

Nova Scotia Visitation Indicators

December 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	1,160	24	26	43	43	93	124	239	217	128	95	65	64
% Change from same period 2021	82	102	111	163	128	811	511	98	20	32	50	22	77
% Change from same period 2019	-25	-65	-64	-54	-51	-19	-15	-13	-24	2	-16	-24	-17
Amherst/Tidnish	977	23	25	40	39	81	102	195	171	104	81	58	59
% Change from same period 2021	79	105	107	158	119	775	468	85	14	36	58	23	83
% Change from same period 2019	-27	-65	-65	-54	-53	-22	-18	-14	-26	3	-18	-28	-18
North Sydney	44	--	--	1	3	4	3	9	8	5	4	2	2
% Change from same period 2021	60	21	103	216	228	284	257	114	21	2	33	19	12
% Change from same period 2019	-14	-32	-42	-35	-17	3	-37	-9	-26	21	5	-3	-8
Digby	35	--	--	--	1	1	5	9	9	6	2	0	1
% Change from same period 2021	N/A	419	N/A	1,047	569	4,635	1,764	186	52	61	-10	-61	37
% Change from same period 2019	N/A	-40	N/A	-25	-21	-29	-10	-19	-27	-2	-24	307	-9
Caribou	89					7	12	22	24	12	8	4	1
% Change from same period 2021	83					19,903	908	181	43	-5	9	31	44
% Change from same period 2019	-12					26	13	-21	-23	-22	-7	70	41
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 * ('000s)													
Halifax Stanfield International Airport	725	17	11	22	34	55	89	123	123	92	79	41	38
% Change from same period 2021	198	287	520	910	1,802	3,626	5,129	934	134	58	50	52	41
% Change from same period 2019	-4	-56	-62	-32	-12	15	8	16	-4	-5	-1	-1	11
Total Visitors ('000s)	1,886	40	37	65	77	149	213	362	340	220	175	106	102
% Change from same period 2021	114	151	163	253	273	1,166	866	174	46	42	50	32	62
% Change from same period 2019	-18	-61	-64	-48	-39	-9	-7	-5	-18	-1	-10	-17	-9

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.

[Ⓔ] 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	1,554	42	43	80	102	139	163	187	212	174	166	120	126
% Change from same period 2021	190	189	415	676	802	1384	1422	399	127	82	71	76	56
% Change from same period 2019	-26	-66	-67	-50	-42	-24	-15	-13	-13	-13	-12	-8	-12
J.A. Douglas McCurdy Sydney Airport	53	2	2	3	4	5	5	7	10	5	5	4	3
% Change from same period 2021	149	505	N/A ^α	N/A ^α	N/A ^α	N/A ^α	7224	393	85	9	14	21	-5
% Change from same period 2019	-39	-58	-66	-49	-49	-24	-23	-33	-29	-45	-42	-31	-45
Cruise Ship Passenger Visits (000's) [^]													
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	229	N/A [*]	N/A [*]	0	2	11	30	59	61	42	21	2	2
% 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 [*]	N/A [*]	N/A [*]
% Change from same period 2019	-22	N/A [*]	N/A [*]	-86	-52	-10	-20	-17	-22	-20	-29	-28	-31
Local Information Centre Visitors Counselling	120					2	7	28	46	29	8		
Website Activity (NovaScotia.com) (000's)													
Visits	14,593	339	825	5,328	1,525	1,267	1,584	1,050	929	545	656	365	181
% Change from same period 2021	86	63	218	1049	572	512	265	-1	-52	-68	-6	13	-43
% Change from same period 2019	308	55	300	1578	399	250	266	94	95	83	239	227	56

