

# Nova Scotia Visitation Indicators

## May 2023

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.

## Tourism Visitation by Entry Point

	YTD	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
<b>Visitor Entries ('000s)</b>													
<b>Road Visits by Entry Point</b>	<b>353</b>	52	54	72	75	100							
% Change from same period 2022	<b>54</b>	119	109	68	75	7							
% Change from same period 2019	<b>-19</b>	-23	-25	-22	-15	-13							
Amherst/Tidnish	<b>325</b>	50	52	67	70	86							
% Change from same period 2022	<b>57</b>	119	111	66	79	7							
% Change from same period 2019	<b>-21</b>	-24	-26	-24	-16	-17							
North Sydney	<b>14</b>	2	1	3	4	4							
% Change from same period 2022	<b>50</b>	132	62	147	24	17							
% Change from same period 2019	<b>23</b>	58	-6	59	4	20							
Digby	<b>7</b>	1	1	1	2	3							
% Change from same period 2022	<b>70</b>	105	80	46	53	82							
% Change from same period 2019	<b>38</b>	23	N/A*	9	21	29							
Caribou	<b>6</b>					6							
% Change from same period 2022	<b>-8</b>					-8							
% Change from same period 2019	<b>16</b>					16							
Yarmouth**	<b>1</b>					1							
% Change from same period 2022†	<b>-4</b>					-4							
<b>Air Visits by Entry Point ('000s)</b>													
Halifax Stanfield International Airport	<b>207</b>	36	38	35	39	58							
% Change from same period 2022	<b>49</b>	117	247	58	15	6							
% Change from same period 2019	<b>11</b>	-4	30	7	1	21							
<b>Total Visitors ('000s)</b>	<b>560</b>	88	92	107	114	158							
% Change from same period 2022	<b>52</b>	118	151	65	48	7							
% Change from same period 2019	<b>-10</b>	-16	-9	-14	-10	-3							

Totals may not sum due to rounding.

\* Digby ferry did not run in February 2019.

+ First sailings for the 2022 season of the Maine-Nova Scotia ferry were on May 19 that year, while sailings for the 2023 season did not start until May 25.

\*\* Maine-Nova Scotia ferry was not in service in 2019 and 2021.

‡ Wildfires: Nova Scotia experienced significant wildfires, in multiple locations, starting on May 27, 2023 and continuing for several weeks. The wildfires impacted residents, tourism businesses, and may have impacted visitation levels to the province.

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

	YTD	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
<b>Visitor Activity</b>													
<b>Airport Activity: Enplanements (000's)</b>													
Halifax Stanfield International Airport	641	106	109	137	148	141							
% Change from same period 2022	58	152	152	70	46	2							
% Change from same period 2019	-17	-15	-17	-15	-15	-23							
J.A. Douglas McCurdy Sydney Airport	17	3	3	4	4	4							
% Change from same period 2022	4	35	51	18	-4	-30							
% Change from same period 2019	-46	-44	-49	-40	-51	-47							
<b>Cruise Ship Passenger Visits (000's) ^</b>													
Halifax													
% Change from same period 2019													
Cape Breton													
% Change from same period 2019													
<b>Information Centre Activity (000's)</b>													
NS Information Centre Visitors Counselling	20	2	1	3	3	11							
% Change from same period 2022	N/A*	N/A*	N/A*	474 **	83	0							
% Change from same period 2019	-18	-43	-36	-17	-12	-10							
Local Information Centre Visitors Counselling													
<b>Website Activity (NovaScotia.com) (000's)</b>													
Visits	3,391	505	755	1,027	428	677							
% Change from same period 2022	-63	49	-8	-81	-72	-47							
% Change from same period 2019	141	131	266	223	40	87							

Totals may not sum due to rounding.

\* Visitor Information Centres were closed in January and February 2022 due to COVID-19.

\*\* In 2022, Tourism Nova Scotia Visitor Information Centres opened on March 21 for the year.

‡ Wildfires: Nova Scotia experienced significant wildfires, in multiple locations, starting on May 27, 2023 and continuing for several weeks. The wildfires impacted residents, tourism businesses, and may have impacted visitation levels to the province.

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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.

