

Nova Scotia Visitation Indicators

March 2022

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.

	YTD	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Tourism Visitation by Entry Point													
Visitor Entries ('000s)													
Road Visits by Entry Point	91	24	25	42									
% Change from same period 2021	127	102	109	158									
% Change from same period 2019	-60	-65	-64	-55									
Amherst/Tidnish	88	23	24	40									
% Change from same period 2021	127	105	106	158									
% Change from same period 2019	-61	-65	-65	-54									
North Sydney	3	--	--	1									
% Change from same period 2021	99	21	103	216									
% Change from same period 2019	-36	-32	-42	-35									
Digby	--	--	--	**									
% Change from same period 2021	N/A	419	N/A	N/A									
% Change from same period 2019	N/A	-40	N/A	N/A									
Caribou													
% Change from same period 2021													
% Change from same period 2019													
Yarmouth													
% Change from same period 2021													
% Change from same period 2019													
Air Visits by Entry Point *													
Halifax Stanfield International Airport	53	17	14	22									
% Change from same period 2021	539	287	700	897									
% Change from same period 2019	-47	-56	-52	-33									
Total Visitors	144	40	40	64									
% Change from same period 2021	198	151	185	248									
% Change from same period 2019	-56	-61	-61	-49									

* No air enumeration in January 2022 due to COVID-19. January air visitation is based on estimates.

* Air enumeration partially resumed in February 2022. Air visitation is partially based on estimates.

** March passenger counts for Digby were unavailable at time of publication.

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

	YTD	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Visitor Activity													
Airport Activity (000's)													
Enplanements	165	42	43	80									
% Change from same period 2021	398	189	415	676									
% Change from same period 2019	-60	-66	-67	-50									
Information Centre Activity (000's)													
NS Information Centre Visitors Counselling	N/A*	N/A*	N/A*	N/A*									
% Change from same period 2021	N/A*	N/A*	N/A*	N/A*									
% Change from same period 2019	N/A*	N/A*	N/A*	N/A*									
Local Information Centre Visitors Counselling													
Website Activity (NovaScotia.com) (000's)													
Visits	6,491	339	825	5,328									
% Change from same period 2021	598	63	218	1049									
% Change from same period 2019	775	55	300	1578									

* Visitor Information Centre information unavailable at the time of publication.

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Definitions

AIRPORT ACTIVITY

ENPLANEMENTS

The number of people boarding planes 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.

INFORMATION CENTRE ACTIVITY

NOVA SCOTIA INFORMATION CENTRE VISITORS COUNSELLED

Total number of visitors counselled at all of the Nova Scotia Visitor Information Centres. Most information centres are operated seasonally. Information centres do not necessarily open on the same date every year.

Source: Tourism Nova Scotia

LOCAL INFORMATION CENTRE VISITORS COUNSELLED

Total number of visitors counselled at all of the local Visitor Information Centres. Most information centres are operated seasonally and do not necessarily open on the same date every year.

Source: Tourism Nova Scotia

WEBSITE ACTIVITY

VISITS

The number of user sessions to the NovaScotia.com website.

Source: Tourism Nova Scotia

Tourism Visitation by Origin

Road Visits by Origin

2022	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	YTD 2022	YTD 2019
Atlantic Canada	20,000	22,600	36,400										79,000	209,200
Quebec	700	400	1,000										2,100	4,600
Ontario	2,500	2,100	3,600										8,200	12,400
Western Canada	400	300	400										1,100	800
CANADA	23,600	25,400	41,400										90,400	227,000
Maine (by road only)	100	--	100										200	600
Other New England	100	100	200										400	1,900
Middle Atlantic	--	--	--										100	600
East North Central	--	--	--										--	100
West North Central	--	--	--										--	--
South Atlantic	--	--	--										100	200
East South Central	--	--	--										--	--
West South Central	--	--	--										--	100
Mountain	--	--	--										--	100
Pacific	--	--	--										--	--
UNITED STATES	300	200	400										900	3,700
TOTAL ROAD VISITATION	23,900	25,600	41,800										91,300	230,600
% change monthly (versus 2021)	102	111	158										127	
% change monthly (versus 2019)	-65	-64	-55										-60	

"--" indicates that a number is below 100 but above 0.

Air Visits by Origin

2022	Jan *	Feb **	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	YTD 2022	YTD 2019
Atlantic Canada	2,900	1,300	2,800										7,000	19,300
Quebec	900	800	1,800										3,500	5,900
Ontario	7,000	5,900	14,600										27,500	42,000
Western Canada	3,200	2,300	1,600										7,100	15,600
CANADA	13,900	10,400	20,700										45,000	82,800
New England (inc Maine)	100	100	100										200	1,900
Middle Atlantic	100	--	--										100	1,300
East North Central	100	--	--										200	1,000
West North Central	--	200	--										200	200
South Atlantic	200	200	100										500	2,000
East South Central	--	--	--										--	300
West South Central	100	100	--										100	300
Mountain	--	100	100										200	600
Pacific	200	--	100										300	1,000
UNITED STATES	800	700	400										1,900	8,600
United Kingdom	500	200	400										1,100	1,800
Germany	100	100	--										200	600
Other Europe	300	2,800	300										3,400	1,300
Other Overseas	1,000	100	400										1,500	4,700
OVERSEAS	1,900	3,300	1,000										6,100	8,400
TOTAL AIR VISITATION	16,600	14,300	22,100										53,000	99,700
% change monthly (versus 2021)	287	700	897										539	
% change monthly (versus 2019)	-56	-52	-33										-47	

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Total Visits by Origin

2022	Jan *	Feb **	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	YTD 2022	YTD 2019
Atlantic Canada	22,800	23,900	39,200										85,900	228,500
Quebec	1,600	1,200	2,800										5,594	10,500
Ontario	9,500	8,100	18,200										35,733	54,500
Western Canada	3,600	2,600	2,000										8,180	16,400
CANADA	37,500	35,800	62,100										135,440	309,700
New England (inc Maine)	300	200	400										844	4,400
Middle Atlantic	100	--	--										195	1,900
East North Central	100	--	--										181	1,200
West North Central	--	200	--										226	200
South Atlantic	200	200	200										591	2,200
East South Central	--	--	--										--	300
West South Central	100	100	--										114	400
Mountain	--	100	100										252	700
Pacific	200	--	100										302	1,000
UNITED STATES	1,100	800	800										2,727	12,300
United Kingdom	500	200	400										1,053	1,800
Germany	100	100	--										222	600
Other Europe	300	2,800	300										3,366	1,300
Other Overseas	1,000	100	400										1,482	4,700
OVERSEAS	1,900	3,300	1,000										6,123	8,400
TOTAL VISITATION	40,500	39,900	64,000										144,290	330,400
% change monthly (versus 2021)	151	186	248										198	
% change monthly (versus 2019)	-61	-60	-49										-56	

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