

Nova Scotia Tourism Indicators

July 2021

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.

2021 Tourism Visitation

	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Visitor Entries ('000s)													
Road Visits by Entry Point	216	12	12	17	19	11	22	123					
% Change from same period 2020	N/A	-81	-82	N/A*	N/A*	N/A*	N/A*	N/A*					
% Change from same period 2019	-75	-82	-83	-82	-78	-90	-85	-55					
<i>Amherst/Tidnish</i>	189	11	12	16	18	9	18	105					
% Change from same period 2020	N/A	-82	-83	N/A	N/A	N/A	N/A	N/A					
% Change from same period 2019	-75	-83	-83	-82	-79	-91	-86	-54					
<i>North Sydney</i>	14	1	1	1	1	2	2	7					
% Change from same period 2020	N/A	-36	-57	N/A	N/A	N/A	N/A	N/A					
% Change from same period 2019	-46	-22	-52	-59	-61	-52	-59	-32					
<i>Digby</i>	4	--	-- ^a	-- ^a	--	--	--	3					
% Change from same period 2020	N/A	-90	N/A	N/A	N/A	N/A	N/A	N/A					
% Change from same period 2019	N/A	-88	N/A	-93	-88	-98	-95	-72					
<i>Caribou</i>	9					--	1	8					
% Change from same period 2020	N/A					N/A	N/A	N/A					
% Change from same period 2019	-80					-99	-89	-72					
<i>Yarmouth</i>													
% Change from same period 2020													
% Change from same period 2019													
Air Visits by Entry Point													
<i>Halifax Stanfield International Airport</i>	25	4	2	2	2	1	2	12					
% Change from same period 2020	N/A	-88	-93	N/A*	N/A*	N/A*	N/A*	N/A*					
% Change from same period 2019	-93	-89	-94	-93	-95	-97	-98	-89					
Total Visitors	241	16	14	19	21	13	23	135					
% Change from same period 2020	N/A	-83	-86	N/A*	N/A*	N/A*	N/A*	N/A*					
% Change from same period 2019	-80	-84	-86	-85	-83	-92	-90	-65					

*No air nor road data collected from March to June 2020 due to COVID-19 province-wide shutdown.

^aDigby ferry did not operate during February and only half of March.

Airport Activity ('000s)

Enplanements	195	14	8	10	11	9	11	37	93
% Change from same period 2020	-52	-88	-94	-88	142	66	9	83	225
% Change from same period 2019	-86	-88	-94	-94	-94	-95	-94	-83	-62

"--" indicates a number below 1,000 but greater than 0.

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*

NS Accommodation Activity¹

	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Fixed Roof Accommodations													
South Shore													
Occupancy Rate (%)	29	26	32	34	27	20	32						
% Point Change from same period 2020	7	6	3	14	9	3	9						
% Point Change from same period 2019	-5	5	-2	2	0	-13	-15						
Room Nights Sold ('000s)	42	6	7	8	6	5	10						
% Change from same period 2020	51	15	3	90	151	46	64						
% Change from same period 2019	-32	2	-19	-10	-17	-60	-45						
Halifax Metro													
Occupancy Rate (%)	25	23	29	28	28	18	24						
% Point Change from same period 2020	-10	-23	-24	-7	6	-5	1						
% Point Change from same period 2019	-34	-20	-22	-35	-36	-41	-47						
Room Nights Sold ('000s)	262	40	45	50	50	34	43						
% Change from same period 2020	-20	-53	-49	-17	74	6	25						
% Change from same period 2019	-61	-47	-44	-55	-54	-75	-72						
Eastern Shore													
Occupancy Rate (%)	16	18	9	10	18	13	18						
% Point Change from same period 2020	1	5	-10	-1	11	3	-2						
% Point Change from same period 2019	-5	7	-1	0	5	-8	-16						
Room Nights Sold ('000s)	2	--	--	--	--	--	1						
% Change from same period 2020	-14	-55	-73	-43	44	1	14						
% Change from same period 2019	-60	-43	-54	-50	-45	-78	-56						
Cape Breton													
Occupancy Rate (%)	25	23	31	36	30	12	22						
% Point Change from same period 2020	4	-4	-5	11	21	1	6						
% Point Change from same period 2019	-13	-4	-12	-4	-5	-22	-23						
Room Nights Sold ('000s)	71	10	12	15	12	6	17						
% Change from same period 2020	29	-11	-19	49	387	21	35						
% Change from same period 2019	-48	-15	-31	-19	-23	-79	-64						
Northumberland Shore													
Occupancy Rate (%)	29	25	29	34	27	24	35						
% Point Change from same period 2020	7	-5	-5	8	15	13	14						
% Point Change from same period 2019	-3	-3	-4	-5	-8	-10	6						
Room Nights Sold ('000s)	45	6	6	8	6	6	11						
% Change from same period 2020	29	-23	-23	27	157	112	76						
% Change from same period 2019	-38	-19	-19	-19	-28	-65	-40						
Bay of Fundy & Annapolis Valley													
Occupancy Rate (%)	23	19	25	29	25	15	25						
% Point Change from same period 2020	2	-6	-11	8	13	-1	7						
% Point Change from same period 2019	-7	-7	-7	-7	-8	-11	-6						
Room Nights Sold ('000s)	67	9	10	13	11	7	17						
% Change from same period 2020	17	-25	-34	36	155	10	73						
% Change from same period 2019	-44	-27	-22	-23	-27	-73	-52						
Yarmouth & Acadian Shores													
Occupancy Rate (%)	22	21	20	26	22	12	30						
% Point Change from same period 2020	-4	-3	-17	3	3	-10	7						
% Point Change from same period 2019	-12	-7	-14	-6	-14	-24	-8						
Room Nights Sold ('000s)	18	2	3	4	3	2	5						
% Change from same period 2020	48	-11	-35	76	267	58	222						
% Change from same period 2019	-23	-23	-26	2	-25	-60	-5						