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 [Ⓔ]	Oct	Nov	Dec	YTD 2022	YTD 2019	% Change vs 2019
Atlantic Canada	20,000	22,600	37,000	34,400	66,100	66,300	98,500	90,900	66,400	65,600	51,200	52,800	671,800	1,020,800	-34
Quebec	700	400	1,000	1,600	4,400	8,700	22,600	18,400	6,900	3,300	1,800	1,500	71,400	79,800	-10
Ontario	2,500	2,100	3,700	5,000	15,500	29,200	84,100	78,800	36,400	17,100	8,200	7,400	290,000	287,200	1
Western Canada	400	300	400	1,100	3,600	7,000	11,300	9,200	6,400	3,500	1,800	1,400	46,500	38,000	22
CANADA	23,600	25,400	42,100	42,100	89,600	111,200	216,600	197,300	116,200	89,400	63,100	63,200	1,079,600	1,425,800	-24
Maine (by road only)	100	--	100	200	700	1,500	2,500	2,000	1,300	900	400	300	9,900	13,200	-25
Other New England	100	100	200	400	1,100	4,000	7,800	7,300	3,700	1,700	600	400	27,600	39,600	-30
Middle Atlantic	--	--	--	100	500	1,900	3,800	3,800	2,100	800	200	100	13,400	20,900	-36
East North Central	--	--	--	--	200	800	1,300	1,000	900	300	100	100	--	10,900	-56
West North Central	--	--	--	--	--	400	700	500	400	200	0	0	--	3,000	-25
South Atlantic	--	--	--	100	700	2,500	3,400	2,700	1,500	800	100	100	12,000	15,800	-25
East South Central	--	--	--	--	100	300	400	200	100	100	0	0	--	--	-31
West South Central	--	--	--	--	200	600	900	500	300	300	0	0	--	3,200	-8
Mountain	--	--	--	--	100	800	800	800	700	300	0	0	--	4,400	-20
Pacific	--	--	--	--	100	500	800	700	700	300	0	0	--	4,600	-30
UNITED STATES	300	200	400	1,000	3,800	13,200	22,400	19,500	11,700	5,700	1,500	1,100	80,700	117,300	-31
TOTAL ROAD VISITATION	23,900	25,600	42,500	43,100	93,400	124,400	239,000	216,800	127,900	95,100	64,500	64,200	1,160,400	1,543,100	-25
% change monthly (versus 2021)	102	111	163	128	811	511	98	20	32	50	22	77	82		
% change monthly (versus 2019)	-65	-64	-54	-51	-19	-15	-13	-24	2	-16	-24	-17	-25		

Totals may not sum due to rounding.

[Ⓔ] 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	% Change vs 2019
Atlantic Canada	2,900	1,400	3,100	7,600	10,700	11,300	14,600	7,600	8,800	10,600	7,300	10,800	96,700	87,700	10
Quebec	900	700	1,800	2,300	3,100	3,600	3,100	3,300	2,700	4,800	1,900	2,700	30,900	32,200	-4
Ontario	7,000	5,400	14,500	15,200	25,300	38,400	39,600	47,300	36,000	33,800	17,400	15,700	295,600	290,200	2
Western Canada	3,200	2,100	1,600	4,900	10,300	19,000	38,200	33,100	20,100	16,500	7,300	4,700	160,900	146,900	10
CANADA	13,900	9,600	21,000	30,000	49,300	72,400	95,500	91,300	67,700	65,700	33,900	34,000	584,200	556,900	5
New England (inc Maine)	100	--	100	200	400	600	600	600	1,200	300	400	0	4,500	14,400	-69
Middle Atlantic	100	--	--	200	100	200	600	600	300	400	0	0	2,500	18,300	-86
East North Central	100	--	--	100	100	200	600	1,300	1,000	500	400	100	4,400	13,000	-66
West North Central	--	100	--	100	200	800	1,000	1,000	1,300	900	200	100	5,800	6,200	-7
South Atlantic	200	200	100	300	900	1,500	2,700	2,700	2,600	2,700	600	600	15,000	25,800	-42
East South Central	--	--	--	100	--	100	--	700	200	--	--	--	1,300	4,900	-74
West South Central	100	--	--	--	--	300	700	300	200	300	0	100	2,000	8,900	-77
Mountain	--	100	100	400	600	1,100	2,300	2,700	3,900	1,200	500	100	12,800	7,400	72
Pacific	200	--	100	200	300	900	1,600	900	1,600	600	200	300	6,700	15,600	-57
UNITED STATES	800	600	400	1,600	2,500	5,600	10,100	10,600	12,200	6,900	2,400	1,300	55,000	114,600	-52
United Kingdom	500	200	400	700	800	4,900	9,300	4,500	3,000	1,700	2,400	200	28,600	27,800	3
Germany	100	100	--	200	500	1,700	2,600	4,700	3,700	1,200	500	100	15,300	13,700	12
Other Europe	300	600	300	900	1,500	2,300	3,300	6,800	3,300	2,200	1,300	2,000	24,700	18,500	33
Other Overseas	1,000	100	400	700	600	1,800	2,400	5,200	2,600	1,700	700	500	17,600	26,000	-33
OVERSEAS	1,900	1,000	1,000	2,400	3,400	10,700	17,600	21,200	12,500	6,800	4,800	2,800	86,100	86,000	0
TOTAL AIR VISITATION	16,600	11,100	22,400	33,900	55,100	88,700	123,200	123,200	92,400	79,500	41,100	38,000	725,200	757,600	-4
% change monthly (versus 2021)	287	520	910	1802	3626	5129	934	134	58	50	52	41	198		
% change monthly (versus 2019)	-56	-62	-32	-12	15	8	16	-4	-5	-1	-1	11	-4		

