

Nova Scotia Tourism Indicators December 2016



Data as of February 21st, 2017

2016 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>	1,537	69	64	76	88	104	143	280	277	154	112	88	80
% Change from same period 2015	7	29	34	18	8	-2	3	7	4	9	2	1	3
<i>Amherst/Tidnish</i>	1,335	67	62	73	83	93	119	230	225	125	99	82	76
% Change from same period 2015	9	29	33	18	8	-3	5	10	7	15	4	1	5
<i>North Sydney</i>	51	1	1	2	3	4	6	10	11	5	4	3	2
% Change from same period 2015	2	0	21	44	10	-4	18	-3	-1	-12	9	2	-8
<i>Digby</i>	41	1	1	1	1	2	5	10	10	6	2	1	1
% Change from same period 2015	11	43	248	54	-4	-26	24	20	5	10	-10	11	-4
<i>Caribou</i>	95					7	11	25	26	15	7	3	1
% Change from same period 2015	-10					19	-5	-10	-11	-16	-17	-14	-30
<i>Yarmouth</i>	14						2	5	5	3			
% Change from same period 2015	N/A						N/A	-34	-24	-34			
<u>Air Visits by Entry Point</u>													
<i>Halifax Stanfield International Airport</i>	701	34	28	29	39	50	63	88	125	86	72	45	43
% Change from same period 2015	11	-9	10	-13	1	10	14	7	21	15	14	18	28
<u>Total Visitors</u>	2,238	104	92	105	127	154	205	367	402	240	184	133	123
% Change from same period 2015	8	13	25	8	6	1	7	7	9	11	6	6	11
Cruise Ship Passenger Visits ('000s)													
Halifax	238						25			123		91	
% Change from same period 2015	7						5			4		12	
Cape Breton	83					7	3	9	8	30	27		
% Change from same period 2015	-7					-24	-63	-8	26	11	-10		
Airport Activity (thousands, '000s)													
Enplanements	1,957	114	125	162	169	166	170	194	221	186	174	133	143
% Change from same period 2015	6	-2	4	7	2	9	11	4	4	7	8	7	6
Tourism Revenues Estimate (\$ 000)	\$2,593,800	\$116,800	\$109,400	\$142,500	\$180,800	\$190,900	\$235,400	\$362,300	\$408,000	\$282,100	\$231,300	\$163,300	\$171,100

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

AIRPORT ACTIVITY

The number of people boarding aircraft 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.

TOURISM REVENUES ESTIMATE

Estimated revenues from both non-resident and resident spending. Source: Tourism Nova Scotia

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 (%)	42	22	25	26	26	27	42	69	75	64	43	30	24
% Point Change from same period 2015	2	2	-1	-3	0	-4	2	6	5	4	0	2	3
Room Nights Sold ('000s)	179	6	6	8	8	11	18	30	33	27	16	9	7
% Change from same period 2015	4	10	-4	-10	1	-10	6	9	7	8	-2	4	14
Halifax Metro													
Occupancy Rate (%)	64	45	50	59	68	56	64	72	81	88	68	62	47
% Point Change from same period 2015	3	4	-3	-2	4	6	3	1	5	3	2	4	5
Room Nights Sold ('000s)	1,379	75	78	98	110	124	141	165	157	141	112	100	78
% Change from same period 2015	2	9	-7	-7	3	6	7	3	-1	-2	-2	3	8
Eastern Shore													
Occupancy Rate (%)	33	6	8	14	12	20	34	49	54	48	32	10	7
% Point Change from same period 2015	2	-1	0	7	0	6	4	5	6	2	-1	-11	1
Room Nights Sold ('000s)	18	0	0	0	0	1	2	4	4	3	2	0	0
% Change from same period 2015	6	-34	-3	70	-2	68	11	6	8	-1	-2	-51	13
Cape Breton													
Occupancy Rate (%)	53	28	33	36	38	33	45	73	79	67	57	46	34
% Point Change from same period 2015	7	4	8	1	8	4	6	9	8	7	9	8	5
Room Nights Sold ('000s)	461	11	14	16	19	27	46	79	86	70	53	23	17
% Change from same period 2015	16	-2	24	-5	27	25	15	13	12	15	23	27	29
Northumberland Shore													
Occupancy Rate (%)	40	38	42	43	41	26	27	41	50	65	48	39	29
% Point Change from same period 2015	-2	9	6	2	4	-6	-6	-11	6	5	0	-5	-2
Room Nights Sold ('000s)	194	9	9	10	11	15	20	31	29	25	17	11	8
% Change from same period 2015	1	11	4	-10	12	-17	1	-2	7	11	2	-7	-1
Bay of Fundy & Annapolis Valley													
Occupancy Rate (%)	38	23	30	33	38	21	30	48	48	62	44	39	27
% Point Change from same period 2015	0	-4	-3	-3	4	-3	0	4	1	5	-1	4	1
Room Nights Sold ('000s)	322	11	13	15	18	23	33	56	52	44	28	18	11
% Change from same period 2015	2	-16	-8	-12	10	-1	0	8	2	7	-3	6	-2
Yarmouth & Acadian Shores													
Occupancy Rate (%)	45	23	34	27	34	29	51	71	81	70	39	39	27
% Point Change from same period 2015	1	0	-3	-6	2	-2	8	11	9	4	-9	-4	-1
Room Nights Sold ('000s)	65	2	4	3	4	4	7	10	11	9	5	4	3
% Change from same period 2015	-1	-12	-9	-18	8	-8	16	16	10	1	-26	-14	-10
Province													
Occupancy Rate (%)	52	36	41	46	51	39	47	63	70	73	56	51	38
% Point Change from same period 2015	2	3	-1	-2	4	1	2	2	5	4	2	3	3
Room Nights Sold ('000s)	2,620	115	124	151	170	205	267	374	372	319	234	165	124
% Change from same period 2015	4	5	-3	-8	7	4	7	6	4	4	2	4	9
Province outside of Halifax													
Occupancy Rate (%)	44	26	32	33	35	26	36	57	63	65	49	39	29
% Point Change from same period 2015	2	2	2	-1	4	-2	1	3	5	6	3	3	2
Room Nights Sold ('000s)	1,241	40	46	53	60	81	126	210	216	178	121	65	46
% Change from same period 2015	6	-3	3	-9	14	1	7	9	8	10	7	7	10

