

## Interview & Survey Results for Nova Scotia as a superyacht destination

*22<sup>nd</sup> June 2018*

### Introduction

20 charter yacht brokers have been interviewed over the past couple of weeks to find out their opinion on Nova Scotia, Canada as a superyacht destination. We are pleased to share the report of responses with you and provide you with this insightful superyacht crew knowledge.

### Summary of Interview Responses

#### 1. Do you consider Nova Scotia, Canada to be a yachting destination for superyachts?

The opinion regarding this question goes into various directions from the brokers side. 8 of them answered with yes, as there have been yachts in Nova Scotia before and because of New England being so close as a popular yachting destination for Superyachts. They believe Nova Scotia could attract yachts as well, especially for people who are looking for something different, an adventure in a natural environment. 5 brokers had a neutral opinion and 7 brokers do not think that it can be considered a yachting destination for Superyachts.

Brokers who answered the question with no, explained that there is a lack of interest from the clients who would visit a destination like Nova Scotia, as they usually prefer to go to warmer places. One broker mentioned that she would not consider it a destination for superyachts, as legally many yachts are not allowed to charter there. Other brokers would not consider Nova Scotia because they mainly focus on charters in the Mediterranean.

#### 2. Have your clients ever asked for itineraries for Nova Scotia?

All brokers except for one, have never been asked to create an itinerary for Nova Scotia.

#### 3. How would you describe Nova Scotia?

Brokers described Nova Scotia as a very natural destination with beautiful landscapes that is great for the clients who are looking for exploration and something active and adventurous. They mentioned that there is a cold destination with a beautiful rugged coastline and dramatic tides during the day. Moreover, it is a great place to play golf or go hiking and fishing. 4 brokers were not able to give a statement on this matter, as they did not know Nova Scotia well.

#### **4. Would you recommend Nova Scotia as a destination to your clients?**

12 out of the brokers that participated in the interviews would like to recommend Nova Scotia as a charter destination to their clients, if it is a type of client who is interested in the more natural and adventurous charter.

Some brokers would not feel comfortable recommending a destination they only have very limited knowledge of and would not do so unless they would have more information, perhaps even from a contact person onsite, to the chance to get to know the area better.

#### **5. Would you have any reservations about sending a superyacht to this destination?**

10 brokers said they would have no reservations about sending a superyacht to Nova Scotia. However, it is very important for them to be able to have enough information about the destination, as they must think about matchmaking whether it would be suitable for the client and if there are enough facilities onsite to support a superyacht.

Some brokers have reservations, as they have never visited the destination and because of the fact that they don't see interest of clients in Nova Scotia.

#### **6. Statement: "Yachts are looking for new destinations to visit" Do you agree? Rate from 1 – 5 (1 being strongly disagree and 5 being strongly agree)**

- 11 brokers answered with the number 5
- 6 brokers answered with the number 4
- 2 brokers answered with the number 3
- 1 broker answered with the number 2

#### **7. Who would you consider the primary market of superyachts that would visit Nova Scotia?**

The brokers that have been interviewed believe that the primary market of superyachts would be motor yachts, sailing yachts and expedition yachts.

Brokers that had very limited knowledge about Nova Scotia, were not able to give an opinion on that question.

#### **8. Are you interested in receiving information about Nova Scotia as a yachting destination?**

On this matter all the brokers shared the same opinion, which was a strong yes. They would like it very much to receive further information about Nova Scotia as a yachting destination for superyachts.

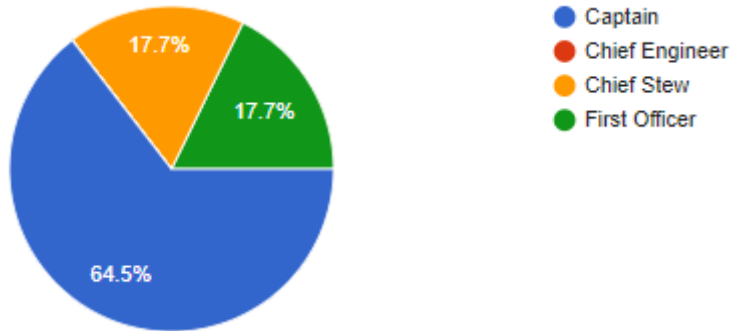
## Conclusion

It can be concluded that the majority of brokers have an inadequate knowledge about Nova Scotia as a yachting destination. This can be seen from the 12 out of 20 brokers who indicated to not consider Nova Scotia as a yachting destination at the moment, due to the lack of popularity of the region. However, they made it clear that they believe the destination has potential to become trendy as clients have developed a great interest in exploring new yachting destinations. Moreover, these interviews made the brokers curious about the region. They are looking forward to receiving in-depth information about the destination for themselves and stated that they would share the information with their colleagues and further distribute it to clients.

