

Nova Scotia Tourism Indicators December 2015



Data as of January 25th, 2015

2015 Tourism Visitation

	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Visitor Entries ('000s)													
<u>Road Visits by Entry Point*</u>	1,438	54	48	64	81	107	138	262	267	142	110	87	78
% Change from same period 2014	9	-13	-8	1	2	9	18	14	8	21	10	18	6
<i>Amherst/Tidnish</i>	1,222	52	47	62	77	96	113	209	210	108	95	81	72
% Change from same period 2014	9	-13	-7	2	3	10	15	13	8	17	10	18	6
<i>North Sydney</i>	51	1	1	1	3	4	5	10	11	6	4	3	2
% Change from same period 2014	0	-16	-15	-32	-18	-3	-1	8	-6	43	-8	3	4
<i>Digby</i>	37	0	0	1	1	2	4	9	9	5	3	1	2
% Change from same period 2014	31	-17	-64	-13	4	21	13	34	26	75	94	68	28
<i>Caribou</i>	106					6	12	28	29	18	8	3	1
% Change from same period 2014	23					10	53	23	17	32	10	15	-13
<i>Yarmouth</i>	23						4	7	7	4	1		
% Change from same period 2014	-2						48	16	-16	0	-23		
<u>Air Visits by Entry Point</u>													
<i>Halifax Stanfield International Airport</i>	631	38	25	33	39	46	55	82	104	75	64	38	33
% Change from same period 2014	-2	3	-1	-2	14	-3	-8	-2	-2	4	-8	-5	-12
<u>Total Visitors</u>	2,069	92	74	97	120	153	193	344	370	216	174	126	111
% Change from same period 2014	6	-7	-5	0	6	5	9	10	5	14	3	9	0
Cruise Ship Passenger Visits ('000s)													
Halifax	222						24			118		81	
% Change from same period 2014	2						-3			12		-8	
Cape Breton	89					9	8	10	7	27	29		
% Change from same period 2014	8					27	-26	-2	-18	26	13		
Airport Activity (thousands, '000s)													
Enplanements	1,852	115	120	151	166	153	153	187	212	174	161	124	136
% Change from same period 2014	1	-1	0	-2	-1	-1	2	4	4	7	-2	-1	1

Definitions

VISITOR ENTRIES

The estimated number of visitors who came to Nova Scotia by road or air and stayed for at least one night (by entry point). Residents of Nova Scotia traveling within the province are not included in this calculation. Source: *Tourism Nova Scotia*

CRUISE SHIP PASSENGER VISITS

Defined as the number of passenger visits by cruise ships to the ports of Halifax and Sydney. Source: *Halifax Port Authority and Sydney Ports Corporation*
Note: In 2014 the Halifax Port Authority transitioned from monthly to quarterly reporting.

AIRPORT ACTIVITY

The number of people boarding planes at the Halifax Stanfield International Airport. Includes visitors to Nova Scotia, residents of Nova Scotia and travelers transferring to other flights. Source: *Halifax International Airport Authority*.

