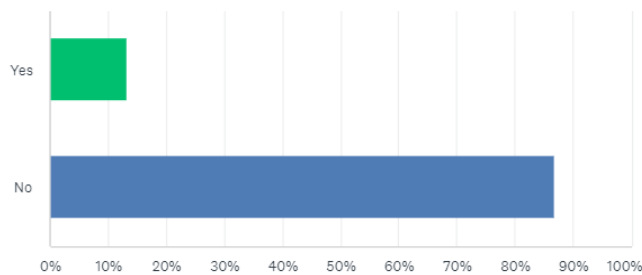


2023 Baile nan Gàidheal | Highland Village Visitor Experience Survey Results

The 2023 Baile nan Gàidheal | Highland Village Visitor Experience Survey was conducted in July and August of 2023 to collect information related to the experiences of visitors to Baile nan Gàidheal | Highland Village. The survey contained 12 questions. Data was collected at Baile nan Gàidheal | Highland Village by trained graduate students in Cape Breton University’s Master of Business Administration in Community Economic Development program. As of September 1st, the survey had been completed by 106 participants.

Do you live in Cape Breton Island?

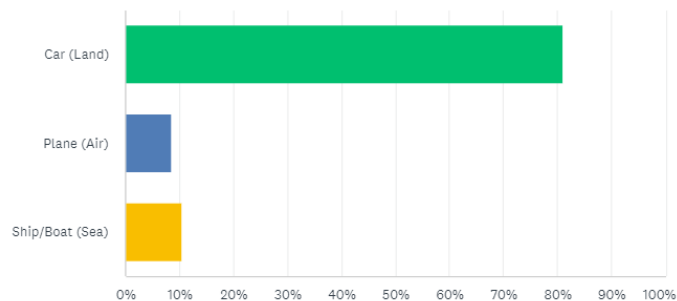
Answered: 106 Skipped: 0



13.2% of Baile nan Gàidheal | Highland Village visitors who participated in the survey live in Cape Breton - Unama'ki while 86.8 are visitors from outside of the island.

How did you travel to Cape Breton Island?

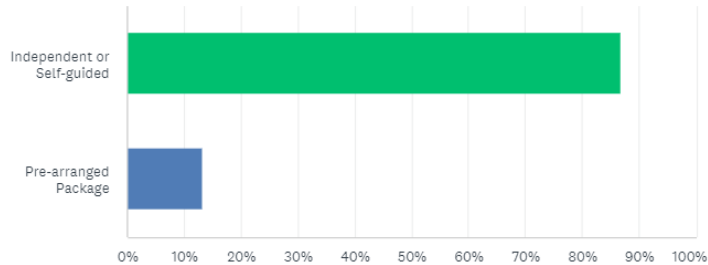
Answered: 105 Skipped: 1



About 80% of the people visiting the Baile nan Gàidheal | Highland Village drove to Cape Breton - Unama'ki. Cruise ship and boat passengers make up just over 10% of the Baile nan Gàidheal | Highland Village visitors.

Would you describe yourself as an independent traveler who chooses their own destinations or a part of a pre-arranged package tour?

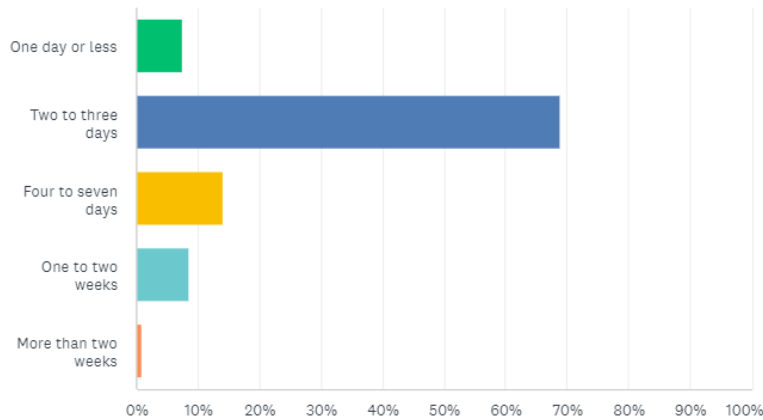
Answered: 106 Skipped: 0



Pre-arranged package tours make up just over 13% of visitors to Baile nan Gàidheal | Highland Village. These results are virtually identical to the overall results for Cape Breton - Unama'ki gathered from multiple collection points.