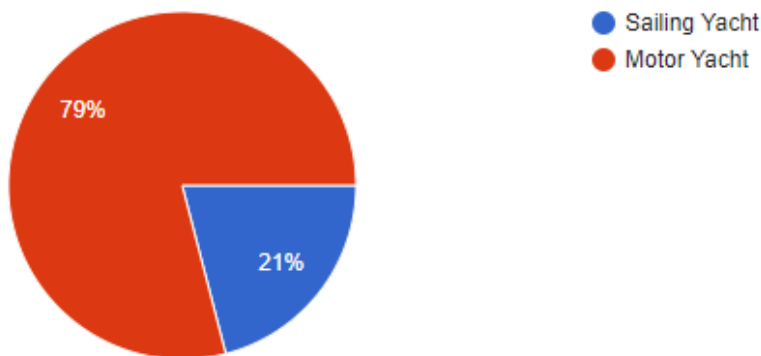
## Survey Results for Nova Scotia as a superyacht destination

100 responses from superyacht crew have been collected in the past weeks. The surveys were answered by Captains, Chief Stews and First Officers of our ACREW membership platform.

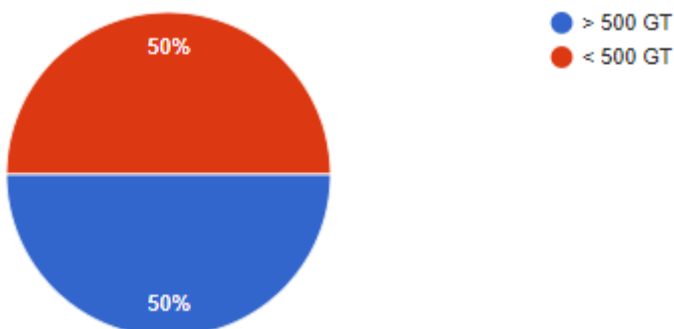
What is your position onboard?



Are you working onboard a Sailing Yacht or Motor Yacht?



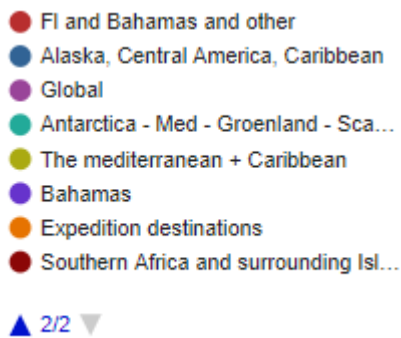
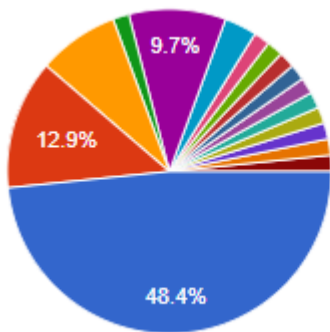
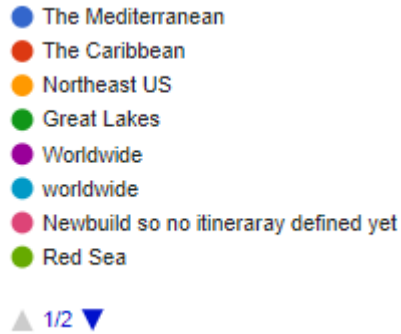
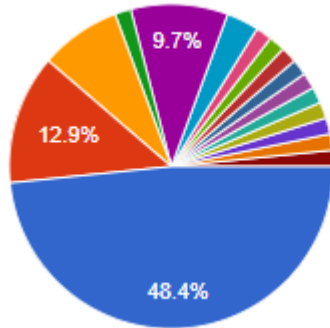
What is your tonnage?