#### 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

	Jan	Feb	March	April	May †	June	July	Aug	Sept	Oct	Nov	Dec	YTD 2023	YTD 2022	YTD 2019	YTD % Change 2023 - 2022	YTD % Change 2023 - 2019
<b>2023</b>																	
Atlantic Canada	44,000	46,800	59,900	58,700	70,400								279,800	180,100	372,400	55	-25
Quebec	1,200	900	1,700	2,000	3,600								9,400	8,100	11,700	15	-20
Ontario	5,500	4,300	7,600	10,700	17,600								45,600	28,800	35,200	58	30
Western Canada	1,000	1,000	1,600	2,000	3,600								9,100	5,800	4,000	57	129
<b>CANADA</b>	<b>51,700</b>	<b>53,000</b>	<b>70,700</b>	<b>73,400</b>	<b>95,100</b>								<b>343,900</b>	<b>222,800</b>	<b>423,300</b>	<b>54</b>	<b>-19</b>
Maine (by road only)	200	200	300	500	1,000								2,100	1,100	1,900	90	12
Other New England	300	200	400	700	1,700								3,300	2,000	4,600	70	-27
Middle Atlantic	100	--	100	200	600								900	700	1,700	24	-46
East North Central	--	--	--	--	300								400	200	500	56	-30
West North Central	--	--	--	--	100								200	100	200	102	-19
South Atlantic	100	--	100	200	700								1,100	900	1,000	27	11
East South Central	--	--	--	--	100								100	100	100	-9	134
West South Central	--	--	--	--	200								300	200	300	89	23
Mountain	--	--	--	--	100								200	200	300	22	-26
Pacific	--	--	--	--	200								200	200	300	56	-9
<b>UNITED STATES</b>	<b>700</b>	<b>600</b>	<b>900</b>	<b>1,800</b>	<b>4,900</b>								<b>8,900</b>	<b>5,700</b>	<b>10,800</b>	<b>58</b>	<b>-17</b>
<b>OVERSEAS</b>	<b>N/A*</b>	<b>N/A*</b>	<b>--</b>	<b>--</b>	<b>100</b>								<b>100</b>				
<b>TOTAL ROAD VISITATION</b>	<b>52,400</b>	<b>53,600</b>	<b>71,600</b>	<b>75,200</b>	<b>100,100</b>								<b>352,900</b>	<b>228,500</b>	<b>434,100</b>	<b>54</b>	<b>-19</b>
% change monthly (versus 2022)	119	109	68	75	7								54				
% change monthly (versus 2019)	-23	-25	-22	-15	-13								-19				

Totals may not sum due to rounding.

\* In March 2023 ferry operators began providing overseas passenger information.

† Wildfires: Nova Scotia experienced significant wildfires, in multiple locations, starting on May 27, 2023 and continuing for several weeks. The wildfires impacted residents, tourism businesses, and may have impacted visitation levels to the province.

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

## Air Visits by Origin

2023	Jan	Feb	March	April	May ‡	June	July	Aug	Sept	Oct	Nov	Dec	YTD 2023	YTD 2022	YTD 2019	YTD %	YTD %
																Change	Change
																2023 - 2022	2023 - 2019
Atlantic Canada	12,900	19,200	12,400	13,400	10,200								68,200	25,600	32,800	166	108
Quebec	1,900	1,100	2,300	1,800	3,400								10,500	8,800	11,000	20	-5
Ontario	11,800	8,900	14,100	14,700	27,400								76,900	67,400	77,200	14	0
Western Canada	3,400	3,500	4,600	4,700	10,100								26,300	22,000	31,700	20	-17
<b>CANADA</b>	<b>29,900</b>	<b>32,800</b>	<b>33,500</b>	<b>34,700</b>	<b>51,100</b>								<b>181,900</b>	<b>123,800</b>	<b>152,700</b>	<b>47</b>	<b>19</b>
New England (inc Maine)	200	--	--	--	--								300	900	4,100	-66	-93
Middle Atlantic	100	100	100	--	500								700	300	2,600	115	-73
East North Central	100	--	--	--	100								300	300	2,000	-19	-87
West North Central	300	100	100	200	200								800	500	600	83	30
South Atlantic	500	500	100	500	900								2,400	1,700	4,000	45	-38
East South Central	--	--	--	--	--								100	100	500	-17	-84
West South Central	100	100	--	100	300								600	100	800	314	-30
Mountain	300	100	--	100	600								1,100	1,100	1,100	-6	-1
Pacific	100	100	400	100	100								700	800	1,900	-5	-61
<b>UNITED STATES</b>	<b>1,600</b>	<b>1,100</b>	<b>700</b>	<b>1,000</b>	<b>2,700</b>								<b>7,000</b>	<b>5,800</b>	<b>17,600</b>	<b>21</b>	<b>-60</b>
United Kingdom	2,400	3,100	700	1,700	2,400								10,100	2,500	3,600	307	183
Germany	100	--	--	300	200								500	900	1,400	-42	-64
Other Europe	1,200	1,000	200	700	1,100								4,300	3,500	3,300	22	29
Other Overseas	900	500	400	500	800								3,100	2,700	7,700	15	-60
<b>OVERSEAS</b>	<b>4,500</b>	<b>4,600</b>	<b>1,200</b>	<b>3,200</b>	<b>4,500</b>								<b>18,100</b>	<b>9,600</b>	<b>16,100</b>	<b>88</b>	<b>12</b>
<b>TOTAL AIR VISITATION</b>	<b>35,900</b>	<b>38,500</b>	<b>35,400</b>	<b>38,900</b>	<b>58,300</b>								<b>207,000</b>	<b>139,200</b>	<b>186,300</b>	<b>49</b>	<b>11</b>
% change monthly (versus 2022)	117	247	58	15	6								49				
% change monthly (versus 2019)	-4	30	7	1	21								11				