How long have you been on Cape Breton Island?

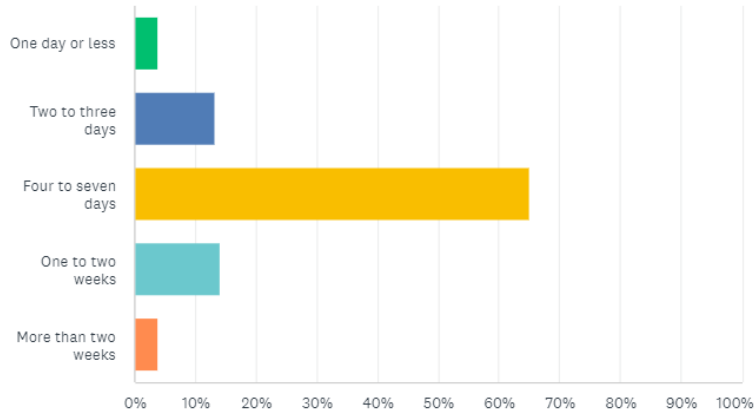
Answered: 106 Skipped: 0



69% of the Baile nan Gàidheal | Highland Village visitors have been on Cape Breton - Unama'ki for two to three days. Comparing this data to the general data for Cape Breton - Unama'ki suggests that visitors to Baile nan Gàidheal | Highland Village are statistically slightly more likely to visit on the second or third day of their trip than other locations across Cape Breton - Unama'ki.

How long in total are you planning on staying on Cape Breton Island?

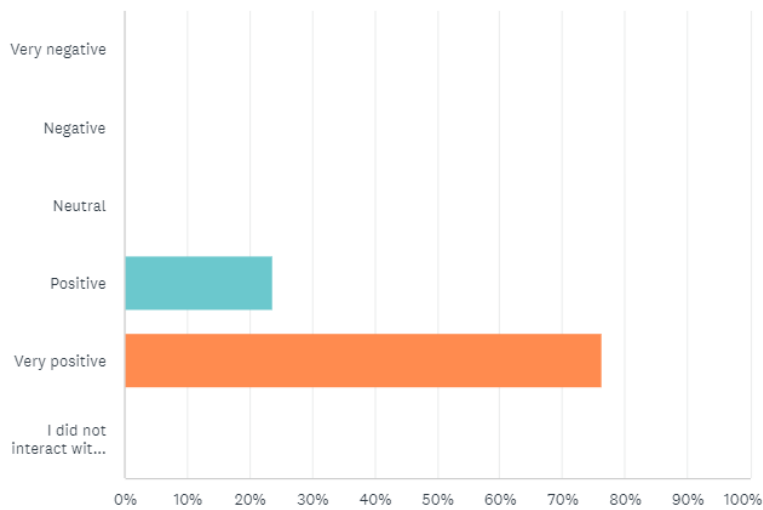
Answered: 106 Skipped: 0



65% of visitors to Baile nan Gàidheal | Highland Village plan to stay on Cape Breton - Unama'ki for four to seven days. This is slightly higher than the general visitor to Cape Breton - Unama'ki of whom 57.6% plan to stay on the island for four to seven days.

How would you rate your interactions with the staff at Highland Village?

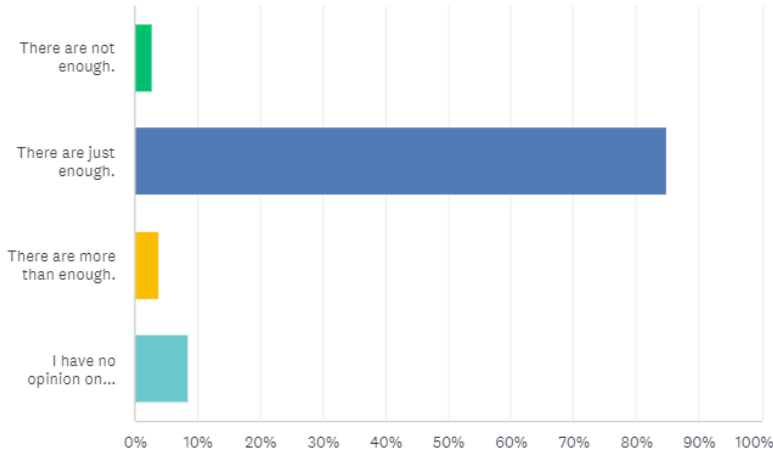
Answered: 106 Skipped: 0



Everyone who participated in the survey interacted with the Baile nan Gàidheal | Highland Village staff and everyone reported either positive or very positive interactions. The percentage of participants reporting very positive interactions was 76.4%. This is higher than at other destinations who tended to be closer to a fifty-fifty split between positive and very positive.

