

# Nova Scotia Visitation Indicators

## July 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.

	YTD	Jan	Feb	March	April	May <sup>‡</sup>	June <sup>‡</sup>	July <sup>‡</sup>	Aug	Sept	Oct	Nov	Dec
<b>Tourism Visitation by Entry Point</b>													
<b>Visitor Entries ('000s)</b>													
<b>Road Visits by Entry Point</b>	<b>708</b>	52	54	72	75	100	123	232					
% Change from same period 2022	<b>20</b>	119	109	68	75	7	-1	-3					
% Change from same period 2019	<b>-17</b>	-23	-25	-22	-15	-15	-13	-16					
Amherst/Tidnish	<b>629</b>	50	52	67	70	86	106	198					
% Change from same period 2022	<b>25</b>	119	111	66	79	7	4	2					
% Change from same period 2019	<b>-18</b>	-24	-26	-24	-16	-17	-15	-13					
North Sydney	<b>28</b>	2	1	3	4	4	4	9					
% Change from same period 2022	<b>28</b>	132	62	147	24	17	27	5					
% Change from same period 2019	<b>4</b>	58	-6	59	4	20	-20	-5					
Digby	<b>22</b>	1	1	1	2	3	5	10					
% Change from same period 2022	<b>22</b>	105	80	46	53	82	10	7					
% Change from same period 2019	<b>1</b>	23	N/A	9	21	29	-1	-14					
Caribou						6	5 <sup>§</sup>	9 <sup>§</sup>					
% Change from same period 2022						-8	-61	-57					
% Change from same period 2019						16	-56	-66					
Yarmouth						1	3	5					
% Change from same period 2022 <sup>+</sup>						-4	27	26					
% Change from same period 2019 <sup>++</sup>						N/A	N/A	N/A					
<b>Air Visits by Entry Point ('000s)</b>													
Halifax Stanfield International Airport	<b>413</b>	36	38	35	39	58	89	117					
% Change from same period 2022	<b>18</b>	117	247	58	15	6	0	-5					
% Change from same period 2019	<b>10</b>	-4	30	7	1	21	8	11					
<b>Total Visitors ('000s)</b>	<b>1,121</b>	88	92	107	114	158	212	349					
% Change from same period 2022	<b>19</b>	118	151	65	48	7	-1	-4					
% Change from same period 2019	<b>-9</b>	-16	-9	-14	-10	-3	-7	-8					

Totals may not sum due to rounding.

\* Digby ferry did not run in February 2019.

§ The N.S.-P.E.I ferry was shut down from June 17 to June 30 and from July 3 to July 9.

+ 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.

‡ Nova Scotia experienced significant wildfires, in multiple locations, in late May and early June. Heavy rainfall and flooding in several areas also prompted a state of emergency in the province in late July. These events 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	1,003	106	109	137	148	141	169	193					
% Change from same period 2022	33	152	152	70	46	2	4	3					
% Change from same period 2019	-15	-15	-17	-15	-15	-23	-12	-10					
J.A. Douglas McCurdy Sydney Airport	24	3	3	4	4	4	4	4					
% Change from same period 2022	-13	35	51	18	-4	-30	-32	-40					
% Change from same period 2019	-49	-44	-49	-40	-51	-47	-47	-60					
<b>Cruise Ship Passenger Visits (000's)</b>													
Halifax	45						45						
% Change from same period 2019	8						8						
Cape Breton	27				--	10	7	10					
% Change from same period 2019	-5				-62	129	-27	-26					
<b>Information Centre Activity (000's)</b>													
NS Information Centre Visitors Counselling	100	2	1	3	3	11	31	49					
% Change from same period 2022	49	N/A †	N/A †	474 **	83	0	5	-16					
% Change from same period 2019	-24	-43	-36	-17	-12	-10	-16	-31					
Local Information Centre Visitors Counselling						2	19	40					
<b>Website Activity (NovaScotia.com) (000's)</b>													
Visits	5,280	505	755	1,027	428	677	801	1,088					
% Change from same period 2022	-56	49	-8	-81	-72	-47	-49	4					
% Change from same period 2019	122	131	266	223	40	87	85	101					

Totals may not sum due to rounding.

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

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

† Nova Scotia experienced significant wildfires, in multiple locations, in late May and early June. Heavy rainfall and flooding in several areas also prompted a state of emergency in the province in late July. These events impacted residents, tourism businesses, and may have impacted visitation levels to the province.

"--" 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. Sources: Port of Halifax and Port of Sydney.

