

Nova Scotia  
Tourism Indicators  
May 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>434</b>	68	71	92	88	115							
% Change from same period 2018	<b>1</b>	-1	4	11	-1	-6							
<i>Amherst/Tidnish</i>	<b>412</b>	66	70	89	83	104							
% Change from same period 2018	<b>1</b>	-1	4	10	-3	-5							
<i>North Sydney</i>	<b>11</b>	1	1	2	3	4							
% Change from same period 2018	<b>1</b>	-22	-15	8	8	6							
<i>Digby</i>	<b>5</b>	1	--	1	1	2							
% Change from same period 2018	<b>N/A</b>	13	N/A	N/A	N/A	-11							
<i>Caribou</i>	<b>6</b>					6							
% Change from same period 2018	<b>-17</b>					-17							
<i>Yarmouth</i>													
% Change from same period 2018													
<u>Air Visits by Entry Point</u>													
<i>Halifax Stanfield International Airport</i>	<b>186</b>	37	30	33	39	48							
% Change from same period 2018	<b>-11</b>	3	10	-11	-23	-21							
<u>Total Visitors</u>	<b>620</b>	105	101	125	127	163							
% Change from same period 2018	<b>-3</b>	1	6	4	-9	-11%							
<b>Airport Activity ('000s)</b>													
Enplanements	<b>772</b>	124	131	161	175	182							
% Change from same period 2018	<b>-2</b>	0	2	-7	-6	1							

## 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 (%)	30	21	35	32	27	33							
% Point Change from same period 2018	1	2	8	1	-2	-1							
Room Nights Sold ('000s)	44	6	8	9	8	13							
% Change from same period 2018	4	3	27	3	-7	1							
<b>Halifax Metro</b>													
Occupancy Rate (%)	56	43	51	63	64	59							
% Point Change from same period 2018	-2	-1	1	-2	-4	-4							
Room Nights Sold ('000s)	511	75	80	109	108	137							
% Change from same period 2018	-3	-2	2	-3	-6	-2							
<b>Eastern Shore</b>													
Occupancy Rate (%)	15	11	10	9	15	20							
% Point Change from same period 2018	-3	-1	-5	-6	0	-4							
Room Nights Sold ('000s)	2	--	--	--	--	1							
% Change from same period 2018	-8	2	-23	-31	-9	-1							
<b>Cape Breton</b>													
Occupancy Rate (%)	36	27	42	40	35	36							
% Point Change from same period 2018	3	1	11	5	4	-1							
Room Nights Sold ('000s)	95	12	18	19	17	30							
% Change from same period 2018	7	0	31	10	8	-2							
<b>Northumberland Shore</b>													
Occupancy Rate (%)	34	29	33	39	34	34							
% Point Change from same period 2018	1	-4	-2	3	1	3							
Room Nights Sold ('000s)	53	8	8	10	9	18							
% Change from same period 2018	1	-9	-3	12	-2	3							
<b>Bay of Fundy &amp; Annapolis Valley</b>													
Occupancy Rate (%)	29	25	32	36	33	25							
% Point Change from same period 2018	-1	-1	-1	-3	-4	1							
Room Nights Sold ('000s)	85	12	14	17	15	27							
% Change from same period 2018	-5	-5	-7	-9	-12	4							
<b>Yarmouth &amp; Acadian Shores</b>													
Occupancy Rate (%)	33	28	35	32	35	36							
% Point Change from same period 2018	-7	4	1	-2	-30	-8							
Room Nights Sold ('000s)	19	3	4	4	4	5							
% Change from same period 2018	-15	19	3	-1	-45	-15							
<b>Province</b>													
Occupancy Rate (%)	44	35	44	50	49	43							
% Point Change from same period 2018	-1	0	2	-1	-3	-1							
Room Nights Sold ('000s)	810	116	132	169	162	231							
% Change from same period 2018	-2	-2	5	-2	-7	-1							
<b>Province outside of Halifax</b>													
Occupancy Rate (%)	32	26	36	36	33	32							
% Point Change from same period 2018	1	0	4	1	-2	1							
Room Nights Sold ('000s)	302	41	51	59	54	96							
% Change from same period 2018	1	-1	10	2	-9	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)	107	15	14	19	23	37
% Change from same period 2018	11	-6	-3	1	14	32

## 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

## Visitor Activities

	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Gallery Attendance ('000s)</b>													
Art Gallery of NS	11	1	2	3	2	3							
% Change from same period 2018	12	-34	38	7	5	33							
Mary E. Black Gallery (NS Centre for Craft & Design)	2	--	--	1	--	--							
% Change from same period 2018	-26	-60	-30	37	-23	-38							
<b>Provincial Museum Attendance ('000s)</b>													
Nova Scotia Museum	180	14	48	52	37	29							
% Change from same period 2018	13	-36	62	27	-11	13							
<b>National Park/Historic Site Attendance ('000s)</b>													
Halifax Citadel	7	1	1	2	3								
% Change from same period 2018	7	-2	5	23	3								
Fortress Louisbourg	2					2							
% Change from same period 2018	19					19							
Alexander Graham Bell	2					2							
% Change from same period 2018	-9					-9							
<b>Information Enquiries ('000s)</b>													
NS Information Centre Visitors Counselling *	24	3	2	3	3	12							
% Change from same period 2018	-10	-1	-14	-8	-35	-2							
Local Information Centre Visitors Counselling						5							
Literature Requests	21	4	3	5	5	5							
% Change from same period 2018	-12	-10	-18	-11	-14	-6							
<b>Website Activity (NovaScotia.com) ('000s)</b>													
Visits	1,409	219	206	317	305	362							
% Change from same period 2018	-2	17	9	-11	-4	-6							

\*The Halifax Waterfront Visitor Information Centre was closed from January to May 2019

*Totals may not add because of rounding. Definitions on following page.*

## Definitions

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### 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*

### 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

### WEBSITE ACTIVITY

**Visits** are the number of user sessions to the NovaScotia.com website. Source: Tourism Nova Scotia