

Nova Scotia  
Tourism Indicators  
March 2019

## 2019 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>231</b>	68	71	92									
% Change from same period 2018	<b>5</b>	-1	4	11									
<i>Amherst/Tidnish</i>	<b>225</b>	66	70	89									
% Change from same period 2018	<b>5</b>	-1	4	10									
<i>North Sydney</i>	<b>4</b>	1	1	2									
% Change from same period 2018	<b>-8</b>	-22	-15	8									
<i>Digby</i>	<b>2</b>	1	--	1									
% Change from same period 2018	<b>N/A</b>	13	N/A	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>	<b>100</b>	37	30	33									
% Change from same period 2018	<b>-0.2</b>	3	10	-11									
<u>Total Visitors</u>	<b>330</b>	105	101	125									
% Change from same period 2018	<b>3</b>	1	6	4									
<b>Airport Activity ('000s)</b>													
Enplanements	<b>415</b>	124	131	161									
% Change from same period 2018	<b>-2</b>	0	2	-7									

## 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 Activity<sup>1</sup>**

	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Fixed Roof Accommodations</b>													
<b>South Shore</b>													
Occupancy Rate (%)	29	21	35	33									
% Point Change from same period 2018	3	2	8	1									
Room Nights Sold ('000s)	24	6	9	10									
% Change from same period 2018	14	6	31	6									
<b>Halifax Metro</b>													
Occupancy Rate (%)	52	43	51	63									
% Point Change from same period 2018	-1	-1	1	-2									
Room Nights Sold ('000s)	265	75	81	110									
% Change from same period 2018	-1	-2	2	-3									
<b>Eastern Shore</b>													
Occupancy Rate (%)	10	11	9	9									
% Point Change from same period 2018	-4	-1	-5	-6									
Room Nights Sold ('000s)	1	--	--	--									
% Change from same period 2018	-18	2	-23	-28									
<b>Cape Breton</b>													
Occupancy Rate (%)	38	28	44	42									
% Point Change from same period 2018	7	2	13	6									
Room Nights Sold ('000s)	49	12	18	19									
% Change from same period 2018	14	1	32	11									
<b>Northumberland Shore</b>													
Occupancy Rate (%)	34	29	33	39									
% Point Change from same period 2018	-1	-4	-2	3									
Room Nights Sold ('000s)	26	8	8	10									
% Change from same period 2018	0	-9	-3	12									
<b>Bay of Fundy &amp; Annapolis Valley</b>													
Occupancy Rate (%)	31	26	32	36									
% Point Change from same period 2018	-2	-1	-1	-4									
Room Nights Sold ('000s)	43	12	14	17									
% Change from same period 2018	-7	-4	-5	-9									
<b>Yarmouth &amp; Acadian Shores</b>													
Occupancy Rate (%)	31	28	35	32									
% Point Change from same period 2018	1	4	1	-2									
Room Nights Sold ('000s)	11	3	4	4									
% Change from same period 2018	6	19	3	-1									
<b>Province</b>													
Occupancy Rate (%)	43	35	44	50									
% Point Change from same period 2018	1	0	3	-1									
Room Nights Sold ('000s)	419	117	133	169									
% Change from same period 2018	1	-1	5	-1									
<b>Province outside of Halifax</b>													
Occupancy Rate (%)	33	26	36	37									
% Point Change from same period 2018	2	0	5	1									
Room Nights Sold ('000s)	153	41	52	60									
% Change from same period 2018	5	-1	12	3									

**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.

### Sharing Economy\*

Room Nights Booked ('000s)	47	15	14	19
% Change from same period 2018	-10	-12	-10	-7

## Definitions

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### 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

### SHARING ECONOMY

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

Source: AirDNA