

Nova Scotia Visitation Indicators

August 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
Visitor Entries ('000s)													
Road Visits by Entry Point	956	52	54	72	75	100	123	232	248				
% Change from same period 2022	18	119	109	68	75	7	-1	-3	14				
% Change from same period 2019	-16	-23	-25	-22	-15	-13	-16	-16	-13				
Amherst/Tidnish	827	50	52	67	70	86	106	198	198				
% Change from same period 2022	22	119	111	66	79	7	4	2	16				
% Change from same period 2019	-17	-24	-26	-24	-16	-17	-15	-13	-14				
North Sydney	38	2	1	3	4	4	4	9	10				
% Change from same period 2022	25	132	62	147	24	17	27	5	19				
% Change from same period 2019	-1	58	-6	59	4	20	-20	-5	-13				
Digby	32	1	1	1	2	3	5	10	10				
% Change from same period 2022	18	105	80	46	53	82	10	7	10				
% Change from same period 2019	-6	23	N/A*	9	21	29	-1	-14	-20				
Caribou	46					6	5 [§]	9 [§]	25				
% Change from same period 2022	-29					-8	-61	-57	7				
% Change from same period 2019	-39					16	-56	-66	-18				
Yarmouth	14					1	3	5	5				
% Change from same period 2022 [†]	15					-4	27	26	3				
% Change from same period 2019 ^{††}	N/A					N/A	N/A	N/A	N/A				
Air Visits by Entry Point ('000s)													
Halifax Stanfield International Airport	548	36	38	35	39	58	89	117	135				
% Change from same period 2022	15	117	247	58	15	6	0	-5	9				
% Change from same period 2019	9	-4	30	7	1	21	8	11	4				
Total Visitors ('000s)	1,503	88	92	107	114	158	212	349	382				
% Change from same period 2022	17	118	151	65	48	7	-1	-4	12				
% Change from same period 2019	-9	-16	-9	-14	-10	-3	-7	-8	-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
Visitor Activity													
Airport Activity: Enplanements (000's)													
Halifax Stanfield International Airport	1,219	106	109	137	148	141	169	193	216				
% Change from same period 2022	26	152	152	70	46	2	4	3	2				
% Change from same period 2019	-14	-15	-17	-15	-15	-23	-12	-10	-11				
J.A. Douglas McCurdy Sydney Airport	29	3	3	4	4	4	4	4	5				
% Change from same period 2022	-23	35	51	18	-4	-30	-32	-40	-52				
% Change from same period 2019	-53	-44	-49	-40	-51	-47	-47	-60	-66				
Cruise Ship Passenger Visits (000's)													
Halifax	45						45						
% Change from same period 2019	8						8						
Cape Breton	44				--	10	7	10	17				
% Change from same period 2019	1				-62	129	-27	-26	11				
Information Centre Activity (000's)													
NS Information Centre Visitors Counselling	147	2	1	3	3	11	31	49	47				
% Change from same period 2022	49	N/A †	N/A †	474 **	83	0	5	-16	-23				
% Change from same period 2019	-30	-43	-36	-17	-12	-10	-16	-31	-40				
Local Information Centre Visitors Counselling						2	19	40	44				
Website Activity (NovaScotia.com) (000's)													
Visits †	9,302	550	954	2,865	583	866	1,006	1,286	1,193				
% Change from same period 2022	-28	62	16	-46	-64	-29	-38	22	27				
% Change from same period 2019	225	152	363	802	91	140	132	138	150				

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.

† As of August 2023, website visitation numbers have been updated for the months of April 2022 - August 2023 to reflect the launch of Google Analytics 4.