Totals may not add because of rounding

NS Accommodation Activity¹

	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Fixed Roof Accommodations													
South Shore													
Occupancy Rate (%)	41	20	26	28	26	31	40	63	71	60	43	28	22
% Point Change from same period 2014	2	-6	2	5	2	-1	2	5	-1	8	5	0	-2
Room Nights Sold ('000s)	174	6	7	9	8	12	17	28	31	25	17	9	6
% Change from same period 2014	-1	-33	-3	6	-5	-7	1	3	-5	11	8	-5	-8
Halifax Metro													
Occupancy Rate (%)	61	41	53	61	64	50	61	71	76	85	66	58	42
% Point Change from same period 2014	0	-4	-3	3	3	-6	-1	2	2	10	-2	-2	2
Room Nights Sold ('000s)	1,359	69	83	105	106	117	132	160	158	144	115	98	72
% Change from same period 2014	0	-10	-3	2	2	-8	-2	2	3	12	-5	-6	2
Eastern Shore													
Occupancy Rate (%)	30	7	8	8	12	15	30	44	47	47	33	21	6
% Point Change from same period 2014	3	1	3	-5	-2	-1	4	4	-3	8	7	-2	-4
Room Nights Sold ('000s)	17	0.2	0.2	0.2	0.3	0.7	2	3	4	3	2	0	0
% Change from same period 2014	-5	2	2	-61	-40	-30	6	3	-12	13	7	-30	-53
Cape Breton													
Occupancy Rate (%)	46	25	26	35	30	29	39	64	71	60	49	39	30
% Point Change from same period 2014	4	0	-2	4	1	1	4	7	4	6	2	4	3
Room Nights Sold ('000s)	400	12	11	17	15	21	40	70	77	61	44	19	13
% Change from same period 2014	2	-13	-14	0	-5	-6	8	9	2	8	-3	6	3
Northumberland Shore													
Occupancy Rate (%)	41	29	37	41	37	32	33	52	44	60	49	44	31
% Point Change from same period 2014	2	-4	-1	4	0	7	6	5	-14	2	1	5	1
Room Nights Sold ('000s)	198	8	9	11	10	19	20	32	28	23	17	12	8
% Change from same period 2014	4	-12	-1	10	-3	26	10	11	-6	4	-2	11	1
Bay of Fundy & Annapolis Valley													
Occupancy Rate (%)	37	27	32	36	34	24	30	44	47	57	45	35	26
% Point Change from same period 2014	1	4	5	4	4	0	0	-4	-3	8	4	-1	1
Room Nights Sold ('000s)	317	13	14	17	16	23	33	52	51	41	29	17	11
% Change from same period 2014	4	8	10	4	2	-9	17	-1	0	16	9	-4	1
Yarmouth & Acadian Shores													
Occupancy Rate (%)	44	24	36	33	32	31	43	60	72	66	48	42	28
% Point Change from same period 2014	4	0	9	4	1	2	5	2	4	8	2	7	-1
Room Nights Sold ('000s)	66	3	4	4	4	4	6	9	10	9	7	5	3
% Change from same period 2014	7	-7	23	5	-4	4	11	5	6	13	5	24	-2
Province													
Occupancy Rate (%)	50	33	42	48	47	38	45	61	65	69	54	48	35
% Point Change from same period 2014	2	-2	0	4	3	-1	1	2	-1	8	1	0	2
Room Nights Sold ('000s)	2,531	110	128	163	159	197	250	354	359	307	231	159	115
% Change from same period 2014	1	-10	-2	3	0	-5	3	4	1	11	-1	-2	1
Province outside of Halifax													
Occupancy Rate (%)	41	25	30	35	31	28	35	55	58	59	46	37	27
% Point Change from same period 2014	2	-1	2	4	2	2	3	2	-3	6	3	2	1
Room Nights Sold ('000s)	1,172	41	45	58	53	80	118	194	201	163	116	61	42
% Change from same period 2014	3	-11	-1	4	-3	-1	10	5	-1	10	2	3	0

Totals may not add because of rounding

¹Data reported when accommodation reporting rate is 85% - subject to change as reporting rate increases.

<i>Fixed Roof Accommodations (cont.)</i>	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Average Room Rate⁴													
Average Room Rate (\$)	128	113	118	119	122	128	133	133	138	141	134	123	
% Change from same period 2014	5	4	4	5	6	3	3	5	7	7	6	6	
Accommodations Revenues Proxy (\$ 000)	\$317,687	\$12,206	\$14,938	\$19,163	\$19,123	\$24,296	\$31,966	\$45,649	\$47,606	\$40,501	\$29,567	\$19,111	\$13,559
% Change from same period 2014	7	-8	2	8	6	-2	7	10	9	17	6	4	6
Campground Activity													
Short-Term Occupancy Rate (%)	25					9	13	33	36				
% Point Change from same period 2014	0					-1	-1	4	-2				
Short-Term Site Nights Sold ('000s)	221					11	31	84	95				
% Change from same period 2014	1					1	-4	10	-5				
Total Occupancy Rate (%)	48					40	39	53	58				
% Point Change from same period 2014	0					1	-1	2	0				
Total Site Nights Sold ('000s)	679					88	145	210	237				
% Change from same period 2014	1					6	-3	1	2				

Definitions

ACCOMMODATION ACTIVITY

Accommodation Activity is available provincially, or broken-down by the seven tourism areas. *Source: Tourism Nova Scotia*

Room-Nights Sold: Estimated number of units sold each month; calculated based on reports submitted by all licensed fixed-roof accommodations (i.e. hotels, B&Bs, etc.) in Nova Scotia. A unit is normally one room. However, a cottage or suite containing two bedrooms or more is considered one rentable unit. At least 85% of licensed units available in each region must report before releasing the estimated room-nights sold. Estimates use the occupancy rate of the reporting properties to project room-nights sold for all available units.

Occupancy Rate: The percentage of estimated units that are occupied (sold) out of those available in the province. This rate is based on reports submitted by all licensed fixed-roof accommodations (i.e. hotels, B&Bs, etc.) in Nova Scotia.

Data includes Nova Scotians and people staying for non-tourism purposes

Totals may not add because of rounding

⁴ Source data is revised the following year by the provider

AVERAGE ROOM RATE

Average cost for selected hotels, as published monthly. Monthly data revisions reflected in cumulative average only. *Source: Pannell Kerr Forster Trends*

ACCOMMODATIONS REVENUES PROXY

This revenues proxy is calculated by multiplying the total number of room nights by the average room rate (using a Halifax Metro average room rate and balance of Nova Scotia room rate). *Source: Tourism Nova Scotia, Pannell Kerr Forster Trends.*

CAMPGROUND ACTIVITY

Occupancy Rate: The percentage of campsites that are occupied (sold) out of all campsites available in the province. This rate is based on reports submitted by all licensed campgrounds in Nova Scotia. *Source: Tourism Nova Scotia*

