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2022 Business Confidence Report

May 2022

Prepared for:



Introduction and Methodology

Background & Introduction:

In May 2022, TIANS commissioned Narrative Research to conduct a brief online **Business Confidence survey** with members throughout the province. The primary objectives of the survey included to assess members' level of confidence in the tourism sector rebounding following the pandemic, as well as to understand the current levels of inquiries and bookings, year-over-year.

Research Methodology:

To meet project objectives, an online survey was undertaken with TIANS members. Invitations to participate in the survey were sent via a generic survey link directly by TIANS to the membership database of TIANS. The survey was promoted through a variety of social media and other outlets.

The survey included 12 questions and took an average of 5 minutes to complete. The survey was available in English only and was conducted between April 27th and May 4th, 2022. A total of 90 completed surveys were received.

The following summary report provides highlights of the study and a detailed analysis of results. Throughout the report data tables are referenced which break down each survey question by key demographics (e.g., region, sector). Caution should be considered when reviewing results across sector and region, given small sample sizes.

90
surveys
completed

Field Dates:
April 27 – May 4,
2022

5
minutes
Average
completion time





Study Highlights

The following presents key highlights of the 2022 Business Confidence Survey:

- Survey respondents operate in various regions in the province with most working in the accommodation sector of the industry.
- Most businesses are open year-round and open with regular business hours and service.
- Members largely believe the tourism economy in Nova Scotia is rebounding and there is a high degree of confidence that the tourism economy will return to pre-pandemic levels within the next three years. This overall level of confidence is generally consistent across the province and across sectors.
- Across the province, members report a dramatic increase in inquiries and this level of increased interest is generally shared across the province.
- Similarly, seven in ten members have experienced an increase in actual bookings compared to last year. On average, the level of increase in actual bookings experienced is 59%.
- Addressing the labour/skill shortage is deemed the most important issue in order to rebuild the tourism economy. In fact, the vast majority of members surveyed consider it **critically important** to address the *labour / skills shortage* to help rebuild tourism. Addressing the issues of *transportation/access* and *policies affecting tourism* are also key areas deemed critically important by most.



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Detailed Analysis



Member Profile

Survey respondents operate in various regions in the province with most working in the accommodation sector of the industry.

- Almost half of respondents are located either in the Bay of Fundy region or within the Halifax Metro area. Only a small percentage of members (7%; 6 businesses) operate province wide. (Table 1)
- Most members (69%) conduct their businesses within the *accommodation sector (including campgrounds)*. Other types of businesses represented include *Recreation and Entertainment* (20%), followed closely by the *Food and Beverage industry* (18%). (Table 2)

Area of Nova Scotia Business Operates



	(n=90)
Bay of Fundy	28%
Halifax Metro	21%
South Shore	12%
Cape Breton	11%
Northumberland Shore	10%
Yarmouth and Acadian Shores	6%
Eastern Shore	3%
Province wide	7%
Other	4%

Q.1: Please indicate in which area of Nova Scotia you operate.

Tourism Sector Best Representing Business



Q.2: Which sector of tourism industry best represents your business? (n=90)

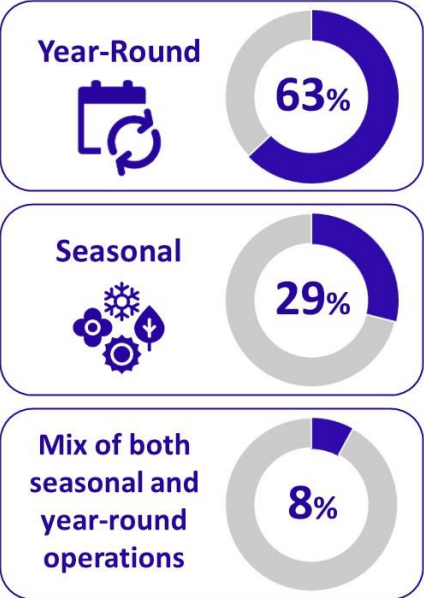


Member Profile

Most businesses are open year-round and open with regular business hours and service.