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 (\$)	131	118	117	119	124	131	137	139	142	145	130	124	119
% Change from same period 2015	3	5	0	0	3	4	4	5	4	5	-2	1	0
Campground Activity													
Short-Term Occupancy Rate (%)	28					10	15	41	42	22			
% Point Change from same period 2015	5					2	2	9	6	4			
Short-Term Site Nights Sold ('000s)	315					12	36	107	109	52			
% Change from same period 2015	19					10	15	27	15	19			
Total Occupancy Rate (%)	52					42	42	60	62	49			
% Point Change from same period 2015	6					2	3	8	5	10			
Total Site Nights Sold ('000s)	933					85	162	247	254	185			
% Change from same period 2015	14					-1	10	19	8	29			

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

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Source: CBRE Hotels Trends in the Hotel Industry National Market Report

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	18	1	1	1	1	1	2	2	3	2	2	1	1
% Change from same period 2015	-6	-56	-35	-4	3	-16	18	2	1	33	1	-3	-4
Mary E. Black Gallery (NS Centre for Craft & Design)	11	0	0	0	0	2	1	1	1	2	3	0	0
% Change from same period 2015	11	57	3	10	88	76	33	11	-16	58	-12	-33	-48
Provincial Museum Attendance ('000s)													
Nova Scotia Museum	571	10	13	25	15	25	71	106	118	98	57	20	12
% Change from same period 2015	4	31	-15	-4	-25	-8	15	-4	0	19	3	23	36
National Park/Historic Site Attendance ('000s)													
Kejimikujik													
% Change from same period 2015													
Halifax Citadel	176	1	2	3	5	8	20	47	27	29	24	7	2
% Change from same period 2015	-1	8	118	109	50	6	10	0	10	-16	-16	5	-45
Fortress Louisbourg	84					2	8	23	29	16	6		
% Change from same period 2015	11					2	-3	13	18	13	-12		
Alexander Graham Bell	83					3	9	21	22	18	10		
% Change from same period 2015	21					11	2	10	1	11	N/A		
Information Enquiries ('000s)													
NS Information Centre Visitors Counselling	337	5	5	7	9	19	39	71	78	62	33	6	3
% Change from same period 2015	-5	-47	-35	-40	-21	-31	-3	4	2	1	7	-12	-42
Local Information Centre Visitors Counselling	134					6	37	91					
% Change from same period 2015	-4					-33	8	-6					
Reservations	11	0	0	0	0	1	1	3	3	2	1	0	0
% Change from same period 2015	9	11	42	10	42	26	25	22	-2	0	-12	-23	-2
Literature Requests	46	4	6	7	6	6	5	4	3	2	1	1	1
% Change from same period 2015	-18	-14	-27	-14	-20	-19	-20	-18	-25	8	4	15	-8
Website Activity (NovaScotia.com) ('000s)													
Visits	3,965	187	207	257	316	411	604	713	528	306	181	142	113
% Change from same period 2015	15	24	36	21	20	-11	37	10	14	27	3	16	-4

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.

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

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