

2023 Baddeck Area Business and Tourism Association Visitor Experience Survey Results

Survey Overview

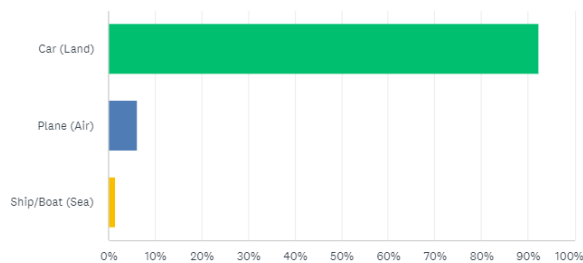
The 2023 Baddeck Visitor Experience Survey was conducted in July and August of 2023 to collect information related to the experiences of visitors to the Village of Baddeck in Cape Breton - Unama'ki. The survey contained 9 questions. Data was collected at the Village of Baddeck by trained graduate students in Cape Breton University's Master of Business Administration in Community Economic Development program. By the close of the survey, it had been completed by 65 participants visiting from outside of Cape Breton – Unama'ki.

Survey Results

Survey results are broken down by question and, when appropriate, comparisons are drawn with the results from the general 2023 Cape Breton – Unama'ki Visitor Experience Survey. The report(s) from the island-wide visitor experience surveys can be found on the Cape Breton Island Tourism Training Network's website (<https://www.cbtourismworks.ca/>).

How did you travel to Cape Breton Island?

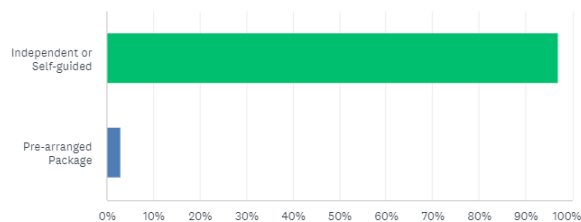
Answered: 65 Skipped: 0



92% of visitors to Baddeck came to Cape Breton Island over land by way of a private vehicle. Only 6% flew into Cape Breton – Unama'ki by way of Sydney Airport. The results for Baddeck are about 10% higher towards the use of cars than either the general Cape Breton Island visitor results or the results for Highland Village, both of which consist of about 80% of visitors arriving to Cape Breton – Unama'ki by car.

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

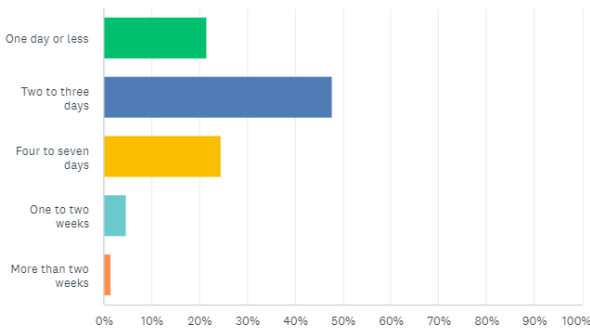
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About 97% of visitors to Baddeck describe themselves as independent or self-guided. Only 3% were part of a pre-arranged package tour. For the general visitor population and visitors to Highland Village, the percentage of visitors who were part of a pre-arranged package tour was about 13%. This suggests that there is potential for strengthening partnerships with tour organizers to include Baddeck as a regular stop on planned itineraries.

How long have you been on Cape Breton Island?

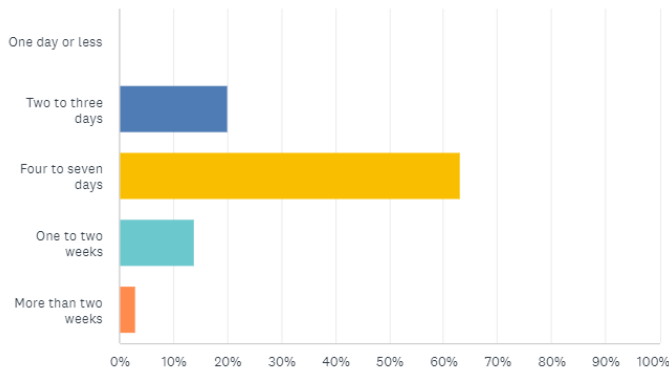
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Visitors to Baddeck were asked about the length of time they had been on Cape Breton – Unama’ki for at the time of the survey. This allows for filtering survey answers by length of time visitors have spent on Cape Breton – Unama’ki. The length of time visitors had been on Cape Breton – Unama’ki at the time of their participation in this survey in Baddeck was in line with the general survey’s results.