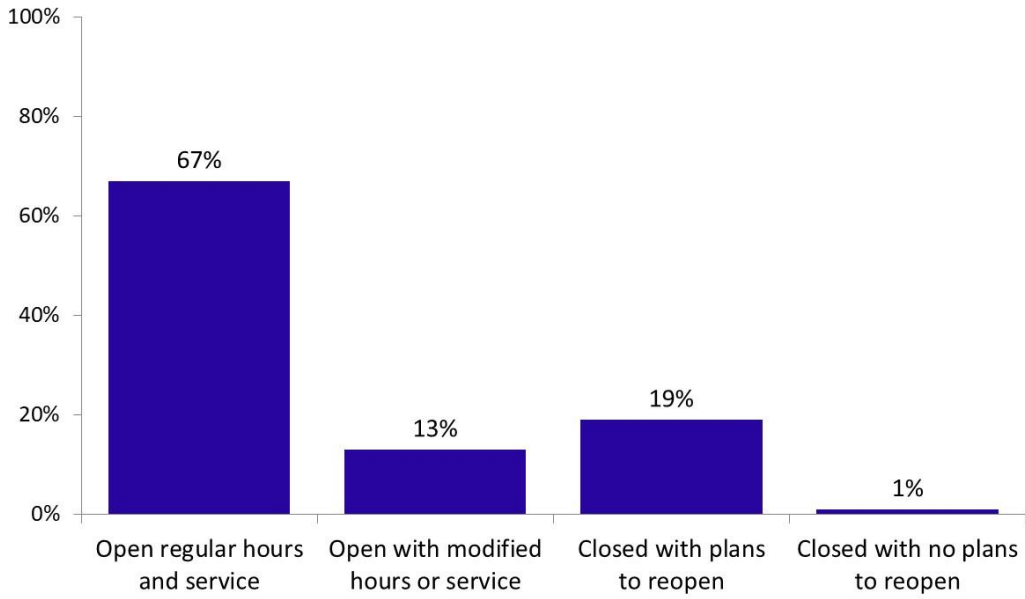
- Nearly two-thirds of respondents (63%) operate their business **year-round**, while three in ten (29%) operate **seasonally**. At the same time, a small number of businesses (8%) have a **mix of seasonal and year-round operations**. (Table 3)
- The majority of members are currently open with regular hours and services, while just over one in ten are currently open but working modified hours. Two in ten members are closed, but with plans to open. As would be expected, businesses that are open year-round are more likely to be open regular services. (Table 4)

Business Open Year-Round or Seasonal



Q.3: Is your business open year-round or is it seasonal? (n=90)

Organization is Currently...



Q.4: Is your organization currently... (n=90)



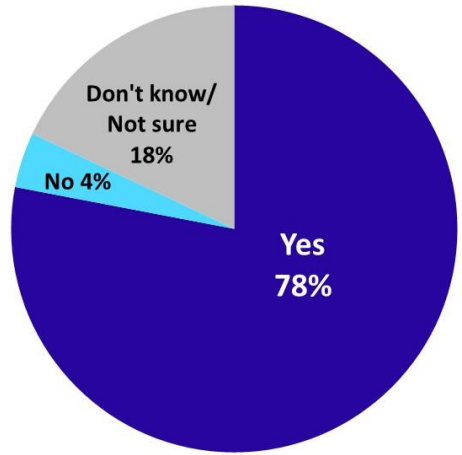
Business Confidence

Members largely believe the tourism economy in Nova Scotia is rebounding and there is a high degree of confidence that the tourism economy will return to pre-pandemic levels within the next three years.