How do you feel about the number of people working at Highland Village?

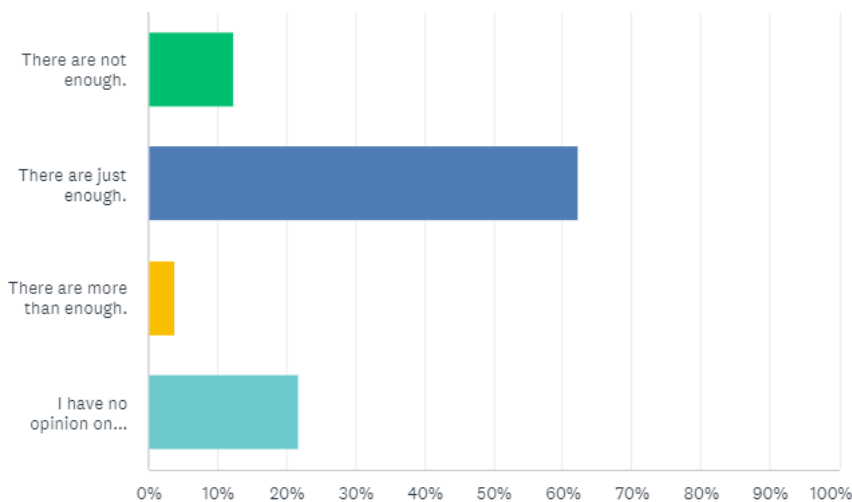
Answered: 106 Skipped: 0



85% of Baile nan Gàidheal | Highland Village visitors feel that there are the correct number of people working at Baile nan Gàidheal | Highland Village. Only 2.8% of respondents felt that there were not enough employees and 3.8% felt that there were more than enough.

How do you feel about the number of activities and events at Highland Village?

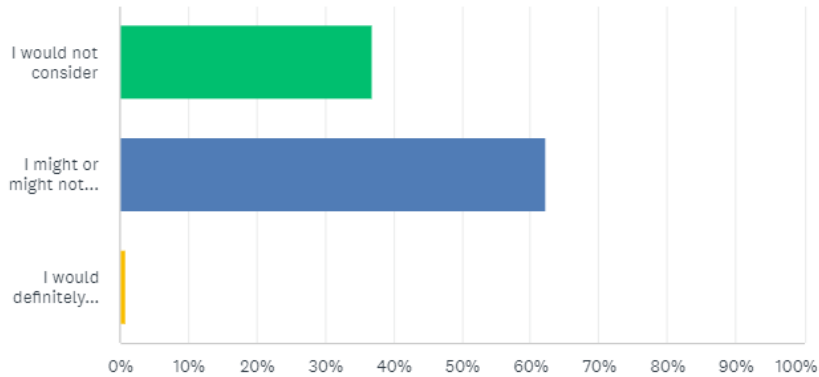
Answered: 106 Skipped: 0



While visitors overwhelmingly felt that there were enough employees at Baile nan Gàidheal | Highland Village, there was a significant percentage (12.3%) who would have liked more activities and events. Nevertheless, a clear majority of visitors (62.3%) felt that there were just enough activities and events.

How do you feel about visiting this region of Cape Breton during the winter?

