

# Nova Scotia Visitation Indicators

## October 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 ‡	June ‡	July ‡	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>1,187</b>	52	54	72	75	100	123	232	248	129	102		
% Change from same period 2022	15	119	109	68	75	7	-1	-3	14	1	7		
% Change from same period 2019	-14	-23	-25	-22	-15	-13	-16	-16	-13	3	-10		
Amherst/Tidnish	1,011	50	52	67	70	86	106	198	198	100	85		
% Change from same period 2022	18	119	111	66	79	7	4	2	16	-4	5		
% Change from same period 2019	-15	-24	-26	-24	-16	-17	-15	-13	-14	-1	-15		
North Sydney	48	2	1	3	4	4	4	9	10	6	4		
% Change from same period 2022	21	132	62	147	24	17	27	5	19	8	3		
% Change from same period 2019	3	58	-6	59	4	20	-20	-5	-13	31	9		
Digby	40	1	1	1	2	3	5	10	10	6	3		
% Change from same period 2022	19	105	80	46	53	82	10	7	10	-1	98		
% Change from same period 2019	-3	23	N/A	9	21	29	-1	-14	-20	-3	51		
Caribou	71					6	5 <sup>§</sup>	9 <sup>§</sup>	25	16	9		
% Change from same period 2022	-16					-8	-61	-57	7	33	17		
% Change from same period 2019	-28					16	-56	-66	-18	4	8		
Yarmouth	17					1	3	5	5	3	1		
% Change from same period 2022 <sup>†</sup>	19					-4	27	26	3	54	-16		
% Change from same period 2019 <sup>††</sup>	N/A					N/A	N/A	N/A	N/A	N/A	N/A		
<b>Air Visits by Entry Point ('000s)</b>													
Halifax Stanfield International Airport	735	36	38	35	39	58	89	117	135	103	84		
% Change from same period 2022	14	117	247	58	15	6	0	-5	9	12	6		
% Change from same period 2019	8	-4	30	7	1	21	8	11	4	6	4		
<b>Total Visitors ('000s)</b>	<b>1,922</b>	88	92	107	114	158	212	349	382	233	186		
% Change from same period 2022	15	118	151	65	48	7	-1	-4	12	6	7		
% Change from same period 2019	-7	-16	-9	-14	-10	-3	-7	-8	-8	4	-4		

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	1,550	106	109	137	148	141	169	193	216	171	160		
% Change from same period 2022	19	152	152	70	46	2	4	3	2	-2	-4		
% Change from same period 2019	-14	-15	-17	-15	-15	-23	-12	-10	-11	-15	-16		
J.A. Douglas McCurdy Sydney Airport	37	3	3	4	4	4	4	4	5	4	4		
% Change from same period 2022	-20	35	51	18	-4	-30	-32	-40	-52	-11	-6		
% Change from same period 2019	-52	-44	-49	-40	-51	-47	-47	-60	-66	-50	-45		
<b>Cruise Ship Passenger Visits (000's)</b>													
Halifax	203						45			157			
% Change from same period 2019	-5						8			-8			
Cape Breton	166				--	10	7	10	17	64	59		
% Change from same period 2019	9				-62	129	-27	-26	11	16	8		
<b>Information Centre Activity (000's)</b>													
NS Information Centre Visitors Counselling	199	2	1	3	3	11	31	49	47	33	19		
% Change from same period 2022	49	N/A †	N/A †	474 **	83	0	5	-16	-23	-22	-9		
% Change from same period 2019	-32	-43	-36	-17	-12	-10	-16	-31	-40	-37	-36		
Local Information Centre Visitors Counselling						2	19	40	44	39	15		
<b>Website Activity (NovaScotia.com) (000's)</b>													
Visits †	10,795	550	954	2,865	583	866	1,006	1,286	1,193	749	744		
% Change from same period 2022	-23	62	16	-46	-64	-29	-38	22	27	86	9		
% Change from same period 2019	222	152	363	802	91	140	132	138	150	151	284		