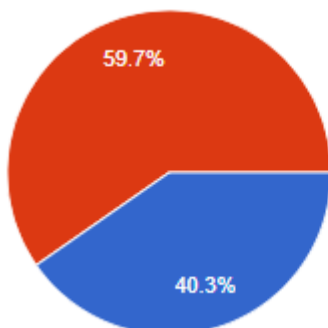
What is your vessel length? (Please indicate feet or metres)

No. 1 - 50	0m-50m	0ft -154ft	No. 51 - 100	50m-120m	154ft - 393ft
1	12-20m	39ft - 65ft	51	50m	154ft
2	17m	55ft	52	54m	177ft
3	17m	55ft	53	55m	180ft
4	20m	65ft	54	55m	180ft
5	20m	65ft	55	55m	180ft
6	20m	65ft	56	55m	180ft
7	20m	65ft	57	56m	183ft
8	22m	72ft	58	56m	183ft
9	22m	72ft	59	56m	183ft
10	22m	72ft	60	56m	183ft
11	22m	72ft	61	56m	183ft
12	24m	78ft	62	56m	183ft
13	25m	82ft	63	60m	196ft
14	25m	82ft	64	60m	196ft
15	25m	82ft	65	60m	196ft
16	26m	85ft	66	62m	203ft
17	32m	104ft	67	67m	219ft
18	32m	104ft	68	67m	219ft
19	32m	104ft	69	67m	219ft
20	32m	104ft	70	68m	223ft
21	32m	104ft	71	68m	223ft
22	37m	121ft	72	73m	239ft
23	37m	121ft	73	73m	239ft
24	38m	124ft	74	73m	239ft
25	39m	128ft	75	74m	242ft
26	39m	128ft	76	77m	252ft
27	40m	131ft	77	77m	252ft
28	40m	131ft	78	80m	262ft
29	42m	137ft	79	80m	262ft
30	42m	137ft	80	86m	282ft
31	42m	137ft	81	86m	282ft
32	43m	141ft	82	87m	285ft
33	43m	141ft	83	87m	285ft
34	43m	141ft	84	87m	285ft
35	43m	141ft	85	88m	288ft
36	45m	147ft	86	88m	288ft
37	45m	147ft	87	89m	292ft
38	45m	147ft	88	92m	301ft
39	46m	151ft	89	92m	301ft
40	46m	151ft	90	96m	314ft
41	46m	151ft	91	96m	314ft
42	47m	154ft	92	100m	328ft
43	47m	154ft	93	100m	328ft
44	47m	154ft	94	100m	328ft
45	47m	154ft	95	100m	328ft
46	49m	160ft	96	107m	351ft
47	50m	164ft	97	107m	351ft
48	50m	154ft	98	107m	351ft
49	50m-60m	164ft - 196ft	99	120m	393ft
50	50m	154ft	100	120m	393ft

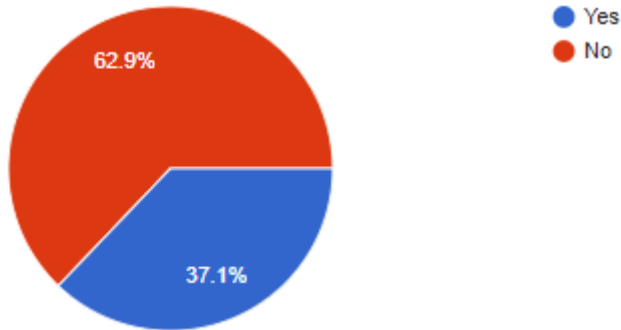
## Where is your main itinerary?



