

Nova Scotia Visitation Indicators

April 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	135	24	26	43	43								
% Change from same period 2021	129	102	111	163	128								
% Change from same period 2019	-58	-65	-64	-54	-51								
Amherst/Tidnish	127	23	25	40	39								
% Change from same period 2021	125	105	107	158	119								
% Change from same period 2019	-59	-65	-65	-54	-53								
North Sydney	6	--	--	1	3								
% Change from same period 2021	150	21	103	216	228								
% Change from same period 2019	-27	-32	-42	-35	-17								
Digby	3	0	0	1	1								
% Change from same period 2021	N/A	419	N/A	1,047	569								
% Change from same period 2019	N/A	-40	N/A	-25	-21								
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	84	17	11	22	34								
% Change from same period 2021	734	287	520	910	1,802								
% Change from same period 2019	-39	-56	-62	-32	-12								
Total Visitors	219	40	37	65	77								
% Change from same period 2021	217	151	163	253	273								
% Change from same period 2019	-52	-61	-64	-48	-39								

Totals may not sum due to rounding.

* 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.

--" 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	267	42	43	80	102								
% Change from same period 2021	500	189	415	676	802								
% Change from same period 2019	-55	-66	-67	-50	-42								
Information Centre Activity (000's)													
NS Information Centre Visitors Counselling	6	N/A*	N/A*	0	6								
% Change from same period 2021	N/A	N/A*	N/A*	N/A*	N/A*								
% Change from same period 2019	-100	N/A*	N/A*	-100	-100								
Local Information Centre Visitors Counselling													
Website Activity (NovaScotia.com) (000's)													
Visits	8,016	339	825	5,328	1,525								
% Change from same period 2021	593	63	218	1049	572								
% Change from same period 2019	665	55	300	1578	399								

Totals may not sum due to rounding.

* Visitor Information Centres were closed due to COVID-19.

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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	37,000	34,400									113,900	285,300
Quebec	700	400	1,000	1,600									3,700	7,000
Ontario	2,500	2,100	3,700	5,000									13,400	19,900
Western Canada	400	300	400	1,100									2,200	1,200
CANADA	23,600	25,400	42,100	42,100									133,200	313,300
Maine (by road only)	100	--	100	200									500	900
Other New England	100	100	200	400									800	2,900
Middle Atlantic	--	--	--	100									200	900
East North Central	--	--	--	--									--	200
West North Central	--	--	--	--									--	100
South Atlantic	--	--	--	100									200	300
East South Central	--	--	--	--									--	--
West South Central	--	--	--	--									--	100
Mountain	--	--	--	--									--	200
Pacific	--	--	--	--									--	100
UNITED STATES	300	200	400	1,000									1,800	5,600
TOTAL ROAD VISITATION	23,900	25,600	42,500	43,100									135,100	319,000
% change monthly (versus 2021)	102	111	163	128									129	
% change monthly (versus 2019)	-65	-64	-54	-51									-58	

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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	1,400	3,100	7,600									15,000	26,200
Quebec	900	700	1,800	2,300									5,700	8,700
Ontario	7,000	5,400	14,500	15,200									42,100	57,100
Western Canada	3,200	2,100	1,600	4,900									11,700	21,800
CANADA	13,900	9,600	21,000	30,000									74,500	113,700
New England (inc Maine)	100	--	100	200									500	3,100
Middle Atlantic	100	--	--	200									300	2,000
East North Central	100	--	--	100									200	1,300
West North Central	--	100	--	100									300	400
South Atlantic	200	200	100	300									800	2,700
East South Central	--	--	--	100									100	400
West South Central	100	--	--	--									100	400
Mountain	--	100	100	400									600	800
Pacific	200	--	100	200									500	1,300
UNITED STATES	800	600	400	1,600									3,300	12,500
United Kingdom	500	200	400	700									1,700	2,600
Germany	100	100	--	200									400	800
Other Europe	300	600	300	900									2,000	2,500
Other Overseas	1,000	100	400	700									2,200	6,300
OVERSEAS	1,900	1,000	1,000	2,400									6,200	12,200
TOTAL AIR VISITATION	16,600	11,100	22,400	33,900									84,000	138,300
% change monthly (versus 2021)	287	520	910	1802									734	
% change monthly (versus 2019)	-56	-62	-32	-12									-39	

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

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

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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	24,000	40,100	42,000									128,900	311,400
Quebec	1,600	1,100	2,800	3,900									9,400	15,700
Ontario	9,500	7,500	18,200	20,300									55,500	76,900
Western Canada	3,600	2,400	2,000	6,000									13,900	23,000
CANADA	37,500	34,900	63,200	72,100									207,700	427,000
New England (inc Maine)	300	200	400	900									1,700	6,900
Middle Atlantic	100	--	--	300									500	2,900
East North Central	100	--	--	100									300	1,600
West North Central	0	100	--	100									300	400
South Atlantic	200	200	200	400									900	3,000
East South Central	--	--	--	100									100	500
West South Central	100	--	--	--									100	500
Mountain	--	100	100	400									600	900
Pacific	200	--	100	300									600	1,400
UNITED STATES	1,100	800	800	2,500									5,200	18,100
United Kingdom	500	200	400	700									1,700	2,600
Germany	100	100	--	200									400	800
Other Europe	300	600	300	900									2,000	2,500
Other Overseas	1,000	100	400	700									2,200	6,300
OVERSEAS	1,900	1,000	1,000	2,400									6,200	12,200
TOTAL VISITATION	40,500	36,700	65,000	77,000									219,100	457,300
% change monthly (versus 2021)	151	163	253	273									217	
% change monthly (versus 2019)	-61	-64	-48	-39									-52	

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