

# Nova Scotia Tourism Indicators

## January - December 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 |
|------------------------------------|--------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| <b>Visitor Entries ('000s)</b>     |              |     |     |     |     |     |     |     |     |     |     |     |     |
| <u>Road Visits by Entry Point*</u> | <b>1,543</b> | 68  | 71  | 92  | 88  | 115 | 146 | 276 | 285 | 126 | 114 | 85  | 78  |
| % Change from same period 2018     | <b>-3</b>    | -1  | 4   | 11  | -1  | -6  | -2  | 1   | -2  | -17 | -4  | -8  | -10 |
| <i>Amherst/Tidnish</i>             | <b>1,348</b> | 66  | 70  | 89  | 83  | 104 | 124 | 227 | 231 | 101 | 99  | 81  | 73  |
| % Change from same period 2018     | <b>-2</b>    | -1  | 4   | 10  | -3  | -5  | 1   | 3   | 0   | -15 | -4  | -8  | -10 |
| <i>North Sydney</i>                | <b>51</b>    | 1   | 1   | 2   | 3   | 4   | 5   | 10  | 11  | 4   | 4   | 3   | 2   |
| % Change from same period 2018     | <b>-2</b>    | -22 | -15 | 8   | 8   | 6   | -3  | -4  | -2  | -19 | 8   | 13  | 9   |
| <i>Digby*</i>                      | <b>43</b>    | 1   | --  | 1   | 1   | 2   | 5   | 11  | 12  | 6   | 2   | --  | 1   |
| % Change from same period 2018     | <b>N/A</b>   | 13  | N/A | N/A | N/A | -11 | 12  | 26  | 26  | 5   | -23 | -91 | -4  |
| <i>Caribou</i>                     | <b>101</b>   |     |     |     |     | 6   | 11  | 28  | 31  | 15  | 8   | 2   | 1   |
| % Change from same period 2018     | <b>-7</b>    |     |     |     |     | -17 | -14 | -1  | -5  | -14 | 3   | 21  | -44 |
| <i>Yarmouth</i>                    |              |     |     |     |     |     |     |     |     |     |     |     |     |
| % Change from same period 2018     |              |     |     |     |     |     |     |     |     |     |     |     |     |

\* Digby ferry service did not operate between February and late April, 2018.

### Air Visits by Entry Point

|  |              |     |     |     |     |     |     |     |     |     |     |     |     |
|--|--------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| <i>Halifax Stanfield International Airport</i> | <b>758</b>   | 37  | 30  | 33  | 39  | 48  | 82  | 106 | 129 | 97  | 81  | 42  | 34  |
| % Change from same period 2018                 | <b>-8</b>    | 3   | 10  | -11 | -23 | -21 | 6   | -7  | -12 | -8  | -1  | -1  | -17 |
| <b>Total Visitors</b>                          | <b>2,301</b> | 105 | 101 | 125 | 127 | 163 | 228 | 382 | 414 | 223 | 194 | 127 | 112 |
| % Change from same period 2018                 | <b>-5</b>    | 1   | 6   | 4   | -9  | -11 | 0   | -2  | -5  | -13 | -3  | -6  | -12 |

### Cruise Ship Passenger Visits ('000s)

|                                |            |  |  |  |     |     |    |     |    |     |    |     |  |
|--------------------------------|------------|--|--|--|-----|-----|----|-----|----|-----|----|-----|--|
| <i>Halifax</i>                 | <b>324</b> |  |  |  |     |     | 42 |     |    | 171 |    | 111 |  |
| % Change from same period 2018 | <b>2</b>   |  |  |  |     |     | 0  |     |    | 3   |    | 1   |  |
| <i>Cape Breton</i>             | <b>155</b> |  |  |  | 1   | 4   | 10 | 13  | 15 | 55  | 54 | 1   |  |
| % Change from same period 2018 | <b>19</b>  |  |  |  | N/A | -10 | 55 | -11 | 62 | 19  | 14 | 10  |  |

### Airport Activity ('000s)

|                                |              |     |     |     |     |     |     |     |     |     |     |     |     |
|--------------------------------|--------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Enplanements                   | <b>2,086</b> | 124 | 131 | 161 | 175 | 182 | 191 | 214 | 244 | 201 | 190 | 131 | 144 |
| % Change from same period 2018 | <b>-4</b>    | 0   | 2   | -7  | -6  | 1   | -5  | -4  | -4  | -6  | -5  | -6  | -4  |

### Tourism Revenues Estimate (\$ 000)

|                                |                  |  |  |  |  |  |  |  |  |  |  |  |  |
|--------------------------------|------------------|--|--|--|--|--|--|--|--|--|--|--|--|
|                                | <b>2,633,000</b> |  |  |  |  |  |  |  |  |  |  |  |  |
| % Change from same period 2018 | <b>-4</b>        |  |  |  |  |  |  |  |  |  |  |  |  |