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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	% Change vs 2019
Atlantic Canada	22,800	24,000	40,100	42,000	76,800	77,600	113,200	98,500	75,100	76,200	58,500	63,700	768,400	1,108,400	-31
Quebec	1,600	1,100	2,800	3,900	7,500	12,400	25,600	21,600	9,700	8,100	3,800	4,300	102,300	112,000	-9
Ontario	9,500	7,500	18,200	20,300	40,700	67,600	123,800	126,100	72,500	50,800	25,600	23,000	585,600	577,400	1
Western Canada	3,600	2,400	2,000	6,000	13,800	26,000	49,500	42,300	26,600	20,000	9,100	6,100	207,400	184,900	12
CANADA	37,500	34,900	63,200	72,100	138,900	183,600	312,000	288,600	183,800	155,100	96,900	97,100	1,663,800	1,982,700	-16
New England (inc Maine)	300	200	400	900	2,200	6,000	10,900	9,900	6,300	2,900	1,300	700	42,000	67,200	-38
Middle Atlantic	100	--	--	300	600	2,100	4,500	4,300	2,300	1,200	200	100	15,900	39,100	-59
East North Central	100	--	--	100	300	1,000	1,900	2,400	1,900	900	500	100	9,200	23,900	-62
West North Central	0	100	--	100	200	1,200	1,600	1,400	1,600	1,100	300	100	8,000	9,200	-13
South Atlantic	200	200	200	400	1,600	4,000	6,100	5,300	4,100	3,400	700	700	26,900	41,700	-35
East South Central	--	--	--	100	100	300	400	900	300	100	100	100	2,500	6,700	-62
West South Central	100	--	--	--	200	900	1,600	900	500	600	100	100	5,000	12,100	-59
Mountain	--	100	100	400	700	1,900	3,100	3,400	4,500	1,500	500	100	16,200	11,800	38
Pacific	200	--	100	300	400	1,400	2,500	1,600	2,300	800	200	300	10,000	20,200	-51
UNITED STATES	1,100	800	800	2,500	6,300	18,800	32,500	30,200	23,900	12,600	3,900	2,300	135,700	232,000	-41
United Kingdom	500	200	400	700	800	4,900	9,300	4,500	3,000	1,700	2,400	200	28,600	27,800	3
Germany	100	100	--	200	500	1,700	2,600	4,700	3,700	1,200	500	100	15,300	13,700	12
Other Europe	300	600	300	900	1,500	2,300	3,300	6,800	3,300	2,200	1,300	2,000	24,700	18,500	33
Other Overseas	1,000	100	400	700	600	1,800	2,400	5,200	2,600	1,700	700	500	17,600	26,000	-33
OVERSEAS	1,900	1,000	1,000	2,400	3,400	10,700	17,600	21,200	12,500	6,800	4,800	2,800	86,100	86,000	0
TOTAL VISITATION	40,500	36,700	65,000	77,000	148,600	213,100	362,200	340,000	220,300	174,600	105,600	102,200	1,885,600	2,300,700	-18
% change monthly (versus 2021)	151	163	253	273	1166	866	174	46	42	50	32	62	114		
% change monthly (versus 2019)	-61	-64	-48	-39	-9	-7	-5	-18	-1	-10	-17	-9	-18		

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