

Nova Scotia Tourism Indicators October 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> | 1,415 | 68 | 69 | 83 | 90 | 122 | 149 | 274 | 292 | 151 | 118 | | |
| % Change from same period 2017 | -4 | -4 | 10 | -2 | -2 | 0 | -3 | -5 | -8 | -7 | 2 | | |
| <i>Amherst/Tidnish</i> | 1,207 | 66 | 67 | 81 | 86 | 110 | 123 | 221 | 230 | 119 | 104 | | |
| % Change from same period 2017 | -4 | -4 | 11 | -1 | 0 | -1 | -3 | -5 | -10 | -9 | 4 | | |
| <i>North Sydney</i> | 48 | 1 | 1 | 2 | 3 | 3 | 5 | 10 | 12 | 5 | 4 | | |
| % Change from same period 2017 | -2 | -14 | 12 | 14 | -4 | -7 | -3 | 2 | 1 | -12 | -5 | | |
| <i>Digby</i> | 35 | 1 | -- | -- | -- | 2 | 5 | 9 | 10 | 5 | 3 | | |
| % Change from same period 2017 | -15 | -5 | N/A | N/A | -79 | -2 | 0 | -14 | -10 | -9 | -9 | | |
| <i>Caribou</i> | 105 | | | | | 7 | 13 | 28 | 33 | 17 | 8 | | |
| % Change from same period 2017 | -4 | | | | | 21 | 2 | -6 | -4 | -3 | -18 | | |
| <i>Yarmouth</i> | 20 | | | | | | 3 | 6 | 7 | 4 | | | |
| % Change from same period 2017 | 15 | | | | | | -11 | 5 | 32 | 40 | | | |
| <u>Air Visits by Entry Point</u> | | | | | | | | | | | | | |
| <i>Halifax Stanfield International Airport</i> | 736 | 36 | 27 | 37 | 50 | 61 | 78 | 114 | 146 | 106 | 82 | | |
| % Change from same period 2017 | 7 | 1 | 8 | 0 | 23 | 15 | 5 | 3 | 12 | 8 | -1 | | |
| <u>Total Visitors</u> | 2,151 | 104 | 95 | 120 | 140 | 183 | 227 | 388 | 438 | 257 | 200 | | |
| % Change from same period 2017 | -0.3 | -2 | 10 | -1 | 6 | 4 | 0 | -3 | -2 | -2 | 1 | | |
| Cruise Ship Passenger Visits ('000s) | | | | | | | | | | | | | |
| Halifax | 208 | | | | | | 42 | | | 166 | | | |
| % Change from same period 2017 | 13 | | | | | | 38 | | | 9 | | | |
| Cape Breton | 129 | | | | | 5 | 6 | 15 | 10 | 46 | 48 | | |
| % Change from same period 2017 | 9 | | | | | -26 | -6 | 80 | -35 | 31 | 1 | | |
| Airport Activity ('000s) | | | | | | | | | | | | | |
| Enplanements | 1,878 | 124 | 129 | 172 | 185 | 180 | 200 | 224 | 253 | 213 | 199 | | |
| % Change from same period 2017 | 7 | 3 | 6 | 2 | 0 | 4 | 13 | 8 | 10 | 12 | 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

