

Nova Scotia Visitation Indicators

August 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	785	24	26	43	43	91	120	231	208				
% Change from same period 2021	101	102	111	163	128	785	491	91	16				
% Change from same period 2019	-31	-65	-64	-54	-51	-21	-17	-16	-27				
Amherst/Tidnish	651	23	25	40	39	78	98	186	162				
% Change from same period 2021	92	105	107	158	119	747	446	77	8				
% Change from same period 2019	-34	-65	-65	-54	-53	-25	-21	-18	-30				
North Sydney	30	--	--	1	3	4	3	9	8				
% Change from same period 2021	97	21	103	216	228	284	257	114	21				
% Change from same period 2019	-21	-32	-42	-35	-17	3	-37	-9	-26				
Digby	27	--	--	--	1	1	5	9	9				
% Change from same period 2021	N/A	419	N/A	1,047	569	4,635	1,764	186	52				
% Change from same period 2019	N/A	-40	N/A	-25	-21	-29	-10	-19	-27				
Caribou	65					7	12	22	24				
% Change from same period 2021	154					19,903	908	181	43				
% Change from same period 2019	-13					26	13	-21	-23				
Yarmouth	12					--	2	4	5				
% Change from same period 2021 [†]	N/A					N/A	N/A	N/A	N/A				
% Change from same period 2019 [†]	N/A					N/A	N/A	N/A	N/A				
Air Visits by Entry Point *													
Halifax Stanfield International Airport	474	17	11	22	34	55	89	123	123				
% Change from same period 2021	510	287	520	910	1,802	3,626	5,129	934	134				
% Change from same period 2019	-6	-56	-62	-32	-12	15	8	16	-4				
Total Visitors	1,259	40	37	65	77	146	209	354	331				
% Change from same period 2021	169	151	163	253	273	1,144	848	167	42				
% Change from same period 2019	-23	-61	-64	-48	-39	-11	-8	-7	-20				

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.

† Yarmouth Ferry was not in service in 2019 and 2021.

--" 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: Enplanements (000's)													
Halifax Stanfield International Airport	968	42	43	80	102	139	163	187	212				
% Change from same period 2021	396	189	415	676	802	1384	1422	399	127				
% Change from same period 2019	-32	-66	-67	-50	-42	-24	-15	-13	-13				
J.A. Douglas McCurdy Sydney Airport	38	2	2	3	4	5	5	7	10				
% Change from same period 2021	438	505	N/A ^α	N/A ^α	N/A ^α	N/A ^α	7224	393	85				
% Change from same period 2019	-39	-58	-66	-49	-49	-24	-23	-33	-29				
Information Centre Activity (000's)													
NS Information Centre Visitors Counselling	108	N/A [*]	N/A [*]	0	1	9	27	36	35				
% Change from same period 2021	N/A	N/A [*]	N/A [*]	N/A [*]	N/A [*]	N/A [*]	N/A [*]	N/A [*]	N/A [*]				
% Change from same period 2019	-100	N/A [*]	N/A [*]	-100	-100	-100	-100	-100	-100				
Local Information Centre Visitors Counselling	83					2	7	28	46				
Website Activity (NovaScotia.com) (000's)													
Visits	12,846	339	825	5,328	1,525	1,267	1,584	1,050	929				
% Change from same period 2021	169	63	218	1049	572	512	265	-1	-52				
% Change from same period 2019	349	55	300	1578	399	250	266	94	95				

Totals may not sum due to rounding.

^α No flights due to COVID-19.

* 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, and J.A. Douglas McCurdy Sydney Airport. Includes visitors to Nova Scotia, residents of Nova Scotia and travelers transferring to other flights.

Source: Halifax International Airport Authority, and J.A. Douglas McCurdy Sydney Airport.

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	63,900	63,500	93,700	86,600					421,700	731,400
Quebec	700	400	1,000	1,600	4,400	8,600	22,100	17,800					56,500	65,800
Ontario	2,500	2,100	3,700	5,000	15,200	28,600	82,100	76,400					215,700	227,000
Western Canada	400	300	400	1,100	3,500	6,800	10,900	8,800					32,300	28,000
CANADA	23,600	25,400	42,100	42,100	87,100	107,500	208,800	189,600					726,200	1,052,200
Maine (by road only)	100	--	100	200	600	1,400	2,400	1,900					6,800	9,700
Other New England	100	100	200	400	1,100	3,900	7,600	7,000					20,400	30,500
Middle Atlantic	--	--	--	100	500	1,900	3,600	3,500					9,800	16,000
East North Central	--	--	--	--	200	800	1,200	1,000					--	7,700
West North Central	--	--	--	--	--	400	700	500					--	2,100
South Atlantic	--	--	--	100	700	2,400	3,400	2,500					9,200	12,400
East South Central	--	--	--	--	100	300	400	200					--	--
West South Central	--	--	--	--	200	600	900	500					--	2,600
Mountain	--	--	--	--	100	800	800	700					--	3,000
Pacific	--	--	--	--	100	500	800	700					--	3,200
UNITED STATES	300	200	400	1,000	3,800	12,900	21,700	18,600					58,800	88,600
TOTAL ROAD VISITATION	23,900	25,600	42,500	43,100	90,800	120,400	230,500	208,100					784,900	1,140,800
% change monthly (versus 2021)	102	111	163	128	785	491	91	16					101	
% change monthly (versus 2019)	-65	-64	-54	-51	-21	-17	-16	-27					-31	

Totals may not sum due to rounding.