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

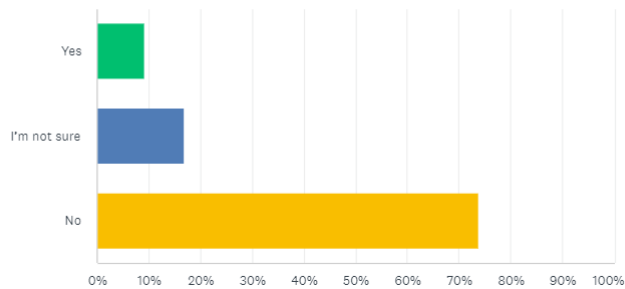
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The results for total planned length of trip for visitors to Baddeck was similar to the responses in the general survey with most participants (63%) planning on spending four to seven days in Cape Breton – Unama’ki.

Do you feel your experience at Baddeck has been impacted by shortages in staff and labour?

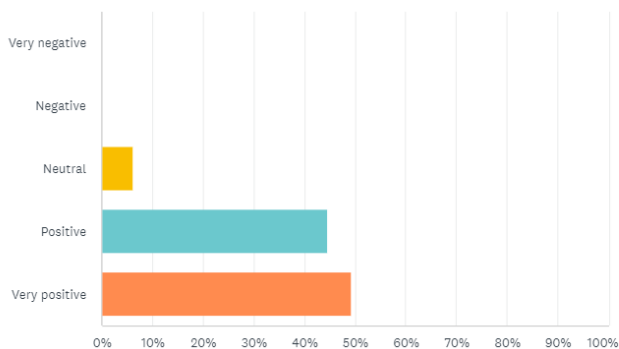
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Almost 10% of visitors to Baddeck reported that they perceived shortages in staff and/or labour. This is slightly higher than the overall general responses across Cape Breton – Unama’ki which was 7.1%.

How would you rate the customer service you have received at Baddeck?

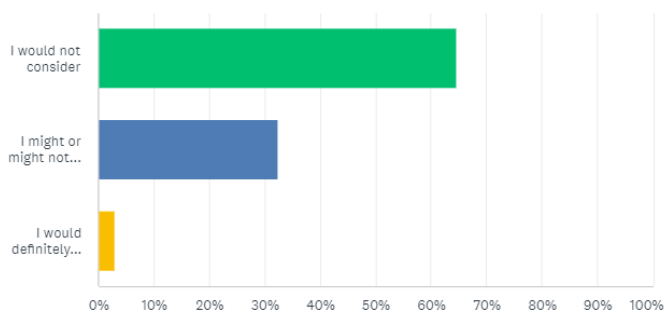
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The vast majority (94%) of visitors to Baddeck rated their customer service interactions as either positive (44.6%) or very positive (49.2%). While these results are extremely strong, they are slightly lower than the results for the general visitor survey across Cape Breton – Unama’ki which had 38% rating customer service interactions as positive and 60.6% as very positive.

How do you feel about visiting Baddeck during the winter?

Answered: 65 Skipped: 0



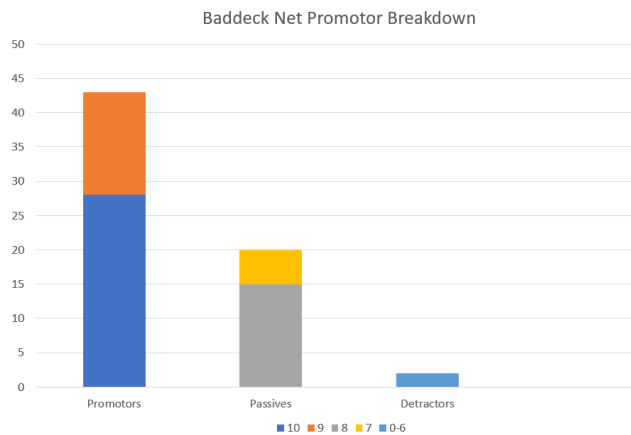
Baddeck is currently not seen by summer visitors as a winter destination. The majority of Baddeck’s summer visitors (64%) would not consider visiting Baddeck during the winter. In comparison, when visitors across Cape Breton – Unama’ki were asked how they felt about visiting Cape Breton during the winter, only 24.6% responded that they would not consider visiting during the winter. About one-third of visitors to Baddeck indicated that they were unsure about visiting Baddeck during the winter. For the general Cape Breton – Unama’ki survey, 63.5% of respondents were unsure about visiting Cape Breton during the winter.