## 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 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 (%)                         | 44    | 21  | 35  | 32  | 27  | 33  | 47  | 62  | 74  | 63  | 44  | 31  | 24  |
| % Point Change from same period 2018       | 0     | 2   | 8   | 1   | -2  | -1  | -1  | -3  | -2  | -2  | 2   | -2  | -3  |
| Room Nights Sold ('000s)                   | 178   | 6   | 8   | 9   | 8   | 13  | 19  | 27  | 32  | 25  | 17  | 9   | 6   |
| % Change from same period 2018             | -2    | 2   | 25  | 2   | -9  | -1  | -2  | -4  | -2  | -4  | 5   | -4  | -19 |
| <b>Halifax Metro</b>                       |       |     |     |     |     |     |     |     |     |     |     |     |     |
| Occupancy Rate (%)                         | 66    | 43  | 51  | 63  | 64  | 59  | 71  | 80  | 83  | 88  | 75  | 64  | 44  |
| % Point Change from same period 2018       | 0     | -1  | 1   | -2  | -4  | -3  | -2  | 5   | 3   | 1   | -1  | 1   | 3   |
| Room Nights Sold ('000s)                   | 1,524 | 75  | 80  | 109 | 108 | 138 | 156 | 181 | 185 | 155 | 140 | 114 | 82  |
| % Change from same period 2018             | 2     | -2  | 2   | -3  | -6  | -2  | -2  | 6   | 5   | 5   | 5   | 8   | 14  |
| <b>Eastern Shore</b>                       |       |     |     |     |     |     |     |     |     |     |     |     |     |
| Occupancy Rate (%)                         | 33    | 11  | 10  | 9   | 13  | 20  | 34  | 47  | 55  | 41  | 37  | 23  | 14  |
| % Point Change from same period 2018       | -4    | -1  | -5  | -6  | -2  | -4  | 4   | 0   | -4  | -12 | -2  | -7  | -11 |
| Room Nights Sold ('000s)                   | 18    | --  | --  | --  | --  | 1   | 2   | 3   | 4   | 3   | 2   | 1   | --  |
| % Change from same period 2018             | -9    | 2   | -23 | -30 | -18 | -2  | 6   | -2  | -8  | -23 | -1  | -22 | -34 |
| <b>Cape Breton</b>                         |       |     |     |     |     |     |     |     |     |     |     |     |     |
| Occupancy Rate (%)                         | 51    | 27  | 42  | 40  | 35  | 34  | 45  | 68  | 78  | 61  | 57  | 40  | 30  |
| % Point Change from same period 2018       | 0     | 1   | 11  | 4   | 3   | -3  | -2  | -1  | -2  | -6  | 2   | -1  | -2  |
| Room Nights Sold ('000s)                   | 442   | 12  | 17  | 19  | 16  | 28  | 47  | 73  | 83  | 62  | 53  | 19  | 13  |
| % Change from same period 2018             | -1    | -1  | 29  | 8   | 5   | -8  | -3  | -1  | -4  | -8  | 6   | 1   | -9  |
| <b>Northumberland Shore</b>                |       |     |     |     |     |     |     |     |     |     |     |     |     |
| Occupancy Rate (%)                         | 42    | 29  | 33  | 38  | 34  | 34  | 29  | 44  | 63  | 60  | 52  | 46  | 32  |
| % Point Change from same period 2018       | -2    | -4  | -2  | 3   | 1   | 3   | -5  | -3  | -7  | -5  | 2   | 6   | 3   |
| Room Nights Sold ('000s)                   | 190   | 7   | 8   | 10  | 9   | 18  | 19  | 30  | 30  | 21  | 18  | 12  | 8   |
| % Change from same period 2018             | -4    | -10 | -3  | 10  | -4  | 3   | -7  | 1   | -17 | -10 | 2   | 9   | 13  |
| <b>Bay of Fundy &amp; Annapolis Valley</b> |       |     |     |     |     |     |     |     |     |     |     |     |     |
| Occupancy Rate (%)                         | 39    | 25  | 32  | 36  | 33  | 26  | 32  | 44  | 54  | 61  | 48  | 44  | 26  |
| % Point Change from same period 2018       | -3    | -1  | -1  | -3  | -4  | 1   | 0   | -7  | -11 | -3  | -4  | 2   | -2  |
| Room Nights Sold ('000s)                   | 334   | 12  | 14  | 17  | 15  | 28  | 35  | 51  | 56  | 42  | 31  | 21  | 12  |
| % Change from same period 2018             | -6    | -5  | -7  | -9  | -12 | 6   | 2   | -12 | -14 | -6  | -6  | 5   | -2  |
| <b>Yarmouth &amp; Acadian Shores</b>       |       |     |     |     |     |     |     |     |     |     |     |     |     |
| Occupancy Rate (%)                         | 39    | 28  | 34  | 32  | 35  | 36  | 38  | 50  | 54  | 54  | 37  | 37  | 26  |
| % Point Change from same period 2018       | -12   | 4   | 0   | -2  | -30 | -8  | -18 | -23 | -27 | -19 | -11 | 1   | -1  |
| Room Nights Sold ('000s)                   | 57    | 3   | 3   | 4   | 4   | 5   | 5   | 7   | 7   | 7   | 5   | 4   | 3   |
| % Change from same period 2018             | -20   | 18  | -2  | -2  | -45 | -15 | -32 | -28 | -30 | -20 | -17 | 7   | 4   |
| <b>Province</b>                            |       |     |     |     |     |     |     |     |     |     |     |     |     |
| Occupancy Rate (%)                         | 54    | 35  | 44  | 50  | 48  | 43  | 51  | 64  | 73  | 71  | 61  | 52  | 36  |
| % Point Change from same period 2018       | -1    | 0   | 2   | -1  | -3  | -1  | -2  | -1  | -2  | -3  | 0   | 1   | 1   |
| Room Nights Sold ('000s)                   | 2,742 | 116 | 131 | 168 | 161 | 230 | 283 | 372 | 397 | 315 | 265 | 180 | 125 |
| % Change from same period 2018             | -1    | -2  | 4   | -2  | -7  | -2  | -3  | 0   | -4  | -2  | 3   | 6   | 7   |
| <b>Province outside of Halifax</b>         |       |     |     |     |     |     |     |     |     |     |     |     |     |
| Occupancy Rate (%)                         | 44    | 26  | 35  | 36  | 32  | 31  | 37  | 54  | 66  | 60  | 51  | 40  | 28  |
| % Point Change from same period 2018       | -2    | 0   | 4   | 1   | -3  | 0   | -2  | -4  | -6  | -5  | -1  | 1   | -2  |
| Room Nights Sold ('000s)                   | 1,219 | 41  | 51  | 59  | 53  | 92  | 127 | 191 | 212 | 160 | 125 | 66  | 43  |
| % Change from same period 2018             | -4    | -2  | 9   | 1   | -10 | -2  | -4  | -6  | -10 | -8  | 1   | 3   | -4  |

