

Nova Scotia Tourism Indicators

September 2019

Tourism Nova Scotia gathers and reports tourism statistics on behalf of the tourism industry. These statistics reflect the combined efforts of tourism businesses, organizations, communities, and governments, and include activities by both Nova Scotians and non-resident visitors. There are many factors that contribute to tourism industry performance including events, weather, gas prices, air capacity, currency fluctuations, geo-political circumstances, and industry initiatives, such as marketing. Tourism Nova Scotia is just one organization among many contributing to tourism growth. We support tourism growth through marketing in key national and international markets, support for experience and business development, and visitor servicing.

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>	1,267	68	71	92	88	115	146	276	285	126			
% Change from same period 2018	-2.3	-1	4	11	-1	-6	-2	1	-2	-17			
<i>Amherst/Tidnish</i>	1,095	66	70	89	83	104	124	227	231	101			
% Change from same period 2018	-1	-1	4	10	-3	-5	1	3	0	-15			
<i>North Sydney</i>	42	1	1	2	3	4	5	10	11	4			
% Change from same period 2018	-4	-22	-15	8	8	6	-3	-4	-2	-19			
<i>Digby</i>	39	1	--	1	1	2	5	11	12	6			
% Change from same period 2018	N/A	13	N/A	N/A	N/A	-11	12	26	26	5			
<i>Caribou</i>	90					6	11	28	31	15			
% Change from same period 2018	-7					-17	-14	-1	-5	-14			
<i>Yarmouth</i>													
% Change from same period 2018													
<u>Air Visits by Entry Point</u>													
<i>Halifax Stanfield International Airport</i>	601	37	30	33	39	48	82	106	129	97			
% Change from same period 2018	-8	3	10	-11	-23	-21	6	-7	-12	-8			
<u>Total Visitors</u>	1,868	105	101	125	127	163	228	382	414	223			
% Change from same period 2018	-4	1	6	4	-9	-11	0	-2	-5	-13			
Cruise Ship Passenger Visits ('000s)													
Halifax	214						42			172			
% Change from same period 2018	3						0			4			
Cape Breton	99				1	4	10	13	15	55			
% Change from same period 2018	22				N/A	-10	55	-11	62	19			
Airport Activity ('000s)													
Enplanements	1,622	124	131	161	175	182	191	214	244	201			
% Change from same period 2018	-3	0	2	-7	-6	1	-5	-4	-4	-6			

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 (%)	47	21	35	32	27	33	47	63	75	62			
% Point Change from same period 2018	0	2	8	1	-2	-1	-1	-3	-1	-2			
Room Nights Sold ('000s)	148	6	8	9	8	13	19	27	32	26			
% Change from same period 2018	-1	3	27	3	-8	-1	-2	-3	-2	-3			
Halifax Metro													
Occupancy Rate (%)	68	43	51	63	64	59	71	80	83	88			
% Point Change from same period 2018	0	-1	1	-2	-4	-3	-2	5	3	1			
Room Nights Sold ('000s)	1,188	75	80	109	108	138	156	181	185	155			
% Change from same period 2018	1	-2	2	-3	-6	-2	-2	6	5	5			
Eastern Shore													
Occupancy Rate (%)	34	11	10	9	15	20	34	48	54	41			
% Point Change from same period 2018	-4	-1	-5	-6	0	-4	4	0	-5	-12			
Room Nights Sold ('000s)	15	--	--	--	--	1	2	3	4	3			
% Change from same period 2018	-8	2	-23	-30	-8	-2	8	-1	-9	-23			
Cape Breton													
Occupancy Rate (%)	53	27	42	40	35	34	46	68	78	62			
% Point Change from same period 2018	0	1	11	4	3	-3	-2	0	-1	-5			
Room Nights Sold ('000s)	358	12	17	19	16	28	47	73	83	63			
% Change from same period 2018	-2	-1	29	8	4	-8	-3	-1	-4	-7			
Northumberland Shore													
Occupancy Rate (%)	41	29	33	38	34	34	29	44	63	60			
% Point Change from same period 2018	-3	-4	-2	3	1	3	-5	-3	-7	-5			
Room Nights Sold ('000s)	154	7	8	10	9	18	19	30	30	22			
% Change from same period 2018	-5	-10	-3	10	-3	4	-6	1	-17	-8			
Bay of Fundy & Annapolis Valley													
Occupancy Rate (%)	39	25	32	36	33	26	31	44	54	62			
% Point Change from same period 2018	-3	-1	-1	-3	-4	1	0	-7	-11	-3			
Room Nights Sold ('000s)	271	12	14	17	15	28	35	51	56	43			
% Change from same period 2018	-7	-5	-7	-9	-12	6	2	-12	-14	-5			
Yarmouth & Acadian Shores													
Occupancy Rate (%)	41	28	35	32	35	36	38	50	54	54			
% Point Change from same period 2018	-14	4	1	-2	-30	-8	-18	-23	-27	-19			
Room Nights Sold ('000s)	45	3	4	4	4	5	5	7	7	7			
% Change from same period 2018	-23	18	2	-2	-45	-15	-32	-28	-30	-20			
Province													
Occupancy Rate (%)	55	35	44	50	48	43	51	64	73	71			
% Point Change from same period 2018	-1	0	2	-1	-3	-1	-2	-1	-2	-3			
Room Nights Sold ('000s)	2,178	116	131	168	161	230	283	373	397	317			
% Change from same period 2018	-2	-2	5	-2	-7	-2	-3	0	-3	-2			
Province outside of Halifax													
Occupancy Rate (%)	45	26	36	36	32	31	37	54	66	61			
% Point Change from same period 2018	-2	0	4	1	-3	0	-2	-4	-6	-5			
Room Nights Sold ('000s)	990	41	51	59	53	92	127	192	213	163			
% Change from same period 2018	-5	-2	10	1	-10	-1	-3	-6	-10	-7			