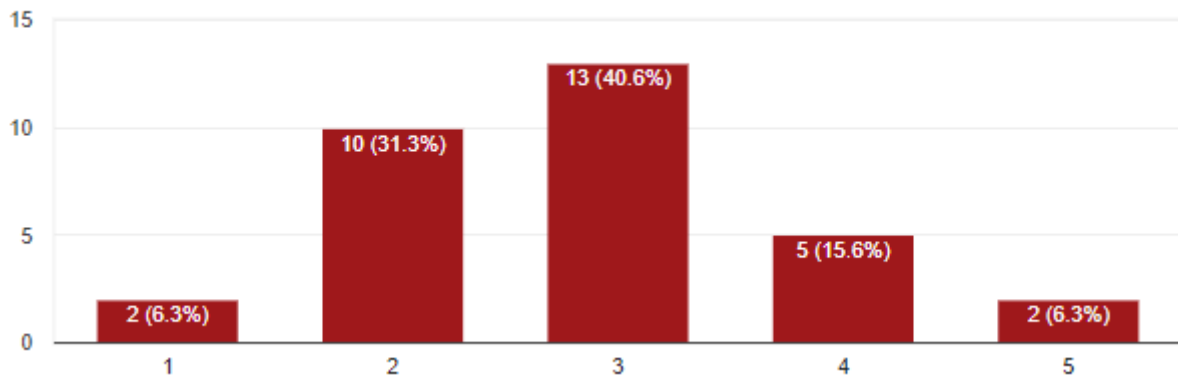
## Have you ever cruised to Nova Scotia in Canada?



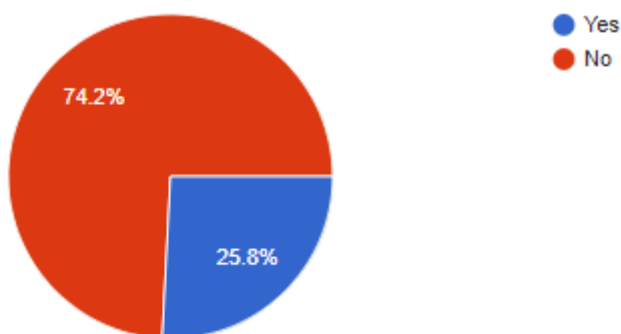
If yes, did you feel Nova Scotia provides enough facilities for superyachts?



How would you rate the superyacht facilities in Nova Scotia in terms of access and quality?  
 1= There were not many facilities, 5= The facilities were very accessible and could fit any size of yacht



Have you ever been to Nova Scotia apart from cruising to it?



Norway is becoming more and more popular as a yachting destination for yachts. Do you think Nova Scotia could become popular for yachts? Please specify:

No. I find it a popular spot for Canadian mainland tourists. They were very friendly. I docked beside Derrick Hatfield and his wife Patianne who horrendously rude to me and made trying to dock in Lunenburg a nightmare.

Can be. There is a growth in owners that want to be more exploring. However I don't know the area, so it is difficult to answer your questions. Maybe better that you send info first about the area and facilities etc. to make respondents able to answer your questions.

I don't think so... not really sunny place

I hope So. Would really like to bring Guests there

I wouldn't compare NS to Norway but yes, it's a beautiful area and definitely worth cruising. We spent the summer of 2015 up there and will be there this summer. Halifax is a great destination and has plenty going on if you enjoy quiet seaside towns and lots of nature. The infrastructure isn't set up yet for yachting but the potential is certainly there.

yes definitely

Not sure never been to Nova Scotia, Norway is a great place to cruise sure the same can be for Nova Scotia it looks amazing in pictures!

Yes, definitely.. on the bucket list

Depends on quality and availability of shore based activities for guests

Yes absolutely, especially in the fall where the colours are beautiful. The coastline is also beautiful and has many bays harbours where yachts could call. However these need to be publicised and maybe compiled exhaustively in some sort of guidebook....

Yes

Yes as it's the perfect stopping point for the northwest passage and I feel yacht owners are becoming more adventurous

Yes but check your question

Great cruising ...but more for the discovery type vessel,

After reading Farley Mowats the boat that would not float I think it could

Yes . However a short season and not too much swimming

No

Yes

Yes. Have heard great things about it and we have personally loved Norway, Iceland, Jan Mayen and Greenland.

YES

Yes

Yes, it is all about the marketing and facilities

Yes

Of course

Yes

Yes

Yes for yachts as specified below.

Yes, beautiful area, very welcoming people. Easy access to New Foundland it could be if there are favourable conditions for mooring



Great area for visit

Yes

Yes, lots of beautiful bays and some wonderful beaches!

