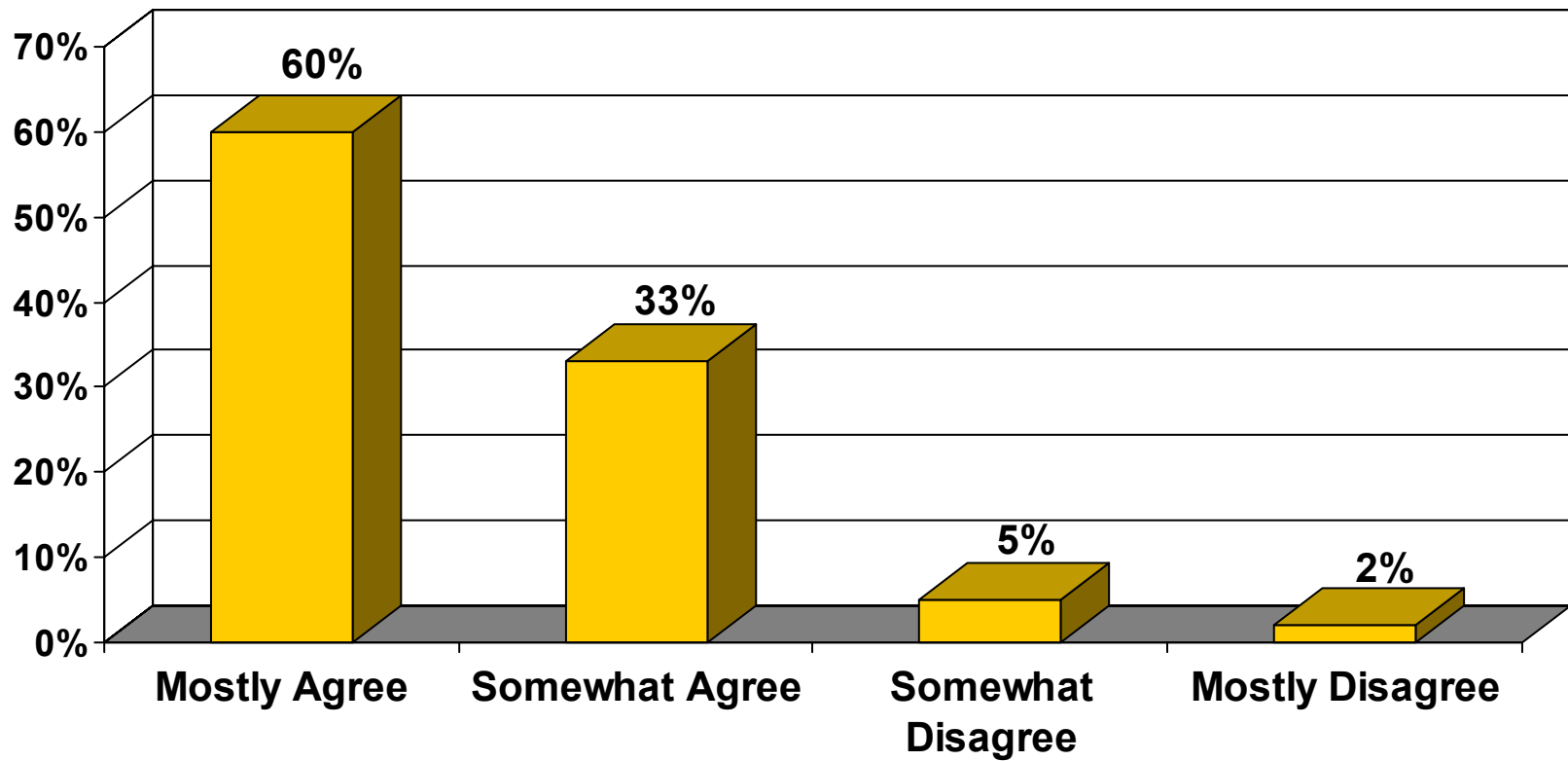


I Like Learning About Culture & History...