- The vast majority of members who plan to operate this season believe the tourism economy in Nova Scotia is rebounding as the province continues to live with COVID-19. That said, close to two in ten are unsure.
- Further, more than eight in ten express some level of confidence that the tourism economy in Nova Scotia will return to pre-pandemic levels within the next three years. This overall level of confidence is generally consistent across the province and across sectors. (Table 5-6).

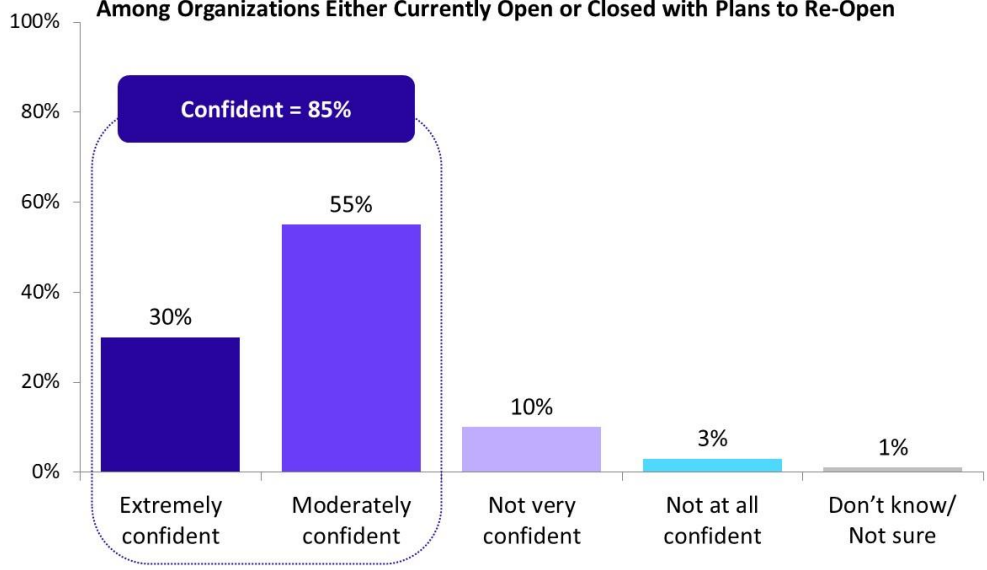
Believe the NS Tourism Economy is Rebounding as We Continue to Live with COVID-19

Among Organizations Either Currently Open or Closed with Plans to Re-Open



Confidence Tourism Economy in Nova Scotia Will Be Back to Pre-Pandemic Levels Within the Next Three Years

Among Organizations Either Currently Open or Closed with Plans to Re-Open



Q.5: [NOT IF 'CLOSED WITH NO PLANS TO REOPEN' IN Q.4] Do you believe that the tourism economy in Nova Scotia is rebounding as we continue to live with COVID-19? (n=89) | Q.6: [NOT IF 'CLOSED WITH NO PLANS TO REOPEN' IN Q.4] How confident are you that the tourism economy in Nova Scotia will be back to pre-pandemic levels within the next three years? (n=89)



