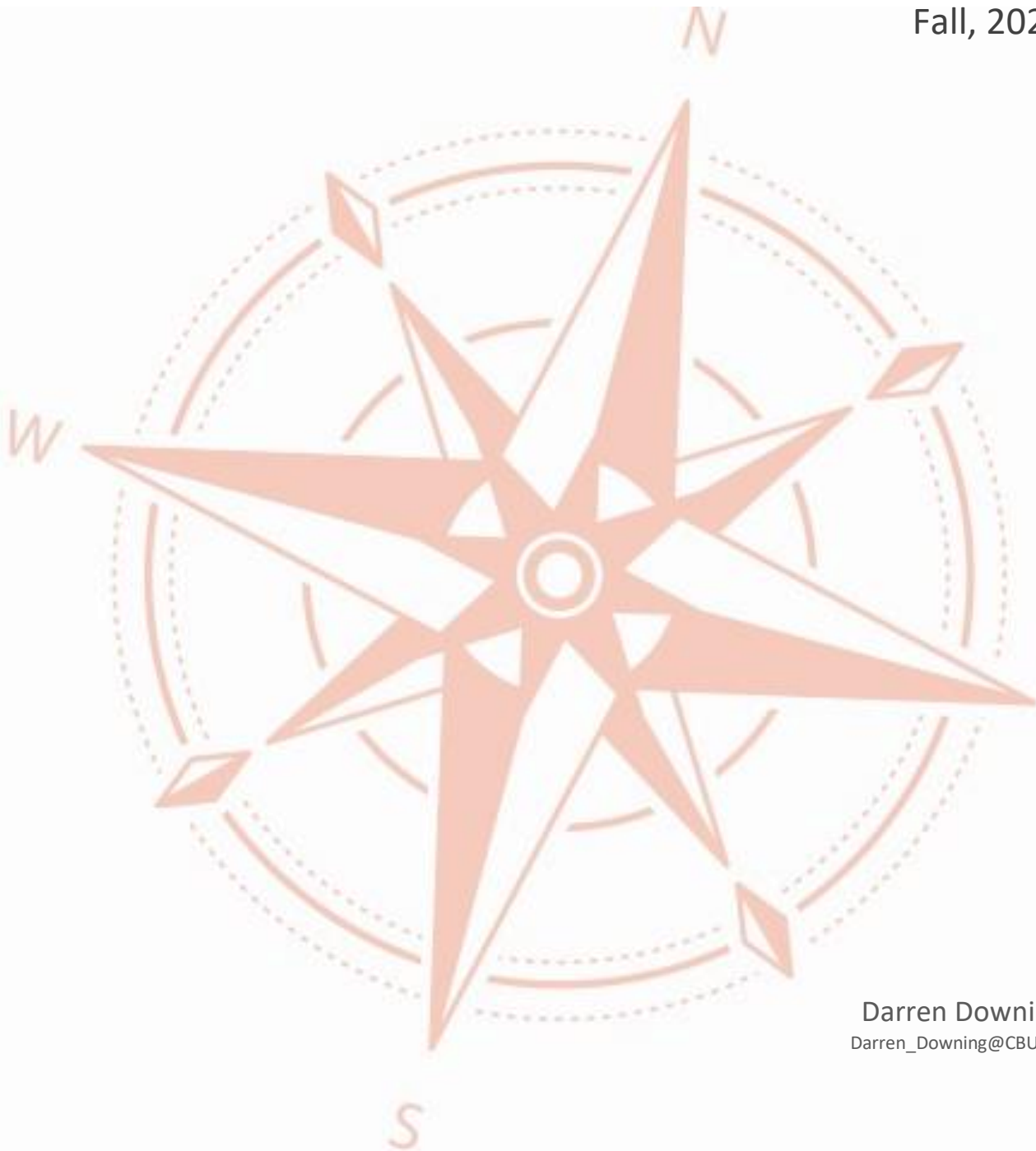


# CRUISE SHIP PASSENGER SURVEY REPORT

Fall, 2022



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## Fall 2022 Cruise Ship Passenger Survey

In September and October, cruise ship passengers were asked to participate in a brief survey as they were returning to their ship. The surveys focused on their perceptions and responses to, workforce shortages in the tourism industry. In total, 81 passengers were surveyed. This is slightly below the 100 participants desired for acceptable reliability. Key survey questions are listed below.