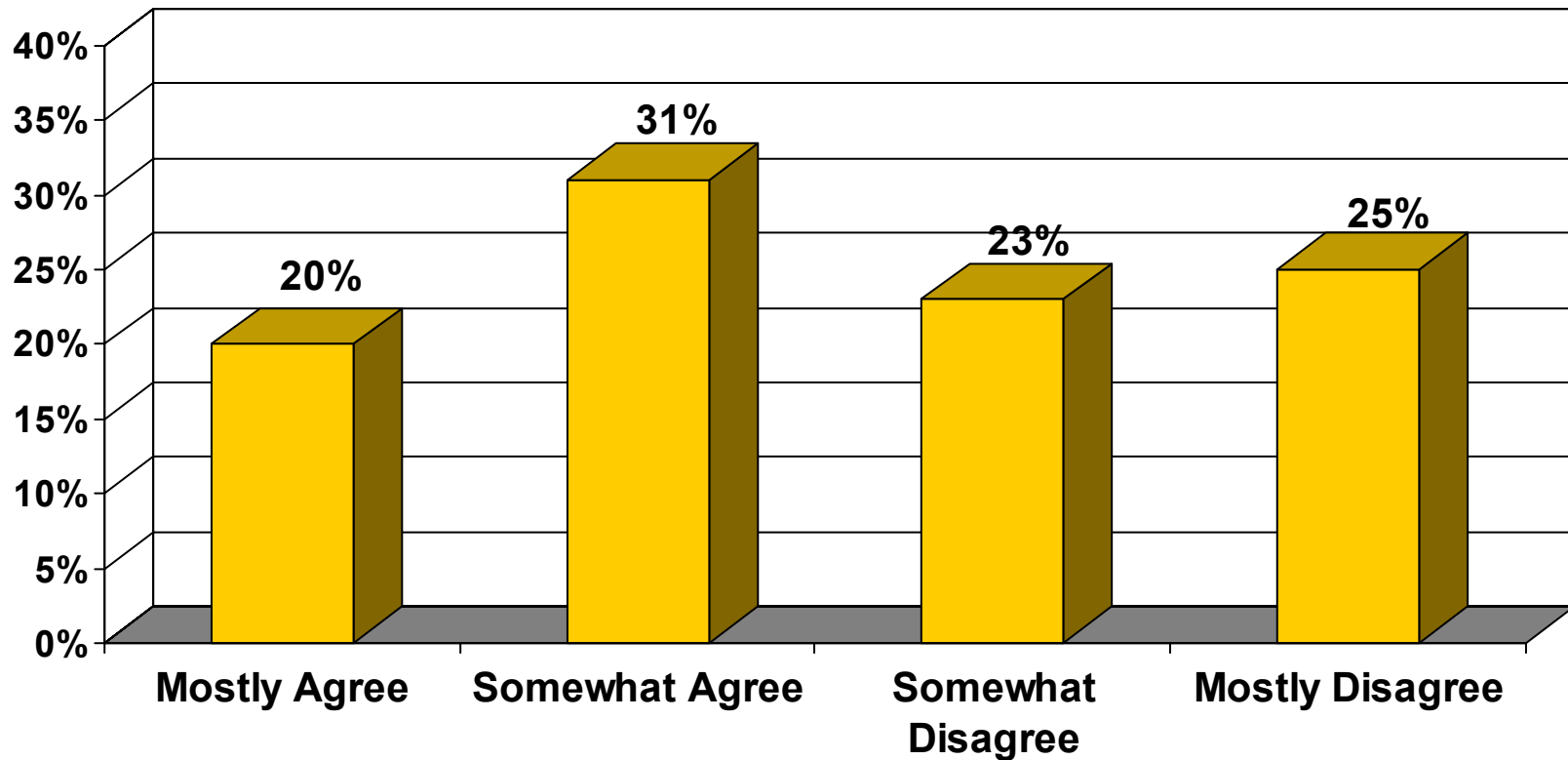


I Like Trying New Things...



