

Nova Scotia Tourism Indicators March 2017



Data as of June 14th, 2017

2017 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>	218	71	62	84									
% Change from same period 2016	4	3	-3	11									
<i>Amherst/Tidnish</i>	211	69	61	82									
% Change from same period 2016	4	2	-3	11									
<i>North Sydney</i>	5	2	1	2									
% Change from same period 2016	0	16	-4	-10									
<i>Digby</i>	2	1	0	1									
% Change from same period 2016	-19	-8	-59	-1									
<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>	98	36	25	37									
% Change from same period 2016	8	4	-11	30									
<u>Total Visitors</u>	316	107	87	122									
% Change from same period 2016	5	3	-6	16									
Airport Activity (thousands, '000s)													
Enplanements	411	120	121	169									
% Change from same period 2016	3	6	-3	5									
Tourism Revenues Estimate (\$ 000)	\$342,500	\$113,200	\$98,600	\$130,700									
% Change from same period 2016	3	2	0	6									

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 (%)	25	19	29	29									
% Point Change from same period 2016	1	-3	4	3									
Room Nights Sold ('000s)	21	6	8	8									
% Change from same period 2016	5	-11	17	7									
Halifax Metro													
Occupancy Rate (%)	56	45	56	67									
% Point Change from same period 2016	5	-1	6	9									
Room Nights Sold ('000s)	268	75	82	110									
% Change from same period 2016	1	-5	0	6									
Eastern Shore													
Occupancy Rate (%)	16	15	19	16									
% Point Change from same period 2016	7	9	10	2									
Room Nights Sold ('000s)	1	0	0	0									
% Change from same period 2016	65	157	92	10									
Cape Breton													
Occupancy Rate (%)	33	28	30	41									
% Point Change from same period 2016	1	-1	-3	6									
Room Nights Sold ('000s)	47	13	13	20									
% Change from same period 2016	15	20	-4	27									
Northumberland Shore													
Occupancy Rate (%)	36	30	35	43									
% Point Change from same period 2016	-4	-7	-7	2									
Room Nights Sold ('000s)	28	8	8	11									
% Change from same period 2016	1	-7	-9	16									
Bay of Fundy & Annapolis Valley													
Occupancy Rate (%)	31	23	33	38									
% Point Change from same period 2016	3	0	4	5									
Room Nights Sold ('000s)	43	11	14	18									
% Change from same period 2016	13	4	14	19									
Yarmouth & Acadian Shores													
Occupancy Rate (%)	32	24	38	34									
% Point Change from same period 2016	4	1	5	7									
Room Nights Sold ('000s)	10	3	4	4									
% Change from same period 2016	13	10	9	19									
Province													
Occupancy Rate (%)	44	35	44	52									
% Point Change from same period 2016	2	-2	3	6									
Room Nights Sold ('000s)	419	116	130	172									
% Change from same period 2016	4	-2	2	11									
Province outside of Halifax													
Occupancy Rate (%)	31	25	32	38									
% Point Change from same period 2016	1	-1	1	5									
Room Nights Sold ('000s)	151	41	48	62									
% Change from same period 2016	10	5	4	19									

Totals may not add because of rounding

¹Data 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

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*