

Nova Scotia
Tourism Indicators
May 2018

2018 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>	430	68	69	83	88	122							
% Change from same period 2017	0	-4	10	-2	-3	0							
<i>Amherst/Tidnish</i>	409	66	67	81	85	110							
% Change from same period 2017	0	-4	11	-1	-2	-1							
<i>North Sydney</i>	11	1	1	2	3	3							
% Change from same period 2017	-2	-14	12	14	-4	-7							
<i>Digby</i>	3	1	--	--	--	2							
% Change from same period 2017	-45	-5	N/A	N/A	-79	-2							
<i>Caribou</i>	7					7							
% Change from same period 2017	21					21							
<i>Yarmouth</i>													
% Change from same period 2017													
<u>Air Visits by Entry Point</u>													
<i>Halifax Stanfield International Airport</i>	210	36	27	37	50	61							
% Change from same period 2017	10	1	8	0	23	15							
<u>Total Visitors</u>	640	104	95	120	138	183							
% Change from same period 2017	3	-2	10	-1	5	4							
Airport Activity ('000s)													
Enplanements	790	124	129	172	185	180							
% Change from same period 2017	3	3	6	2	0	4							

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

NS Accommodation Activity¹	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Fixed Roof Accommodations													
South Shore													
Occupancy Rate (%)	29	20	27	31	29	34							
% Point Change from same period 2017	0	1	-2	3	-1	1							
Room Nights Sold ('000s)	43	6	7	9	9	13							
% Change from same period 2017	3	3	-9	13	0	6							
Halifax Metro													
Occupancy Rate (%)	58	44	50	65	68	63							
% Point Change from same period 2017	-1	-1	-6	-2	2	1							
Room Nights Sold ('000s)	525	77	79	113	115	141							
% Change from same period 2017	4	2	-4	3	10	6							
Eastern Shore													
Occupancy Rate (%)	19	12	15	15	15	26							
% Point Change from same period 2017	0	-2	-4	0	2	2							
Room Nights Sold ('000s)	3	--	--	--	--	1							
% Change from same period 2017	0	-28	-18	0	21	4							
Cape Breton													
Occupancy Rate (%)	34	26	32	37	33	38							
% Point Change from same period 2017	-1	-2	3	-2	-3	-1							
Room Nights Sold ('000s)	93	13	14	18	16	32							
% Change from same period 2017	-1	-6	7	-5	-5	2							
Northumberland Shore													
Occupancy Rate (%)	33	33	35	36	33	32							
% Point Change from same period 2017	-2	3	1	-7	-2	-3							
Room Nights Sold ('000s)	53	8	8	9	9	18							
% Change from same period 2017	-1	6	0	-16	0	3							
Bay of Fundy & Annapolis Valley													
Occupancy Rate (%)	30	26	33	39	37	25							
% Point Change from same period 2017	0	3	0	2	1	-2							
Room Nights Sold ('000s)	90	13	15	19	18	27							
% Change from same period 2017	1	16	0	5	0	-6							
Yarmouth & Acadian Shores													
Occupancy Rate (%)	40	24	34	34	66	43							
% Point Change from same period 2017	9	1	-2	2	36	7							
Room Nights Sold ('000s)	23	3	4	4	7	5							
% Change from same period 2017	30	5	0	4	118	21							
Province													
Occupancy Rate (%)	45	35	41	51	52	45							
% Point Change from same period 2017	0	0	-2	-1	2	0							
Room Nights Sold ('000s)	830	119	126	173	175	238							
% Change from same period 2017	3	3	-2	2	8	4							
Province outside of Halifax													
Occupancy Rate (%)	32	26	32	36	35	31							
% Point Change from same period 2017	0	1	0	-1	1	-1							
Room Nights Sold ('000s)	305	42	47	59	60	97							
% Change from same period 2017	2	4	1	-1	5	1							

Totals may not add because of rounding

¹Data 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
Average Room Rate⁴													
Average Room Rate (\$)	135	122	124	131	141	150							
% Change from same period 2017	6	3	5	5	10	7							
Sharing Economy													
Room Nights Sold ('000s)	113	13	13	19	24	44							
% Change from same period 2017	127	109	104	172	124	126							

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

SHARING ECONOMY

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

Source: AirDNA

Visitor Activities

Gallery Attendance ('000s)	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Art Gallery of NS	9	1	2	2	2	2							
% Change from same period 2017	12	58	25	38	9	-21							
Mary E. Black Gallery (NS Centre for Craft & Design)	2	--	--	--	--	1							
% Change from same period 2017	20	157	72	7	57	-23							
Provincial Museum Attendance ('000s)													
Nova Scotia Museum	160	22	30	41	41	26							
% Change from same period 2017	82	109	100	56	235	8							
National Park/Historic Site Attendance ('000s)*													
Halifax Citadel	17	1	1	2	3	10							
% Change from same period 2017	-29	-51	1	31	-42	-29							
Alexander Graham Bell	2					2							
% Change from same period 2017	-27					-27							
Information Enquiries ('000s)													
NS Information Centre Visitors Counselling	27	3	3	4	5	12							
% Change from same period 2017	-13	-15	-9	-10	13	-21							
Local Information Centre Visitors Counselling	5					5							
Literature Requests	24	4	4	5	5	5							
% Change from same period 2017	-18	-7	-3	-19	-27	-26							
Website Activity (NovaScotia.com) ('000s)													
Visits	1,436	187	189	355	319	386							
% Change from same period 2017	3	-4	1	26	3	-9							

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 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