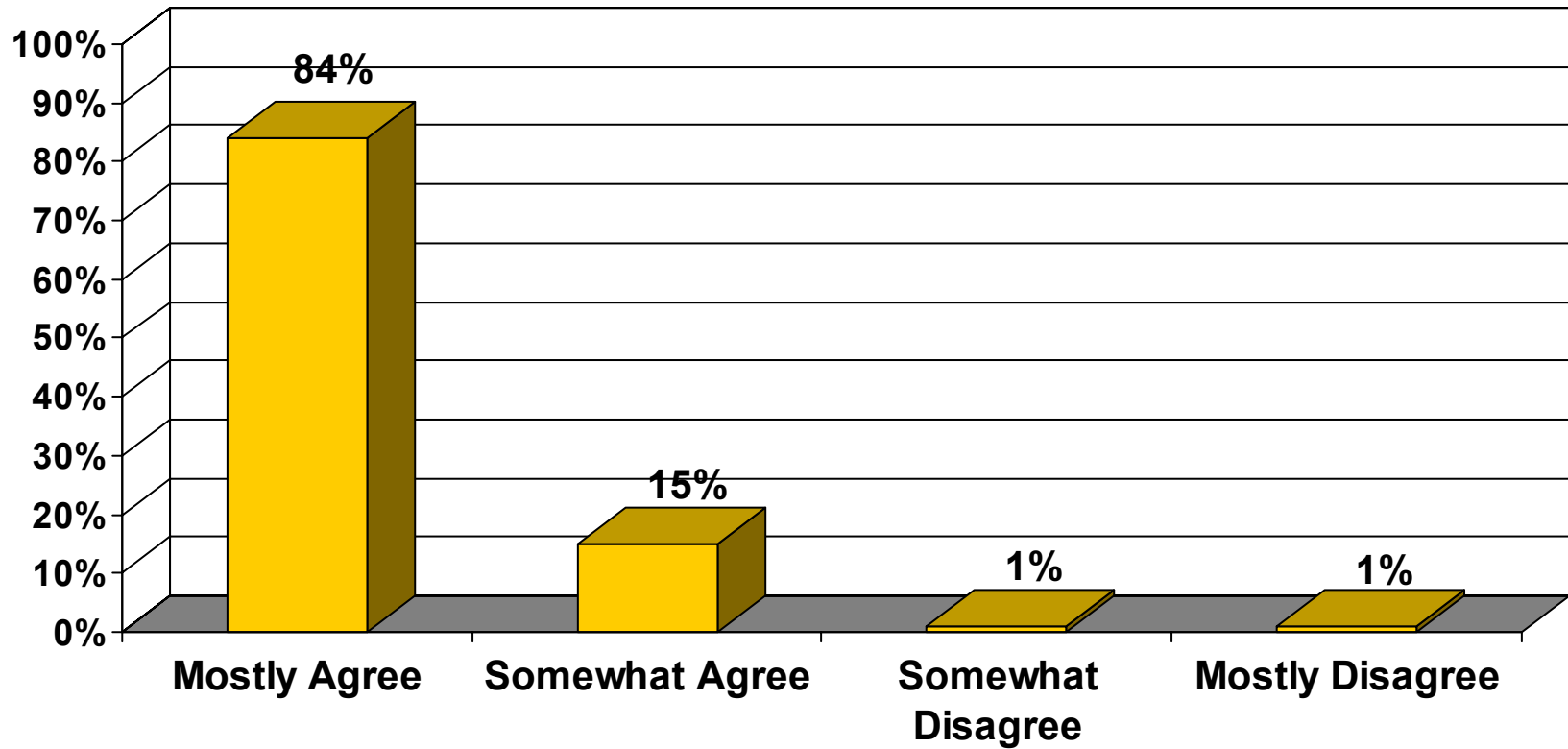


I Like An Element of Risk in My Life...



