

# Nova Scotia Tourism Indicators February 2017



Data as of March 12th, 2017

## 2017 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>133</b>	71	62										
% Change from same period 2016	<b>0</b>	3	-3										
<i>Amherst/Tidnish</i>	<b>130</b>	69	61										
% Change from same period 2016	<b>0</b>	2	-3										
<i>North Sydney</i>	<b>3</b>	2	1										
% Change from same period 2016	<b>7</b>	16	-4										
<i>Digby</i>	<b>1</b>	1	0										
% Change from same period 2016	<b>-35</b>	-8	-59										
<i>Caribou</i>													
% Change from same period 2016													
<i>Yarmouth</i>													
% Change from same period 2016													
<u>Air Visits by Entry Point</u>													
<i>Halifax Stanfield International Airport</i>	<b>60</b>	36	25										
% Change from same period 2016	<b>-3</b>	4	-11										
<u>Total Visitors</u>	<b>194</b>	107	87										
% Change from same period 2016	<b>-1</b>	3	-6										
<b>Airport Activity (thousands, '000s)</b>													
Enplanements	<b>241</b>	120	121										
% Change from same period 2016	<b>1</b>	6	-3										
<b>Tourism Revenues Estimate (\$ 000)</b>													
	<b>\$211,800</b>	\$113,200	\$98,600										
% Change from same period 2016	<b>1</b>	<b>2</b>	<b>0</b>										

## 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 Activity<sup>1</sup>**

	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Fixed Roof Accommodations</b>													
<b>South Shore</b>													
Occupancy Rate (%)	24	19	29										
% Point Change from same period 2016	0	-3	4										
Room Nights Sold ('000s)	13	6	8										
% Change from same period 2016	3	-11	16										
<b>Halifax Metro</b>													
Occupancy Rate (%)	50	45	56										
% Point Change from same period 2016	3	0	6										
Room Nights Sold ('000s)	150	71	78										
% Change from same period 2016	-2	-5	0										
<b>Eastern Shore</b>													
Occupancy Rate (%)	17	15	19										
% Point Change from same period 2016	9	9	10										
Room Nights Sold ('000s)	1	0	0										
% Change from same period 2016	120	157	92										
<b>Cape Breton</b>													
Occupancy Rate (%)	29	28	30										
% Point Change from same period 2016	-2	-1	-3										
Room Nights Sold ('000s)	27	13	13										
% Change from same period 2016	7	20	-3										
<b>Northumberland Shore</b>													
Occupancy Rate (%)	32	30	35										
% Point Change from same period 2016	-7	-7	-7										
Room Nights Sold ('000s)	16	8	8										
% Change from same period 2016	-8	-7	-9										
<b>Bay of Fundy &amp; Annapolis Valley</b>													
Occupancy Rate (%)	28	23	33										
% Point Change from same period 2016	2	0	4										
Room Nights Sold ('000s)	25	11	14										
% Change from same period 2016	9	4	14										
<b>Yarmouth &amp; Acadian Shores</b>													
Occupancy Rate (%)	30	24	38										
% Point Change from same period 2016	2	0	5										
Room Nights Sold ('000s)	6	3	4										
% Change from same period 2016	7	7	8										
<b>Province</b>													
Occupancy Rate (%)	39	35	44										
% Point Change from same period 2016	0	-2	3										
Room Nights Sold ('000s)	238	112	126										
% Change from same period 2016	0	-2	2										
<b>Province outside of Halifax</b>													
Occupancy Rate (%)	28	25	32										
% Point Change from same period 2016	-1	-1	0										
Room Nights Sold ('000s)	89	41	48										
% Change from same period 2016	4	4	4										

**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.

## 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

#### Disclaimer

All information contained in this document as well as in CBRE Limited ("CBRE") publications, or otherwise provided by CBRE is designed as a reference and a management tool for the internal use of companies and agencies involved in the travel and tourism industry. Reproduction and quotation in documents and matters relating to provision of third party consulting advice, business planning, solicitation of public funds, debt and equity financing, litigation, property tax or other legal and financial matters is NOT PERMITTED without the written permission of CBRE. Quotation and reproduction of this material is permitted otherwise ONLY if credited to CBRE and referencing our disclaimer as follows: Source: CBRE Limited with reproduction and use of information subject to CBRE Limited Disclaimer / Terms of Use as detailed at [www.cbre.ca](http://www.cbre.ca)

Users of this information are advised that CBRE Limited does not represent the information contained herein to be definitive or all-inclusive. CBRE Limited believes the information to be reliable, but is not responsible for errors or omissions.

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*