

Nova Scotia Visitation Indicators

October 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 ^o	Oct	Nov	Dec
Tourism Visitation by Entry Point													
Visitor Entries ('000s)													
Road Visits by Entry Point	1,003	24	26	43	43	91	120	231	208	126	92		
% Change from same period 2021	82	102	111	163	128	785	491	91	16	29	46		
% Change from same period 2019	-27	-65	-64	-54	-51	-21	-17	-16	-27	0	-19		
Amherst/Tidnish	831	23	25	40	39	78	98	186	162	101	78		
% Change from same period 2021	78	105	107	158	119	747	446	77	8	33	53		
% Change from same period 2019	-30	-65	-65	-54	-53	-25	-21	-18	-30	0	-21		
North Sydney	39	--	--	1	3	4	3	9	8	5	4		
% Change from same period 2021	67	21	103	216	228	284	257	114	21	2	33		
% Change from same period 2019	-15	-32	-42	-35	-17	3	-37	-9	-26	21	5		
Digby	34	--	--	--	1	1	5	9	9	6	2		
% Change from same period 2021	N/A	419	N/A	1,047	569	4,635	1,764	186	52	61	-10		
% Change from same period 2019	N/A	-40	N/A	-25	-21	-29	-10	-19	-27	-2	-24		
Caribou	84					7	12	22	24	12	8		
% Change from same period 2021	87					19,903	908	181	43	-5	9		
% Change from same period 2019	-14					26	13	-21	-23	-22	-7		
Yarmouth	14					--	2	4	5	2	1		
% Change from same period 2021 ⁺	N/A					N/A	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	N/A	N/A		
Air Visits by Entry Point *													
Halifax Stanfield International Airport	646	17	11	22	34	55	89	123	123	92	79		
% Change from same period 2021	241	287	520	910	1,802	3,626	5,129	934	134	58	50		
% Change from same period 2019	-5	-56	-62	-32	-12	15	8	16	-4	-5	-1		
Total Visitors	1,649	40	37	65	77	146	209	354	331	218	172		
% Change from same period 2021	123	151	163	253	273	1,144	848	167	42	40	48		
% Change from same period 2019	-20	-61	-64	-48	-39	-11	-8	-7	-20	-2	-12		

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.

^o Road enumeration was affected for several days by Hurricane Fiona. Some data is based on estimates for this period.

"--" 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	1,308	42	43	80	102	139	163	187	212	174	166		
% Change from same period 2021	237	189	415	676	802	1384	1422	399	127	82	71		
% Change from same period 2019	-28	-66	-67	-50	-42	-24	-15	-13	-13	-13	-12		
J.A. Douglas McCurdy Sydney Airport	47	2	2	3	4	5	5	7	10	5	5		
% Change from same period 2021	208	505	N/A ^α	N/A ^α	N/A ^α	N/A ^α	7224	393	85	9	14		
% Change from same period 2019	-40	-58	-66	-49	-49	-24	-23	-33	-29	-45	-42		
Cruise Ship Passenger Visits (thousands)[^]													
Halifax	239								72			168	
% Change from same period 2019	-26												
Cape Breton	99								28			72	
% Change from same period 2019	-35												
Information Centre Activity (000's)													
NS Information Centre Visitors Counselling	153	N/A [*]	N/A [*]	0	1	9	27	36	35	28	17		
% Change from same period 2021	N/A	N/A [*]	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	-100	-100		
Local Information Centre Visitors Counselling	120					2	7	28	46	29	8		
Website Activity (NovaScotia.com) (000's)													
Visits	14,047	339	825	5,328	1,525	1,267	1,584	1,050	929	545	656		
% Change from same period 2021	95	63	218	1049	572	512	265	-1	-52	-68	-6		
% Change from same period 2019	319	55	300	1578	399	250	266	94	95	83	239		

Totals may not sum due to rounding.

^α No flights due to COVID-19.

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

[^] August cruise passenger counts include April through August, and November cruise passenger counts include September through November.

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

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.

CRUISE SHIP PASSENGER VISITS

Defined as the number of passenger visits by cruise ships to the ports of Halifax and Sydney. Source: Atlantic Canada Cruise Association

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 ^⓪	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	65,700	63,500			550,900	883,400
Quebec	700	400	1,000	1,600	4,400	8,600	22,100	17,800	6,800	3,300			66,500	76,300
Ontario	2,500	2,100	3,700	5,000	15,200	28,600	82,100	76,400	35,700	16,900			268,300	271,100
Western Canada	400	300	400	1,100	3,500	6,800	10,900	8,800	6,100	3,200			41,600	36,200
CANADA	23,600	25,400	42,100	42,100	87,100	107,500	208,800	189,600	114,300	86,800			927,300	1,267,000
Maine (by road only)	100	--	100	200	600	1,400	2,400	1,900	1,200	900			8,900	12,400
Other New England	100	100	200	400	1,100	3,900	7,600	7,000	3,600	1,700			25,700	37,600
Middle Atlantic	--	--	--	100	500	1,900	3,600	3,500	2,000	800			12,600	20,300
East North Central	--	--	--	--	200	800	1,200	1,000	900	300			--	10,700
West North Central	--	--	--	--	--	400	700	500	400	200			--	2,900
South Atlantic	--	--	--	100	700	2,400	3,400	2,500	1,400	700			11,300	15,500
East South Central	--	--	--	--	100	300	400	200	100	100			--	--
West South Central	--	--	--	--	200	600	900	500	300	300			--	3,200
Mountain	--	--	--	--	100	800	800	700	600	300			--	4,300
Pacific	--	--	--	--	100	500	800	700	700	200			--	4,600
UNITED STATES	300	200	400	1,000	3,800	12,900	21,700	18,600	11,300	5,500			75,600	113,200
TOTAL ROAD VISITATION	23,900	25,600	42,500	43,100	90,800	120,400	230,500	208,100	125,600	92,400			1,002,900	1,380,200
% change monthly (versus 2021)	102	111	163	128	785	491	91	16	29	46			82	
% change monthly (versus 2019)	-65	-64	-54	-51	-21	-17	-16	-27	0	-19			-27	

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^⓪ Road enumeration was affected for several days by Hurricane Fiona. Some data is based on estimates for this period.