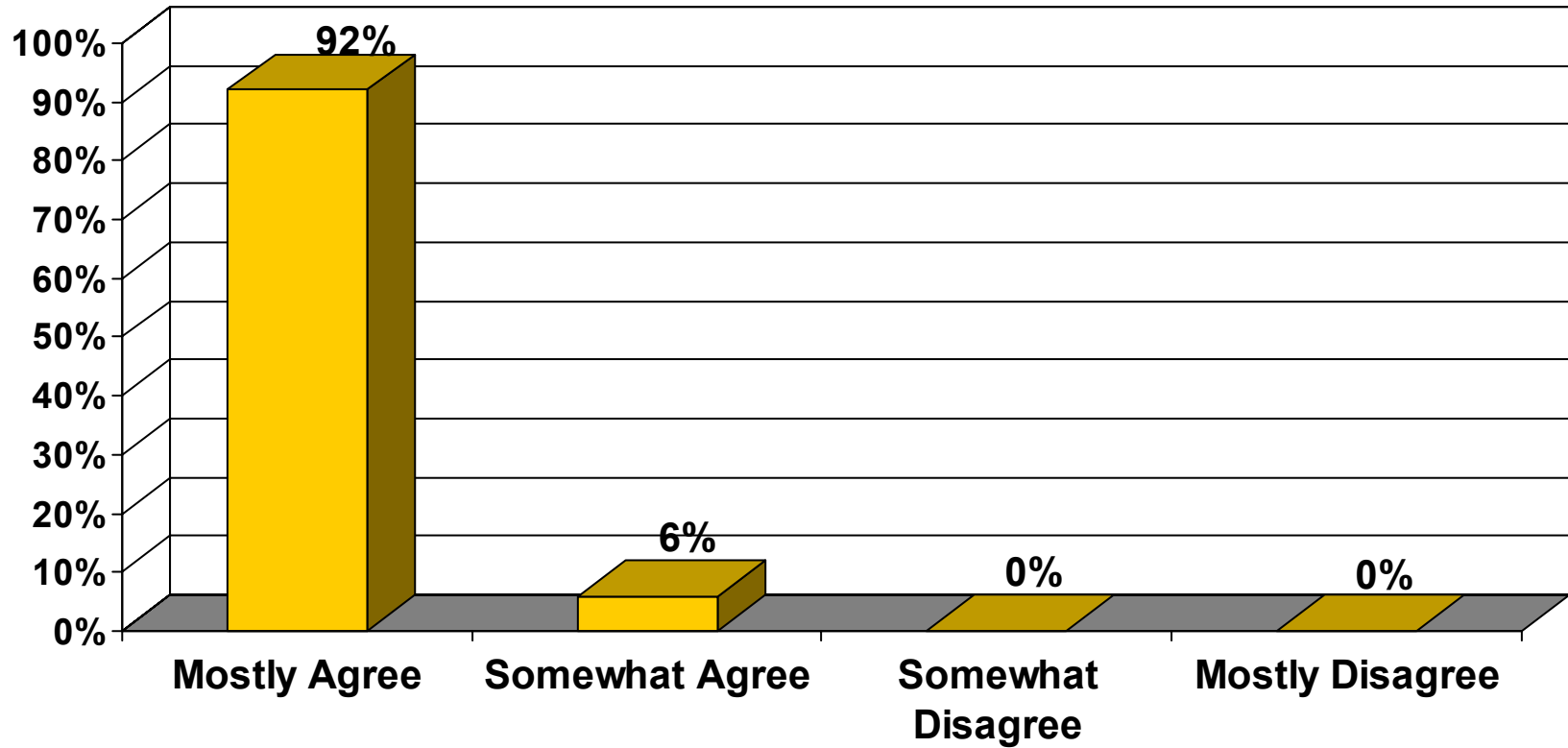


Customer Service Is Important to Me...