### 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

2023	Jan	Feb	March	April	May <sup>†</sup>	June <sup>‡</sup>	July <sup>‡</sup>	Aug	Sept	Oct	Nov	Dec	YTD 2023	YTD 2022	YTD 2019	YTD % Change 2023 - 2022	YTD % Change 2023 - 2019
Atlantic Canada	44,000	46,800	59,900	58,700	70,400	67,500	101,800						449,100	344,900	594,800	30	-24
Quebec	1,200	900	1,700	2,000	3,600	7,400	21,200						37,900	39,500	41,700	-4	-9
Ontario	5,500	4,300	7,600	10,700	17,600	28,800	71,900						146,400	142,100	142,800	3	2
Western Canada	1,000	1,000	1,600	2,000	3,600	5,800	10,400						25,200	24,100	18,900	5	34
<b>CANADA</b>	<b>51,700</b>	<b>53,000</b>	<b>70,700</b>	<b>73,400</b>	<b>95,100</b>	<b>109,500</b>	<b>205,300</b>						<b>658,700</b>	<b>550,600</b>	<b>798,200</b>	<b>20</b>	<b>-17</b>
Maine (by road only)	200	200	300	500	1,000	1,800	3,000						6,900	5,000	6,600	37	5
Other New England	300	200	400	700	1,700	4,400	9,100						16,800	13,800	19,600	22	-14
Middle Atlantic	100	--	100	200	600	1,800	4,000						6,700	6,500	9,500	4	-29
East North Central	--	--	--	--	300	800	1,800						2,900	2,300	5,300	27	-44
West North Central	--	--	--	--	100	200	700						1,100	1,100	1,600	-6	-32
South Atlantic	100	--	100	200	700	2,400	3,900						7,400	6,800	8,200	8	-10
East South Central	--	--	--	--	100	300	500						900	800	1,000	13	-11
West South Central	--	--	--	--	200	500	1,100						2,000	1,700	1,800	17	9
Mountain	--	--	--	--	100	600	1,200						1,900	1,700	1,800	14	5
Pacific	--	--	--	--	200	500	1,100						1,900	1,500	2,100	23	-12
<b>UNITED STATES</b>	<b>700</b>	<b>600</b>	<b>900</b>	<b>1,800</b>	<b>4,900</b>	<b>13,300</b>	<b>26,300</b>						<b>48,500</b>	<b>41,300</b>	<b>57,400</b>	<b>17</b>	<b>-16</b>
<b>OVERSEAS</b>	<b>N/A<sup>*</sup></b>	<b>N/A<sup>*</sup></b>	<b>--</b>	<b>--</b>	<b>100</b>	<b>200</b>	<b>400</b>						<b>700</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>122,900</b>	<b>232,000</b>						<b>707,800</b>	<b>591,800</b>	<b>855,600</b>	<b>20</b>	<b>-17</b>
% change monthly (versus 2022)	119	109	68	75	7	-1	-3						20				
% change monthly (versus 2019)	-23	-25	-22	-15	-13	-16	-16						-17				

Totals may not sum due to rounding.

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

‡ Nova Scotia experienced significant wildfires, in multiple locations, in late May and early June. Heavy rainfall and flooding in several areas also prompted a state of emergency in the province in late July. These events 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 % Change 2023 - 2022	YTD % Change 2023 - 2019
Atlantic Canada	12,900	19,200	12,400	13,400	10,200	10,100	7,700						86,100	51,600	48,700	67	77
Quebec	1,900	1,100	2,300	1,800	3,400	4,400	2,000						17,000	15,500	16,600	10	2
Ontario	11,800	8,900	14,100	14,700	27,400	36,600	54,000						167,500	145,400	147,000	15	14
Western Canada	3,400	3,500	4,600	4,700	10,100	19,000	28,700						74,000	79,200	72,500	-7	2
<b>CANADA</b>	<b>29,900</b>	<b>32,800</b>	<b>33,500</b>	<b>34,700</b>	<b>51,100</b>	<b>70,200</b>	<b>92,400</b>						<b>344,500</b>	<b>291,700</b>	<b>284,800</b>	<b>18</b>	<b>21</b>
New England (inc Maine)	200	--	--	--	--	1,100	400						1,800	2,000	8,100	-11	-78
Middle Atlantic	100	100	100	--	500	600	600						1,800	1,200	8,000	52	-77
East North Central	100	--	--	--	100	300	800						1,400	1,000	5,700	30	-76
West North Central	300	100	100	200	200	1,800	1,200						3,900	2,300	2,900	72	35
South Atlantic	500	500	100	500	900	2,400	2,900						7,700	5,800	12,000	33	-35
East South Central	--	--	--	--	--	200	100						300	200	2,300	40	-86
West South Central	100	100	--	100	300	500	1,200						2,300	1,100	4,200	103	-46
Mountain	300	100	--	100	600	1,400	1,600						4,000	4,500	3,300	-12	20
Pacific	100	100	400	100	100	200	1,300						2,200	3,300	5,400	-33	-60
<b>UNITED STATES</b>	<b>1,600</b>	<b>1,100</b>	<b>700</b>	<b>1,000</b>	<b>2,700</b>	<b>8,400</b>	<b>10,000</b>						<b>25,400</b>	<b>21,500</b>	<b>51,900</b>	<b>18</b>	<b>-51</b>
United Kingdom	2,400	3,100	700	1,700	2,400	2,500	4,000						16,700	16,700	12,500	0	33
Germany	100	--	--	300	200	3,600	1,800						5,800	5,200	4,900	13	20
Other Europe	1,200	1,000	200	700	1,100	1,800	3,700						9,800	9,100	7,700	8	27
Other Overseas	900	500	400	500	800	2,300	5,400						10,700	7,000	13,000	54	-17
<b>OVERSEAS</b>	<b>4,500</b>	<b>4,600</b>	<b>1,200</b>	<b>3,200</b>	<b>4,500</b>	<b>10,200</b>	<b>14,800</b>						<b>43,100</b>	<b>37,900</b>	<b>38,100</b>	<b>14</b>	<b>13</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>88,700</b>	<b>117,300</b>						<b>413,000</b>	<b>351,100</b>	<b>374,700</b>	<b>18</b>	<b>10</b>
% change monthly (versus 2022)	117	247	58	15	6	0	-5						18				
% change monthly (versus 2019)	-4	30	7	1	21	8	11						10				