"--" 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	8,800	10,600			78,600	72,100
Quebec	900	700	1,800	2,300	3,100	3,600	3,100	3,300	2,700	4,800			26,300	26,600
Ontario	7,000	5,400	14,500	15,200	25,300	38,400	39,600	47,300	36,000	33,800			262,500	259,300
Western Canada	3,200	2,100	1,600	4,900	10,300	19,000	38,200	33,100	20,100	16,500			149,000	135,500
CANADA	13,900	9,600	21,000	30,000	49,300	72,400	95,500	91,300	67,700	65,700			516,400	493,600
New England (inc Maine)	100	--	100	200	400	600	600	600	1,200	300			4,100	13,800
Middle Atlantic	100	--	--	200	100	200	600	600	300	400			2,500	16,600
East North Central	100	--	--	100	100	200	600	1,300	1,000	500			3,900	12,200
West North Central	--	100	--	100	200	800	1,000	1,000	1,300	900			5,400	6,000
South Atlantic	200	200	100	300	900	1,500	2,700	2,700	2,600	2,700			13,800	23,800
East South Central	--	--	--	100	--	100	--	700	200	--			1,100	4,700
West South Central	100	--	--	--	--	300	700	300	200	300			1,900	8,400
Mountain	--	100	100	400	600	1,100	2,300	2,700	3,900	1,200			12,300	7,300
Pacific	200	--	100	200	300	900	1,600	900	1,600	600			6,300	14,600
UNITED STATES	800	600	400	1,600	2,500	5,600	10,100	10,600	12,200	6,900			51,300	107,400
United Kingdom	500	200	400	700	800	4,900	9,300	4,500	3,000	1,700			25,900	27,400
Germany	100	100	--	200	500	1,700	2,600	4,700	3,700	1,200			14,800	13,500
Other Europe	300	600	300	900	1,500	2,300	3,300	6,800	3,300	2,200			21,400	16,600
Other Overseas	1,000	100	400	700	600	1,800	2,400	5,200	2,600	1,700			16,400	23,200
OVERSEAS	1,900	1,000	1,000	2,400	3,400	10,700	17,600	21,200	12,500	6,800			78,500	80,700
TOTAL AIR VISITATION	16,600	11,100	22,400	33,900	55,100	88,700	123,200	123,200	92,400	79,500			646,100	681,600
% change monthly (versus 2021)	287	520	910	1802	3626	5129	934	134	58	50			241	
% change monthly (versus 2019)	-56	-62	-32	-12	15	8	16	-4	-5	-1			-5	

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** 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	74,500	74,100			629,500	955,500
Quebec	1,600	1,100	2,800	3,900	7,500	12,200	25,100	21,000	9,500	8,000			92,800	102,900
Ontario	9,500	7,500	18,200	20,300	40,500	67,000	121,800	123,800	71,700	50,600			530,800	530,300
Western Canada	3,600	2,400	2,000	6,000	13,800	25,900	49,100	41,900	26,300	19,700			190,500	171,800
CANADA	37,500	34,900	63,200	72,100	136,300	179,900	304,300	280,900	182,000	152,600			1,443,700	1,760,500
New England (inc Maine)	300	200	400	900	2,200	5,900	10,500	9,500	6,100	2,900			38,700	63,800
Middle Atlantic	100	--	--	300	500	2,100	4,300	4,100	2,300	1,200			15,000	36,900
East North Central	100	--	--	100	300	1,000	1,800	2,300	1,900	800			8,400	22,900
West North Central	0	100	--	100	200	1,200	1,600	1,400	1,600	1,100			7,600	8,900
South Atlantic	200	200	200	400	1,600	3,900	6,100	5,200	4,000	3,400			25,100	39,300
East South Central	--	--	--	100	100	300	400	900	300	100			2,300	6,500
West South Central	100	--	--	--	200	900	1,600	800	500	600			4,700	11,600
Mountain	--	100	100	400	700	1,800	3,100	3,400	4,500	1,500			15,600	11,600
Pacific	200	--	100	300	400	1,400	2,400	1,600	2,300	800			9,400	19,200
UNITED STATES	1,100	800	800	2,500	6,200	18,500	31,800	29,200	23,400	12,500			126,800	220,600
United Kingdom	500	200	400	700	800	4,900	9,300	4,500	3,000	1,700			25,900	27,400
Germany	100	100	--	200	500	1,700	2,600	4,700	3,700	1,200			14,800	13,500
Other Europe	300	600	300	900	1,500	2,300	3,300	6,800	3,300	2,200			21,400	16,600
Other Overseas	1,000	100	400	700	600	1,800	2,400	5,200	2,600	1,700			16,400	23,200
OVERSEAS	1,900	1,000	1,000	2,400	3,400	10,700	17,600	21,200	12,500	6,800			78,500	80,700
TOTAL VISITATION	40,500	36,700	65,000	77,000	145,900	209,100	353,800	331,300	218,000	171,900			1,649,000	2,061,800
% change monthly (versus 2021)	151	163	253	273	1144	848	167	42	40	48			123	
% change monthly (versus 2019)	-61	-64	-48	-39	-11	-8	-7	-20	-2	-12			-20	

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