Total Site-Nights Sold: Number of campsites sold each month; calculated based on reports submitted by all licensed campgrounds in Nova Scotia. *Source: Tourism Nova Scotia*

Visitor Activities

Gallery Attendance ('000s)	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Art Gallery of NS	19	2	2	1	1	1	1	2	3	2	2	1	1
% Change from same period 2014	5	170	126	-30	62	-12	20	17	37	-5	-33	-43	-48
Mary E. Black Gallery (NS Centre for Craft & Design)	10	0.2	0.2	0.3	0.2	0.9	0.7	1.1	1.5	1.1	3.7	0.4	0.2
% Change from same period 2014	-25	3	-35	-26	-38	-62	-67	-27	5	22	1	-24	-47
Provincial Museum Attendance ('000s)													
Nova Scotia Museum	549.5	7.5	15.9	25.8	19.6	27.3	62.3	109.7	118.9	82.3	55.1	16.3	9.0
% Change from same period 2014	12	0	50	-33	64	19	2	30	18	1	3	48	5
National Park/Historic Site Attendance ('000s)													
Kejimikujik	33					3.0	4.8	9.1	10.1	5.6			
% Change from same period 2014	8					8	4	11	3	15			
Halifax Citadel	178	1	1	1	4	8	19	47	25	35	29	6	3
% Change from same period 2014	14	-15	-67	-71	-14	-4	1	17	9	50	45	-36	46
Fortress Louisbourg	76					2	8	21	24	14	7		
% Change from same period 2014	15					51	8	11	7	31	28		
Alexander Graham Bell	68					2	9	19	22	16			
% Change from same period 2014	22					54	25	15	27	19			
Information Enquiries ('000s)													
NS Information Centre Visitors Counselling	357	9	7	11	12	28	40	68	77	62	31	7	5
% Change from same period 2014	-19	-17	-21	0	-18	-9	-23	-21	-19	-14	-24	-36	-46
Local Information Centre Visitors Counselling	285					9	44	96	91				
% Change from same period 2014	-17					-27	10	14	-3				
Reservations	10.3	0.1	0.1	0.1	0.2	0.4	1.0	2.5	3.2	2.0	0.7	0.0	0.0
% Change from same period 2014	20	-46	7	75	54	51	101	3	37	0	9	-2	29
Literature Requests	56	5	8	8	8	7	6	5	4	1	1	1	1
% Change from same period 2014	-11	4	22	-13	-13	-19	-10	-17	-7	-38	-32	-37	-18
Website Activity (NovaScotia.com) ('000s)													
Visits	3,446	151	152	212	263	460	441	647	464	242	175	122	118
% Change from same period 2014	28	-2	-4	-22	16	86	11	67	51	16	29	17	22

Totals may not add because of rounding. Definitions on following page.

Definitions

GALLERY ATTENDANCE

Art Gallery of Nova Scotia: the number of paid admissions to the gallery each month. This does not include complimentary admissions, self-directed or other tours and openings or other special events.

Mary E. Black Gallery: the number of people admitted to the gallery each month. Part of the NS Centre for Craft and Design.

Source: AGNS & NSCCD

PROVINCIAL MUSEUM ATTENDANCE

Monthly attendance is reported for the Nova Scotia museum family of sites located throughout the province. Attendance numbers account for all visitors, including those attending for special functions, such as meetings and private events. Please note that some museum sites operate on a seasonal basis.

Source: NS Communities, Culture & Heritage

NATIONAL PARK & HISTORIC SITE ATTENDANCE

Kejimikujik National Park and Historic Site (does not include Seaside adjunct) & Cape Breton Highlands National Park: Visits reported are for the number of person-visits.

Note: August and September data is excluded due to a defect with the counter at the front gate.

Halifax Citadel National Historic Site: reports on monthly attendance. Attendance numbers account for all visitors, including those attending special functions, such as meetings and private events.

Fortress Louisbourg and Alexander Graham Bell Historic Sites: Visits reported include paid admissions.

Source: Parks Canada

GOLF ACTIVITY

Public green fee rounds at specific golf courses around the province.

Source: Golf NS Member Courses

*Note: Figures for past years may be modified retroactively to ensure that the numbers provided account for matching reported courses year to year.

INFORMATION ENQUIRIES

Nova Scotia Information Centre Visitors Counselling

Total number of visitors counselled at the NS Visitor Information Centres. Most centres are operated seasonally. VICs do not necessarily open on the same date every year.

Source: Tourism Nova Scotia

Local Information Centre Visitors Counselling

Total number of visitors counselled at local Visitor Information Centres. Most centres are operated seasonally and do not always open on the same date every year.

Source: Regional Tourism Industry Associations

Reservations and Enquiries

Total number of reservations and enquiries made through Tourism Nova Scotia's reservation system.

Source: Tourism Nova Scotia

WEBSITE ACTIVITY

Visits are the number of user sessions to the NovaScotia.com website.

Source: Tourism Nova Scotia