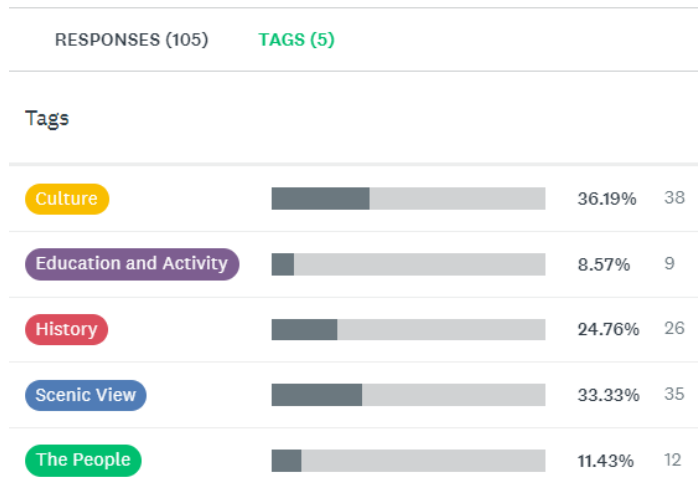
Answered: 106 Skipped: 0



Only one survey participant (.9%) reported that they would definitely consider visiting Baile nan Gàidheal | Highland Village during the winter. 36.8% would not consider visiting Baile nan Gàidheal | Highland Village during the winter. The results for the general survey of visitors across Cape Breton - Unama'ki showed a higher percentage (11.9%) of visitors definitely considering Cape Breton - Unama'ki as a winter destination and a lower percentage (24.64%) who would not consider Cape Breton - Unama'ki in the winter. This suggests that the Baile nan Gàidheal | Highland Village would have a slightly greater challenge in attracting winter visitors than other Cape Breton - Unama'ki destinations.

What did you like most about your Highland Village experience?

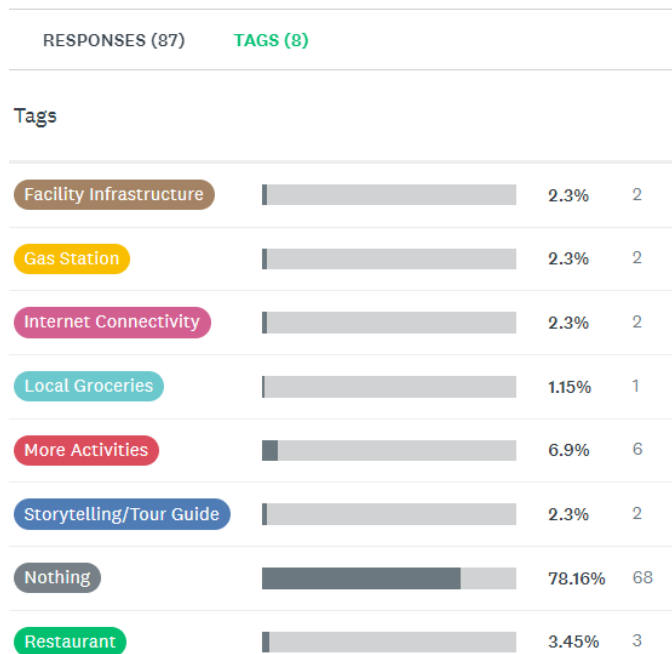
Answered: 105 Skipped: 1



Survey participants indicated that they most enjoyed immersing themselves in the Cape Breton - Unama'ki culture at Baile nan Gàidheal | Highland Village. This was followed by the scenic views and learning about Cape Breton - Unama'ki history.

What do you feel could be improved to enhance the Highland Village experience?

Answered: 87 Skipped: 19



When asked for ideas to improve or enhance Baile nan Gàidheal | Highland Village, the majority of visitors do not come up with any ideas. This is not uncommon for this type of open-ended question which requires a little more effort from participants to imagine how to improve an attraction. If the participant had not directly encountered a problem or need (lack of a cell signal, need to buy gas, no place to eat), then they are unlikely to come up with potential improvements. The most common improvement mentioned by visitors was that they wanted more activities (7%). This was followed by a place to eat and providing storytelling or tour guides.

For a future survey, the potential enhancements and improvements should be listed, and visitors can select which of the suggested changes they would most like to see.

Net Promotor Score

A Net Promotor Score (NPS) is a common method for measuring the attitudes that customers have towards a product or service. NPSs are often used to compare similar products or services, or as a key performance indicator to show changes in customer attitudes over time. Destination Canada uses Net Promotor Score Rankings as a performance indicator in their 2021 – 2025 Corporate Plan.

To determine the Net Promotor Score for a destination, visitors are asked to rate the likelihood of them recommending visiting the destination to a friend or colleague on a scale of 1-10. Respondents who select 9 or 10 are considered “Promoters”. Respondents who select 7 or 8 are “Passives”, and respondents who select 0-6 are “Detractors”. The Net Promotor Score is calculated by subtracting the percentage of detractors from the percentage of promoters.

A total of 106 Baile nan Gàidheal | Highland Village visitors participated in the 2023 Net Promotor Score survey question. Of those, 82 (77.3%) were promoters and 0 (0%) were detractors. This results in a Net Promotor Score for Highland Village of **77.3**.