Do you feel your visit to Cape Breton was impacted by shortages in staff and labour at places you visited? (81 total responses)

- Yes – 6 (7.4%)
- No – 75 (92.6%)

(New Question) During your travels in Cape Breton, did you encounter businesses that you would have visited but were closed? (12 total responses)

- Yes – 3 (25%)
- No – 9 (75%)

Do you feel you have experienced disruptions due to labour shortages in other ports of call? (79 total responses)

- Yes – 7 (8.9%)
- No – 66 (83.5%)
- NA – 6 (7.6%)

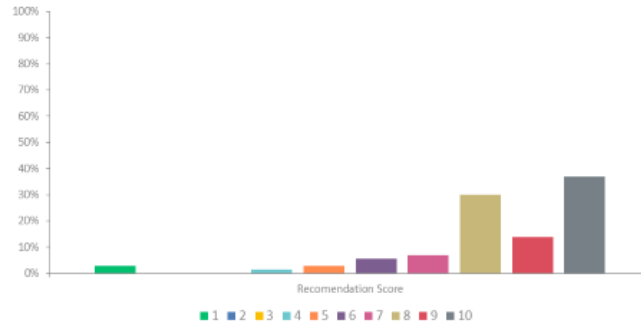
The results of the survey suggest that cruise ship passengers are, for the most part, unaware of disruptions to tourism services as a result of labour shortages. The number of passengers noticing labour shortages in other ports of call was similar to the number that were aware of them on Cape Breton Island, suggesting that the tourism experience is not drastically different in relation to workforce issues on Cape Breton compared to other tourism destinations. The survey results also indicate that tourism operators are successfully giving the appearance of an adequate workforce. This survey does not capture the cost of maintaining that appearance, which may include employee burnout, financial losses, and degraded work-life balance.

### Net Promoter Score

The cruise ship passenger survey contained a Net Promoter Score question. The Net Promoter Score (NPS), developed by Frederick Reichheld and Bain & Company in 2002, is a metric that can be used to measure the intention to recommend a travel destination to friends and family. It is also an indicator of overall satisfaction with travel or customer experiences. NPS is regarded by researchers as the question that best predicts the future growth of customer centric businesses like those in the tourism industry.

**Q6: On a scale of 1-10, how likely are you to recommend visiting Cape Breton Island to a friend or colleague?**

Answered: 73 Skipped: 1



	1	2	3	4	5	6	7	8	9	10	TOTAL	WEIGHTED AVERAGE
Recommendation Score	2.74	0%	0%	1.37	2.74	5.48	6.85	30.14	13.70	36.99	73	8.37
	%	0	0	%	%	%	%	%	%	%		
	2			1	2	4	5	22	10	27		

Cape Breton Island NPS for Cruise Ship Passengers = **38.36**

*How is the score calculated?*

Net Promoter Scores are the result of customers answering the question, “How likely are you to recommend X to a friend or colleague?” using a 10-point scale. Respondents who answer 9 or 10 are considered promoters. Respondents who answer 1 to 6 are considered detractors. The Net Promoter Score is calculated by taking the percentage of promoters and subtracting the percentage of detractors. A net promoter score can range anywhere from -100 (if there are no promoters) to +100 (if there are no detractors).