**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.

| <i>Fixed Roof Accommodations (cont.)</i> | YTD   | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
|--|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| <b>Average Room Rate<sup>4</sup></b>     |       |     |     |     |     |     |     |     |     |     |     |     |     |
| Average Room Rate (\$)                   | 146   | 122 | 125 | 128 | 132 | 155 | 156 | 158 | 163 | 164 | 148 | 131 | 123 |
| % Change from same period 2018           | -2    | 0   | 0   | -1  | -6  | 4   | -3  | -1  | -4  | -2  | -4  | -2  | 0   |
| <b>Campground Activity</b>               |       |     |     |     |     |     |     |     |     |     |     |     |     |
| Short-Term Occupancy Rate (%)            | 28    |     |     |     |     | 10  | 19  | 40  | 49  | 17  | 12  |     |     |
| % Point Change from same period 2018     | -3    |     |     |     |     | -1  | -1  | -2  | 1   | -7  | -2  |     |     |
| Short-Term Site Nights Sold ('000s)      | 332   |     |     |     |     | 12  | 44  | 103 | 124 | 38  | 12  |     |     |
| % Change from same period 2018           | -5    |     |     |     |     | -1  | -3  | -4  | 1   | -28 | 13  |     |     |
| Total Occupancy Rate (%)                 | 53    |     |     |     |     | 39  | 49  | 62  | 67  | 47  | 41  |     |     |
| % Point Change from same period 2018     | -2    |     |     |     |     | -7  | 0   | -1  | 0   | -5  | 0   |     |     |
| Total Site Nights Sold ('000s)           | 1,012 |     |     |     |     | 79  | 184 | 250 | 269 | 168 | 63  |     |     |
| % Change from same period 2018           | -1    |     |     |     |     | -13 | 1   | 0   | 0   | -9  | 30  |     |     |
| <b>Sharing Economy*</b>                  |       |     |     |     |     |     |     |     |     |     |     |     |     |
| Room Nights Booked ('000s)               | 490   | 14  | 13  | 17  | 22  | 35  | 51  | 83  | 97  | 65  | 44  | 24  | 25  |
| % Change from same period 2018           | 35    | 64  | 66  | 51  | 45  | 38  | 46  | 34  | 32  | 27  | 16  | 44  | 33  |