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 <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	108,500	68,600	67,300			693,500	567,700	883,400	22	-22
Quebec	1,200	900	1,700	2,000	3,600	7,400	21,200	21,600	6,800	4,000			70,300	68,100	76,300	3	-8
Ontario	5,500	4,300	7,600	10,700	17,600	28,800	71,900	78,700	32,100	18,500			275,700	274,400	271,100	0	2
Western Canada	1,000	1,000	1,600	2,000	3,600	5,800	10,400	11,300	6,400	4,100			47,000	43,200	36,200	9	30
<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>220,200</b>	<b>113,800</b>	<b>93,800</b>			<b>1,086,400</b>	<b>953,400</b>	<b>1,267,000</b>	<b>14</b>	<b>-14</b>
Maine (by road only)	200	200	300	500	1,000	1,800	3,000	3,300	1,800	1,200			13,100	9,300	12,400	42	6
Other New England	300	200	400	700	1,700	4,400	9,100	10,000	4,800	2,500			34,100	26,600	37,600	28	-9
Middle Atlantic	100	--	100	200	600	1,800	4,000	4,600	2,000	1,100			14,400	13,100	20,300	10	-29
East North Central	--	--	--	--	300	800	1,800	1,400	1,100	500			6,000	4,600	10,700	30	-44
West North Central	--	--	--	--	100	200	700	700	500	200			2,500	2,200	2,900	15	-13
South Atlantic	100	--	100	200	700	2,400	3,900	3,900	2,200	1,000			14,500	11,700	15,500	23	-7
East South Central	--	--	--	--	100	300	500	300	200	100			1,500	1,200	1,800	24	-15
West South Central	--	--	--	--	200	500	1,100	800	600	300			3,700	2,900	3,200	30	18
Mountain	--	--	--	--	100	600	1,200	1,100	900	400			4,300	3,400	4,300	25	0
Pacific	--	--	--	--	200	500	1,100	1,000	800	400			4,000	3,200	4,600	27	-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>27,000</b>	<b>14,900</b>	<b>7,800</b>			<b>98,200</b>	<b>78,200</b>	<b>113,200</b>	<b>26</b>	<b>-13</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>600</b>	<b>500</b>	<b>200</b>			<b>2,000</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>247,800</b>	<b>129,200</b>	<b>101,900</b>			<b>1,186,700</b>	<b>1,031,700</b>	<b>1,380,200</b>	<b>15</b>	<b>-14</b>
% change monthly (versus 2022)	119	109	68	75	7	-1	-3	14	1	7			15				
% change monthly (versus 2019)	-23	-25	-22	-15	-13	-16	-16	-13	3	-10			-14				

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	10,300	11,200			118,700	78,600	72,100	51	65
Quebec	1,900	1,100	2,300	1,800	3,400	4,400	2,000	3,100	4,300	4,300			28,700	26,300	26,600	9	8
Ontario	11,800	8,900	14,100	14,700	27,400	36,600	54,000	56,800	40,500	30,900			295,700	262,500	259,300	13	14
Western Canada	3,400	3,500	4,600	4,700	10,100	19,000	28,700	33,900	26,000	22,600			156,400	149,000	135,500	5	15
<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>105,000</b>	<b>81,000</b>	<b>68,900</b>			<b>599,500</b>	<b>516,400</b>	<b>493,600</b>	<b>16</b>	<b>21</b>
New England (inc Maine)	200	--	--	--	--	1,100	400	600	100	300			2,800	4,100	13,800	-32	-80
Middle Atlantic	100	100	100	--	500	600	600	200	200	400			2,500	2,500	16,600	3	-85
East North Central	100	--	--	--	100	300	800	500	400	400			2,700	3,900	12,200	-32	-78
West North Central	300	100	100	200	200	1,800	1,200	1,000	1,600	1,000			7,400	5,400	6,000	36	23
South Atlantic	500	500	100	500	900	2,400	2,900	4,700	2,000	1,900			16,400	13,800	23,800	19	-31
East South Central	--	--	--	--	--	200	100	100	200	200			900	1,100	4,700	-19	-80
West South Central	100	100	--	100	300	500	1,200	1,200	500	100			4,000	1,900	8,400	107	-53
Mountain	300	100	--	100	600	1,400	1,600	1,800	2,000	900			8,700	12,300	7,300	-29	20
Pacific	100	100	400	100	100	200	1,300	1,700	500	1,000			5,400	6,300	14,600	-13	-63
<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>11,600</b>	<b>7,600</b>	<b>6,200</b>			<b>50,800</b>	<b>51,300</b>	<b>107,400</b>	<b>-1</b>	<b>-53</b>
United Kingdom	2,400	3,100	700	1,700	2,400	2,500	4,000	2,700	6,300	3,600			29,400	25,900	27,400	13	7
Germany	100	--	--	300	200	3,600	1,800	4,900	3,900	800			15,500	14,800	13,500	5	15
Other Europe	1,200	1,000	200	700	1,100	1,800	3,700	2,400	2,700	2,400			17,200	21,400	16,600	-19	4
<b>EUROPE TOTAL</b>	<b>3,600</b>	<b>4,100</b>	<b>900</b>	<b>2,700</b>	<b>3,600</b>	<b>7,900</b>	<b>9,500</b>	<b>10,000</b>	<b>12,900</b>	<b>6,800</b>			<b>62,100</b>	<b>62,100</b>	<b>57,500</b>	<b>0</b>	<b>8</b>
Other Overseas	900	500	400	500	800	2,300	5,400	7,900	1,800	2,300			22,700	16,400	23,200	38	-2
<b>OVERSEAS TOTAL</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>17,900</b>	<b>14,700</b>	<b>9,100</b>			<b>84,800</b>	<b>78,500</b>	<b>80,700</b>	<b>8</b>	<b>5</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>134,500</b>	<b>103,400</b>	<b>84,200</b>			<b>735,100</b>	<b>646,100</b>	<b>681,600</b>	<b>14</b>	<b>8</b>
% change monthly (versus 2022)	117	247	58	15	6	0	-5	9	12	6			14				
% change monthly (versus 2019)	-4	30	7	1	21	8	11	4	6	4			8				