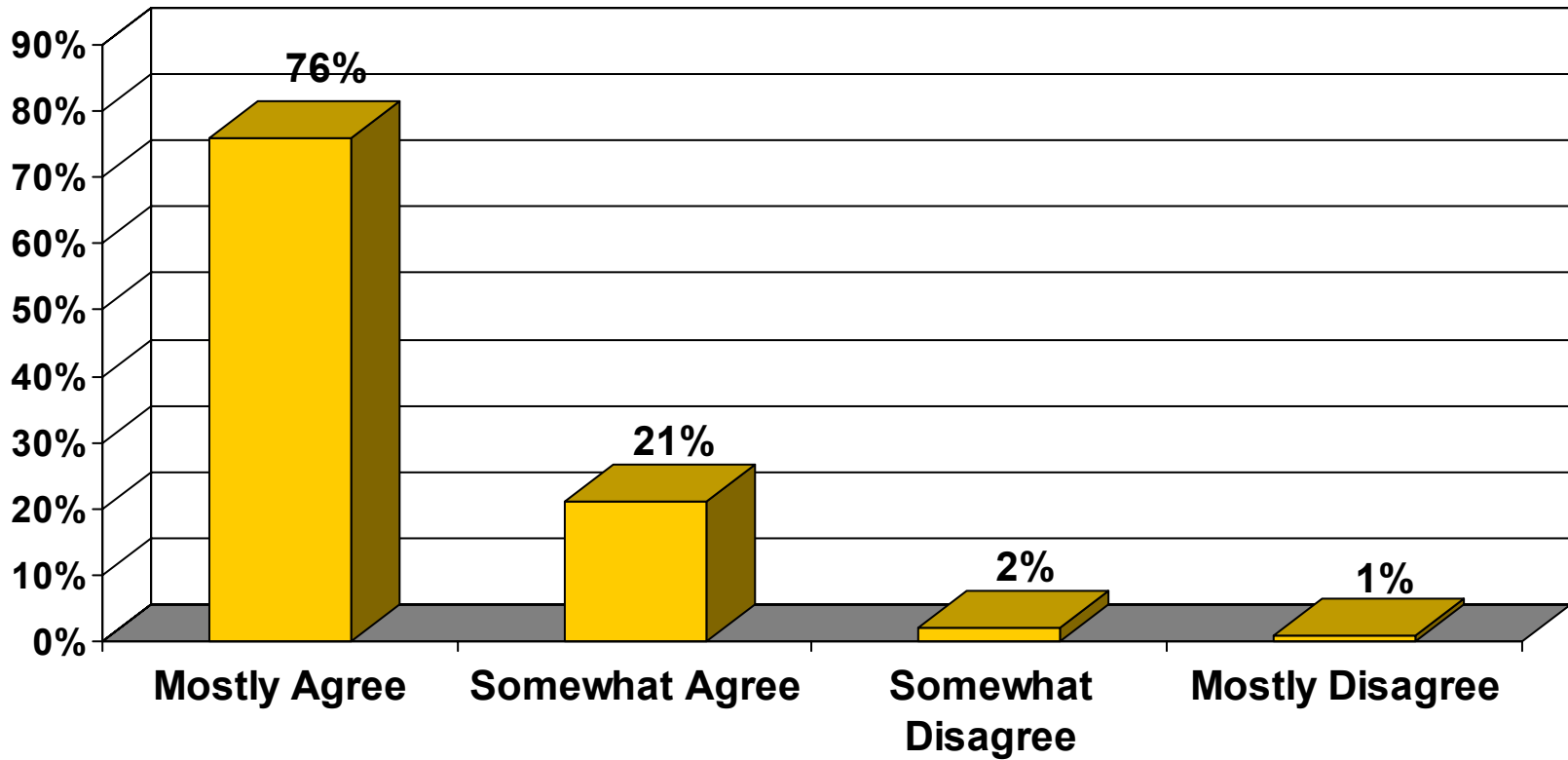


I Deserve My Vacation...





I Like the Outdoors and Being With Nature...