Totals may not add due to rounding

	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Province													
Occupancy Rate (%)	25	23	29	30	27	17	25						
% Point Change from same period 2020	-3	-14	-16	0	10	-1	5						
% Point Change from same period 2019	-21	-12	-15	-20	-21	-26	-25						
Room Nights Sold ('000s)	507	73	83	97	90	61	103						
% Change from same period 2020	-2	-41	-40	5	115	18	45						
% Change from same period 2019	-53	-37	-36	-42	-44	-74	-63						
Province outside of Halifax													
Occupancy Rate (%)	25	22	28	32	27	16	27						
% Point Change from same period 2020	4	-3	-7	9	15	2	8						
% Point Change from same period 2019	-8	-3	-8	-4	-6	-15	-11						
Room Nights Sold ('000s)	245	33	38	48	40	27	60						
% Change from same period 2020	29	-15	-23	47	206	37	64						
% Change from same period 2019	-41	-18	-25	-18	-24	-71	-52						

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

"--" indicates a number below 1,000 but above 0.

	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Average Room Rate													
Average Room Rate (\$) Nova Scotia	99	91	97	97	93	87	95	113					
% Change from same period 2020	-15	-27	-21	-20	-9	-9	-6	3					
% Change from same period 2019	-31	-25	-22	-24	-30	-44	-39	-29					
Average Room Rate (\$) HRM	95	89	96	94	88	87	89	108					
% Change from same period 2020	-20	-31	-25	-25	-14	-9	-11	0					
% Change from same period 2019	-37	-30	-26	-29	-36	-48	-47	-36					
Average Room Rate (\$) Rest of Province	105	96	101	102	103	88	103	121					
% Change from same period 2020	-4	-14	-11	-8	5	-10	1	10					
% Change from same period 2019	-13	-13	-14	-12	-10	-26	-15	-8					
Sharing Economy*													
Room Nights Booked ('000s)	244	15	17	21	22	21	28	54	65				
% Change from same period 2020	8	-18	-16	6	31	14	8	9	17				
% Change from same period 2019	-26	10	36	22	-1	-41	-44	-35	-32				

* AirDNA's 2020 updates reflected in the Sharing Economy data.

"--" indicates a number below 1,000 but above 0.

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 registered 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 registered 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 registered fixed-roof accommodations (i.e., hotels, B&Bs, etc.) in Nova Scotia.

Data includes Nova Scotians and people staying for non-tourism purposes

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*

	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Visitor Activities													
Information Enquiries ('000s)													
NS Information Centre Visitors Counselling	10	N/A*	N/A*	N/A*	N/A*	N/A*	1	9					
% Change from same period 2020	N/A	N/A*	N/A*	N/A*	N/A*	N/A*	281	214					
% Change from same period 2019	N/A	N/A*	N/A*	N/A*	N/A*	N/A*	-96	-88					
Local Information Centre Visitors Counselling						--	2	11					
Website Activity (NovaScotia.com) ('000s)													
Visits	2,860	207	259	464	227	207	434	1,062					
% Change from same period 2020	27	14	-23	46	41	29	13	49					
% Change from same period 2019	20	-5	26	46	-26	-43	0	96					

*Visitor Information Centre closed due to COVID-19.

"--" indicates a number below 1,000 but above 0.

Definitions

INFORMATION ENQUIRIES

Nova Scotia Information Centre Visitors Counselling

Total number of visitors counselling 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 counselling 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*