

Nova Scotia Tourism Indicators February 2019

2019 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>	139	68	71										
% Change from same period 2018	1	-1	4										
<i>Amherst/Tidnish</i>	136	66	70										
% Change from same period 2018	2	-1	4										
<i>North Sydney</i>	2	1	1										
% Change from same period 2018	-18	-22	-15										
<i>Digby</i>	1	1	--										
% Change from same period 2018	N/A	13	N/A										
<i>Caribou</i>													
% Change from same period 2018													
<i>Yarmouth</i>													
% Change from same period 2018													
<u>Air Visits by Entry Point</u>													
<i>Halifax Stanfield International Airport</i>	67	37	30										
% Change from same period 2018	6	3	10										
<u>Total Visitors</u>	206	105	101										
% Change from same period 2018	3	1	6										
Airport Activity ('000s)													
Enplanements	254	124	131										
% Change from same period 2018	1	0	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
NS Accommodation Activity¹

	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Fixed Roof Accommodations													
South Shore													
Occupancy Rate (%)	28	21	35										
% Point Change from same period 2018	5	1	8										
Room Nights Sold ('000s)	15	6	9										
% Change from same period 2018	21	7	32										
Halifax Metro													
Occupancy Rate (%)	47	43	51										
% Point Change from same period 2018	0	-1	1										
Room Nights Sold ('000s)	157	75	81										
% Change from same period 2018	0	-2	3										
Eastern Shore													
Occupancy Rate (%)	11	11	10										
% Point Change from same period 2018	-3	-1	-5										
Room Nights Sold ('000s)	--	--	--										
% Change from same period 2018	-10	2	-21										
Cape Breton													
Occupancy Rate (%)	37	28	46										
% Point Change from same period 2018	9	3	15										
Room Nights Sold ('000s)	31	13	18										
% Change from same period 2018	21	2	38										
Northumberland Shore													
Occupancy Rate (%)	32	29	34										
% Point Change from same period 2018	-2	-3	-1										
Room Nights Sold ('000s)	16	8	8										
% Change from same period 2018	-5	-8	-1										
Bay of Fundy & Annapolis Valley													
Occupancy Rate (%)	29	26	32										
% Point Change from same period 2018	-1	-1	-1										
Room Nights Sold ('000s)	26	12	14										
% Change from same period 2018	-4	-3	-4										
Yarmouth & Acadian Shores													
Occupancy Rate (%)	31	28	35										
% Point Change from same period 2018	3	4	1										
Room Nights Sold ('000s)	7	3	4										
% Change from same period 2018	10	19	4										
Province													
Occupancy Rate (%)	39	35	44										
% Point Change from same period 2018	2	0	3										
Room Nights Sold ('000s)	252	117	135										
% Change from same period 2018	3	-1	7										
Province outside of Halifax													
Occupancy Rate (%)	31	26	37										
% Point Change from same period 2018	3	1	5										
Room Nights Sold ('000s)	95	42	53										
% Change from same period 2018	8	0	14										

Totals may not add because of rounding

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

Sharing Economy*

Room Nights Booked ('000s)	29	15	14
% Change from same period 2018	-11	-12	-10

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

SHARING ECONOMY

An estimate of room nights sold through two leading sharing economy platforms.

Source: AirDNA