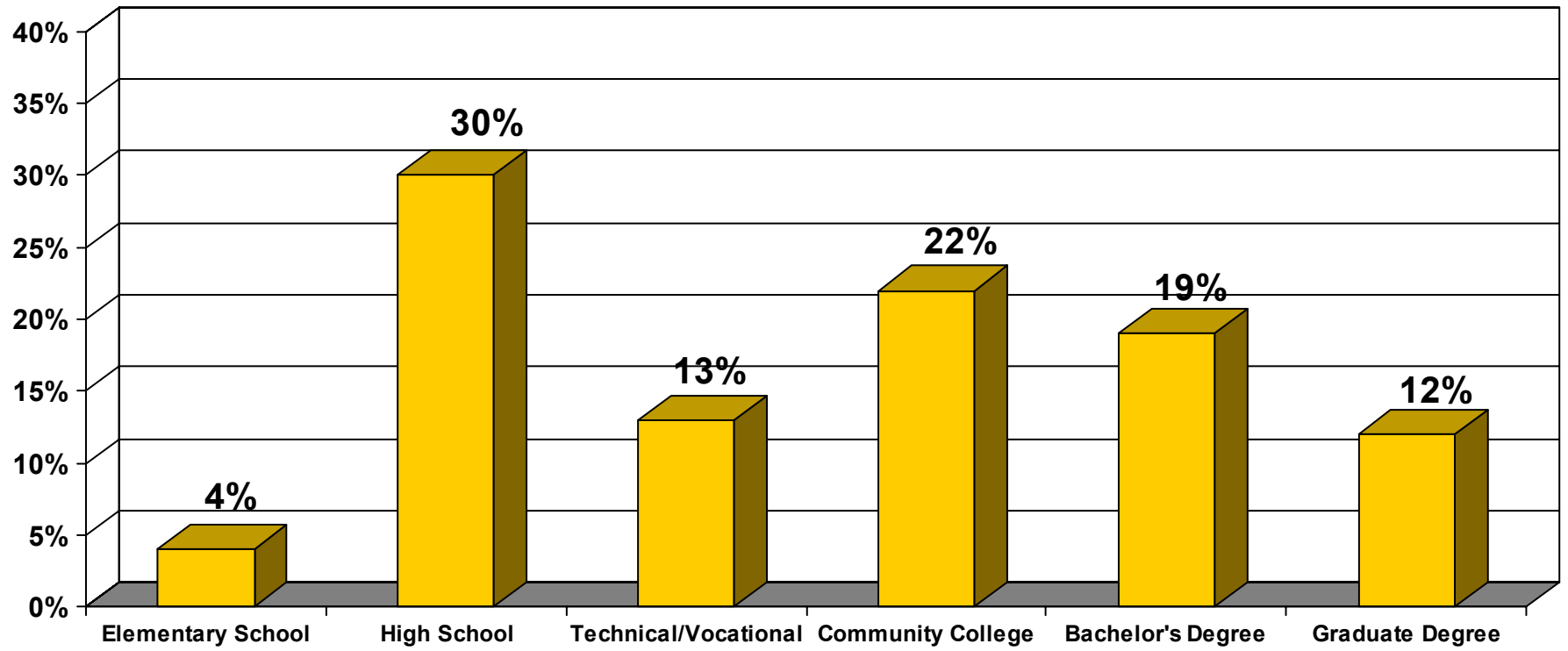




Demographics

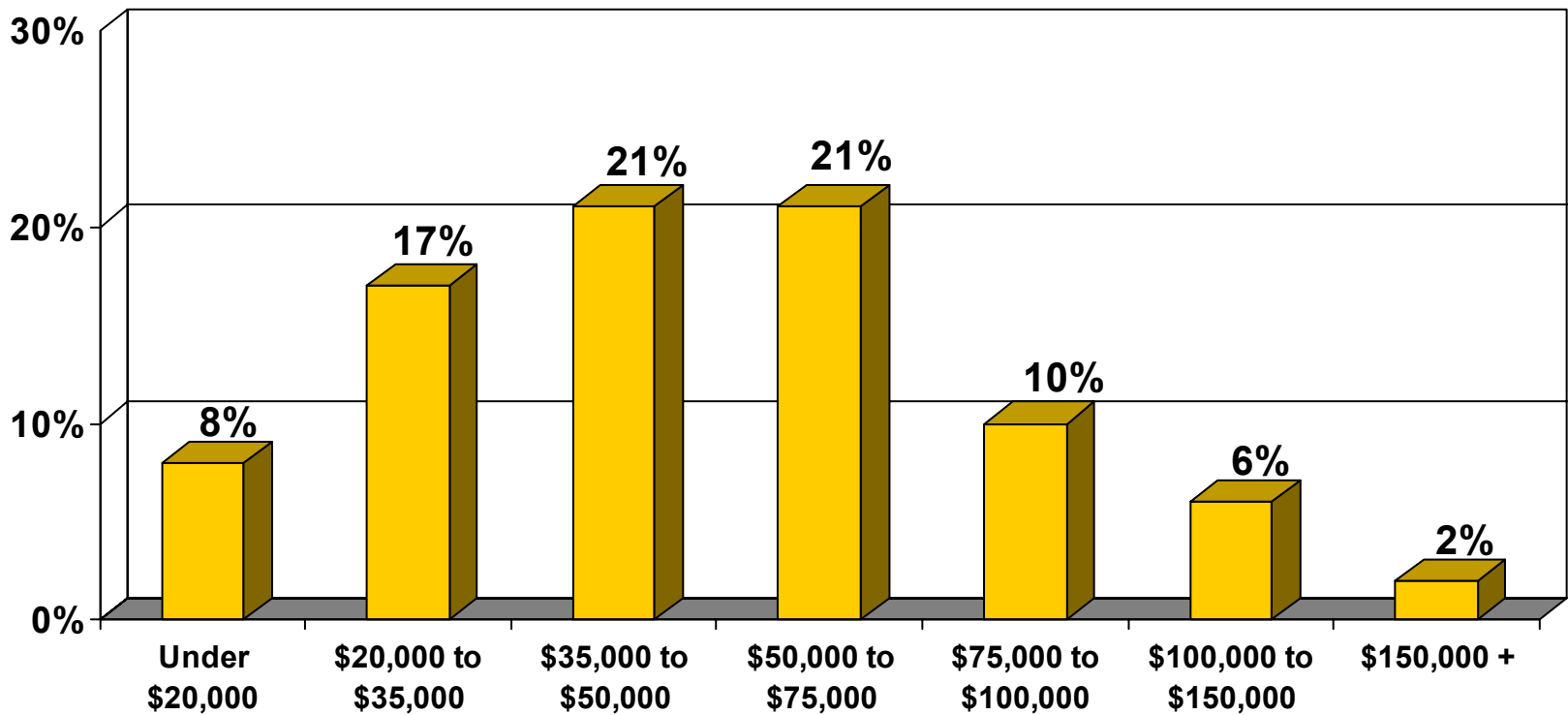


Education