Inquiries and Bookings

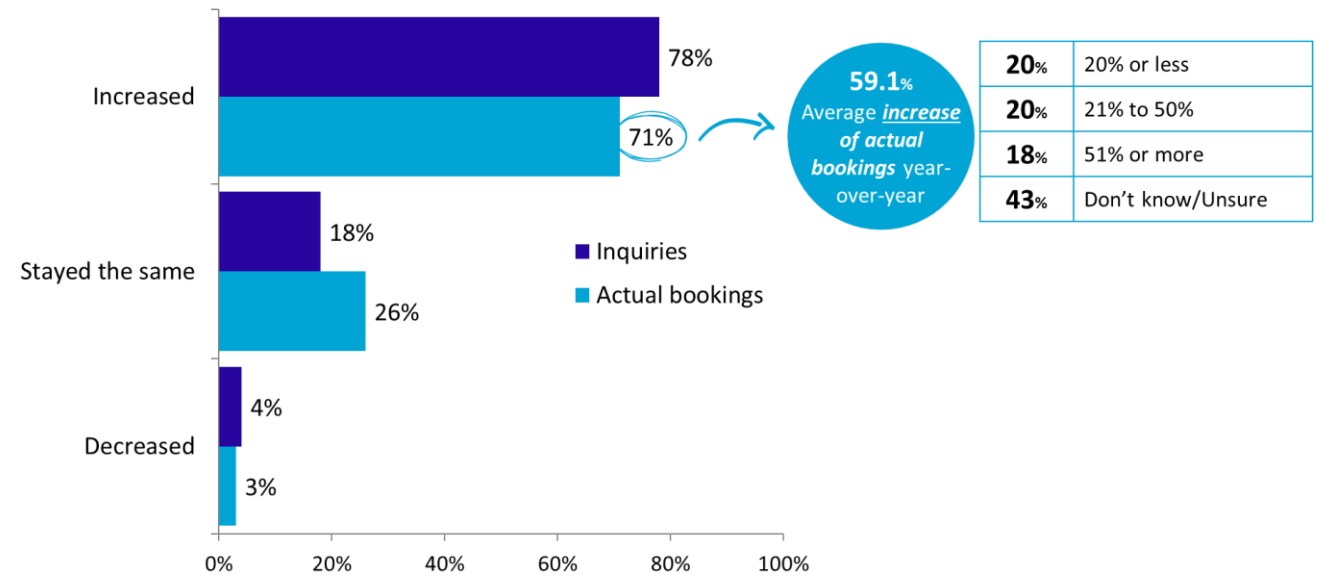
Across the province, members report a dramatic increase in both inquiries and actual bookings compared to last year.

To better understand how inquiries and bookings in 2022 compared to the previous year, members were asked about the number of requests they have received.

- Members report a significant increase in inquiries (78%) compared to this time last year and this level of increased interest is generally shared across the province. (Table 8)
- Similarly, seven in ten members indicated that they have experienced an increase in actual bookings year over year. Few (n=2) have seen a decrease in bookings.
- Overall, those who have experienced an increase in bookings have seen an average increase of close to 60%. Two in ten have seen an increase of 20 percent or less. (Table 7).

Inquiries and Actual Bookings Compared to Last Year

Among Open Organizations



Q.7: [IF 'OPEN' IN Q.4] Compared to 2021, have your inquiries...? (n=72) | Q.8: [IF 'OPEN' IN Q.4] Compared to this time last year, have your actual bookings...? (n=72) | Q.9: [IF 'INCREASED/DECREASED' IN Q.8] To what extent have your actual bookings [increased/decreased] year-over-year? (Increase: n=51; Decrease: n=2*) *Caution: Small sample size. Note: Responses of '1548' (for 'increase') and 'Don't know/Not sure' are excluded from the mean.



What's impacting Business?