\* 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**

<sup>4</sup> Source data is revised the following year by the provider

### AVERAGE ROOM RATE

#### Disclaimer

All information contained in this document as well as in CBRE Limited ("CBRE") publications, or otherwise provided by CBRE is designed as a reference and a management tool for the internal use of companies and agencies involved in the travel and tourism industry. Reproduction and quotation in documents and matters relating to provision of third party consulting advice, business planning, solicitation of public funds, debt and equity financing, litigation, property tax or other legal and financial matters is NOT PERMITTED without the written permission of CBRE. Quotation and reproduction of this material is permitted otherwise ONLY if credited to CBRE and referencing our disclaimer as follows: Source: CBRE Limited with reproduction and use of information subject to CBRE Limited Disclaimer / Terms of Use as detailed at [www.cbre.ca](http://www.cbre.ca)

Users of this information are advised that CBRE Limited does not represent the information contained herein to be definitive or all-inclusive. CBRE Limited believes the information to be reliable, but is not responsible for errors or omissions.

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

|   | YTD   | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
|---|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| <b>Gallery Attendance ('000s)</b>                     |       |     |     |     |     |     |     |     |     |     |     |     |     |
| Art Gallery of NS                                     | 53    | 1   | 2   | 3   | 2   | 3   | 6   | 7   | 9   | 6   | 10  | 2   | 2   |
| % Change from same period 2018                        | 47    | -34 | 38  | 7   | 5   | 33  | 44  | 55  | 50  | 47  | 173 | 34  | -10 |
| Mary E. Black Gallery (NS Centre for Craft & Design)  | 10    | --  | --  | 1   | --  | --  | 1   | 1   | 2   | 2   | 3   | --  | --  |
| % Change from same period 2018                        | -4    | -60 | -30 | 37  | -23 | -38 | -2  | 18  | 19  | -6  | -2  | -10 | -15 |
| <b>Provincial Museum Attendance ('000s)</b>           |       |     |     |     |     |     |     |     |     |     |     |     |     |
| Nova Scotia Museum                                    | 629   | 14  | 48  | 52  | 37  | 29  | 69  | 96  | 106 | 86  | 61  | 18  | 13  |
| % Change from same period 2018                        | 0     | -36 | 62  | 27  | -11 | 13  | 2   | -7  | 1   | -7  | -11 | 12  | -24 |
| <b>National Park/Historic Site Attendance ('000s)</b> |       |     |     |     |     |     |     |     |     |     |     |     |     |
| Halifax Citadel                                       | 221   | 1   | 1   | 2   | 3   | 11  | 19  | 71  | 39  | 35  | 29  | 8   | 2   |
| % Change from same period 2018                        | 5     | -2  | 5   | 23  | 3   | 9   | -13 | 8   | -6  | -2  | 23  | 54  | 70  |
| Fortress Louisbourg                                   | 79    |     |     |     |     | 2   | 9   | 19  | 21  | 16  | 11  |     |     |
| % Change from same period 2018                        | -5    |     |     |     |     | -4  | -5  | -2  | -4  | -11 | 1   |     |     |
| Alexander Graham Bell                                 | 87    |     |     |     |     | 2   | 10  | 20  | 22  | 20  | 13  |     |     |
| % Change from same period 2018                        | 1     |     |     |     |     | -9  | -7  | -2  | 2   | 5   | 2   |     |     |
| <b>Information Enquiries ('000s)</b>                  |       |     |     |     |     |     |     |     |     |     |     |     |     |
| NS Information Centre Visitors Counselling *          | 298   | 3   | 2   | 3   | 3   | 12  | 37  | 71  | 78  | 52  | 30  | 3   | 2   |
| % Change from same period 2018                        | -8    | -1  | -14 | -8  | -35 | -2  | -7  | -8  | -6  | -11 | -4  | -13 | -10 |
| Local Information Centre Visitors Counselling         | 183   |     |     |     |     | 5   | 27  | 54  | 60  | 29  | 9   |     |     |
| Literature Requests                                   | 34    | 4   | 3   | 5   | 5   | 5   | 4   | 3   | 2   | 1   | 1   | 1   | 1   |
| % Change from same period 2018                        | -14   | -10 | -18 | -11 | -14 | -6  | -13 | -20 | -19 | -22 | -26 | -10 | -23 |
| <b>Website Activity (NovaScotia.com) ('000s)</b>      |       |     |     |     |     |     |     |     |     |     |     |     |     |
| Visits  | 3,579 | 219 | 206 | 317 | 305 | 362 | 433 | 541 | 476 | 299 | 194 | 111 | 116 |
| % Change from same period 2018                        | -2    | 17  | 9   | -11 | -4  | -6  | -1  | -6  | 1   | 11  | -2  | -19 | -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

---

### 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 and are during the peak and shoulder seasons.

*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