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**Total Visits by Origin**

2023	Jan	Feb	March	April	May ‡	June	July	Aug	Sept	Oct	Nov	Dec	YTD 2023	YTD 2022	YTD 2019	YTD %	YTD %	
																Change	Change	
																	2023 - 2022	2023 - 2019
Atlantic Canada	56,900	66,000	72,300	72,100	80,700								348,000	205,700	405,200	69	-14	
Quebec	3,000	2,100	4,000	3,800	7,000								19,900	16,900	22,800	17	-13	
Ontario	17,200	13,200	21,700	25,500	45,000								122,500	96,200	112,400	27	9	
Western Canada	4,300	4,500	6,200	6,700	13,700								35,400	27,800	35,600	27	-1	
<b>CANADA</b>	<b>81,500</b>	<b>85,800</b>	<b>104,100</b>	<b>108,100</b>	<b>146,300</b>								<b>525,800</b>	<b>346,600</b>	<b>576,000</b>	<b>52</b>	<b>-9</b>	
New England (inc Maine)	700	500	700	1,300	2,700								5,700	3,900	10,500	46	-46	
Middle Atlantic	100	100	100	200	1,100								1,600	1,100	4,300	52	-62	
East North Central	100	100	--	100	400								600	600	2,500	14	-75	
West North Central	300	100	100	200	300								1,000	500	900	86	18	
South Atlantic	500	600	200	700	1,600								3,600	2,600	5,000	39	-28	
East South Central	--	--	--	--	100								200	200	600	-12	-62	
West South Central	100	100	--	200	500								900	300	1,100	190	-17	
Mountain	300	100	100	100	700								1,300	1,300	1,400	-2	-6	
Pacific	100	100	400	100	300								1,000	900	2,200	5	-54	
<b>UNITED STATES</b>	<b>2,300</b>	<b>1,700</b>	<b>1,600</b>	<b>2,800</b>	<b>7,600</b>								<b>16,000</b>	<b>11,500</b>	<b>28,300</b>	<b>39</b>	<b>-44</b>	
United Kingdom	2,400	3,100	700	1,700	2,400								10,100	2,500	3,600	307	183	
Germany	100	--	--	300	200								500	900	1,400	-42	-64	
Other Europe	1,200	1,000	200	700	1,100								4,300	3,500	3,300	22	29	
Other Overseas	900	500	400	500	800								3,100	2,700	7,700	15	-60	
<b>OVERSEAS</b>	<b>4,500</b>	<b>4,600</b>	<b>1,200</b>	<b>3,200</b>	<b>4,500</b>								<b>18,100</b>	<b>9,600</b>	<b>16,100</b>	<b>89</b>	<b>13</b>	
<b>TOTAL VISITATION</b>	<b>88,300</b>	<b>92,100</b>	<b>107,000</b>	<b>114,100</b>	<b>158,400</b>								<b>559,900</b>	<b>367,600</b>	<b>620,400</b>	<b>52</b>	<b>-10</b>	
% change monthly (versus 2022)	118	151	65	48	7								52					
% change monthly (versus 2019)	-16	-9	-14	-10	-3								-10					

Totals may not sum due to rounding.

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