

# Nova Scotia Tourism Indicators August 2018

## 2018 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>1,146</b>	68	69	83	90	122	149	274	292				
% Change from same period 2017	<b>-4</b>	-4	10	-2	-2	0	-3	-5	-8				
<i>Amherst/Tidnish</i>	<b>985</b>	66	67	81	86	110	123	221	230				
% Change from same period 2017	<b>-4</b>	-4	11	-1	0	-1	-3	-5	-10				
<i>North Sydney</i>	<b>39</b>	1	1	2	3	3	5	10	12				
% Change from same period 2017	<b>0</b>	-14	12	14	-4	-7	-3	2	1				
<i>Digby</i>	<b>27</b>	1	--	--	--	2	5	9	10				
% Change from same period 2017	<b>-16</b>	-5	N/A	N/A	-79	-2	0	-14	-10				
<i>Caribou</i>	<b>80</b>					7	13	28	33				
% Change from same period 2017	<b>-2</b>					21	2	-6	-4				
<i>Yarmouth</i>	<b>16</b>						3	6	7				
% Change from same period 2017	<b>11</b>						-11	5	32				
<u>Air Visits by Entry Point</u>													
<i>Halifax Stanfield International Airport</i>	<b>549</b>	36	27	37	50	61	78	114	146				
% Change from same period 2017	<b>8</b>	1	8	0	23	15	5	3	12				
<u>Total Visitors</u>	<b>1,694</b>	104	95	120	140	183	227	388	438				
% Change from same period 2017	<b>0</b>	-2	10	-1	6	4	0	-3	-2				
<b>Cruise Ship Passenger Visits ('000s)</b>													
Halifax	<b>42</b>						42						
% Change from same period 2017	<b>38</b>						38						
Cape Breton	<b>35</b>					5	6	15	10				
% Change from same period 2017	<b>-2</b>					-26	-6	80	-35				
<b>Airport Activity ('000s)</b>													
Enplanements	<b>1,466</b>	124	129	172	185	180	200	224	253				
% Change from same period 2017	<b>6</b>	3	6	2	0	4	13	8	10				

## 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*

### 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.

### 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

*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 (%)	44	20	27	31	29	34	48	65	75				
% Point Change from same period 2017	0	1	-2	3	-1	0	3	-3	-2				
Room Nights Sold ('000s)	122	6	7	9	9	13	20	28	32				
% Change from same period 2017	-1	2	-9	13	-1	2	6	-5	-3				
<b>Halifax Metro</b>													
Occupancy Rate (%)	66	44	50	65	68	63	73	76	80				
% Point Change from same period 2017	-1	-1	-6	-2	2	1	2	-4	-4				
Room Nights Sold ('000s)	1,032	77	79	113	115	141	160	171	176				
% Change from same period 2017	4	2	-4	3	9	5	9	-1	7				
<b>Eastern Shore</b>													
Occupancy Rate (%)	35	12	15	15	15	24	30	48	59				
% Point Change from same period 2017	-2	-2	-4	0	2	0	-1	-4	-3				
Room Nights Sold ('000s)	12	--	--	--	--	1	2	3	4				
% Change from same period 2017	-8	-28	-18	0	21	-3	-5	-11	-8				
<b>Cape Breton</b>													
Occupancy Rate (%)	51	26	31	36	32	37	49	68	79				
% Point Change from same period 2017	-3	-2	2	-3	-4	-2	-1	-8	-3				
Room Nights Sold ('000s)	299	12	13	18	16	31	49	74	85				
% Change from same period 2017	-6	-8	5	-8	-8	-2	-3	-11	-5				
<b>Northumberland Shore</b>													
Occupancy Rate (%)	42	33	35	36	33	31	34	47	71				
% Point Change from same period 2017	0	3	1	-7	-2	-3	-3	-6	21				
Room Nights Sold ('000s)	140	8	8	9	9	18	21	30	37				
% Change from same period 2017	2	6	0	-17	-1	3	-8	-3	19				
<b>Bay of Fundy &amp; Annapolis Valley</b>													
Occupancy Rate (%)	40	26	33	39	37	25	31	51	64				
% Point Change from same period 2017	1	3	0	2	1	-2	0	-5	10				
Room Nights Sold ('000s)	248	13	15	19	18	26	34	59	66				
% Change from same period 2017	0	16	0	6	0	-8	-1	-9	10				
<b>Yarmouth &amp; Acadian Shores</b>													
Occupancy Rate (%)	53	24	34	34	66	44	56	73	81				
% Point Change from same period 2017	6	1	-2	2	35	7	-2	5	7				
Room Nights Sold ('000s)	50	3	4	4	7	5	7	10	11				
% Change from same period 2017	14	5	0	4	119	23	-4	6	7				
<b>Province</b>													
Occupancy Rate (%)	54	35	41	51	52	45	53	65	75				
% Point Change from same period 2017	0	0	-3	-1	2	0	1	-5	3				
Room Nights Sold ('000s)	1,904	118	126	172	174	235	293	374	411				
% Change from same period 2017	2	2	-3	1	7	3	4	-5	5				
<b>Province outside of Halifax</b>													
Occupancy Rate (%)	45	26	32	36	35	31	40	58	72				
% Point Change from same period 2017	0	1	0	-1	1	-1	0	-6	6				
Room Nights Sold ('000s)	872	42	47	59	59	94	133	203	235				
% Change from same period 2017	-1	3	0	-2	4	-1	-2	-8	3				