--" 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	1,400	3,100	7,600	10,700	11,300	14,600	7,600					59,200	56,300
Quebec	900	700	1,800	2,300	3,100	3,600	3,100	3,300					18,800	19,900
Ontario	7,000	5,400	14,500	15,200	25,300	38,400	39,600	47,300					192,800	189,800
Western Canada	3,200	2,100	1,600	4,900	10,300	19,000	38,200	33,100					112,300	103,700
CANADA	13,900	9,600	21,000	30,000	49,300	72,400	95,500	91,300					383,000	369,800
New England (inc Maine)	100	--	100	200	400	600	600	600					2,600	10,900
Middle Atlantic	100	--	--	200	100	200	600	600					1,800	12,400
East North Central	100	--	--	100	100	200	600	1,300					2,400	7,900
West North Central	--	100	--	100	200	800	1,000	1,000					3,200	4,400
South Atlantic	200	200	100	300	900	1,500	2,700	2,700					8,500	17,700
East South Central	--	--	--	100	--	100	0	700					900	3,200
West South Central	100	--	--	--	--	300	700	300					1,400	6,700
Mountain	--	100	100	400	600	1,100	2,300	2,700					7,200	5,100
Pacific	200	--	100	200	300	900	1,600	900					4,100	10,000
UNITED STATES	800	600	400	1,600	2,500	5,600	10,100	10,600					32,100	78,400
United Kingdom	500	200	400	700	800	4,900	9,300	4,500					21,200	19,400
Germany	100	100	--	200	500	1,700	2,600	4,700					9,900	6,900
Other Europe	300	600	300	900	1,500	2,300	3,300	6,800					15,900	12,100
Other Overseas	1,000	100	400	700	600	1,800	2,400	5,200					12,200	17,000
OVERSEAS	1,900	1,000	1,000	2,400	3,400	10,700	17,600	21,200					59,200	55,400
TOTAL AIR VISITATION	16,600	11,100	22,400	33,900	55,100	88,700	123,200	123,200					474,200	503,500
% change monthly (versus 2021)	287	520	910	1802	3626	5129	934	134					510	
% change monthly (versus 2019)	-56	-62	-32	-12	15	8	16	-4					-6	

Totals may not sum due to rounding.

* 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	74,600	74,900	108,300	94,200					480,900	787,700
Quebec	1,600	1,100	2,800	3,900	7,500	12,200	25,100	21,000					75,300	85,800
Ontario	9,500	7,500	18,200	20,300	40,500	67,000	121,800	123,800					408,500	416,900
Western Canada	3,600	2,400	2,000	6,000	13,800	25,900	49,100	41,900					144,500	131,600
CANADA	37,500	34,900	63,200	72,100	136,300	179,900	304,300	280,900					1,109,100	1,422,000
New England (inc Maine)	300	200	400	900	2,200	5,900	10,500	9,500					29,800	51,000
Middle Atlantic	100	--	--	300	500	2,100	4,300	4,100					11,600	28,400
East North Central	100	--	--	100	300	1,000	1,800	2,300					5,600	15,600
West North Central	0	100	--	100	200	1,200	1,600	1,400					4,800	6,600
South Atlantic	200	200	200	400	1,600	3,900	6,100	5,200					17,700	30,100
East South Central	--	--	--	100	100	300	400	900					1,900	4,600
West South Central	100	--	--	--	200	900	1,600	800					3,600	9,300
Mountain	--	100	100	400	700	1,800	3,100	3,400					9,600	8,100
Pacific	200	--	100	300	400	1,400	2,400	1,600					6,300	13,300
UNITED STATES	1,100	800	800	2,500	6,200	18,500	31,800	29,200					90,900	167,000
United Kingdom	500	200	400	700	800	4,900	9,300	4,500					21,200	19,400
Germany	100	100	--	200	500	1,700	2,600	4,700					9,900	6,900
Other Europe	300	600	300	900	1,500	2,300	3,300	6,800					15,900	12,100
Other Overseas	1,000	100	400	700	600	1,800	2,400	5,200					12,200	17,000
OVERSEAS	1,900	1,000	1,000	2,400	3,400	10,700	17,600	21,200					59,200	55,400
TOTAL VISITATION	40,500	36,700	65,000	77,000	145,900	209,100	353,800	331,300					1,259,200	1,644,300
% change monthly (versus 2021)	151	163	253	273	1144	848	167	42					169	
% change monthly (versus 2019)	-61	-64	-48	-39	-11	-8	-7	-20					-23	

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