

# Nova Scotia Tourism Indicators October 2016



Data as of December 21st, 2016

## 2016 Tourism Visitation

	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Visitor Entries ('000s)</b>													
<u>Road Visits by Entry Point*</u>	<b>1,368</b>	69	64	76	88	104	143	280	277	154	112		
% Change from same period 2015	<b>7</b>	29	34	18	8	-2	3	7	4	9	2		
<i>Amherst/Tidnish</i>	<b>1,178</b>	67	62	73	83	93	119	230	225	125	99		
% Change from same period 2015	<b>10</b>	29	33	18	8	-3	5	10	7	15	4		
<i>North Sydney</i>	<b>46</b>	1	1	2	3	4	6	10	11	5	4		
% Change from same period 2015	<b>2</b>	0	21	44	10	-4	18	-3	-1	-12	9		
<i>Digby</i>	<b>38</b>	1	1	1	1	2	5	10	10	6	2		
% Change from same period 2015	<b>11</b>	43	248	54	-4	-26	24	20	5	10	-10		
<i>Caribou</i>	<b>91</b>					7	11	25	26	15	7		
% Change from same period 2015	<b>-10</b>					19	-5	-10	-11	-16	-17		
<i>Yarmouth</i>	<b>14</b>						2	5	5	3			
% Change from same period 2015	<b>N/A</b>						N/A	-34	-24	-34			
<u>Air Visits by Entry Point</u>													
<i>Halifax Stanfield International Airport</i>	<b>614</b>	34	28	29	39	50	63	88	125	86	72		
% Change from same period 2015	<b>10</b>	-9	10	-13	1	10	14	7	21	15	14		
<u>Total Visitors</u>	<b>1,982</b>	104	92	105	127	154	205	367	402	240	184		
% Change from same period 2015	<b>8</b>	13	25	8	6	1	7	7	9	11	6		
<b>Cruise Ship Passenger Visits ('000s)</b>													
Halifax	<b>148</b>						25			123			
% Change from same period 2015	<b>4</b>						5			4			
Cape Breton	<b>57</b>					7	3	9	8	30	27		
% Change from same period 2015	<b>-5</b>					-24	-63	-8	26	11	-10		
<b>Airport Activity (thousands, '000s)</b>													
Enplanements	<b>1,680</b>	114	125	162	169	166	170	194	221	186	174		
% Change from same period 2015	<b>6</b>	-2	4	7	2	9	11	4	4	7	8		
<b>Tourism Revenues Estimate (\$ 000)</b>	<b>\$2,229,100</b>	\$116,800	\$109,400	\$142,500	\$180,800	\$190,900	\$230,300	\$362,300	\$408,000	\$256,800	\$231,300		