Totals may not add because of rounding

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

<i>Fixed Roof Accommodations (cont.)</i>	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Average Room Rate⁴													
Average Room Rate (\$)	149	122	125	128	132	155	156	158	163	164			
% Change from same period 2018	-2	0	0	-1	-6	4	-3	-1	-4	-2			
Campground Activity													
Short-Term Occupancy Rate (%)	33					10	18	40	49				
% Point Change from same period 2018	-1					-1	-1	-2	1				
Short-Term Site Nights Sold ('000s)	283					12	44	102	125				
% Change from same period 2018	-2					-1	-4	-4	1				
Total Occupancy Rate (%)	57					39	49	62	68				
% Point Change from same period 2018	-1					-7	0	-1	0				
Total Site Nights Sold ('000s)	786					80	185	251	270				
% Change from same period 2018	-1					-12	2	0	0				
Sharing Economy*													
Room Nights Booked ('000s)	398	14	12	17	22	35	51	84	98	66			
% Change from same period 2018	37	58	63	47	43	39	46	35	34	28			

* AirDNA's 2018 updates are reflected in the Sharing Economy data.

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 two leading sharing economy platforms.

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	3	2	3	6	7	9				
% Change from same period 2018	35	-34	38	7	5	33	44	55	50				
Mary E. Black Gallery (NS Centre for Craft & Design)	7	--	--	1	--	--	1	1	2	2			
% Change from same period 2018	-4	-60	-30	37	-23	-38	-2	18	19	-6			
Provincial Museum Attendance ('000s)													
Nova Scotia Museum	538	14	48	52	37	29	69	96	106	86			
% Change from same period 2018	2	-36	62	27	-11	13	2	-7	1	-7			
National Park/Historic Site Attendance ('000s)													
Halifax Citadel	182	1	1	2	3	11	19	71	39	35			
% Change from same period 2018	0	-2	5	23	3	9	-13	8	-6	-2			
Fortress Louisbourg	61					2	9	19	19	13			
% Change from same period 2018	-13					19	6	-16	-17	-17			
Alexander Graham Bell	73					2	10	20	22	20			
% Change from same period 2018	0					-9	-7	-2	2	5			
Information Enquiries ('000s)													
NS Information Centre Visitors Counselling *	262	3	2	3	3	12	37	71	78	52			
% Change from same period 2018	-8	-1	-14	-8	-35	-2	-7	-8	-6	-11			
Local Information Centre Visitors Counselling						5	27	54	60	29			
Literature Requests	32	4	3	5	5	5	4	3	2	1			
% Change from same period 2018	-14	-10	-18	-11	-14	-6	-13	-20	-19	-22			
Website Activity (NovaScotia.com) ('000s)													
Visits	3,158	219	206	317	305	362	433	541	476	299			
% Change from same period 2018	-1	17	9	-11	-4	-6	-1	-6	1	11			

*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

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