

Nova Scotia Visitation Indicators

January to December 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
Tourism Visitation by Entry Point													
Visitor Entries ('000s)													
Road Visits by Entry Point	1,339	52	54	72	75	100	123	232	248	129	102	82	70
% Change from same period 2022	15	119	109	68	75	7	-1	-3	14	1	7	27	9
% Change from same period 2019	-13	-23	-25	-22	-15	-13	-16	-16	-13	3	-10	-4	-9
Amherst/Tidnish	1,150	50	52	67	70	86	106	198	198	100	85	74	65
% Change from same period 2022	18	119	111	66	79	7	4	2	16	-4	5	28	9
% Change from same period 2019	-15	-24	-26	-24	-16	-17	-15	-13	-14	-1	-15	-8	-11
North Sydney	52	2	1	3	4	4	4	9	10	6	4	3	2
% Change from same period 2022	19	132	62	147	24	17	27	5	19	8	3	7	-8
% Change from same period 2019	2	58	-6	59	4	20	-20	-5	-13	31	9	4	-15
Digby	43	1	1	1	2	3	5	10	10	6	3	1	1
% Change from same period 2022	20	105	80	46	53	82	10	7	10	-1	98	211	16
% Change from same period 2019	0	23	N/A	9	21	29	-1	-14	-20	-3	51	1,167	5
Caribou	77					6	5 [§]	9 [§]	25	16	9	4	2
% Change from same period 2022	-14					-8	-61	-57	7	33	17	18	54
% Change from same period 2019	-24					16	-56	-66	-18	4	8	101	118
Yarmouth	17					1	3	5	5	3	1		
% Change from same period 2022 [†]	19					-4	27	26	3	54	-16		
% 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	813	36	38	35	39	58	89	117	135	103	84	46	32
% Change from same period 2022	12	117	247	58	15	6	0	-5	9	12	6	11	-16
% Change from same period 2019	7	-4	30	7	1	21	8	11	4	6	4	10	-7
Total Visitors ('000s)	2,152	88	92	107	114	158	212	349	382	233	186	128	102
% Change from same period 2022	14	118	151	65	48	7	-1	-4	12	6	7	21	0
% Change from same period 2019	-6	-16	-9	-14	-10	-3	-7	-8	-8	4	-4	1	-9

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	1,785	106	109	137	148	141	169	193	216	171	160	113	122
% Change from same period 2022	15	152	152	70	46	2	4	3	2	-2	-4	-6	-3
% Change from same period 2019	-14	-15	-17	-15	-15	-23	-12	-10	-11	-15	-16	-14	-15
J.A. Douglas McCurdy Sydney Airport	45	3	3	4	4	4	4	4	5	4	4	4	4
% Change from same period 2022	-16	35	51	18	-4	-30	-32	-40	-52	-11	-6	10	22
% Change from same period 2019	-49	-44	-49	-40	-51	-47	-47	-60	-66	-50	-45	-25	-33
Cruise Ship Passenger Visits (000's)													
Halifax (Quarterly)	300						45			157			97
% Change from same period 2019	-7						8			-8			-12
Cape Breton	169				--	10	7	10	17	64	59	3	
% Change from same period 2019	9				-62	129	-27	-26	11	16	8	96	
Information Centre Activity (000's)													
NS Information Centre Visitors Counselling	204	2	1	3	3	11	31	49	47	33	19	3	2
% Change from same period 2022	49	N/A †	N/A †	474 **	83	0	5	-16	-23	-22	-9	26	22
% Change from same period 2019	-32	-43	-36	-17	-12	-10	-16	-31	-40	-37	-36	-9	-16
Local Information Centre Visitors Counselling						2	19	40	44	39	15		
Website Activity (NovaScotia.com) (000's)													
Visits †	11,308	550	954	2,865	583	866	1,006	1,286	1,193	749	744	310	203
% Change from same period 2022	-22	62	16	-46	-64	-29	-38	22	27	86	9	-16	19
% Change from same period 2019	216	152	363	802	91	140	132	138	150	151	284	179	75

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.