Totals may not sum due to rounding.

‡ Nova Scotia experienced significant wildfires, in multiple locations, in late May and early June. Heavy rainfall and flooding in several areas also prompted a state of emergency in the province in late July. These events impacted residents, tourism businesses, and may have impacted visitation levels to the province.

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

**Total Visits by Origin**

<b>2023</b>	<b>Jan</b>	<b>Feb</b>	<b>March</b>	<b>April</b>	<b>May ‡</b>	<b>June ‡</b>	<b>July ‡</b>	<b>Aug</b>	<b>Sept</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>	<b>YTD 2023</b>	<b>YTD 2022</b>	<b>YTD 2019</b>	<b>YTD % Change 2023 - 2022</b>	<b>YTD % Change 2023 - 2019</b>
Atlantic Canada	56,900	66,000	72,300	72,100	80,700	77,600	109,600						535,200	396,500	643,500	35	-17
Quebec	3,000	2,100	4,000	3,800	7,000	11,800	23,200						54,900	54,900	58,300	0	-6
Ontario	17,200	13,200	21,700	25,500	45,000	65,400	125,900						313,800	287,600	289,800	9	8
Western Canada	4,300	4,500	6,200	6,700	13,700	24,800	39,100						99,200	103,300	91,400	-4	8
<b>CANADA</b>	<b>81,500</b>	<b>85,800</b>	<b>104,100</b>	<b>108,100</b>	<b>146,300</b>	<b>179,700</b>	<b>297,700</b>						<b>1,003,200</b>	<b>842,200</b>	<b>1,083,000</b>	<b>19</b>	<b>-7</b>
New England (inc Maine)	700	500	700	1,300	2,700	7,200	12,500						25,500	20,800	34,300	22	-26
Middle Atlantic	100	100	100	200	1,100	2,300	4,600						8,600	7,700	17,400	12	-51
East North Central	100	100	--	100	400	1,100	2,600						4,300	3,400	10,900	28	-61
West North Central	300	100	100	200	300	2,100	1,800						4,900	3,400	4,400	46	11
South Atlantic	500	600	200	700	1,600	4,800	6,800						15,100	12,700	20,200	19	-25
East South Central	--	--	--	--	100	400	600						1,200	1,000	3,300	19	-63
West South Central	100	100	--	200	500	1,000	2,300						4,200	2,800	6,000	51	-30
Mountain	300	100	100	100	700	1,900	2,700						6,000	6,200	5,200	-5	15
Pacific	100	100	400	100	300	700	2,400						4,000	4,800	7,500	-15	-46
<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>21,600</b>	<b>36,300</b>						<b>73,900</b>	<b>62,800</b>	<b>109,300</b>	<b>18</b>	<b>-32</b>
United Kingdom	2,400	3,100	700	1,700	2,400	2,500	4,000						16,700	16,700	12,500	0	33
Germany	100	--	--	300	200	3,600	1,800						5,800	5,200	4,900	13	20
Other Europe	1,200	1,000	200	700	1,100	1,800	3,700						9,800	9,100	7,700	8	27
Other Overseas	900	500	400	500	800	2,300	5,400						10,700	7,000	13,000	54	-17
<b>OVERSEAS</b>	<b>4,500</b>	<b>4,600</b>	<b>1,200</b>	<b>3,200</b>	<b>4,500</b>	<b>10,400</b>	<b>15,200</b>						<b>43,800</b>	<b>37,900</b>	<b>38,100</b>	<b>15</b>	<b>15</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>211,700</b>	<b>349,300</b>						<b>1,120,800</b>	<b>942,900</b>	<b>1,230,300</b>	<b>19</b>	<b>-9</b>
% change monthly (versus 2022)	118	151	65	48	7	-1	-4						19				
% change monthly (versus 2019)	-16	-9	-14	-10	-3	-7	-8						-9				

Totals may not sum due to rounding.

‡ Nova Scotia experienced significant wildfires, in multiple locations, in late May and early June. Heavy rainfall and flooding in several areas also prompted a state of emergency in the province in late July. These events impacted residents, tourism businesses, and may have impacted visitation levels to the province.

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