

GERMANY: A HIGH-VALUE MARKET FOR NOVA SCOTIA

Long-haul travellers with a strong affinity for nature and authentic experiences

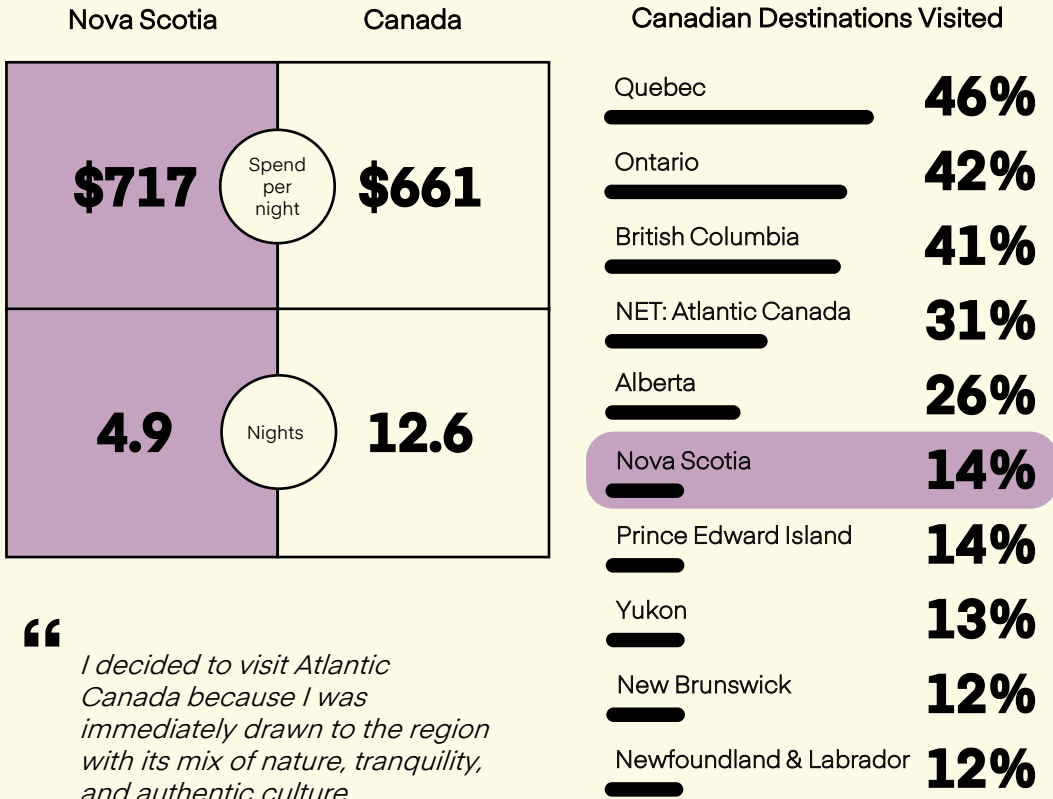
This project has been made possible through funding provided by the Atlantic Canada Agreement on Tourism (ACAT). ACAT is a nine-member pan-Atlantic initiative comprised of the Atlantic Canada Opportunities Agency, the four Atlantic Canada Tourism Industry Associations, and the four Provincial Departments responsible for tourism.



01. THE GERMAN TRAVELLER OVERVIEW

GERMAN VISITORS TO NOVA SCOTIA

German visitors to Nova Scotia spend generously and travel across multiple provinces.



“
I decided to visit Atlantic Canada because I was immediately drawn to the region with its mix of nature, tranquility, and authentic culture.
 ”

02. DESTINATION CANADA SEGMENTATION

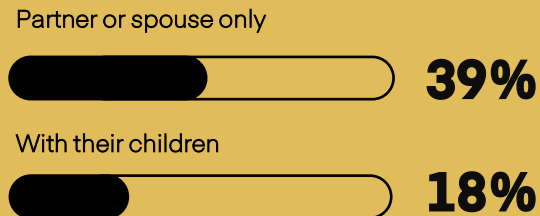
TOP TRAVELLER SEGMENTS

Close to four in ten travellers who have visited Canada before and are considering a trip to Nova Scotia are Outdoor Explorers, followed by Culture Seekers.