**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.

<b>Fixed Roof Accommodations (cont.)</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>Average Room Rate<sup>4</sup></b>													
Average Room Rate (\$)	149	122	124	131	141	150	161	160	171				
% Change from same period 2017	6	3	5	5	10	7	9	2	6				
<b>Campground Activity</b>													
Short-Term Occupancy Rate (%)	27					10	19	42					
% Point Change from same period 2017	1					0	3	-1					
Short-Term Site Nights Sold ('000s)	165					12	45	108					
% Change from same period 2017	3					4	18	-2					
Total Occupancy Rate (%)	54					45	49	62					
% Point Change from same period 2017	1					-1	3	-1					
Total Site Nights Sold ('000s)	523					89	184	250					
% Change from same period 2017	3					2	9	-1					
<b>Sharing Economy*</b>													
Room Nights Booked ('000s)	197	7	6	10	12	21	30	50	60				
% Change from same period 2017	91	111	94	153	113	120	101	76	80				

\*As of July 2018, Tourism Nova Scotia has restated the estimated room nights booked through a sharing platform. Previously reported numbers included both room nights sold and total room nights available in active listings. The data has been restated to solely reflect room nights booked during the month.

## 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

### SHARING ECONOMY

An estimate of room nights sold through a sharing economy platform.

Source: AirDNA

### 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.

**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	2	2	2	2	4	5					
% Change from same period 2017	5	58	25	38	9	-21	80	-28					
Mary E. Black Gallery (NS Centre for Craft & Design)	4	--	--	--	--	1	1	1					
% Change from same period 2017	2	157	72	7	57	-23	-25	-9					
<b>Provincial Museum Attendance ('000s)</b>													
Nova Scotia Museum	437	22	30	41	41	26	68	103	106				
% Change from same period 2017	13	109	100	56	235	8	3	-7	-14				
<b>National Park/Historic Site Attendance ('000s)*</b>													
Halifax Citadel	145	1	1	2	3	10	21	66	41				
% Change from same period 2017	-25	-51	1	31	-42	-29	-38	-21	-24				
Fortress Louisbourg	56					2	8	23	23				
% Change from same period 2017	-45					-30	-29	-43	-51				
Alexander Graham Bell	54					2	10	20	22				
% Change from same period 2017	-25					-27	-13	-27	-28				
<b>Information Enquiries ('000s)</b>													
NS Information Centre Visitors Counselling	226	3	3	4	5	12	40	76	83				
% Change from same period 2017	2	-15	-9	-10	13	-21	2	2	7				
Local Information Centre Visitors Counselling	152					5	22	59	65				
Literature Requests	35	4	4	5	5	5	4	4	3				
% Change from same period 2017	-16	-7	-3	-19	-27	-26	-18	-5	-1				
<b>Website Activity (NovaScotia.com) ('000s)</b>													
Visits	2,922	187	189	355	319	386	437	577	472				
% Change from same period 2017	-4	-4	1	26	3	-9	-18	-6	-5				

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

**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*

\* **NOTE:** To celebrate Canada's 150th anniversary Parks Canada offered free admission to all Parks Canada locations in 2017, leading to a large increase in admissions. 2018 numbers appear smaller by comparison.

### 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