Totals may not sum due to rounding.

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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	78,900	78,400			812,200	646,300	955,500	26	-15
Quebec	3,000	2,100	4,000	3,800	7,000	11,800	23,200	24,800	11,100	8,200			99,000	94,300	102,900	5	-4
Ontario	17,200	13,200	21,700	25,500	45,000	65,400	125,900	135,600	72,600	49,400			571,400	537,000	530,300	6	8
Western Canada	4,300	4,500	6,200	6,700	13,700	24,800	39,100	45,200	32,300	26,600			203,400	192,200	171,800	6	18
<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>325,200</b>	<b>194,800</b>	<b>162,700</b>			<b>1,685,900</b>	<b>1,469,800</b>	<b>1,760,500</b>	<b>15</b>	<b>-4</b>
New England (inc Maine)	700	500	700	1,300	2,700	7,200	12,500	13,800	6,700	4,100			50,100	40,000	63,800	25	-22
Middle Atlantic	100	100	100	200	1,100	2,300	4,600	4,700	2,200	1,400			16,900	15,600	36,900	9	-54
East North Central	100	100	--	100	400	1,100	2,600	1,900	1,500	900			8,700	8,500	22,900	2	-62
West North Central	300	100	100	200	300	2,100	1,800	1,600	2,100	1,200			9,900	7,600	8,900	30	11
South Atlantic	500	600	200	700	1,600	4,800	6,800	8,600	4,200	2,900			30,800	25,500	39,300	21	-22
East South Central	--	--	--	--	100	400	600	500	400	400			2,500	2,400	6,500	4	-62
West South Central	100	100	--	200	500	1,000	2,300	2,000	1,100	400			7,700	4,800	11,600	61	-33
Mountain	300	100	100	100	700	1,900	2,700	2,900	2,900	1,300			13,000	15,700	11,600	-17	12
Pacific	100	100	400	100	300	700	2,400	2,700	1,400	1,400			9,500	9,400	19,200	0	-51
<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>38,600</b>	<b>22,500</b>	<b>14,000</b>			<b>149,000</b>	<b>129,500</b>	<b>220,600</b>	<b>15</b>	<b>-32</b>
United Kingdom	2,400	3,100	700	1,700	2,400	2,500	4,000	2,700	6,300	3,600			29,400	25,900	27,400	13	7
Germany	100	--	--	300	200	3,600	1,800	4,900	3,900	800			15,500	14,800	13,500	5	15
Other Europe	1,200	1,000	200	700	1,100	1,800	3,700	2,400	2,700	2,400			17,200	21,400	16,600	-19	4
Other Overseas	900	500	400	500	800	2,300	5,400	7,900	1,800	2,300			22,700	16,400	23,200	38	-2
<b>OVERSEAS</b>	<b>4,500</b>	<b>4,600</b>	<b>1,200</b>	<b>3,300</b>	<b>4,500</b>	<b>10,400</b>	<b>15,200</b>	<b>18,500</b>	<b>15,200</b>	<b>9,300</b>			<b>86,800</b>	<b>78,500</b>	<b>80,700</b>	<b>11</b>	<b>8</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>382,300</b>	<b>232,600</b>	<b>186,100</b>			<b>1,921,800</b>	<b>1,677,800</b>	<b>2,061,800</b>	<b>15</b>	<b>-7</b>
% change monthly (versus 2022)	118	151	65	48	7	-1	-4	12	6	7			15				
% change monthly (versus 2019)	-16	-9	-14	-10	-3	-7	-8	-8	4	-4			-7				

Totals may not sum due to rounding.

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