Three Distinct Segments, Three Distinct Motivations



Ideal Travel Party

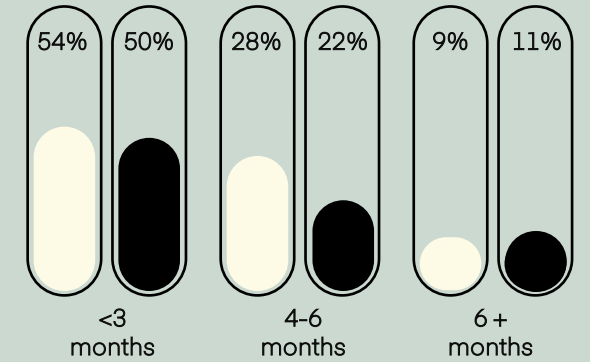


03. PLANNING BEHAVIOUR

GERMAN TRAVELLERS PLAN QUICKLY

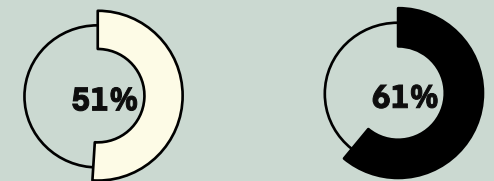
Half of German visitors who are considering a trip to Nova Scotia would plan less than three months in advance.

Most Book Within Six Months



Legend: Visited Canada Before, Have Not Visited Canada Before

Likelihood of Using a Travel Agent/Tour Operator



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Methodology: Online survey. Adults aged 18+ residing in Germany who have taken at least one long-haul leisure trip outside Europe in the past three years or plan to take one within the next two years. Total: n=1,012. Have not visited Canada: n=607. Visited Canada in the past 5-10 years: n=101. Visited Canada in the past 5 years: n=304.

Destination Canada (DC) Traveller Segmentation: In 2024, DC classified travellers into seven segments based on behavioural and psychographic factors. This study applies that framework to Atlantic Canadian provinces using the German Long Form Typing Tool to better understand traveller profile and tailor destination marketing and strategic planning.

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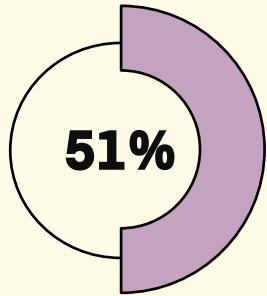


04. AWARENESS AND APPEAL

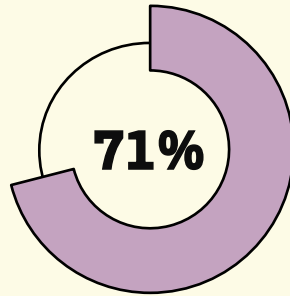
AWARENESS IS MODERATE BUT APPEAL IS VERY HIGH

While awareness of Nova Scotia is still developing, German travellers who are aware and have visited Canada before show very strong appeal and solid consideration for visiting.

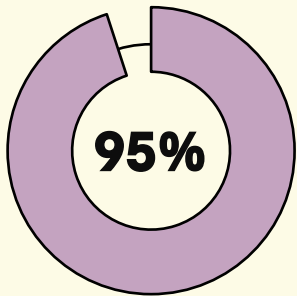
Awareness Levels of Nova Scotia
(n=400)



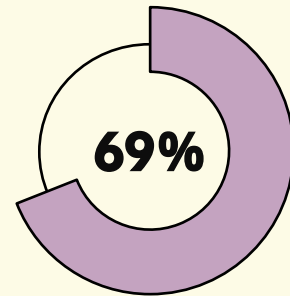
Knowledge of What to Do And See in Nova Scotia
(n=219)



Appeal of Nova Scotia
(n=219)



Travel Consideration to Nova Scotia
(n=377)



05. MOTIVATIONS AND BARRIERS

NATURE AND CULTURE DRIVE VISITATION

German travellers who have been to Canada before and are considering a trip to Nova Scotia are primarily drawn to the natural landscapes and cultural experiences.

Top Motivators To Visit Nova Scotia



Leading Barrier To Visiting Atlantic Canada



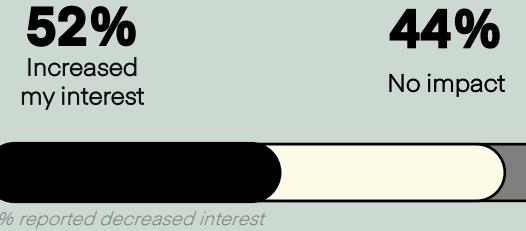
“ People always talk about other regions, which makes you think that [Atlantic Canada is] uninteresting. ”

06. GEOPOLITICAL CONTEXT

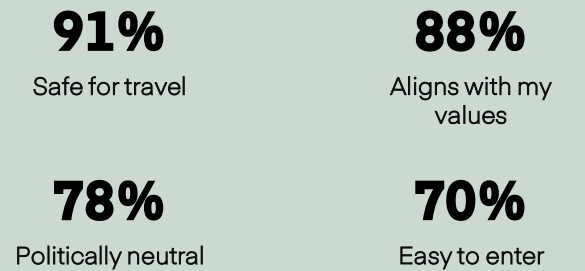
PERCEPTIONS OF CANADA

German travellers who have been to Canada before and are considering a trip to Nova Scotia view Canada as a safe and politically neutral destination.

Geopolitical Influence on Interest to Travel To Nova Scotia



Top Perceptions of Canada as a Destination



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