

# Nova Scotia Tourism Indicators March 2018



Data as of May 31st, 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>220</b>	68	69	83									
% Change from same period 2017	<b>1</b>	-4	10	-2									
<i>Amherst/Tidnish</i>	<b>214</b>	66	67	81									
% Change from same period 2017	<b>1</b>	-4	11	-1									
<i>North Sydney</i>	<b>5</b>	1	1	2									
% Change from same period 2017	<b>3</b>	-14	12	14									
<i>Digby</i>	<b>1</b>	1	--	--									
% Change from same period 2017	<b>-73</b>	-5	N/A	N/A									
<i>Caribou</i>													
% Change from same period 2017													
<i>Yarmouth</i>													
% Change from same period 2017													
<u>Air Visits by Entry Point</u>													
<i>Halifax Stanfield International Airport</i>	<b>100</b>	36	27	37									
% Change from same period 2017	<b>2</b>	1	8	0									
<u>Total Visitors</u>	<b>320</b>	104	95	120									
% Change from same period 2017	<b>1</b>	-2	10	-1									
<b>Airport Activity ('000s)</b>													
Enplanements	<b>425</b>	124	129	172									
% Change from same period 2017	<b>3</b>	3	6	2									

## 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.

*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 (%)	26	20	27	32									
% Point Change from same period 2017	1	1	-2	3									
Room Nights Sold ('000s)	21	6	7	9									
% Change from same period 2017	3	3	-9	14									
<b>Halifax Metro</b>													
Occupancy Rate (%)	53	44	50	65									
% Point Change from same period 2017	-3	-1	-6	-2									
Room Nights Sold ('000s)	269	76	79	113									
% Change from same period 2017	1	2	-4	3									
<b>Eastern Shore</b>													
Occupancy Rate (%)	14	12	15	16									
% Point Change from same period 2017	-2	-2	-4	1									
Room Nights Sold ('000s)	1	--	--	--									
% Change from same period 2017	-14	-28	-18	5									
<b>Cape Breton</b>													
Occupancy Rate (%)	32	26	32	38									
% Point Change from same period 2017	-1	-2	3	-2									
Room Nights Sold ('000s)	45	13	14	18									
% Change from same period 2017	-2	-6	8	-5									
<b>Northumberland Shore</b>													
Occupancy Rate (%)	35	33	35	37									
% Point Change from same period 2017	0	3	1	-5									
Room Nights Sold ('000s)	27	8	8	10									
% Change from same period 2017	-3	6	1	-12									
<b>Bay of Fundy &amp; Annapolis Valley</b>													
Occupancy Rate (%)	32	26	33	38									
% Point Change from same period 2017	2	3	0	1									
Room Nights Sold ('000s)	46	13	15	18									
% Change from same period 2017	6	16	1	4									
<b>Yarmouth &amp; Acadian Shores</b>													
Occupancy Rate (%)	31	24	34	35									
% Point Change from same period 2017	1	1	-2	3									
Room Nights Sold ('000s)	10	3	4	4									
% Change from same period 2017	4	5	0	6									
<b>Province</b>													
Occupancy Rate (%)	42	35	41	51									
% Point Change from same period 2017	-1	0	-2	-1									
Room Nights Sold ('000s)	418	119	126	173									
% Change from same period 2017	1	2	-2	2									
<b>Province outside of Halifax</b>													
Occupancy Rate (%)	31	26	32	36									
% Point Change from same period 2017	0	1	0	0									
Room Nights Sold ('000s)	149	42	47	60									
% Change from same period 2017	1	4	1	0									

**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 (\$)	126	122	124	131									
% Change from same period 2017	4	3	5	5									
<b>Sharing Economy</b>													
Room Nights Sold ('000s)	45	13	13	19									
% Change from same period 2017	130	109	104	172									

## 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

### SHARING ECONOMY

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

Source: AirDNA

## Visitor Activities

<b>Gallery Attendance ('000s)</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>
Art Gallery of NS	5	1	2	2									
% Change from same period 2017	38	58	25	38									
Mary E. Black Gallery (NS Centre for Craft & Design)	1	--	--	--									
% Change from same period 2017	60	157	72	7									
<b>Provincial Museum Attendance ('000s)</b>													
Nova Scotia Museum	93	22	30	41									
% Change from same period 2017	80	109	100	56									
<b>National Park/Historic Site Attendance ('000s)*</b>													
Halifax Citadel	3	1	1	2									
% Change from same period 2017	-9	-51	1	31									
<b>Information Enquiries ('000s)</b>													
NS Information Centre Visitors Counsellor	9	3	3	4									
% Change from same period 2017	-11	-15	-9	-10									
Literature Requests	14	4	4	5									
% Change from same period 2017	-11	-7	-3	-19									
<b>Website Activity (NovaScotia.com) ('000s)</b>													
Visits	732	187	189	355									
% Change from same period 2017	10	-4	1	26									

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

## Definitions

---

### 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 is offering free admission to all Parks Canada locations; therefore, 2017 admission numbers reflect all admissions as opposed to paid admission as reported in previous years.

### 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