

# Nova Scotia's Visitor Economy - 2010

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## Tourism Economic Impacts:

### Facts & Figures

- ❖ In 2010, tourism revenues totaled \$2.02 billion with \$1.18 billion or 58% generated by non-resident visitors. This represents significant export activity for the province.
- ❖ The visitor economy accounts for 2% of all economic activity in Nova Scotia, contributing \$722 million to Nova Scotia's gross domestic product (GDP). GDP is a measure used to determine the overall economic output or the value added by an industry to an economy.
- ❖ Tourism spending in Nova Scotia benefits many sectors of the province's economy. The largest share of tourism revenues is attributed to restaurants (\$366 million); followed by transportation to NS such as airline, ferry, and cruise ship (\$354 million), accommodation (\$332 million); vehicle operation (\$305 million) and various other segments.

*Total Direct Expenditures*  
**\$2.02 billion**

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#### Household Income

Direct	\$531 million
Spinoff	\$361 million
<b>Total</b>	<b>\$892 million</b>

#### Gross Domestic Product

Direct	\$722 million
Spinoff	\$607 million
<b>Total</b>	<b>\$1,329 million</b>

#### Employment (Jobs)

Direct	24,000
Spinoff	10,500
<b>Total</b>	<b>34,400</b>

#### Provincial Tax Receipts

Direct	\$78 million
Spinoff	\$53 million
<b>Total</b>	<b>\$131 million</b>

#### Federal Tax Receipts

Direct	\$78 million
Spinoff	\$52 million
<b>Total</b>	<b>\$130 million</b>

*In 2010, tourism revenues totaled \$2.02 billion*

### Tourism Revenues by Visitor Origin 2010

	Tourism Revenues (millions)	Proportion of Revenues
<b>Nova Scotia Residents</b>	\$840	42%
<b>Canadian Visitors</b>	\$886	44%
<b>American</b>	\$186	9%
<b>Other International</b>	\$108	5%
<b>Total</b>	<b>\$2,019</b>	<b>100%</b>

## Tourism Revenues by Spending Category 2010

	Tourism Revenues (millions)	Proportion of Revenues
Accommodations	\$332	16%
Restaurant	\$366	18%
Vehicle Operation (auto repair, gas, oil)	\$305	15%
Rental and local transport fares	\$105	5%
Groceries	\$143	7%
Shopping	\$323	16%
Recreational Activities	\$92	5%
Transportation to Nova Scotia	\$354	18%
<b>Total</b>	<b>\$2,019</b>	<b>100%</b>

## Tourism Revenues by Tourism Region 2010

Tourism Region	Tourism Revenues (millions)	Proportion of Total
Cape Breton	\$251	12%
Eastern Shore	\$29	1%
Fundy Shore & Annapolis Valley	\$293	15%
Halifax Metro	\$1,084	54%
Northumberland Shore	\$158	8%
South Shore	\$161	8%
Yarmouth & Acadian Shores	\$43	2%
<b>Total</b>	<b>\$2,019</b>	<b>100%</b>

## Tourism Related Municipal Taxes by Tourism Region 2010

Tourism Region	Municipal Tax Revenues (thousands)	Proportion of Total
Cape Breton	\$3,200	13%
Eastern Shore	\$300	1%
Fundy Shore & Annapolis Valley	\$2,300	10%
Halifax Metro	\$14,500	60%
Northumberland Shore	\$1,500	6%
South Shore	\$1,800	8%
Yarmouth & Acadian Shores	\$800	3%
<b>Total</b>	<b>\$24,300</b>	<b>100%</b>

*For more information, please contact:*

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