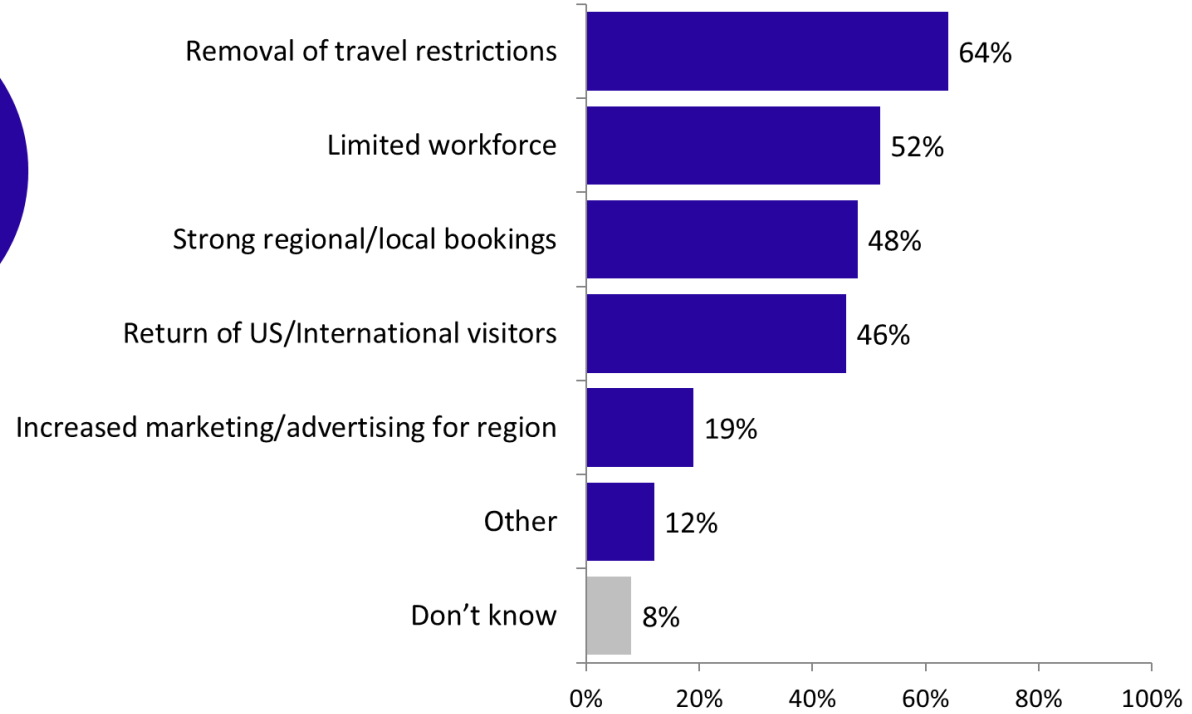
Six in ten members are experiencing difficulties hiring / rehiring staff. Key trends impacting business this year include primarily the removal of travel restrictions and challenges associated with a limited workforce.

- Most businesses (60%) are reportedly experiencing difficulties hiring or re-hiring staff , and this challenge is most evident in the food & beverage / recreation and entertainment sector. Challenges in hiring staff are less prevalent in HRM. (Table 10)
- When asked what trends businesses are seeing that are impacting their business, top mentions include the removal of travel restrictions, followed by workforce challenges. Other key mentions include strong bookings, the return of US / international visitors, and increased marketing efforts for the region. (Table 11)

60%
Are experiencing difficulties hiring/ re-hiring staff

Trends Impacting Business

Total Aided Mentions Among Organizations Either Currently Open or Closed with Plans to Re-Open



Q.10: [NOT IF 'CLOSED WITH NO PLANS TO REOPEN' IN Q.4] Are you experiencing difficulties hiring/re-hiring staff? (n=89) | Q.11: [NOT IF 'CLOSED WITH NO PLANS TO REOPEN' IN Q.4] What trends are you seeing that are impacting your business? (n=89)



Issues to Address

The labour/skill shortage is deemed the most important issue to address in order to rebuild the tourism economy.