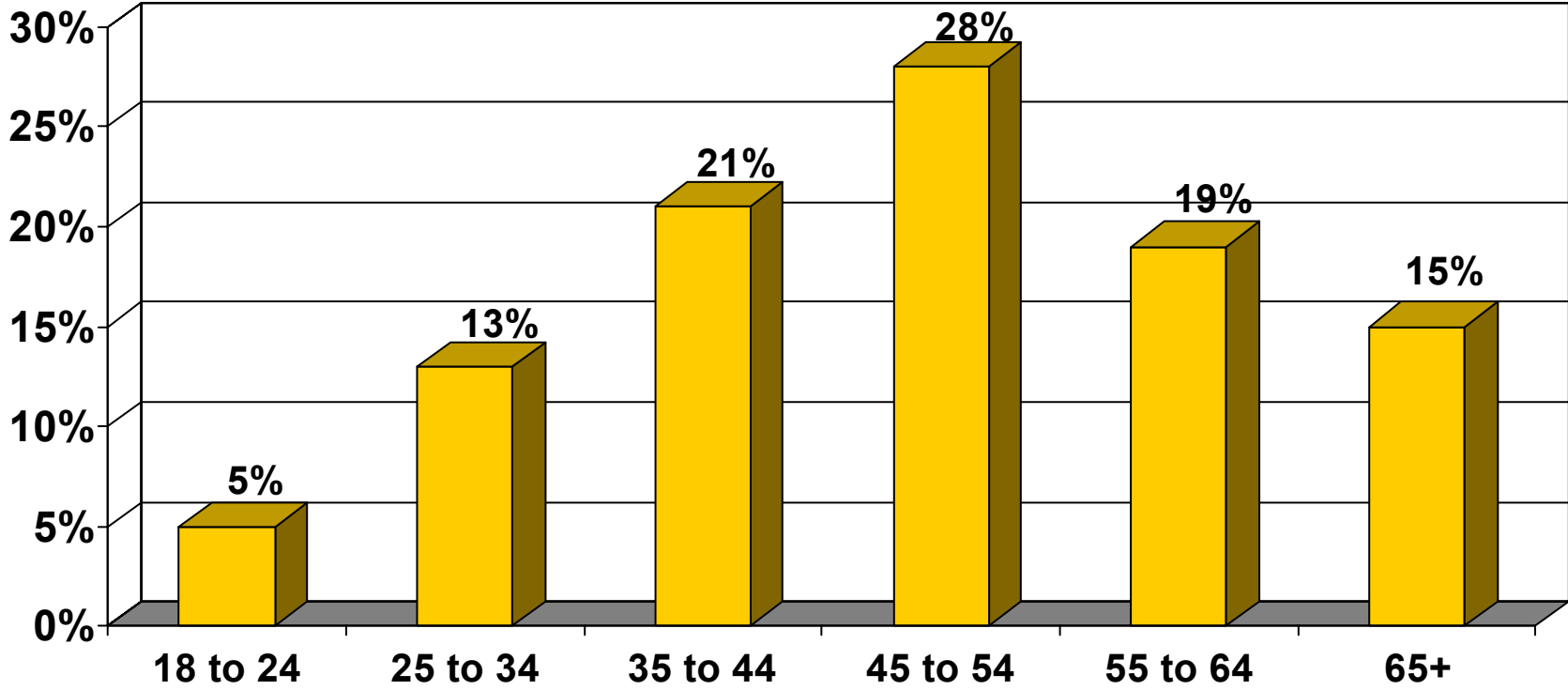


Total Household Income



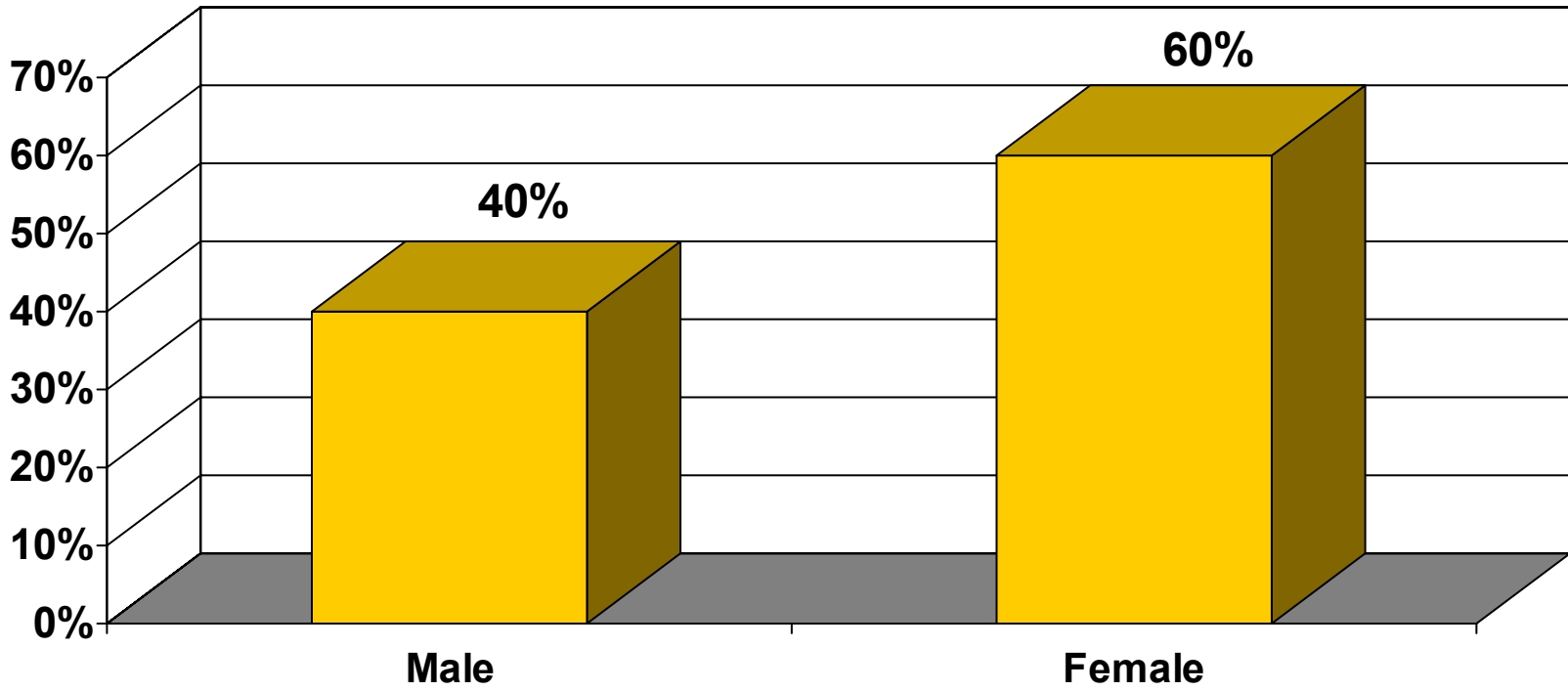


Age