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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. 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 [‡]	June [‡]	July [‡]	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	108,500					557,600	435,800	731,400	28	-24
Quebec	1,200	900	1,700	2,000	3,600	7,400	21,200	21,600					59,600	57,800	65,800	3	-10
Ontario	5,500	4,300	7,600	10,700	17,600	28,800	71,900	78,700					225,100	220,900	227,000	2	-1
Western Canada	1,000	1,000	1,600	2,000	3,600	5,800	10,400	11,300					36,500	33,300	28,000	10	31
CANADA	51,700	53,000	70,700	73,400	95,100	109,500	205,300	220,200					878,800	747,900	1,052,200	18	-16
Maine (by road only)	200	200	300	500	1,000	1,800	3,000	3,300					10,200	7,100	9,700	44	5
Other New England	300	200	400	700	1,700	4,400	9,100	10,000					26,800	21,100	30,500	27	-12
Middle Atlantic	100	--	100	200	600	1,800	4,000	4,600					11,300	10,200	16,000	10	-29
East North Central	--	--	--	--	300	800	1,800	1,400					4,400	3,300	7,700	30	-44
West North Central	--	--	--	--	100	200	700	700					1,700	1,600	2,100	8	-19
South Atlantic	100	--	100	200	700	2,400	3,900	3,900					11,300	9,500	12,400	18	-9
East South Central	--	--	--	--	100	300	500	300					1,200	1,000	1,300	20	-10
West South Central	--	--	--	--	200	500	1,100	800					2,800	2,200	2,600	26	9
Mountain	--	--	--	--	100	600	1,200	1,100					3,000	2,500	3,000	22	0
Pacific	--	--	--	--	200	500	1,100	1,000					2,800	2,200	3,200	29	-12
UNITED STATES	700	600	900	1,800	4,900	13,300	26,300	27,000					75,500	60,800	88,600	24	-15
OVERSEAS	N/A[*]	N/A[*]	--	--	100	200	400	600					1,300				
TOTAL ROAD VISITATION	52,400	53,600	71,600	75,200	100,100	122,900	232,000	247,800					955,600	808,700	1,140,800	18	-16
% change monthly (versus 2022)	119	109	68	75	7	-1	-3	14					18				
% change monthly (versus 2019)	-23	-25	-22	-15	-13	-16	-16	-13					-16				

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.

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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	11,200					97,300	59,200	56,300	64	73
Quebec	1,900	1,100	2,300	1,800	3,400	4,400	2,000	3,100					20,100	18,800	19,900	7	1
Ontario	11,800	8,900	14,100	14,700	27,400	36,600	54,000	56,800					224,300	192,800	189,800	16	18
Western Canada	3,400	3,500	4,600	4,700	10,100	19,000	28,700	33,900					107,900	112,300	103,700	-4	4
CANADA	29,900	32,800	33,500	34,700	51,100	70,200	92,400	105,000					449,600	383,000	369,800	17	22
New England (inc Maine)	200	--	--	--	--	1,100	400	600					2,400	2,600	10,900	-8	-78
Middle Atlantic	100	100	100	--	500	600	600	200					2,000	1,800	12,400	11	-84
East North Central	100	--	--	--	100	300	800	500					1,800	2,400	7,900	-23	-77
West North Central	300	100	100	200	200	1,800	1,200	1,000					4,900	3,200	4,400	51	10
South Atlantic	500	500	100	500	900	2,400	2,900	4,700					12,400	8,500	17,700	46	-30
East South Central	--	--	--	--	--	200	100	100					500	900	3,200	-50	-86
West South Central	100	100	--	100	300	500	1,200	1,200					3,400	1,400	6,700	140	-49
Mountain	300	100	--	100	600	1,400	1,600	1,800					5,800	7,200	5,100	-19	13
Pacific	100	100	400	100	100	200	1,300	1,700					3,900	4,100	10,000	-6	-62
UNITED STATES	1,600	1,100	700	1,000	2,700	8,400	10,000	11,600					37,000	32,100	78,400	15	-53
United Kingdom	2,400	3,100	700	1,700	2,400	2,500	4,000	2,700					19,400	21,200	19,400	-8	0
Germany	100	--	--	300	200	3,600	1,800	4,900					10,700	9,900	6,900	8	54
Other Europe	1,200	1,000	200	700	1,100	1,800	3,700	2,400					12,200	15,900	12,100	-23	1
EUROPE TOTAL	3,600	4,100	900	2,700	3,600	7,900	9,500	10,000					42,300	47,000	38,400	-10	10
Other Overseas	900	500	400	500	800	2,300	5,400	7,900					18,600	12,200	17,000	53	10
OVERSEAS TOTAL	4,500	4,600	1,200	3,200	4,500	10,200	14,800	17,900					61,000	59,200	55,400	3	10
TOTAL AIR VISITATION	35,900	38,500	35,400	38,900	58,300	88,700	117,300	134,500					547,600	474,200	503,500	15	9
% change monthly (versus 2022)	117	247	58	15	6	0	-5	9					15				
% change monthly (versus 2019)	-4	30	7	1	21	8	11	4					9				