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‡ 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	68,600	67,300	66,000	56,300	815,800	671,800	1,020,800	21	-20
Quebec	1,200	900	1,700	2,000	3,600	7,400	21,200	21,600	6,800	4,000	2,400	1,700	74,400	71,400	79,800	4	-7
Ontario	5,500	4,300	7,600	10,700	17,600	28,800	71,900	78,700	32,100	18,500	10,200	9,900	295,700	290,000	287,200	2	3
Western Canada	1,000	1,000	1,600	2,000	3,600	5,800	10,400	11,300	6,400	4,100	2,000	1,300	50,300	46,500	38,000	8	32
CANADA	51,700	53,000	70,700	73,400	95,100	109,500	205,300	220,200	113,800	93,800	80,500	69,200	1,236,200	1,079,600	1,425,800	14	-13
Maine (by road only)	200	200	300	500	1,000	1,800	3,000	3,300	1,800	1,200	400	300	13,800	9,900	13,200	39	4
Other New England	300	200	400	700	1,700	4,400	9,100	10,000	4,800	2,500	600	500	35,200	27,600	39,600	28	-11
Middle Atlantic	100	--	100	200	600	1,800	4,000	4,600	2,000	1,100	200	200	14,700	13,400	20,900	10	-30
East North Central	--	--	--	--	300	800	1,800	1,400	1,100	500	100	--	6,100	4,800	10,900	28	-44
West North Central	--	--	--	--	100	200	700	700	500	200	--	--	2,500	2,200	3,000	15	-14
South Atlantic	100	--	100	200	700	2,400	3,900	3,900	2,200	1,000	200	100	14,800	12,000	15,800	24	-7
East South Central	--	--	--	--	100	300	500	300	200	100	--	--	1,600	1,300	1,800	24	-15
West South Central	--	--	--	--	200	500	1,100	800	600	300	100	--	3,800	2,900	3,200	30	19
Mountain	--	--	--	--	100	600	1,200	1,100	900	400	--	--	4,400	3,500	4,400	26	0
Pacific	--	--	--	--	200	500	1,100	1,000	800	400	100	--	4,100	3,200	4,600	27	-12
UNITED STATES	700	600	900	1,800	4,900	13,300	26,300	27,000	14,900	7,800	1,600	1,100	100,900	80,700	117,300	25	-14
OVERSEAS	N/A[*]	N/A[*]	--	--	100	200	400	600	500	200	--	--	2,000				
TOTAL ROAD VISITATION	52,400	53,600	71,600	75,200	100,100	122,900	232,000	247,800	129,200	101,900	82,200	70,300	1,339,100	1,160,400	1,543,100	15	-13
% change monthly (versus 2022)	119	109	68	75	7	-1	-3	14	1	7	27	9	15				
% change monthly (versus 2019)	-23	-25	-22	-15	-13	-16	-16	-13	3	-10	-4	-9	-13				

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	9,200	8,700	136,600	96,700	87,700	41	56
Quebec	1,900	1,100	2,300	1,800	3,400	4,400	2,000	3,100	4,300	4,300	2,600	2,700	34,000	30,900	32,200	10	6
Ontario	11,800	8,900	14,100	14,700	27,400	36,600	54,000	56,800	40,500	30,900	20,100	14,700	330,500	295,600	290,200	12	14
Western Canada	3,400	3,500	4,600	4,700	10,100	19,000	28,700	33,900	26,000	22,600	8,900	3,900	169,100	160,900	146,900	5	15
CANADA	29,900	32,800	33,500	34,700	51,100	70,200	92,400	105,000	81,000	68,900	40,800	29,900	670,300	584,200	556,900	15	20
New England (inc Maine)	200	--	--	--	--	1,100	400	600	100	300	--	100	2,900	4,500	14,400	-35	-80
Middle Atlantic	100	100	100	--	500	600	600	200	200	400	100	100	2,700	2,500	18,300	8	-85
East North Central	100	--	--	--	100	300	800	500	400	400	300	200	3,200	4,400	13,000	-27	-75
West North Central	300	100	100	200	200	1,800	1,200	1,000	1,600	1,000	200	100	7,600	5,800	6,200	32	22
South Atlantic	500	500	100	500	900	2,400	2,900	4,700	2,000	1,900	800	400	17,500	15,000	25,800	17	-32
East South Central	--	--	--	--	--	200	100	100	200	200	100	--	1,000	1,300	4,900	-22	-80
West South Central	100	100	--	100	300	500	1,200	1,200	500	100	--	100	4,100	2,000	8,900	103	-54
Mountain	300	100	--	100	600	1,400	1,600	1,800	2,000	900	500	400	9,600	12,800	7,400	-25	30
Pacific	100	100	400	100	100	200	1,300	1,700	500	1,000	300	--	5,700	6,700	15,600	-15	-63
UNITED STATES	1,600	1,100	700	1,000	2,700	8,400	10,000	11,600	7,600	6,200	2,200	1,400	54,400	55,000	114,600	-1	-53
United Kingdom	2,400	3,100	700	1,700	2,400	2,500	4,000	2,700	6,300	3,600	200	200	29,700	28,600	27,800	4	7
Germany	100	--	--	300	200	3,600	1,800	4,900	3,900	800	400	--	15,900	15,300	13,700	4	16
Other Europe	1,200	1,000	200	700	1,100	1,800	3,700	2,400	2,700	2,400	500	200	17,900	24,700	18,500	-27	-3
EUROPE TOTAL	3,600	4,100	900	2,700	3,600	7,900	9,500	10,000	12,900	6,800	1,100	400	63,600	68,500	60,000	-7	6
Other Overseas	900	500	400	500	800	2,300	5,400	7,900	1,800	2,300	1,300	400	24,400	17,600	26,000	39	-6
OVERSEAS TOTAL	4,500	4,600	1,200	3,200	4,500	10,200	14,800	17,900	14,700	9,100	2,500	800	88,000	86,100	86,000	2	2
TOTAL AIR VISITATION	35,900	38,500	35,400	38,900	58,300	88,700	117,300	134,500	103,400	84,200	45,600	32,100	812,800	725,200	757,600	12	7
% change monthly (versus 2022)	117	247	58	15	6	0	-5	9	12	6	11	-16	12				
% change monthly (versus 2019)	-4	30	7	1	21	8	11	4	6	4	10	-7	7				