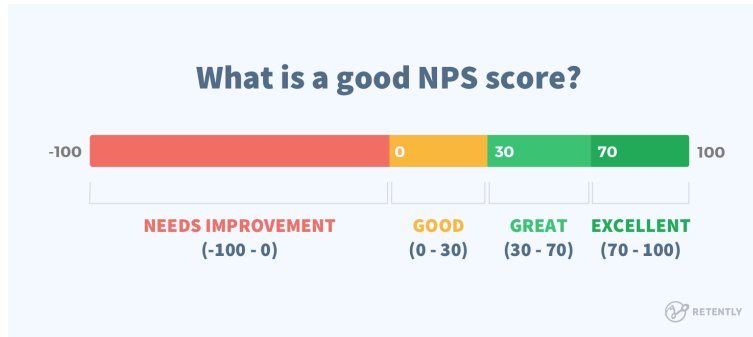


**NPS = %PROMOTERS - %DETRACTORS**



*What is a good Net Promotor Score?*

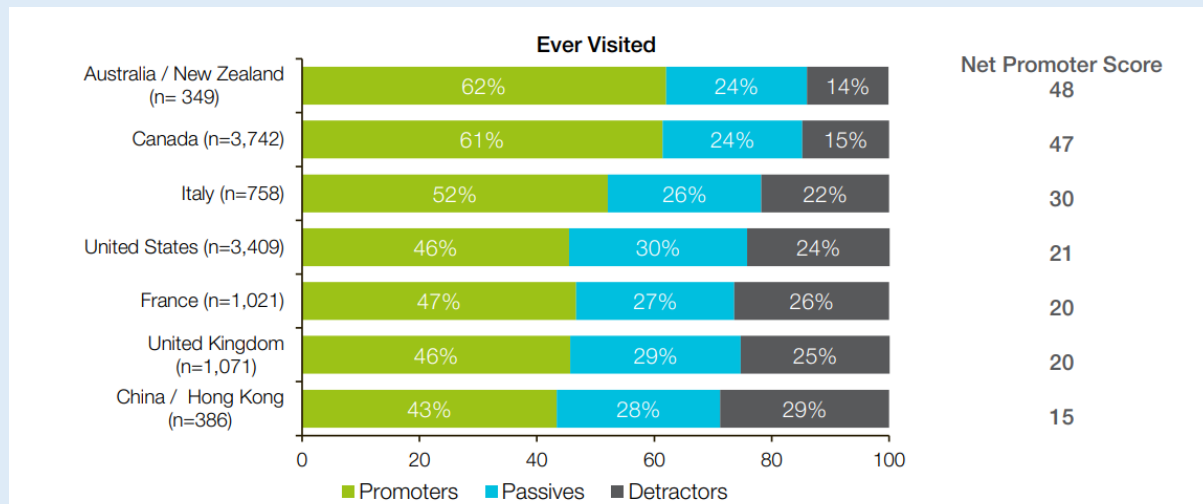
There is no one answer to this question. Net Promotor Scores are most often either compared to the scores from similar industries or businesses or they are viewed in the context of changes to a Net Promotor Score over time. If comparing the Cape Breton NPS to other NPS scores, it is important to compare it with similar industries. The average NPS for digital marketing agencies (60) is very different than the average NPS for airlines (11.9). In general, net promoter scores between 0 and 30 are considered good, 30-70 is great, and above 70 is excellent. Cape Breton’s Cruise Ship Passenger Net Promotor Score of 38 would generally fall into the great category.



As was mentioned, one way to view a Net Promoter Score is by comparing it with the Net Promoter Scores from similar industries or products. Destination Canada compared the Canadian Net Promoter Score (47) to that of other destinations who published their NPS.

**From Destination Canada:**

There is considerable advocacy potential in the domestic market, with Canadians awarding a Net Promoter Score of 47, just 1 point below top-ranked Australia/New Zealand. Canadians can be encouraged to promote the country’s tourism assets to their fellow Canadians.



Q3: Whether you have visited or not, how likely are you to recommend each of the following holiday destinations to a friend, family member or colleague?

(Source: [https://www.destinationcanada.com/sites/default/files/archive/2012-12-01/Intelligence GlobalTourismWatch Canada 2012 EN.pdf](https://www.destinationcanada.com/sites/default/files/archive/2012-12-01/Intelligence%20GlobalTourismWatch%20Canada%202012%20EN.pdf))

Likewise, Cape Breton Island could compare their Net Promoter Score with the NPS tourism scores from other Canadian destinations.

#### **From Tourism Saskatchewan:**

**Tourism Saskatchewan** began measuring NPS in June 2021 to accomplish three key objectives:

1. Identify Saskatchewan's best promoters
2. Track satisfaction with Saskatchewan as a destination over time
3. Shift priorities towards giving people a more satisfying visitor experience

Tourism Saskatchewan collected over 3,600 responses within the first three months of the survey.

**Saskatchewan residents who visited other parts of the province accounted for 87 per cent of responses.**

As of September 1, 2021, Saskatchewan's NPS amongst non-resident travellers is **59**. Although considered an excellent score, it falls short of competitor destinations like **British Columbia (66)** and **Yukon (81)**. Lack of dining options in parts of the province, transportation (specifically poor road conditions and lack of rest stops) and ease of booking were cited by out-of-province visitors as issues that diminished their travel experience in Saskatchewan. (<https://business.tourismsaskatchewan.com/en/blog/net-promoter-score>)

Here, Tourism Saskatchewan promotes their NPS score as 59. They say that this score is from the responses of "non-resident travellers". However, they also stated that 87 per cent of responses to their Net Promoter Survey were from "Saskatchewan residents who visited other parts of the province." It is unclear if the final NPS score included the responses from the interprovincial tourists. Similarly, the methodology to gather the NPS for British Columbia (66) and Yukon (81) was not discussed. The current NPS score for Cape Breton Island only represents the NPS score for cruise ship passengers. Therefore, it cannot be effectively compared to the general NPS for other Canadian tourism destinations. It would be interesting to compare the Cape Breton cruise ship NPS to the NPS score for other type of travelers within Cape Breton to see how the experiences of cruise ship passengers compares with that of other travelers.