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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 % Change 2023 - 2022	YTD % Change 2023 - 2019
Atlantic Canada	56,900	66,000	72,300	72,100	80,700	77,600	109,600	119,600					654,900	495,000	787,700	32	-17
Quebec	3,000	2,100	4,000	3,800	7,000	11,800	23,200	24,800					79,700	76,600	85,800	4	-7
Ontario	17,200	13,200	21,700	25,500	45,000	65,400	125,900	135,600					449,400	413,700	416,900	9	8
Western Canada	4,300	4,500	6,200	6,700	13,700	24,800	39,100	45,200					144,400	145,600	131,600	-1	10
CANADA	81,500	85,800	104,100	108,100	146,300	179,700	297,700	325,200					1,328,400	1,130,800	1,422,000	17	-7
New England (inc Maine)	700	500	700	1,300	2,700	7,200	12,500	13,800					39,300	30,800	51,000	28	-23
Middle Atlantic	100	100	100	200	1,100	2,300	4,600	4,700					13,300	12,000	28,400	11	-53
East North Central	100	100	--	100	400	1,100	2,600	1,900					6,200	5,700	15,600	8	-60
West North Central	300	100	100	200	300	2,100	1,800	1,600					6,600	4,800	6,600	37	0
South Atlantic	500	600	200	700	1,600	4,800	6,800	8,600					23,700	18,000	30,100	31	-21
East South Central	--	--	--	--	100	400	600	500					1,700	1,900	4,600	-13	-64
West South Central	100	100	--	200	500	1,000	2,300	2,000					6,200	3,700	9,300	70	-33
Mountain	300	100	100	100	700	1,900	2,700	2,900					8,800	9,700	8,100	-9	9
Pacific	100	100	400	100	300	700	2,400	2,700					6,700	6,300	13,300	6	-49
UNITED STATES	2,300	1,700	1,600	2,800	7,600	21,600	36,300	38,600					112,500	92,900	167,000	21	-33
United Kingdom	2,400	3,100	700	1,700	2,400	2,500	4,000	2,700					19,400	21,200	19,400	-8	0
Germany	100	--	--	300	200	3,600	1,800	4,900					10,700	9,900	6,900	8	54
Other Europe	1,200	1,000	200	700	1,100	1,800	3,700	2,400					12,200	15,900	12,100	-23	1
Other Overseas	3,600	4,100	900	2,700	3,600	7,900	9,500	10,000					18,600	12,200	17,000	53	10
OVERSEAS	7,200	8,200	1,800	5,400	7,300	16,100	19,400	20,600					62,300	59,200	55,400	5	13
TOTAL VISITATION	91,100	95,600	107,500	116,300	161,200	217,400	353,400	384,500					1,503,200	1,282,900	1,644,300	17	-9
% change monthly (versus 2022)	125	161	66	51	8	2	-2	13					17				
% change monthly (versus 2019)	-13	-5	-14	-8	-1	-5	-7	-7					-9				

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