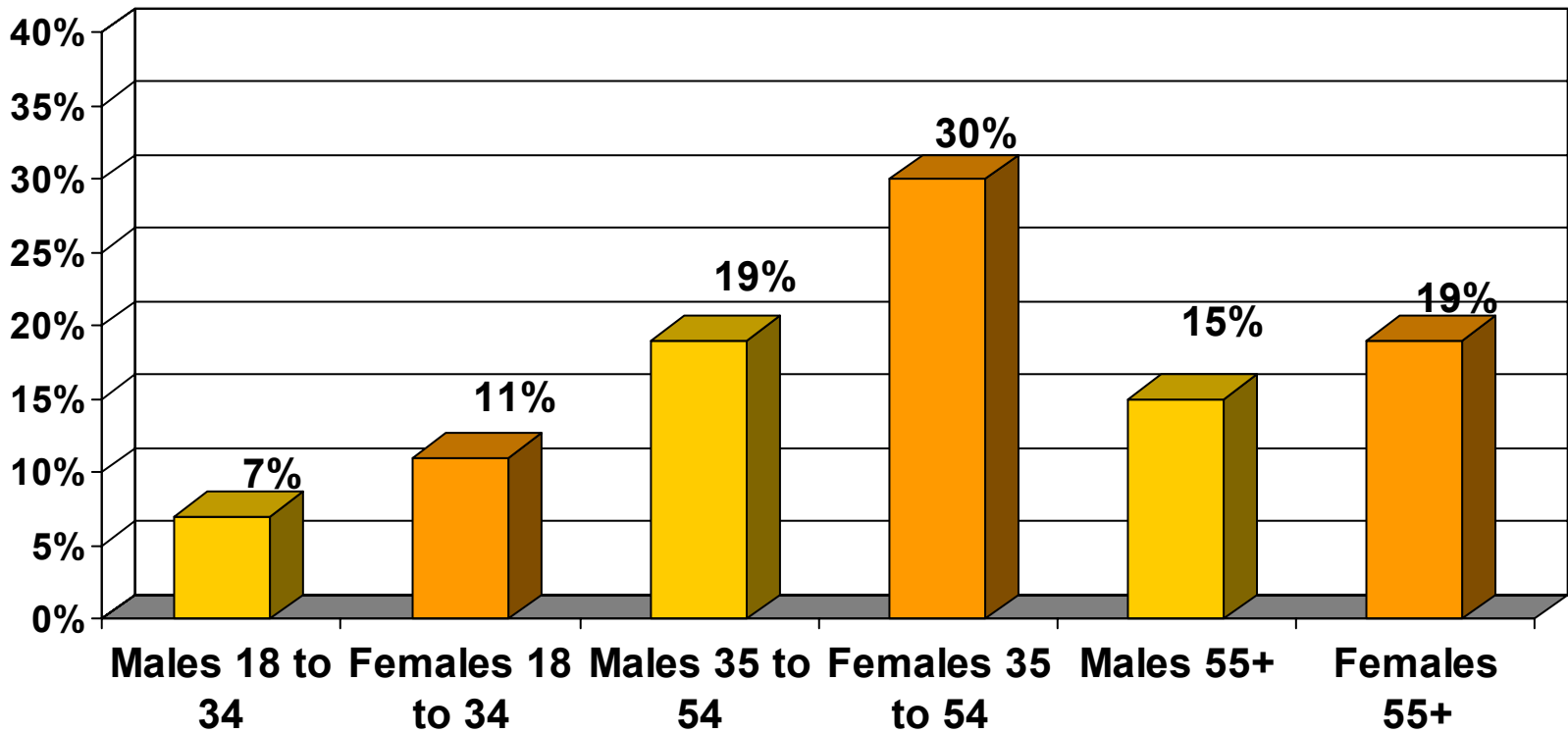


Gender of Respondent





Genderation





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