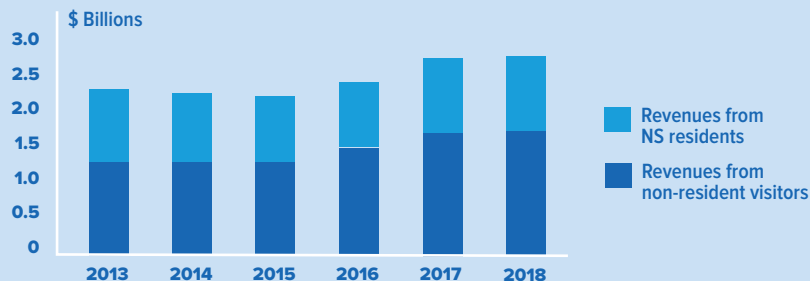


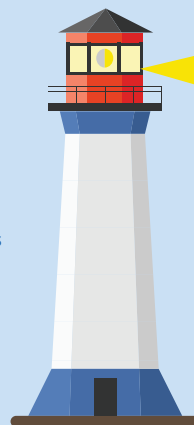
2018 TOURISM PERFORMANCE

Higher-spending visitors drive tourism revenues growth

TOURISM REVENUES



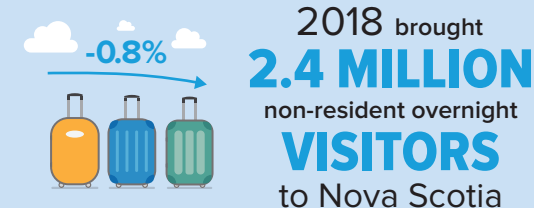
Tourism revenues reached \$2.61 billion in 2018, an increase of 0.3% compared to updated revenues estimates for 2017. Growth in revenues was driven by non-resident visitor spending.



\$4 BILLION
GOAL

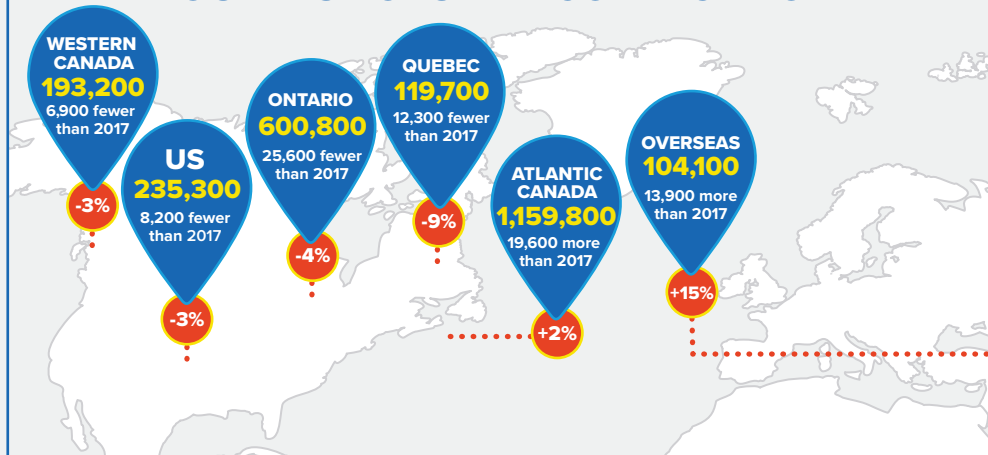
Nova Scotia's tourism industry is working to reach the Ivany Report goal of \$4 billion in tourism revenues by 2024

VISITORS



A slight decline of 19,500 visitors compared to a record number of visitors in 2017

WHERE OUR VISITORS ARE COMING FROM



LICENSED ACCOMMODATIONS IN NOVA SCOTIA

2.8 MILLION
ROOM NIGHTS SOLD

19,600 more room nights compared to 2017

+1%



ROOM NIGHTS BOOKED THROUGH A SHARING ECONOMY PLATFORM

(Room nights booked through a sharing economy platform include both licensed and unlicensed accommodations)

426,000

bookings in 2018

+85%

over 2017



TOURISM
NOVA SCOTIA

HOW THEY GOT HERE

+4%

-3%



820,000 VISITORS

ARRIVED BY AIR
(30,300 more than 2017)

1,593,000 VISITORS

ARRIVED BY ROAD
(49,900 fewer than 2017)

STRATEGIC GAME CHANGERS

WHAT'S NEEDED TO REACH \$4 BILLION BY 2024

Nova Scotia has experienced strong tourism growth over the last several years. We've made great progress but there's more work to be done. Following are key opportunities that we must embrace to reach the \$4B goal.



ACCOMMODATIONS MORE QUANTITY, QUALITY, & VARIETY

Nova Scotia needs over 5,000 more rooms and it's important that we offer the quality and type of accommodations travellers want.

YEAR-ROUND OPERATIONS NOVA SCOTIA SHOULD ALWAYS BE IN SEASON

We need to develop, expand and improve our off-season offerings.



LABOUR A SKILLED TOURISM WORKFORCE

We must do everything we can to attract and retain more qualified workers.



CHINA WE CAN BECOME CANADA'S NEXT "HOTSPOT" FOR CHINESE VISITORS

We must offer and promote experiences that will inspire Chinese travellers to choose Nova Scotia.

AIR CAPACITY VISITORS ARRIVING BY AIR SPEND MORE

We need to increase access through more direct flights from priority markets.



INCREASED MARKETING SMART PARTNERSHIPS DRIVE VISITATION

We must continue to build awareness of Nova Scotia as a vacation destination.