Quaint

Yes

Yes, but requires more facilities in outlying areas

Yes

Yes, I also feel that most visiting yachts dont expect Med style marinas.

Yes, though Greenland has a different appeal

I don't know

Yes, great cruising like Maine.

Absolutely also the Lake District.

Probably, owners like some adventure

Yes- I've been to both with M/Y's = both are overlooked by regular criusers - NS is actually far more accessible from NE USA than Norway is from Med. resistance to NS is that it is not in the USA, and it's not very dissimilar from Maine, though it's less crowded, more beautiful, and more interesting

Nova Scotia has lots to offer. I particularly like the lack of lobster pot markers whence across the border from Maine.

Probably, owners like some adventure

Sure if they don't get greedy with their fee's

I have not researched it, our vessel owners are conservative in their cruising plans, always the same.

Yes. Remote unspoiled destinations are increasingly in demand. Climate change will also have an impact with certain places becoming too hot for portions of the year.

YES

Yes

Yes, for owner's who like to get off the beaten path

Yes

It depends on what type of outdoor activities are on offer for owners, guests and crew. Nature, fishing, hiking etc...

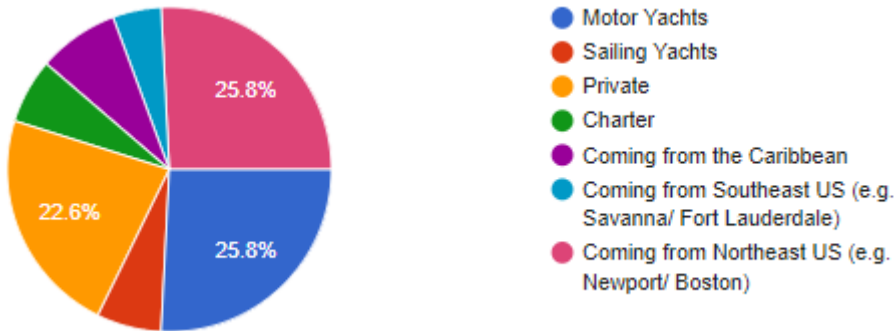
maybe

Yes, it is

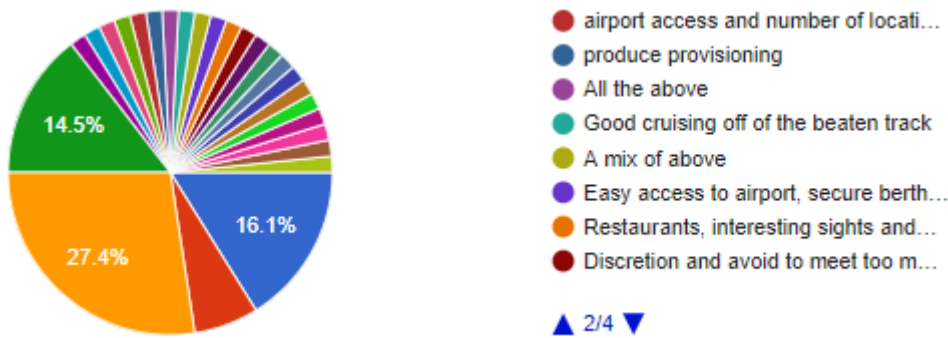
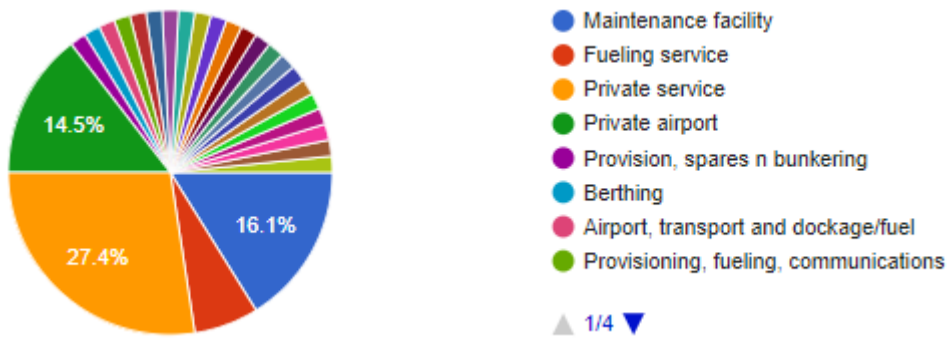
Considering the weather and facilities I will say YES more or less like Norway