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.

On a scale of 1-10, how likely are you to recommend visiting Baddeck to a friend or colleague?

Answered: 65 Skipped: 0



For the Net Promotor Score, visitors are asked to rate on a scale of 1-10 the likelihood for them to recommend visiting the destination to a friend or colleague. 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.

Baddeck NPS Calculation

Score	# of Responses	Promoters & Detractors	Percentages	Net Promoter Score
10	28	43	66.1%	63.1
9	15			
8	15			
7	5			
6	0	2	3.0%	
5	0			
4	2			
Total	65			

In the summer of 2023, 43 survey respondents were promoters of Baddeck, 20 were passives, and 2 were detractors. **The Net Promoter Score for visitors to Baddeck is 63.1.** For comparison, other relevant Net Promoter Scores include:

- General 2023 Summer Visitors to Cape Breton = 75.6
- 2022 Cape Breton Cruise Ship Passengers = 38
- Overall Visitors to Canada = 47
- 2021 Visitors to Saskatchewan = 59
- Ontario Visitors to BC = 63
- 2021 Visitors to British Columbia = 66
- 2021 Visitors to Yukon = 81

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 Baddeck Visitor NPS of 63.1 is below that of visitors' overall reactions to Cape Breton as a whole (75.6) but higher than the NPS for overall visitors to Canada (47).

As the Village of Baddeck and nearby tourism destinations implement changes to services, amenities, activities, promotions, training, 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.

Net Promoter Scores between 70 and 100 are considered excellent. The Baddeck Net Promoter Score is very good and is similar to the NPS for other destinations such as British Columbia and Saskatchewan.

Conclusion

This report represents a brief glimpse into the experiences and attitudes of visitors to the Village of Baddeck and can be used as a starting point for future visitor and operator surveys. For future surveys other areas of exploration may include the motivations for Cape Breton – Unama'ki visitors to stop in Baddeck, the effectiveness of advertising campaigns, visitor values, activities or products that are desired and missing in Baddeck, and potential off-season draws that could expand the Baddeck tourism season.



For any questions regarding this survey or other Cape Breton - Unama'ki tourism research or related questions, please contact Dr. Darren Downing (Darren_Downing@cbu.ca) Research Lead at the Cape Breton Island Tourism Training Network.

Appendix

How did you travel to Cape Breton Island?

ANSWER CHOICES	RESPONSES	
Car (Land)	92.31%	60
Plane (Air)	6.15%	4
Ship/Boat (Sea)	1.54%	1
TOTAL		65

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

ANSWER CHOICES	RESPONSES	
Independent or Self-guided	96.92%	63
Pre-arranged Package	3.08%	2
TOTAL		65

How long have you been on Cape Breton Island?

ANSWER CHOICES	RESPONSES	
One day or less	21.54%	14
Two to three days	47.69%	31
Four to seven days	24.62%	16
One to two weeks	4.62%	3
More than two weeks	1.54%	1
TOTAL		65

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

ANSWER CHOICES	RESPONSES	
One day or less	0.00%	0
Two to three days	20.00%	13
Four to seven days	63.08%	41
One to two weeks	13.85%	9
More than two weeks	3.08%	2
TOTAL		65

Do you feel your experience at Baddeck has been impacted by shortages in staff and labour?

ANSWER CHOICES	RESPONSES	
Yes	9.23%	6
I'm not sure	16.92%	11
No	73.85%	48
TOTAL		65

How would you rate the customer service you have received at Baddeck?

ANSWER CHOICES	RESPONSES
Very negative	0.00% 0
Negative	0.00% 0
Neutral	6.15% 4
Positive	44.62% 29
Very positive	49.23% 32
TOTAL	65

How do you feel about visiting Baddeck during the winter?

ANSWER CHOICES	RESPONSES
I would not consider	64.62% 42
I might or might not consider	32.31% 21
I would definitely consider	3.08% 2
TOTAL	65