| NS Accommodation Activity¹ | YTD | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
|--|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| Fixed Roof Accommodations | | | | | | | | | | | | | |
| South Shore | | | | | | | | | | | | | |
| Occupancy Rate (%) | 46 | 20 | 27 | 31 | 29 | 34 | 48 | 65 | 76 | 64 | 42 | | |
| % Point Change from same period 2017 | 0 | 1 | -2 | 3 | -1 | 0 | 3 | -3 | -1 | 0 | -5 | | |
| Room Nights Sold ('000s) | 166 | 6 | 7 | 9 | 9 | 13 | 20 | 28 | 33 | 26 | 16 | | |
| % Change from same period 2017 | -1 | 2 | -10 | 12 | -1 | 2 | 6 | -5 | -2 | -1 | -8 | | |
| Halifax Metro | | | | | | | | | | | | | |
| Occupancy Rate (%) | 69 | 44 | 50 | 65 | 68 | 63 | 73 | 76 | 80 | 87 | 76 | | |
| % Point Change from same period 2017 | -1 | -1 | -6 | -2 | 2 | 1 | 2 | -4 | -4 | -2 | 2 | | |
| Room Nights Sold ('000s) | 1,313 | 77 | 79 | 113 | 115 | 141 | 160 | 171 | 176 | 148 | 133 | | |
| % Change from same period 2017 | 4 | 2 | -4 | 3 | 9 | 5 | 9 | -1 | 7 | 4 | 2 | | |
| Eastern Shore | | | | | | | | | | | | | |
| Occupancy Rate (%) | 38 | 12 | 15 | 15 | 15 | 24 | 30 | 48 | 59 | 54 | 40 | | |
| % Point Change from same period 2017 | 0 | -2 | -4 | 0 | 2 | 0 | -1 | -4 | -3 | 4 | 6 | | |
| Room Nights Sold ('000s) | 18 | -- | -- | -- | -- | 1 | 2 | 3 | 4 | 4 | 2 | | |
| % Change from same period 2017 | -2 | -28 | -18 | 0 | 21 | -3 | -5 | -11 | -8 | 3 | 31 | | |
| Cape Breton | | | | | | | | | | | | | |
| Occupancy Rate (%) | 53 | 26 | 31 | 36 | 32 | 37 | 48 | 68 | 79 | 67 | 57 | | |
| % Point Change from same period 2017 | -3 | -2 | 2 | -3 | -4 | -2 | -1 | -9 | -3 | -3 | -2 | | |
| Room Nights Sold ('000s) | 417 | 12 | 13 | 18 | 16 | 30 | 49 | 74 | 86 | 67 | 51 | | |
| % Change from same period 2017 | -5 | -8 | 5 | -8 | -8 | -3 | -4 | -11 | -5 | -6 | 1 | | |
| Northumberland Shore | | | | | | | | | | | | | |
| Occupancy Rate (%) | 45 | 33 | 35 | 36 | 33 | 31 | 34 | 47 | 71 | 65 | 51 | | |
| % Point Change from same period 2017 | 0 | 3 | 1 | -7 | -2 | -3 | -3 | -6 | 21 | 1 | -7 | | |
| Room Nights Sold ('000s) | 182 | 8 | 8 | 9 | 9 | 18 | 21 | 30 | 37 | 24 | 18 | | |
| % Change from same period 2017 | 0 | 6 | 0 | -17 | -1 | 3 | -8 | -3 | 19 | -2 | -12 | | |
| Bay of Fundy & Annapolis Valley | | | | | | | | | | | | | |
| Occupancy Rate (%) | 43 | 26 | 33 | 39 | 37 | 25 | 31 | 51 | 64 | 65 | 53 | | |
| % Point Change from same period 2017 | 1 | 3 | 0 | 2 | 1 | -2 | 0 | -5 | 10 | -2 | 4 | | |
| Room Nights Sold ('000s) | 327 | 13 | 15 | 19 | 17 | 26 | 34 | 58 | 66 | 45 | 34 | | |
| % Change from same period 2017 | 0 | 16 | 0 | 6 | -1 | -8 | -1 | -9 | 11 | -5 | 8 | | |
| Yarmouth & Acadian Shores | | | | | | | | | | | | | |
| Occupancy Rate (%) | 54 | 24 | 34 | 34 | 66 | 44 | 56 | 73 | 81 | 73 | 48 | | |
| % Point Change from same period 2017 | 5 | 1 | -2 | 2 | 35 | 7 | -2 | 5 | 7 | 6 | 0 | | |
| Room Nights Sold ('000s) | 65 | 3 | 4 | 4 | 7 | 5 | 7 | 10 | 11 | 9 | 6 | | |
| % Change from same period 2017 | 12 | 5 | 0 | 4 | 119 | 23 | -4 | 6 | 7 | 5 | 3 | | |
| Province | | | | | | | | | | | | | |
| Occupancy Rate (%) | 57 | 35 | 41 | 51 | 52 | 45 | 53 | 65 | 75 | 74 | 62 | | |
| % Point Change from same period 2017 | -1 | 0 | -3 | -1 | 2 | 0 | 1 | -5 | 3 | -1 | 0 | | |
| Room Nights Sold ('000s) | 2,487 | 118 | 126 | 172 | 174 | 234 | 292 | 374 | 411 | 323 | 260 | | |
| % Change from same period 2017 | 1 | 2 | -3 | 1 | 7 | 3 | 4 | -5 | 5 | 0 | 1 | | |
| Province outside of Halifax | | | | | | | | | | | | | |
| Occupancy Rate (%) | 48 | 26 | 32 | 36 | 35 | 31 | 40 | 58 | 72 | 66 | 52 | | |
| % Point Change from same period 2017 | -1 | 1 | 0 | -1 | 1 | -1 | -1 | -6 | 6 | -1 | -1 | | |
| Room Nights Sold ('000s) | 1,174 | 42 | 47 | 59 | 59 | 94 | 132 | 203 | 235 | 176 | 127 | | |
| % Change from same period 2017 | -2 | 3 | 0 | -2 | 4 | -1 | -2 | -8 | 3 | -3 | 0 | | |

Totals may not add because of rounding

¹Data reported when accommodation reporting rate is 85% - subject to change as reporting rate increases.