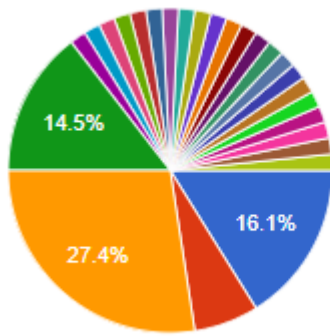
Could be

Which yachts do you think would be the primary visitors for the Nova Scotia region?



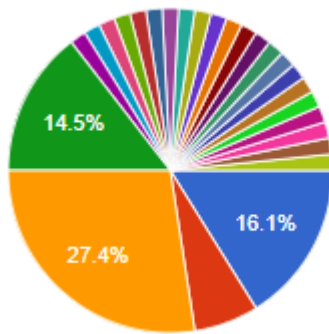
What services are critical to your decision making when choosing an itinerary





- More than 1: AirPort in general, pro...
- All of the above and more
- Dockage for large yachts
- Depends on Guest Preferences
- Deep water, protected harbours and...
- Provisioning and fueling
- All of the above
- Crew privilage and private service

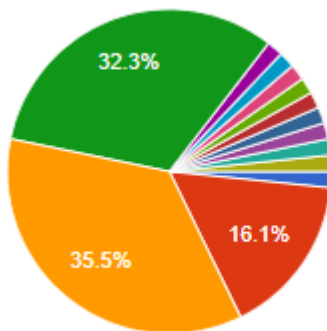
▲ 3/4 ▼



- Making it easy to cruise..customs ..supplies ..shore support.
- Provisioning

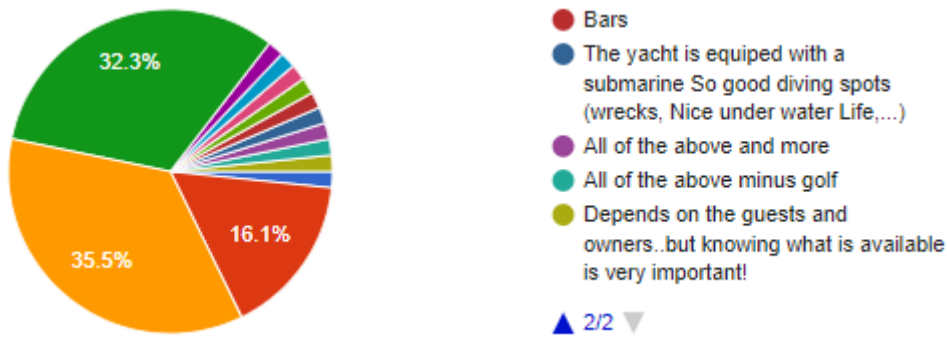
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What recreational and entertainment opportunities do you look for once you reach a destination?



- Golf
- Culinary
- Historical/ Culture
- Adventure
- Adventure, history and culture
- most of these. History/culture, shop...
- All the above
- All of the above

▲ 1/2 ▼



Are you interested in receiving information about Nova Scotia as a yachting destination? We can send you a Boating Guide for Nova Scotia if you leave your email address here:

25 Crew have received the Boating Guide.

## Conclusion

The online surveys were answered by 65 % Captains, 18 % First Officers and 18 % Chief Stews. 79% are onboard motor yachts while 21% are onboard sailing yachts which cruise mainly the Mediterranean, Caribbean and the northern part of the USA. 40% of the responses have cruised to Nova Scotia already, of this 40%, 62,9 % of them share the opinion that Nova Scotia does not provide enough facilities to support a superyacht. Nonetheless, they believe that if the marketing and facilities are improved, there would be a great potential for Nova Scotia to become a superyacht destination, especially for motor yachts. It can be seen that the destination is easily reached from the north of the USA, this makes it very accessible for yachts coming from that region. Finally, the research shows that Nova Scotia is known for its wide spectrum of recreational activities such as adventure, cultural/historical and culinary experiences, which are very attractive to yachts and if well promoted can lead to an increase in them visiting.