## 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*

<b>NS Accommodation Activity<sup>1</sup></b>	<b>YTD</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>
<b>Fixed Roof Accommodations</b>													
<b>South Shore</b>													
Occupancy Rate (%)	45	22	25	26	26	27	42	69	75	64	43		
% Point Change from same period 2015	1	2	-1	-3	0	-4	2	6	5	4	0		
Room Nights Sold ('000s)	164	6	6	8	8	11	18	30	33	27	17		
% Change from same period 2015	4	10	-4	-10	1	-10	6	9	7	8	0		
<b>Halifax Metro</b>													
Occupancy Rate (%)	65	45	50	59	68	56	64	72	81	88	68		
% Point Change from same period 2015	2	4	-3	-2	4	6	3	1	5	3	2		
Room Nights Sold ('000s)	1,201	75	78	98	110	124	141	165	157	141	112		
% Change from same period 2015	1	9	-7	-7	3	6	7	3	-1	-2	-2		
<b>Eastern Shore</b>													
Occupancy Rate (%)	35	6	8	14	12	20	32	49	54	48	32		
% Point Change from same period 2015	3	-1	0	7	0	6	3	5	6	2	-1		
Room Nights Sold ('000s)	17	0	0	0	0	1	2	4	4	3	2		
% Change from same period 2015	8	-34	-3	70	-2	68	11	6	9	-1	-2		
<b>Cape Breton</b>													
Occupancy Rate (%)	55	28	33	36	38	33	45	73	79	67	57		
% Point Change from same period 2015	7	4	8	1	8	4	6	9	8	7	9		
Room Nights Sold ('000s)	421	11	14	16	19	27	46	79	86	70	53		
% Change from same period 2015	15	-2	24	-5	27	25	15	13	12	15	24		
<b>Northumberland Shore</b>													
Occupancy Rate (%)	40	38	42	43	41	26	27	41	50	65	48		
% Point Change from same period 2015	-1	9	6	2	4	-6	-6	-11	6	5	0		
Room Nights Sold ('000s)	176	9	9	10	11	15	20	31	29	25	17		
% Change from same period 2015	1	11	4	-10	12	-17	1	-2	7	11	3		
<b>Bay of Fundy &amp; Annapolis Valley</b>													
Occupancy Rate (%)	38	23	30	34	38	21	30	48	48	62	44		
% Point Change from same period 2015	0	-4	-3	-3	4	-3	0	4	1	5	-1		
Room Nights Sold ('000s)	294	11	13	16	18	23	33	56	52	44	28		
% Change from same period 2015	2	-16	-8	-10	11	-1	0	9	2	7	-3		
<b>Yarmouth &amp; Acadian Shores</b>													
Occupancy Rate (%)	47	23	34	27	34	29	51	71	81	70	39		
% Point Change from same period 2015	2	0	-3	-6	2	-2	8	11	9	4	-9		
Room Nights Sold ('000s)	58	2	4	3	4	4	7	10	11	9	5		
% Change from same period 2015	0	-12	-9	-18	8	-8	16	16	10	1	-26		
<b>Province</b>													
Occupancy Rate (%)	54	36	41	46	51	39	47	63	70	73	56		
% Point Change from same period 2015	2	3	-1	-2	4	1	2	2	5	4	2		
Room Nights Sold ('000s)	2,332	115	124	151	170	205	267	374	372	319	234		
% Change from same period 2015	4	5	-3	-7	7	4	7	6	4	4	2		
<b>Province outside of Halifax</b>													
Occupancy Rate (%)	45	26	32	33	36	26	36	57	63	65	49		
% Point Change from same period 2015	2	2	2	-1	4	-2	1	3	5	6	3		
Room Nights Sold ('000s)	1,131	40	46	53	60	81	126	210	216	178	122		
% Change from same period 2015	6	-3	3	-9	14	1	7	9	8	10	7		

**Totals may not add because of rounding**

<sup>1</sup>Data 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
<b>Average Room Rate<sup>4</sup></b>													
Average Room Rate (\$)	132	118	117	119	124	131	137	139	142	145	130		
% Change from same period 2015	3	5	0	0	3	4	4	5	4	5	-2		
<b>Campground Activity</b>													
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**

<sup>4</sup> 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	17	1	1	1	1	1	2	2	3	2	2		
% Change from same period 2015	-6	-56	-35	-4	3	-16	18	2	1	33	1		
Mary E. Black Gallery (NS Centre for Craft & Design)	11	0	0	0	0	2	1	1	1	2	3		
% Change from same period 2015	13	57	3	10	88	76	33	11	-16	58	-12		
<b>Provincial Museum Attendance ('000s)</b>													
Nova Scotia Museum	481	10	13	25	15	25	71	106	118	98			
% Change from same period 2015	3	31	-15	-4	-25	-8	15	-4	0	19			
<b>National Park/Historic Site Attendance ('000s)</b>													
Kejimikujik													
% Change from same period 2015													
Halifax Citadel	143	1	2	3	5	8	20	47	27	29			
% Change from same period 2015	3	8	118	109	50	6	10	0	10	-16			
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		
<b>Information Enquiries ('000s)</b>													
NS Information Centre Visitors Counselling	328	5	5	7	9	19	39	71	78	62	33		
% Change from same period 2015	-5	-47	-35	-40	-21	-31	-3	4	2	1	7		
Local Information Centre Visitors Counselling	134					6	37	91					
% Change from same period 2015	-10					-33	-16	-5					
Reservations	11	0	0	0	0	1	1	3	3	2	1		
% Change from same period 2015	9	11	42	10	42	26	25	22	-2	0	-12		
Literature Requests	44	4	6	7	6	6	5	4	3	2	1		
% Change from same period 2015	-18	-14	-27	-14	-20	-19	-20	-18	-25	8	4		
<b>Website Activity (NovaScotia.com) ('000s)</b>													
Visits	3,709	187	207	257	316	411	604	713	528	306	181		
% Change from same period 2015	16	24	36	21	20	-11	37	10	14	27	3		

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

## Definitions

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### 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