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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	75,200	65,000	952,400	768,400	1,108,400	24	-14
Quebec	3,000	2,100	4,000	3,800	7,000	11,800	23,200	24,800	11,100	8,200	5,000	4,400	108,500	102,300	112,000	6	-3
Ontario	17,200	13,200	21,700	25,500	45,000	65,400	125,900	135,600	72,600	49,400	30,300	24,500	626,200	585,600	577,400	7	8
Western Canada	4,300	4,500	6,200	6,700	13,700	24,800	39,100	45,200	32,300	26,600	10,900	5,200	219,400	207,400	184,900	6	19
CANADA	81,500	85,800	104,100	108,100	146,300	179,700	297,700	325,200	194,800	162,700	121,400	99,100	1,906,400	1,663,800	1,982,700	15	-4
New England (inc Maine)	700	500	700	1,300	2,700	7,200	12,500	13,800	6,700	4,100	1,000	800	51,900	42,000	67,200	24	-23
Middle Atlantic	100	100	100	200	1,100	2,300	4,600	4,700	2,200	1,400	300	200	17,400	15,900	39,100	9	-56
East North Central	100	100	--	100	400	1,100	2,600	1,900	1,500	900	400	200	9,300	9,200	23,900	2	-61
West North Central	300	100	100	200	300	2,100	1,800	1,600	2,100	1,200	200	100	10,100	8,000	9,200	27	10
South Atlantic	500	600	200	700	1,600	4,800	6,800	8,600	4,200	2,900	1,000	500	32,300	26,900	41,700	20	-22
East South Central	--	--	--	--	100	400	600	500	400	400	100	--	2,600	2,500	6,700	0	-62
West South Central	100	100	--	200	500	1,000	2,300	2,000	1,100	400	100	100	7,900	5,000	12,100	60	-35
Mountain	300	100	100	100	700	1,900	2,700	2,900	2,900	1,300	500	400	14,000	16,200	11,800	-14	19
Pacific	100	100	400	100	300	700	2,400	2,700	1,400	1,400	300	--	9,800	10,000	20,200	-1	-51
UNITED STATES	2,300	1,700	1,600	2,800	7,600	21,600	36,300	38,600	22,500	14,000	3,900	2,400	155,400	135,700	232,000	14	-33
United Kingdom	2,400	3,100	700	1,700	2,400	2,500	4,000	2,700	6,300	3,600	200	200	29,700	28,600	27,800	4	7
Germany	100	--	--	300	200	3,600	1,800	4,900	3,900	800	400	--	15,900	15,300	13,700	4	16
Other Europe	1,200	1,000	200	700	1,100	1,800	3,700	2,400	2,700	2,400	500	200	17,900	24,700	18,500	-27	-3
Other Overseas	900	500	400	500	800	2,300	5,400	7,900	1,800	2,300	1,300	400	24,400	17,600	26,000	39	-6
OVERSEAS	4,500	4,600	1,200	3,300	4,500	10,400	15,200	18,500	15,200	9,300	2,500	800	90,100	86,100	86,000	5	5
TOTAL VISITATION	88,300	92,100	107,000	114,100	158,400	211,700	349,300	382,300	232,600	186,100	127,700	102,300	2,151,900	1,885,600	2,300,700	14	-6
% change monthly (versus 2022)	118	151	65	48	7	-1	-4	12	6	7	21	0	14				
% change monthly (versus 2019)	-16	-9	-14	-10	-3	-7	-8	-8	4	-4	1	-9	-6				

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