The Baile nan Gàidheal | Highland Village NPS score can be contrasted with the general Cape Breton - Unama'ki visitor NPS. In July 2023 a general visitor experience survey was conducted of visitors to Cape Breton Island. This survey was conducted at popular tourist destinations across Cape Breton - Unama'ki. The Cape Breton - Unama'ki Visitor Experience Survey was conducted by the same team of Graduate Research Assistants as the 2023 Baile nan Gàidheal | Highland Village Visitor Experience Survey. In the July 2023 survey of general visitors to Cape Breton - Unama'ki, 209 participants answered a NPS question. Of those respondents 158 were “Promoters”, 51 were “Passives”, and there were no “Detractors”. This produced a Net Promotor Score for Cape Breton - Unama'ki of 75.6.

For further comparison, relevant Net Promotor Scores include:

- 2023 Cape Breton – Unama'ki Cruise Ship Passengers = 37.96
- 2022 Cape Cape Breton - Unama'ki Ship Passengers = 38.36
- Overall Visitors to Canada = 47
- 2021 Visitors to Saskatchewan = 59
- Ontario Visitors to British Columbia = 63
- 2021 Visitors to British Columbia = 66
- 2021 Visitors to Yukon = 81
- 2023 General Cape Breton Visitors = 75.6



The question often arises, what constitutes a good Net Promoter Score? This will vary depending on the industry. For example, internet service providers have an average Net Promoter Score of -3, while hotels have an average score of 49 and insurance companies have an average score of 74. The 2023 Baile nan Gàidheal | Highland Village Visitor NPS of 77.3 is above that of both visitors' reactions to Cape Breton as a whole (75.6) and higher than the NPS for overall visitors to Canada (47).

As Baile nan Gàidheal | Highland Village implements changes to services, amenities, activities, prices, and policies, the Net Promoter Score can be used as a benchmark to determine the effects those changes have on customer satisfaction and the likely number of both repeat customers as well as new customers resulting from word of mouth. Net Promoter Scores can also indicate changes in customer demographics, expectations, and values over time.

Appendix

Do you live in Cape Breton Island?

ANSWER CHOICES	RESPONSES	
Yes	13.21%	14
No	86.79%	92
TOTAL		106

How did you travel to Cape Breton Island?

ANSWER CHOICES	RESPONSES	
Car (Land)	80.95%	85
Plane (Air)	8.57%	9
Ship/Boat (Sea)	10.48%	11
TOTAL		105

Would you describe yourself as an independent traveler who chooses their own destination or a part of a pre-arranged package tour?

ANSWER CHOICES	RESPONSES	
Independent or Self-guided	86.79%	92
Pre-arranged Package	13.21%	14
TOTAL		106

How long have you been on Cape Breton Island?

ANSWER CHOICES	RESPONSES	
One day or less	7.55%	8
Two to three days	68.87%	73
Four to seven days	14.15%	15
One to two weeks	8.49%	9
More than two weeks	0.94%	1
TOTAL		106

How long in total are you planning on staying on Cape Breton Island?

ANSWER CHOICES	RESPONSES	
One day or less	3.77%	4
Two to three days	13.21%	14
Four to seven days	65.09%	69
One to two weeks	14.15%	15
More than two weeks	3.77%	4
TOTAL		106

How would you rate your interactions with the staff at Highland Village?

ANSWER CHOICES	RESPONSES	
Very negative	0.00%	0
Negative	0.00%	0
Neutral	0.00%	0
Positive	23.58%	25
Very positive	76.42%	81
I did not interact with anyone.	0.00%	0
TOTAL		106

How do you feel about the number of people working at Highland Village?

ANSWER CHOICES	RESPONSES	
There are not enough.	2.83%	3
There are just enough.	84.91%	90
There are more than enough.	3.77%	4
I have no opinion on this.	8.49%	9
TOTAL		106

How do you feel about the number of activities and events at Highland Village?

ANSWER CHOICES	RESPONSES	
There are not enough.	12.26%	13
There are just enough.	62.26%	66
There are more than enough.	3.77%	4
I have no opinion on this.	21.70%	23
TOTAL		106

How do you feel about visiting this region of Cape Breton during the winter?

ANSWER CHOICES	RESPONSES	
I would not consider	36.79%	39
I might or might not consider	62.26%	66
I would definitely consider	0.94%	1
TOTAL		106