| Fixed Roof Accommodations (cont.) | YTD | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
|--|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| Average Room Rate⁴ | | | | | | | | | | | | | |
| Average Room Rate (\$) | 152 | 122 | 124 | 131 | 141 | 150 | 161 | 160 | 171 | 168 | 155 | | |
| % Change from same period 2017 | 6 | 3 | 5 | 5 | 10 | 7 | 9 | 2 | 6 | 5 | 9 | | |
| Campground Activity | | | | | | | | | | | | | |
| Short-Term Occupancy Rate (%) | 30 | | | | | 11 | 19 | 43 | 49 | 23 | | | |
| % Point Change from same period 2017 | 1 | | | | | 1 | 3 | -1 | 1 | 0 | | | |
| Short-Term Site Nights Sold ('000s) | 352 | | | | | 12 | 46 | 108 | 125 | 53 | | | |
| % Change from same period 2017 | 2 | | | | | 7 | 19 | -2 | 2 | 2 | | | |
| Total Occupancy Rate (%) | 56 | | | | | 46 | 49 | 63 | 68 | 52 | | | |
| % Point Change from same period 2017 | 3 | | | | | 1 | 4 | -1 | 2 | 6 | | | |
| Total Site Nights Sold ('000s) | 1,026 | | | | | 91 | 182 | 251 | 271 | 187 | | | |
| % Change from same period 2017 | 4 | | | | | 4 | 9 | -1 | 4 | 9 | | | |
| Sharing Economy* | | | | | | | | | | | | | |
| Room Nights Booked ('000s) | 273 | 7 | 6 | 10 | 12 | 21 | 30 | 50 | 60 | 43 | 33 | | |
| % Change from same period 2017 | 90 | 111 | 94 | 153 | 113 | 120 | 101 | 76 | 80 | 86 | 89 | | |

*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

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

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 | 32 | 1 | 2 | 2 | 2 | 2 | 4 | 5 | 6 | 4 | 4 | | |
| % Change from same period 2017 | -11 | 58 | 25 | 38 | 9 | -21 | 80 | -28 | -22 | -32 | -23 | | |
| Mary E. Black Gallery (NS Centre for Craft & Design) | 7 | -- | -- | -- | -- | 1 | 1 | 1 | 1 | 2 | | | |
| % Change from same period 2017 | 16 | 157 | 72 | 7 | 57 | -23 | -25 | -9 | 40 | 43 | | | |
| Provincial Museum Attendance ('000s) | | | | | | | | | | | | | |
| Nova Scotia Museum | 596 | 22 | 30 | 41 | 41 | 26 | 68 | 103 | 106 | 91 | 68 | | |
| % Change from same period 2017 | 11 | 109 | 100 | 56 | 235 | 8 | 3 | -7 | -14 | 2 | 17 | | |
| National Park/Historic Site Attendance ('000s)* | | | | | | | | | | | | | |
| Halifax Citadel | 204 | 1 | 1 | 2 | 3 | 10 | 21 | 66 | 41 | 36 | 24 | | |
| % Change from same period 2017 | -26 | -51 | 1 | 31 | -42 | -29 | -38 | -21 | -24 | -15 | -39 | | |
| Fortress Louisbourg | 81 | | | | | 2 | 8 | 23 | 23 | 15 | 10 | | |
| % Change from same period 2017 | -41 | | | | | -30 | -29 | -43 | -51 | -35 | -24 | | |
| Alexander Graham Bell | 86 | | | | | 2 | 10 | 20 | 22 | 19 | 13 | | |
| % Change from same period 2017 | -22 | | | | | -27 | -13 | -27 | -28 | -17 | -15 | | |
| Information Enquiries ('000s) | | | | | | | | | | | | | |
| NS Information Centre Visitors Counselling | 316 | 3 | 3 | 4 | 5 | 12 | 40 | 76 | 83 | 59 | 31 | | |
| % Change from same period 2017 | N/A | -15 | -9 | -10 | 13 | -21 | 2 | 2 | 7 | -3 | -9 | | |
| Local Information Centre Visitors Counselling | 206 | | | | | 5 | 23 | 60 | 68 | 40 | 10 | | |
| Literature Requests | 38 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 3 | 2 | 1 | | |
| % Change from same period 2017 | -15 | -7 | -3 | -19 | -27 | -26 | -18 | -5 | -1 | 14 | -7 | | |
| Website Activity (NovaScotia.com) ('000s) | | | | | | | | | | | | | |
| Visits | 3,389 | 187 | 189 | 355 | 319 | 386 | 437 | 577 | 472 | 269 | 198 | | |
| % Change from same period 2017 | -6 | -4 | 1 | 26 | 3 | -9 | -18 | -6 | -5 | -20 | -19 | | |

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