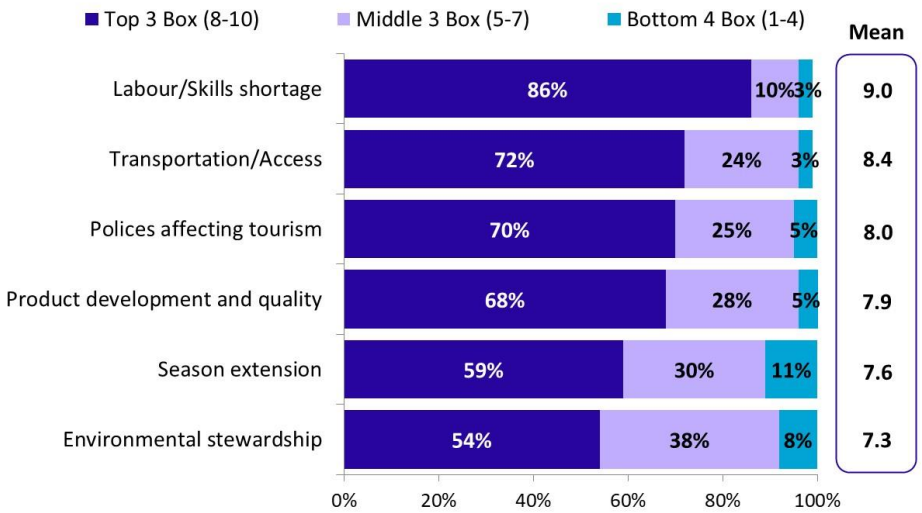
Participants were asked how important addressing various issues were to rebuilding the tourism economy in NS (using a 10-point scale where 10 is *critically important* and 1 is *not at all important*). Overall, most members place some degree of importance on each of the presented issues.

That said, the vast majority of members surveyed (86%) consider it **critically important** to address the *labour / skills shortage* to help rebuild tourism. Addressing the issues of *transportation/access* and *policies affecting tourism* were also key areas, where almost three-quarters of respondents deemed this critically important. (Table 12a-f).

When asked what other issues or challenges are affecting their business or sector, staff related issues are top of mind, and no other issue is mentioned by more than one in ten.

Importance of Addressing Issues to Rebuild Nova Scotia's Tourism Economy

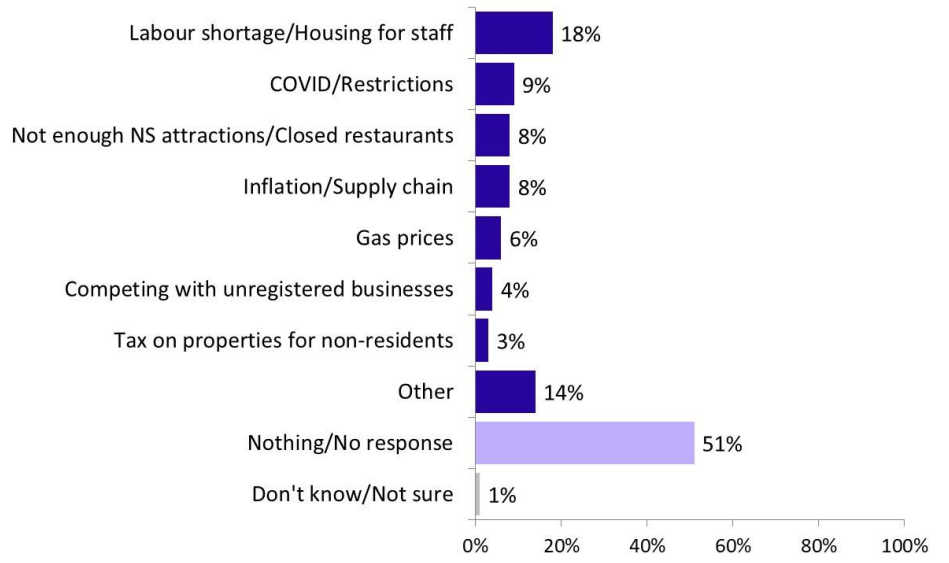
Ratings on a 10-pt. Scale Where 10=Critically Important and 1=Not at all important



Q.12a-f: [NOT IF 'CLOSED WITH NO PLANS TO REOPEN' IN Q.4] How important is it that each of the following issues be addressed in order to rebuild Nova Scotia's tourism economy. (n=87) Note: This table contains partial completes.

Other Issues or Challenges Affecting Business or Sector

Total Unaided Mentions



Q.13: Please share any other issues or challenges that are affecting your business or sector? (n=90) Note: This question was optional.



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Every insight tells a story.